



European
Commission



GUIDE TO INSPIRE CELEBRATING EU DIVERSITY MONTH

*Justice and
Consumers*



“Let’s all take a bolder stand for diversity and act on it. Let’s show our commitment to equality and this May 2021 celebrate the European Diversity Month together. With more diverse workplaces, we will create a fairer and more equal Europe for all.”

Helena Dalli, EU Commissioner for Equality





European Diversity Month is organised by the European Platform of Diversity Charters together with its members and their signatories.

Its main aim is to bring together the diversity charters, small and large employers, private companies, public organisations, and non-profit associations around a common goal – to promote diversity in the workplace and in society.

It provides a unique opportunity to demonstrate your commitment to diversity. By doing so, you will join thousands of companies across the EU organising events, training, and running awareness-raising campaigns, etc.

Whether or not you are signatory to a diversity charter, this is the month to celebrate and promote diversity in the workplace and society, to raise awareness of the benefits of diversity and inclusion, and to show how this impacts your organisation.

You can get involved, celebrate, and raise awareness in your organisation by organising an internal event either for or with your employees or an open event for the general public, customers or suppliers.

Although promoting diversity and creating inclusive workplaces is an ongoing challenge, participating in the European Diversity Month is a fantastic opportunity to make your efforts visible.

This toolkit offers you a wide range of ideas on how to mobilise your employees and stakeholders.



Reasons for taking part in European Diversity Month

- ⚙️ Diversity provides opportunities, so enhance its visibility among your staff, customers, suppliers, and the public in general and raise awareness of its benefits.
- ⚙️ Take a stand for diversity and equality by setting an example. This will pay off when recruiting and retaining talent, attracting new customers, and increasing profits.
- ⚙️ You will reassure your employees that in your company they are all welcomed, respected, and listened to.
- ⚙️ You will make a public declaration that you are creating an inclusive working environment based on fairness, openness and trust.
- ⚙️ You will show that diversity is needed now more than ever.



- ⚙️ You will reinforce your reputation and build stronger relationships with your employees, suppliers, business partners and customers.
- ⚙️ Become part of a European-wide network – together we can make a difference!



Putting ideas into practice

- Choose a specific day, week, or the whole month to focus on diversity in your organisation.
- When planning your activities, bear in mind National Diversity Day/Week: for more information, contact your national [diversity charter](#).
- You can organise an online event for your staff or a public event open to everyone.
- Keep track of your activities (photos, videos, documents, etc.).

- When looking for ideas, encourage your employees to get involved, too – they might come up with new, innovative ideas while guaranteeing participation in the event.
- If possible, involve your staff in the organisation, logistics and awareness-raising activities: posters, videos and articles about real people create a stronger message.

- Whenever possible, reach out to experts, NGOs, and companies which focus on the diversity topic you want to cover in your training, workshop, etc.
- Define the aim of the action (raising awareness, sharing skills, informing, etc.).
- Always ask for feedback.

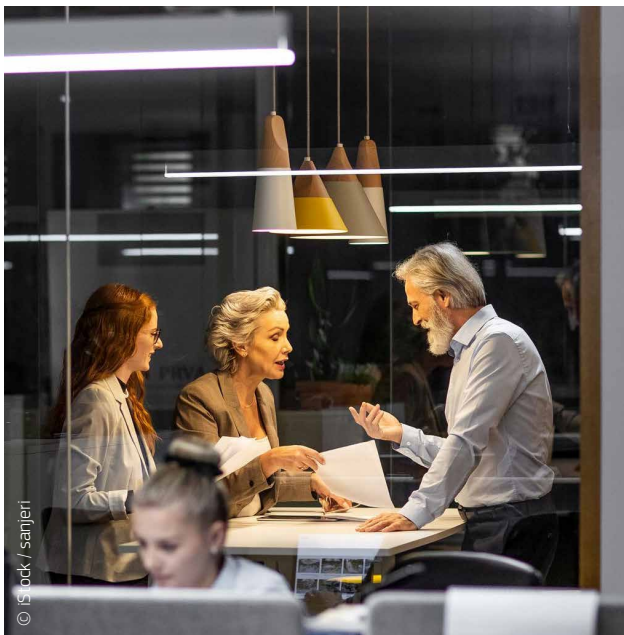


© iStock / scyther5

Below are some examples of promoting diversity in the workplace

In general:

- ❁ Launch an awareness-raising campaign throughout your company that can also be shared with external stakeholders.
- ❁ Add a promotional text to your email signatures, e.g. 'Everyone should have the right to be who they are, no matter where they are. Let's celebrate diversity together!'



