



linea directa

## **PRESS RELEASE**

# **LÍNEA DIRECTA RENEWS ITS COMMITMENT TO THE EUROPEAN DIVERSITY CHARTER FOR THE NEXT TWO YEARS**

- **Línea Directa Aseguradora, committed to diversity and social inclusion, renews its Diversity Charter for 2022-2024, coinciding with European Diversity Month.**
- **The company stands out for its diversity, inclusion and gender equality. Línea Directa has a workforce of more than 2,500 employees of 28 different nationalities, 57% of whom are women. Women also hold 50% of management positions.**
- **In the last year, Línea Directa has implemented social inclusion initiatives focusing on people with intellectual disabilities and, in general, on people who are vulnerable due to being affected by or at risk of social exclusion.**

**Madrid, 26 May 2022.** [Línea Directa Aseguradora](#) reinforces its commitment to diversity and inclusion with the renewal of the Diversity Charter for the years 2022-2024, coinciding with European Diversity Month. This charter of European principles and values highlights the company's **commitment to diversity and inclusion** in the workplace.

The **Charter's 10 principles of Diversity and Inclusion** are: awareness-raising, building a diverse workforce, promoting inclusion, taking diversity into account in all people management policies, promoting work-life balance, recognising the diversity of customers, sharing the commitment with the workforce, communicating the commitment to supplier companies, communicating the commitment to public administrations and social agents and reflecting diversity in the company's annual report.

In addition to adhering to these 10 principles, Línea Directa has a **consolidated Diversity and Inclusion Policy** in place, the backing of Senior Management in these commitments and principles of action and a roadmap to address this matter. As a result, it stands out for its diversity, inclusiveness and gender equality.

Línea Directa has a workforce of more than 2,500 employees of **28 different nationalities, 57% of whom are women. Women also hold 50% of management positions.** In regard to gender diversity, 2 of the 4 CEOs the company has had are women, 57% of the Board of Directors are women and 55% of the Management Committee are also women.

### **Línea Directa Aseguradora shines the spotlight on social inclusion**

In the last fiscal year, Línea Directa has implemented social inclusion initiatives that focus on people with intellectual disabilities and, in general, on people who are vulnerable due to being affected by or at risk of social exclusion.

With regard to initiatives that focus on **people in vulnerable situations**, Línea Directa collaborates with foundations to **facilitate their integration into the labour market**. In addition, the company has launched initiatives to **reduce the technology gap for older people** in order to help them integrate into an increasingly digital society.

Lastly, the company has carried out **training workshops** with the collaboration of its more than 150 volunteers, to enable **people with intellectual disabilities** to **improve their autonomy at home**.

For **Mar Garre, Head of People, Communication and Sustainability at Línea Directa Aseguradora**, "the renewal of the commitment to the European Diversity Charter for the next two years demonstrates the commitment we have at Línea Directa in terms of diversity and social inclusion. In this sense, this initiative adds to all the actions that we are carrying out in the company to generate long-term value as a diverse company and to accompany the most vulnerable people, favouring their social and labour inclusion."

### **About Fundación Diversidad**

Fundación Diversidad, fostered by Alares, aims to promote and ensure that the 10 principles of the Diversity Charter are implemented in companies and institutions in Spain. The organisation works to promote diversity and inclusion in companies and institutions in Spain to enhance social progress and economic competitiveness through awareness-raising, research and dissemination.

### **About Línea Directa Aseguradora**

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputation, according to the MERCOSUR ranking. In 2017, it entered the Health insurance sector with a new brand focused on digitalisation and rewards for its policyholders.

To learn more: <https://lineadirectaaseguradora.com>



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