

PRIDE MONTH CAMPAIGN

Company name : THE BANK OF NEW YORK MELLON SA/NV Luxembourg Branch

Activity sector : Activités financières et d'assurance

Company category : Grande Entreprise

Description of the action

Campaign to promote an inclusive culture and support the LGBT+ community.

Context

PRISM is a BNY Mellon Diversity and Inclusion Employee Resource Group that fosters an open and supportive environment for lesbian, gay, bisexual and transgender employees and their allies. PRISM stands for Pride, Respect, Individuality and Support at Mellon To support the celebration of Pride month and of the milestone 50th anniversary of the Stonewall Riots, Pride flags were displayed in BNY Mellon's offices during June. Employees posted a selfie with the Pride Flags on to BNY Mellon's internal intranet page – MySourceSocial.

Approach

- Identify a campaign that supports your objectives;
- Confirm a budget;
- Agree a strategy or set of priorities for the year;
- Allocate tasks and responsibilities;
- Meet on a monthly basis to measure progress and ensure good communication.

Objectives

- Fosters an open and supportive environment for LGBT+ employees and allies.

Impact

- Promotes an inclusive culture
- Supports the company's mission to attract and retain top talent;

« To do »

Appoint a senior sponsor to advocate on behalf of the network, provide strategic council and enlist the support of other senior leaders.

« Not to do »