

**RED COALITION ACCREDITATION
STANDARDS & CONFORMITY (RCASC)**



DIVERSITY AND INCLUSIVITY IS A **REALITY**

JOIN THE FIGHT AGAINST RACIAL
PROFILING AND SYSTEMIC RACISM.

REDCOALITION.CA

**2022
RCASC**



The Red Coalition Inc.
is a registered Federal Lobbyist
with the Office of the Commissioner
of Lobbying Canada under registration
number 950727-370718.

5202 Walkley Avenue, Suite. 2, Montreal, QC, H4V-2M5, Canada, Tel. 514.434.2640

Red Coalition Inc.

Accreditation Standards (RCASC)

Red Coalition Accreditation Standards & Conformity (RCASC) represent specific standards, policies, and procedures to be recognized as an accredited business with high standards towards combatting racism & discrimination in the workplace.

These very specific standards are based on the Red Coalition's determination and approval of the pre-existing criteria of the business that wishes to become accredited. The businesses internal policies must be of lawful practice and adhere to the Canadian Charter of Rights & Freedoms and must entail a detailed outline and plan of addressing all forms of racism and discrimination in each environment that an employee is present. For a business to qualify for Red Coalition Accreditation Standards & Conformity, a business must continually meet these following standards on an annual basis.

Not all businesses will qualify for Red Coalition Accreditation Standards & Conformity (RCASC) There is a fee for accreditation. This fee supports the organizations efforts to fulfill its mandate of lobbying and eliminating racism and discrimination in Canada. Accreditation fees are based on how many years in business, annual revenue, the type of industry and how many employees it employs. In-order to be accredited by the Red Coalition Inc., a business or organization affirms that it meets and will abide by the following standards on a yearly basis:

1. Be Confident

A business must establish and maintain a positive track record free of all forms of discrimination complaints for a minimum of 6 months, building employee confidence in the work environment.

- A. A business wishing to become accredited must be in business for a minimum of 3 months. (Start-ups must email info@redcoalition.ca)
- B. A business must delegate and name an individual that ensures all standards are being met.
- C. The business (includes any employee and or management) must not be involved in or have been involved in any lawsuits, civil suits, or current allegations directly or indirectly in the last 6 months; that involve any forms of discrimination at the time of submission.



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2. Be Social

The business must publicly announce their accredited status on all their social media platforms upon approval. (LinkedIn, Facebook, Twitter, Instagram)

- A. Regularly promote any initiatives implemented by the Red Coalition Inc.
- B. Add the Red Coalition Accredited Standards & Conformity logo to your website and corporate documentation.

3. Be Open

Communicate the goals of your policies and procedures, regularly discussing the importance and impact that it will have on current and future employees.

- A. Stay precise and on point when discussing the subject in staff meetings.

4. Be Transparent

At the time of application be sure to disclose all current programs, policies, and procedures that your company follows, in-order to properly administer a decision on accreditation.

- A. There will be a 6-month review of the company to ensure that the accredited business is using and maintaining best business practices.
- B. Clearly and prominently provide to employees, website visitors, clients, and customers the following:
 - Display the RCASC logo on corporate documents (in and out)
 - Display the RCASC logo on your corporate website
 - Ensure the RCASC logo is included in staff email signatures
 - Post monthly, at least two images with the RCASC logo on your social media platforms



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5. Be Responsive

Address discrimination allegations without bias. Listen and communicate with the victim immediately following a complaint.

A. Be sensitive to:

- Emotions
- The impact
- Situations
- Locations
- Witnesses

6. Be Confidential

Make sure that any information that is collected during a complaint remains confidential and that it does not circulate in the premises of the building.

- A.** Disclose to the victim how you will handle their information and what process you will take to keep it private and the next steps that would conclude their complaint.
- B.** Ensure sensitive data from the victim, witness(es) and all parties involved (video recordings, images, documents, text messages and emails) is collected and transmitted via secure means. Businesses must comply with applicable legal requirements in their Province and industry standards for the protection and proper disposal of all sensitive data, that is collected both online and offline.

7. Be Professional

When conducting business and meetings outside the workplace, these transactions must follow the same professionalism and conduct detailed in the businesses policies and procedure manual.

DISCLAIMER: The Red Coalition Inc. and its Board of Directors, reserves the right to immediately revoke RCASC status if the business fails to adhere to the standards listed herein. If the business loses accredited status during a calendar year, there will be no refund on annual dues. The business may re-apply for new accreditation status and must submit a new application. If the applicant submits an old application, without addressing the reasons of revocation; the application will be refused and will need to be re-submitted. An initial \$250.00 non-refundable deposit is required upon submission of the application and does not represent the annual fees of RCASC status. All applications approved for RCASC status will receive a response within 2 weeks via email. Annual fees are due within 5 days of approval. There is a 2% monthly late fee applied to the outstanding balance on all accounts. If a business has lost RCASC status and wishes to re-apply, the initial deposit will be waived.