

Diversity, Equity & Inclusion

How We're Making Change a Priority and Taking Action

As a purpose-led retailer, Hudson's Bay is driving DE&I initiatives across all areas of its business, from our leadership and recruitment, to the products we sell, the vendors we work with, the charities we support and the content we create. Our DE&I roadmap will set the goals, commitments and actions we will take to advance equity, diversity and inclusion within our organization.

For Hudson's Bay, the only way we will be successful is with a diverse workforce whose perspectives represent all Canadians. We have made a commitment to our associates and customers to be inclusive and equitable, and the work we're undertaking will ensure we stay accountable and deliver on that promise.

As Canada's oldest company, we have a responsibility to take an active role in driving racial equity and inclusion in Canada.

Our commitments

Truth & Reconciliation

- We have partnered with a trusted Indigenous advisory firm and are developing a comprehensive and thoughtful reconciliation framework.
- We have already launched a comprehensive education program with the goal of every Hudson's Bay associate participating in Indigenous cultural awareness training by the end of 2021.

Diversity Audit

- Hudson's Bay is participating in a third-party audit of our current and past diversity & inclusion efforts to help us map our DE&I strategy and create an action plan spanning across 1-5 years.
- Working toward a Diversio Certification: a globally trusted indicator that an organization is taking proven measures to diversify its workforce, and cultivate an inclusive culture for all.

DE&I Talent Strategy

- Hudson's Bay is actively recruiting more BIPOC talent for our organization with a focus on leadership.
- We've partnered with schools in Canada to share career opportunities with students throughout the country, including entry level, internship and co-op opportunities.

Employee Empowerment

- Formally launched 4 Employee Resource Groups – Onyx, Impact, Her'd, and Out & About – advised by DVP of DE&I at Hudson's Bay
 - ONYX is dedicated to creating an inclusive environment and safe space for all Black HB employees, through offerings of educational opportunities, networking, cultural events, opportunities to volunteer and social gatherings.
 - IMPACT is dedicated to creating a safe space and inclusive community for the BIPOC associate population by promoting cultural awareness and championing growth and development at Hudson's Bay.
 - HER'D serves as an inclusive community which strives to uplift women and promote equity in the workplace.
 - OUT & ABOUT strives to unite the LGBTQ2IA+ community at Hudson's Bay by promoting values of diversity, inclusiveness, intersectionality and education.
- Offered two leadership courses by McKinsey & Company designed to equip Black leaders with the capabilities, mindsets, behaviors, and network needed to achieve their professional aspirations.

Gender Identity

- Standardized company email signatures to include optional gender expression and support allyship.

Supplier Diversity

- We have committed that at least 15% of all new brands we purchase for our stores and thebay.com each season will be BIPOC-owned or designed, beginning with Fall/Winter 2021.
- As part of the Pledge, we are reviewing our internal business organization to ensure that by 2022, 15% or more of the design talent for our owned brands business are BIPOC.