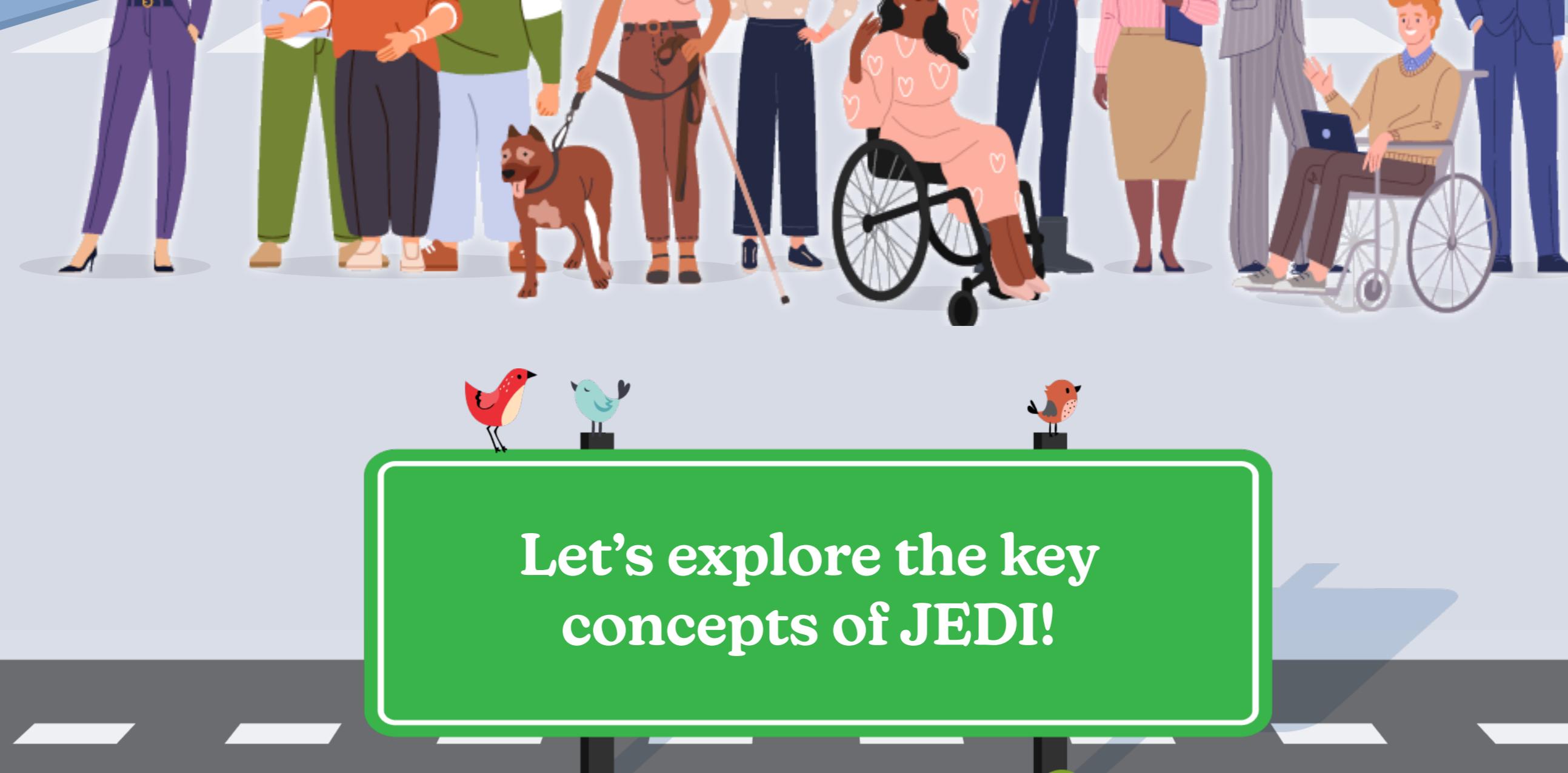




Justice
Equity
Diversity
Inclusion

Creating a path to continue growing together!



Let's explore the key concepts of JEDI!

Aspiration

To be, and be recognized, as a **fair company**, based on **equitable processes**, being a mirror of the **diversity of the people and communities** we serve. Now and for future generations.