- ❁ Publish some personal/inspirational stories about diversity and inclusion provided by your employees or an article reiterating the values of your organisation.
- ❁ Prepare interviews with company professionals renowned for their professional and/or personal competence in this area, explaining the challenges they have faced throughout their career, the main lessons learnt, and their achievements; then share them on social media.

- ❁ Add an online banner to your website, e.g. 'Let's celebrate European Diversity Month together', share promotional messages on the company's social media (or that of your employees, if they agree), and use the specific tag #EUDiversityMonth.
- ❁ Prepare a video message or a blog by your CEO or other management in which they will stress the importance of diversity, especially in a world currently affected by the pandemic.
- ❁ Consider offering free services online or contact-free that are connected to diversity and inclusion issues.



- Similarly, you could share videos in which your employees explain the reasons why they are participating in European Diversity Month. Even when employees cannot meet face to face, it is possible to organise a digital encounter by recording a video from home and sharing it.

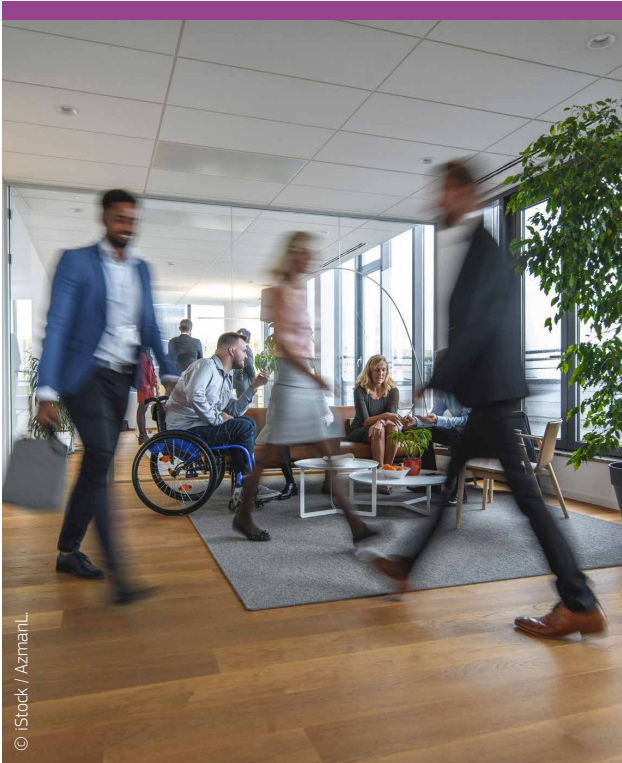
Internal events and initiatives:

- Prepare (virtual) networking breakfasts, or meetings with diverse and inspiring speakers to raise awareness.
- Organise (online) training, workshops, seminars on sensitising employees to diversity and their unconscious bias or workplace discrimination: for example, online training to challenge stereotypes and discrimination (raise awareness, train and involve). Some training sessions can be specifically tailored towards company managers.
- Launch an (online) photo exhibition on the theme 'What does diversity mean for your employees?'
- Take concrete steps towards changing the workplace environment and invest in employee well-being.
- Facilitate the creation of employee networks at work which are dedicated to various aspects of diversity.
- Create a space for sharing employees' personal stories and experience (articles on the intranet, informal discussion groups, and online workshops with external partners).

