



TARGET GENDER EQUALITY



Target Gender Equality - Case Study Series - Special Dog

“We wish to evolve quickly to achieve gender equity, providing positive influence to our value chain through the sharing of good practices.”

Quick facts: Special Dog Company – Brazil – Pet food Industry – 1200 employees



Target: 30% of women in high leadership positions by 2025

Date Set: 2025

Progress Made:

In 2020, we've made a voluntary public commitment (“Target Gender Equality”) to advance gender equality and have at least 30% of women in high leadership positions in the company until 2025. At the time, women occupied only 19% of those positions and we had to develop a plan.

Eighteen months later, we have established the Diversity & Inclusion Committee, launched the Program “De igual para igual” (In free translation: On equal terms), carried out our first D&I census, and currently, we are working on D&I policies and plan of action with indicators and cross-cutting aims, along with monthly reports to our CEO, to be included inside the corporate strategic map.

What is driving your company's ambition to advance gender equality?

We want to be part of the solution – this is what motivates us!

Besides promoting social justice, gender equality increases human capital in organizations, which provides several different points of view to build creative and innovative solutions.

What is one concrete action your company is taking to reach your target and help move the needle on women's representation and leadership?

Besides the public commitment, we believe that the establishment of ambitious indicators and cross-cutting objectives, which will be incorporated into the business strategy, can ensure and accelerate the company's diversity agenda.

What is one lesson or pitfall to avoid that other companies could learn from?

Each company has its particularities, and many internal and external factors impact the choice for the best D&I strategy. Company size, localization, nature of business and culture are some of which that must be considered.

We've learned it's essential to keep a systemic vision, to promote respect and empathy, and to have an active communication to strongly develop each step of this journey.