"There are no functional businesses in dysfunctional societies"

JEDI Model

To become the **most sustainable, diverse, equitable and inclusive** Organization, ensuring a safe work environment, positive and enriching growth for all the people who are part of our companies and institutions.

JUSTICE

Being a fair company guarantees that all people, without renouncing who they are, have the same opportunities for access and possibilities for growth and development.

DIVERSITY

We value and celebrate the richness of each person by recognizing how our differences interact with each other. Together we have created a stronger team.



EQUITY

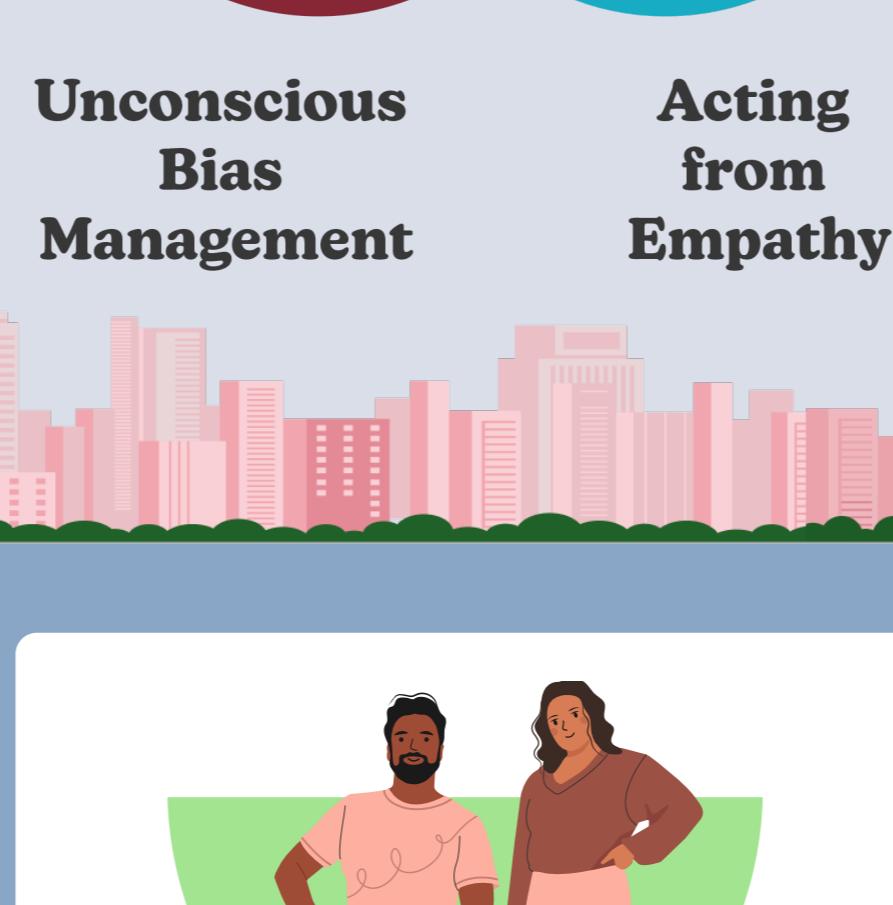
Being equitable means that we adjust systems and not people. Aspiring to an equitable system as an organization helps us to identify inequalities, recognizing the contexts and singularities of each person.

INCLUSION

Means creating a safe and trusting environment where all people feel welcomed, valued, and free to be who they are.

How do we incorporate the JEDI Model into our day-to-day work?

Recognizing Privileges



Unconscious Bias Management

Acting from Empathy

Unconscious Bias Management

Recognizing our biases allows us to ensure that the personal filters we have in place do not represent barriers to the participation and/or growth of people at FEMSA.

Recognizing Privileges

Recognizing privilege Understanding our privileges involves the responsibility to take steps to remove barriers that affect others.

Acting from empathy

Practicing empathy intentionally and genuinely involves an active and sincere commitment to understanding, valuing, and supporting people in their individual experiences and perspectives, as well as recognizing their value, strengths, and capabilities.

JEDI is a path that keeps us in constant motion, growing, learning, and moving towards our vision

Together, we are FEMSA.