- ❁ Use your intranet to publish relevant news topics, updates, invitations to events, articles, etc.
- ❁ Organise online coffee chats in which management can demonstrate their active support for diversity in the workplace.
- ❁ Hold a thematic film/concert/theatre-watching party on Facebook or other platforms where people can share their thoughts and comments and can socialise and discuss the experience.
- ❁ Launch a survey to get feedback from employees on your company's diversity policies.
- ❁ Organise competitions or quizzes on diversity, or diversity in history and society, for your employees, with some symbolic rewards for the winners. These could also be extended to your external stakeholders.

- ❁ Ask employees to make a series of short videos in which they can present a certain aspect of diversity through personal stories.
- ❁ Consider organising a 'buddy' event where colleagues can get to know and learn from each other. It is a good idea to prepare some questions or an assignment to carry out together beforehand.
- ❁ Organise a 'vie ma vie' day whereby one person 'lives' the workday of another one: for example, in the 'shoes' of someone with a disability, or a person of a different gender, origin, etc.





© iStock / AzmanL

External events and initiatives:

- Make a short video clip about your employees to show diversity in your company, how you achieve it and how it is built into your inclusion policy. Then share it on social media (LinkedIn, Facebook, Twitter, Instagram).
- Organise round-table discussions with the participation of specialists on the subject.
- Prepare and launch some special products/ services for European Diversity Month.
- Create partnerships with local NGOs and youth centres.
- Encourage mentoring (for example, for jobseekers with different abilities and skills).
- Invite your employees to use wall posters (or a virtual whiteboard) to share how they contribute to the organisation's diversity. These posters can then be shared on social media or used to create a 'wall of good thoughts/wishes'.
- Put together a diversity day playlist that you can share with your employees or with a wider audience.
- Design an e-learning module on diversity and inclusion.
- Volunteer as an organisation or facilitate volunteering for your employees during working hours throughout European Diversity Month.
- Organise (virtual) open days in your organisation to interact with your clients.

A few good examples of topics that can be covered:



Gender equality

- Women in business – personal stories
- Closing the gender (pay) gap
- Gender equality in decision-making
- Addressing domestic violence and harassment



Support for parents

- How to manage home office and childcare/home schooling
- Support for parents on parental leave – keeping them up to date on developments and changes in their sector
- Inclusive special leave (for fathers, too)
- Support for monoparental families



Generational equality (age)

- Perspectives of various age groups and their views on the obstacles they face in the labour market (young people seen as having limited experience, middle-aged people often combining work with childcare and care for elderly parents, older people perceived as out of touch with the latest technologies and developments, etc.)
- Intergenerational dialogue
- Support for colleagues aged 55+ (in some countries, 45+ are already a target group)





LGBTIQ

- ☼ Rainbow families
- ☼ Rainbow community (members, families, allies, etc.)
- ☼ Addressing the needs of transgender staff
- ☼ Equal employee benefits for LGBTIQ partners and parents



Disability

- ☼ Integration of staff with disabilities
- ☼ Accessibility: people with disabilities in your area of work
- ☼ Autism/intellectual disabilities
- ☼ Living with chronic diseases
- ☼ Integration after a life/work accident



Mental health

- ☼ Work-life balance
- ☼ How to avoid/treat burnout
- ☼ Mindfulness at work



Ethnicity and race

- ☼ Roma support programme
- ☼ Migrants and refugees
- ☼ Discrimination of minorities
- ☼ Validation of qualifications and skills



Cultural / international diversity

- ☀ Training on intercultural communication
- ☀ Discussing foreigners' perception of your country
- ☀ Providing an opportunity to learn about different foods, religions, languages, etc.




COVID-19

- ☀ Impact of COVID-19 on the lives of groups of people significantly affected by coronavirus (LGBTIQ, people with disabilities, ethnic minorities, single parents, etc.)



Other

- ☀ Employment for disadvantaged groups in the labour market, such as disabled people, young people from children's homes, prisoners/ ex-prisoners and migrants
- ☀ Using sports to promote diversity
- ☀ Unconscious bias
- ☀ Allies within the organisation and externally (employees, associations, unions, etc.)
- ☀ How to avoid discrimination in recruitment or career development
- ☀ Intersectionality and discrimination
- ☀ Innovation and diversity
- ☀ Talent management and diversity
- ☀ Digitalisation and diversity

