

FREE INCLUSIVITY SCAN

NO *BABES*

The fact that you are filling this in, is already amazing!

This scan helps your company determine how inclusive it is on various levels: from the company itself to the campaigns and the people it hires. Try to answer faithfully and know that we don't use this survey to be judgemental. This scan serves to meet your company where it's at and to work together for possible improvements 😊

Basic company info

Company name

Sector:

E-mail address

Address

Diversity & inclusion in your company

How do you define diversity?	
Do you have a diversity policy?	<input type="checkbox"/> yes <input type="checkbox"/> no
Do you have an anti-discrimination statement? (an anti-discrimination statement is a statement signaling it's not allowed to discriminate a person based on their: race, age, gender, etc.)	<input type="checkbox"/> yes <input type="checkbox"/> no
In what aspect is there diversity in your company? (ex. staff, council, etc.)	
Is your main workplace accessible for wheelchair users?	<input type="checkbox"/> yes <input type="checkbox"/> no
Do you have 1 or more low stimulus rooms? <i>A low stimulus room is a room with not many noises or visual distractions such as a plant, a flickering light, etc.</i>	<input type="checkbox"/> yes <input type="checkbox"/> no
Does your staff partake in diversity & inclusion workshops?	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
Do you hire experts by experience or by degree, looks?	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never

Campaigns

Do you hire models of color for your campaigns?	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
How many times do you work with models of color?	<input type="checkbox"/> every campaign <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
Do you hire models of color to star in media that's not tied to their identity? (ex. not only for anti-racism campaigns)	<input type="checkbox"/> yes <input type="checkbox"/> no
Do you actively look for models of color?	<input type="checkbox"/> yes <input type="checkbox"/> no

Models with a disability

Do you hire models with a disability for your campaigns? <i>With a disability we mean physical disabilities such as visual impairments, wheelchair users, etc. but also with mental disabilities such as people with Down Syndrome.</i>	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
How many times do you work with models with a disability?	<input type="checkbox"/> every campaign <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
Do you hire disabled models to star in media that's not tied to their identity? (ex. not only for medical campaigns)	<input type="checkbox"/> yes <input type="checkbox"/> no
Do you actively look for disabled models?	<input type="checkbox"/> yes <input type="checkbox"/> no

Queer models

<p>Do you hire queer models for your campaigns?</p> <p><i>Being queer means people who do not fit your typical cisgender and/or straight person (ex. trans & non binary people, bisexual people, etc.)</i></p>	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>How many times do you work with queer models?</p>	<input type="checkbox"/> every campaign <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>Do you hire queer models to star in media that's not tied to their identity? (ex. not only for anti-homophobia campaigns)</p>	<input type="checkbox"/> yes <input type="checkbox"/> no
<p>Do you actively look for queer models?</p>	<input type="checkbox"/> yes <input type="checkbox"/> no

Mature models (50+)

<p>Do you hire mature models for your campaigns?</p>	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>How many times do you work with mature models?</p>	<input type="checkbox"/> every campaign <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>Do you hire mature models to star in media that's not tied to their identity? (ex. nursery home commercial)</p>	<input type="checkbox"/> yes <input type="checkbox"/> no
<p>Do you actively look for mature models?</p>	<input type="checkbox"/> yes <input type="checkbox"/> no

Plussize models

<p>Do you hire plussize models for your campaigns?</p> <p><i>With plussize we mean sizes 44/XXXL and up</i></p>	<input type="checkbox"/> a lot <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>How many times do you work with plussize models?</p>	<input type="checkbox"/> every campaign <input type="checkbox"/> sometimes <input type="checkbox"/> not much <input type="checkbox"/> never
<p>Do you hire plussize models to star in media that's not tied to their identity? (ex. diet campaign)</p>	<input type="checkbox"/> yes <input type="checkbox"/> no
<p>Do you actively look for plussize models?</p>	<input type="checkbox"/> yes <input type="checkbox"/> no

Looking for diversity

<p>How do you search for diverse models?</p>	
<p>What are obstacles you experience when looking for and selecting diverse models?</p>	<input type="checkbox"/> they're not my target group <input type="checkbox"/> I don't know how to engage them <input type="checkbox"/> I'm afraid to lose money <input type="checkbox"/> other
<p>If you ticked off 'other', could you specify?</p>	
<p>What would keep you from working with diverse models in your campaigns?</p>	
<p>What could help you to find and work with more diverse models?</p>	

**Thank
You!**



We'll look into your responses as soon as possible and contact you for a meet-up!

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