

# WOMEN AT WORK IN MARKET & FINANCING SERVICES LUXEMBOURG

**Company name :** BNP PARIBAS, Succursale de Luxembourg

**Activity sector :** Activités financières et d'assurance

**Company category :** Grande Entreprise

## Description of the action

Listen to the women of Market & Financing Services Luxembourg. Two women have a chat about their journey in the bank.

## Context

Encourage diversity in a department where women were not represented.

## Objectives

Promote diversity

## Approach

Video and Article shared on the Intranet, both locally and globally in BNP PARIBAS

## Impact

380 views (a few article after the publishing) of both the article and the video

## « To do »

BNP Paribas is engaged in encouraging Diversity in each and every location

## « Not to do »

Don't fall into clichés