



European  
Commission



# CELEBRATING EU DIVERSITY MONTH 2024

## How can I take part?

*Justice and  
Consumers*



*“Thousands of EU-based companies and organisations in different sectors and of different sizes are actively enhancing inclusion and belonging in their workplaces. They are thus contributing to a Union of Equality, where everyone is valued and appreciated for who they are. Diversity and inclusion policies in the workplace can also help organisations, employers and workers, embrace the opportunities of a changing world of work, spurred by the demographic, green and technological transitions.”*

**Helena Dalli**, European Commissioner for Equality



# Introduction

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

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

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

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

While 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.



# “Embracing the future of work through inclusion and diversity”

The world of work is going through significant changes. It can be driven by:

- accelerated digitalisation and automation
- increased use of artificial intelligence and its impact on equality
- increased care needs
- dispersed workforce with people working from anywhere and its impact on inclusive organisational culture
- demographic changes
- a competitive talent landscape
- the constant need to learn new skills.

All these transformations have an impact on inclusive organisational culture: they can pose serious threats but they can also be turned into opportunities.

This is why the European Diversity Month 2024 focuses on how organisations are embracing the possibilities of the future of work and adapting to the ever-changing world.

# Ongoing commitment

*European Diversity Month is a great opportunity to formalise your organisation's commitments to diversity by:*

- enshrining it as a key value of the organisation
- relating it to the organisation's purpose and overall strategy
- formalising the commitment to diversity and inclusion by including it in official documentation (e.g. organisation's D&I statement, code of conduct, contracts with suppliers, etc.) and potentially signing a Diversity Charter
- communicating the values internally and externally - information on your diversity and inclusion efforts and metrics with concrete data
- creating internal networks on different aspects of diversity
- appointing a dedicated diversity officer
- setting up a diversity working group and/or steering committee for diversity projects.



# Reasons for taking part in European Diversity Month

## OPPORTUNITIES FOR EVERYONE

- Diversity provides opportunities, so enhance its visibility among your staff, customers, suppliers, and the public and raise awareness of its benefits.
- You will reinforce your reputation and build stronger relationships with your employees, suppliers, business partners and customers.

## PUBLIC AWARENESS AND TAKING A STAND

- 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 make a public declaration that you are creating an inclusive working environment based on fairness, openness and trust.
- You will reassure your employees that in your company they are all welcomed, respected, and listened to.
- You will show that diversity is needed now more than ever.
- 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 your country's 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.
- Don't forget to document 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.
- Ensure that everyone is feeling respected and welcome with the planned activities and allowed to participate to the extent they feel comfortable with.



# Below are some examples of promoting diversity in the workplace

## TAKE CONCRETE STEPS

- Launch an **awareness-raising campaign** throughout your company that can also be shared with external stakeholders.
- Prepare a **video message** or a blog by your CEO or other management in which they stress the importance of diversity.
- Facilitate the creation of **employee networks** at work which are dedicated to various aspects of diversity.
- Take concrete steps towards changing the workplace environment and invest in **employee well-being**.
- Ensure that the employees are actively involved in this process.
- Create a space for sharing employees' **personal stories and experience** (articles on the intranet, informal discussion groups, and online workshops with external partners).
- Launch a survey to get **feedback from employees** on your company's diversity policies. Consider doing that on a regular basis to remain informed on your employees' experiences and needs.
- Create and implement clear and discrete processes for reporting **cases of discrimination**.





## SHOW YOUR SUPPORT FOR #EUDIVERSITYMONTH

- 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!'
- You could **share videos** in which your employees explain the reasons why they are participating in European Diversity Month.
- 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 (and encourage your employees to do so on their personal accounts, if they are willing), and use the specific tag **#EUDiversityMonth**.



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## LISTEN TO THE EMPLOYEES' STORIES

- 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.

## INTERNAL EVENTS AND INITIATIVES:

- Prepare (virtual) **networking meetings**, or breakfasts 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?'
- 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.
- Organise an all-company **conference** on the subject of diversity (on diversity in general or a particular aspect of it) and involve senior management.
- Diversity **film/concert/theatre** screening/watching in person or on online platform with discussion with the viewers.
- Connect with your employees outside the walls of your company through **sport**. You can organise a thematic Diversity Walk, during which your employees can discuss the topics related to diversity and inclusion, invite speakers from the world of sport to share inspiring stories, etc.
- Organise **games, competitions or quizzes** on diversity, or diversity in history and society, for your employees, with some symbolic prizes for the winners. These could also be extended to your external stakeholders.
- Ask employees to share their **stories** about how they have experienced inclusive practices at your workplace.
- 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 a task to carry out together beforehand.
- Organise an **'in my shoes' 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.

