

# Launch CFA Institute Diversity, Equity, and Inclusion (DEI) Code for Europe

By Anne-Marie Munnik RBA

On June 25, CFA Society Netherlands had the privilege of hosting the launch of the CFA Institute Diversity, Equity, and Inclusion (DEI) Code for Europe. This landmark initiative aims to foster a more inclusive and equitable environment within the investment industry. The DEI Code has already made significant strides in the US, Canada, and the UK, with nearly 200 signatories. It is set to expand to Australia and Singapore later this year. The European version of the Code includes a specific Addendum for the Netherlands, highlighting relevant legislation, best practices, and initiatives to support DEI efforts.





The choice to roll out the Code in Europe starting with the Netherlands is no coincidence. It underscores the ambition and commitment of the Dutch investment sector to make tangible progress on DEI. This also reflects the importance CFA Society Netherlands places on DEI and our collaborative efforts with CFA Institute and the sector. We were delighted to welcome PGGM as the first signatory to the DEI Code for Europe at the launch event! Happy to celebrate this with a full representation of PGGM with Cécile Rozé, Arjen Pasma, Noortje Draper, Wies Blom, and Ian Menezes. Their commitment and



expertly moderated by CFA Society Netherlands board members Noortje Draper and Rob Verheul.

The numerous questions and comments demonstrated that DEI is a subject close to many people's hearts. While challenges exist, support is readily available. Firms don't need to, and likely shouldn't, reinvent the wheel on its own. CFA Institute, CFA Society Netherlands, and preceding signatories including PGIM and PGGM are here to support in advancing one's DEI journey. We are all eager to collaborate and help you navigate the next steps on your DEI trajectory. In the coming months, we will continue engaging with investment firms about signing the Code and supporting them throughout the implementation of the DEI practices.

leadership will set an example for the industry and significantly contribute to the Code's success, not only in the Netherlands but throughout Europe.

At the launch event, our president, Inge van den Doel, shared her experiences with unconscious biases, the Society's history of promoting inclusion, and our future ambitions. Sarah Maynard, Global Senior Head of Diversity, Equity, and Inclusion at CFA Institute, provided an in-depth overview of the CFA Institute DEI Code, its alignment with CFA Institute's mission, and its unique characteristics compared to other DEI initiatives in the market. I had the honor of participating in a panel alongside Anna de Jong-Wakley of PGIM and Cécile Rozé of PGGM. Anna shared PGIM's experiences as an early international signatory to the Code and the positive impact it has had within their business. Cécile discussed PGGM's mission for DEI and their reasons for signing the Code. I contributed insights from various investment firms in the Netherlands, based on numerous conversations I have had with market participants. The panel session was



Principles DEI Code

<p><b>Pipeline</b></p> <p>We commit to expanding the diverse talent pipeline.</p>	<p><b>Talent Acquisition</b></p> <p>We commit to designing, implementing, and maintaining inclusive and equitable hiring and onboarding practices.</p>	<p><b>Promotion and Retention</b></p> <p>We commit to designing, implementing, and maintaining inclusive and equitable promotion and retention practices to reduce barriers to progress.</p>
<p><b>Leadership</b></p> <p>We commit to using our position and voice to promote DEI and improve DEI outcomes in the investment industry. We will hold ourselves responsible for our firm's progress.</p>	<p><b>Influence</b></p> <p>We commit to using our role, position, and voice to promote and increase measurable DEI results in the investment industry.</p>	<p><b>Measurement</b></p> <p>We commit to measuring and reporting on our progress in driving better DEI results within our firm. We will provide regular reporting on our firm's DEI metrics to our senior management, our board, and CFA Institute.</p>