



## **iSMA Statement on Diversity, Equity and Inclusion**

The International Social Marketing Association (iSMA) is committed to fostering diversity, equity and inclusion (DEI) as fundamental principles guiding our actions and decisions. We promote social justice and fairness within our association and welcome the richness, strength, and benefits that arise from DEI.

The iSMA believes that everyone should have the opportunity to thrive, and we take concrete actions to ensure that diverse voices and perspectives are heard and that all are treated with respect and feel valued and empowered.

We are committed to creating an inclusive environment for all, irrespective of nationality, race, ethnicity, culture, religion, gender, age, sexual orientation, gender identity, physical and/or cognitive capabilities, socio-economic status, or other characteristics.

The iSMA intentionally celebrates differences and fosters belonging for all members of our global community. We understand that DEI requires an ongoing commitment, and we are dedicated to continuously learning, evolving, and taking meaningful action to advance these DEI principles across all aspects of our organisation.