- Prepare a special edition of your **Newsletter** – dedicated purely to May as the month of Diversity with tips and activities to foster the spirit of inclusion, and to start a conversation about the topic.
- 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 music playlist** that you can share with your employees or with a wider audience.
- Design an **e-learning module** on diversity and inclusion or promote an existing one (from your diversity charter for example).
- Produce and distribute a **brochure or flyer** on D&I for employees and/or stakeholders.
- Organise a **literary evening** during which participants can explore the topic of diversity through a book focused on some aspect of diversity. After reading the text together, the participants could have a group discussion and share their thoughts on how this story has furthered their understanding of diversity.
- Prepare a **Cultural Diversity Day** with a workshop on how to improve intercultural awareness, reflecting on the value that cultural diversity brings, the importance of intercultural dialogue, and the need to combat stereotypes and prejudices to improve understanding and cooperation between people from different cultures.



## EXTERNAL / PUBLIC EVENTS AND INITIATIVES:

- Prepare **events** open to the public to promote diversity and inclusion, such as a 'Diversity Run', Diversity Awards, that will bring together your employees and the public.
- Make a short **video clip** about your employees to show diversity in your company, how you encourage 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 specialists on the subject.
- Prepare and launch some **special products/ services** for European Diversity Month. Special editions can be created to mark the commitment and values of the organisation and highlight its actions in favour of diversity.
- Create **partnerships** with local NGOs, schools, local authorities, other companies, etc. to share their expertise and ideas.
- Encourage **mentoring** (for example, for jobseekers with different abilities and skills).
- **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
- Gender stereotypes and sexism
- Closing the gender pay gap
- Gender-balanced participation in decision-making
- Safety of women
- Innovation and technology for gender equality

## SUPPORT FOR CARERS

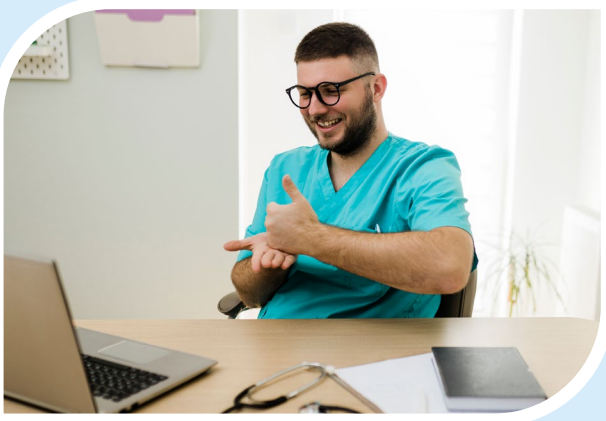
- Flexibility – how to manage work and care responsibilities
- Support for parents on parental leave – keeping them up to date on developments and changes in their sector
- Gender-neutral parental leave
- Encouraging employees to use the available personal days for family care needs
- A working carers employee resource group

## GENERATIONAL EQUALITY (AGE)

- Perspectives of different 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)
- Age stereotypes and ageism



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## LGBTIQ

- Training on how to be an ally
- Gender-neutral language
- Examples of rainbow families
- Rainbow community (members, families, allies, etc.)
- Addressing the needs of transgender staff
- Equal employee benefits for LGBTIQ partners and parents
- Sponsor and/or participate at pride events

## DISABILITY

- Inclusion of staff with disabilities
- Accessibility: people with disabilities in your area of work
- Supporting autism/intellectual disabilities through art
- Living with chronic illness
- Reintegration into the workplace after a life/work accident

## MENTAL HEALTH

- Host a stress reduction workshop
- Discuss how to avoid/treat burnout
- Mindfulness at work
- Set up zen spaces in the office
- Get physical – exercise together
- Feel good challenge for employees of an organisation



## ETHNIC ORIGIN

- Talk about race and ethnicity
- Ask senior level employees of ethnic minority
- Diversity mentoring programmes
- Promote anti-racism

## CULTURAL/INTERNATIONAL DIVERSITY

- Training on inclusive communication
- Discussing foreigners' perception of your country
- Providing opportunities to learn about different cultures (foods, religions, languages, etc.)
- Validation/recognition of qualifications and skills from other countries

## OVERARCHING TOPICS

- Neurodiversity in the workplace – why it matters
- Employment for disadvantaged groups in the labour market, such as people with disabilities, young people from the care system, migrants, prisoners/ex-prisoners
- Diversity in sports
- Break the bias in the workplace
- 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 as a game-changer in diversity
- The importance of inclusive language

