



BLUERAY

Blueray Gender
Equality Plan
(GEP)

Introduction

Blueray is fully committed to fostering gender equality and diversity within our organisation. This Gender Equality Plan serves as a strategic tool to promote gender balance and ensure equal opportunities for everyone.

Our GEP aligns with the European Commission's **Gender Equality Strategy 2020-2025** and reflects the principles outlined in the **Universal Declaration of Human Rights**, the **International Covenant on Economic, Social and Cultural Rights**, the **International Covenant on Civil and Political Rights**, and the **Convention on the Elimination of All Forms of Discrimination Against Women**.





A workplace where everyone can thrive and is valued equally.

Our Vision

At Blueray, we strive to create an environment where everyone feels valued, supported, and empowered to reach their full potential. Our vision includes:



Supporting knowledge and experience regardless of gender, fostering opportunities for all.



Empowering women in XR by supporting their representation and leadership in the industry.



Gender-neutral and transparent salary scales to ensure equal pay for equal work.



Fair recruitment and career progression processes based solely on qualifications, free from gender bias.



Equal access to all positions within the organisation, regardless of gender.



A safe and inclusive work environment where all individuals feel respected and protected.

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AREA	EMPLOYEES	LEADERSHIP	POLICIES	MONITORING
ORGANISATIONAL CULTURE	<p>Motivation system is based on the concept of a nest, where every member is part of growth and development.</p> <p>Active mentoring after career breaks for reintegration.</p>	<p>Empower a learning organisation culture that values creating meaning, independence, and mastery.</p> <p>Offer support on work-life-balance and respect diverse needs.</p>	<p>Flexible working hours and remote working options to balance work and family life.</p>	<p>Continuous assessment of employees' impressions and needs.</p>
GENDER BALANCE IN LEADERSHIP AND DECISION MAKING	<p>Support and mentoring for female employees to enhance competences.</p>	<p>Gender Equality training for decision-makers and leaders.</p>	<p>Introduce gender quotas.</p>	<p>Regular monitoring of data regarding gender distribution.</p>
GENDER EQUALITY IN RECRUITMENT AND CAREER PROGRESSION	<p>Equal chances based on skills, regardless of gender.</p>	<p>Open and publicly advertised recruitment and selection procedures.</p> <p>Use gender-neutral language in job postings and advertisements.</p>	<p>Introduce policies to remove gender bias in the recruitment process.</p>	<p>Regular monitoring of data regarding gender distribution.</p>
INTEGRATION OF THE GENDER DIMENSION INTO PROJECTS	<p>Training sessions for employees to diminish unconscious gender and age bias in research/innovation/development projects.</p>	<p>Review all projects regarding the consideration of the gender and age dimension.</p> <p>Encourage the development of VR and AR applications that reflect diverse cultural and gendered narratives.</p>	<p>Development of company-wide guidelines on how to deal with the gender dimension in research projects</p> <p>Incorporate gender perspectives into the design and content of projects.</p>	<p>Assessment of all projects and project proposals.</p>
MEASURES AGAINST GENDER BASED VIOLENCE, INCLUDING SEXUAL HARASSMENT	<p>Regular discrimination awareness training for employees.</p>	<p>Clear reporting channels for any case of gender-based violence.</p> <p>Ensure confidentiality and support for affected individuals.</p>	<p>Zero-tolerance policy regarding discrimination.</p>	<p>Regular assessment of the perceived work culture and upcoming problems.</p>



Active participation

Encouraging consistent and active involvement by all employees.



Universal application

Applying the policy to all aspects of work throughout the organisation.

Our values

Regardless of their gender or age, all employees should have access to and enjoy the same opportunities, rights, and responsibilities.

To achieve this, BLUERAY's top management has dedicated resources and demonstrated their full commitment to ensuring the successful and continuous implementation of all gender and equality policies outlined in this plan. This includes:



Policy into action

Translating the policy into actionable steps initiated by top management.



Clear communication

Maintaining transparency and engagement through open communication with all employees.



Continuous assessment

Regular evaluation of the needs and perceptions of all employees.



Blueray's GEP

A formal document published on our website and signed by the organisation's top management, ensuring transparency and accountability.



Core values

Embedding gender and age equality into Blueray's core values, with leadership actively promoting and monitoring its implementation.



Removing barriers

Ensuring the removal of obstacles to full and equal participation in the workforce.



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