



European  
Commission



# GUIDE TO INSPIRE CELEBRATING EU DIVERSITY MONTH

*Justice and  
Consumers*

*Diversity management in the workplace must be one of the main human resources priorities for any employer in Europe. This is because when employees are valued for who they are, they are more committed to their job and make full use of their talents and creativity. I invite all companies and organisations in Europe, whether signatories of a Diversity Charter or otherwise, to join the European Commission in celebrating EU Diversity Month in May 2022 by organising their own events to shine a light on the benefits of inclusive work environments.*

**Helena Dalli**, EU Commissioner for Equality



# Introduction

*European Diversity Month is organised by the EU 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 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 and other activities.

Whether or not you are a 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 they impact 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 public, customers or suppliers.

While promoting diversity and creating inclusive workplaces is an ongoing

challenge, participating in 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.



# Building bridges

*As the topic of EU Diversity Month 2022 is 'Building bridges' we strongly encourage you to involve your employees in your activities as well as different external stakeholders – NGOs, governmental institutions, local authorities, educational institutions, the public, etc. You could also focus on finding links between the different grounds of discrimination that you address in your diversity and inclusion policies and activities, and then embark on actions that tackle several areas of discrimination at once.*

## 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 for 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

- Diversity provides opportunities, so enhance its visibility among your staff, customers, suppliers and the public 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 welcome, 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 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.



# 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 (and encourage your employees to do so on their personal accounts, if they are willing), and use the specific tag #EUDiversityMonth.
- Prepare a video message or a blog by your CEO or other management in which they stress the importance of diversity, especially in a world currently affected by the pandemic.



- 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 event 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 or 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. Ensure that the employees are actively involved in this process.



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- 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.
- Organise an all-company conference on the subject of diversity (on diversity in general or a particular aspect of it) and involve senior management.
- 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 prizes for the winners. These could also be extended to your external stakeholders.
- Ask employees to make a series of short videos in which they 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 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.
- 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' bringing 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.
- 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.



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# 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 working from home 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 (including for fathers)
- Support for breastfeeding mothers (a designated break room and time to breastfeed/pump)
- Support one-parent parent families

## 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)



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## LGBTIQ

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

## MENTAL HEALTH

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

## CULTURAL/INTERNATIONAL DIVERSITY

- Training on intercultural communication
- Discussing foreigners' perception of your country
- Providing opportunities to learn about different cultures (foods, religions, languages, etc.)

## DISABILITY

- Integration of staff with disabilities
- Accessibility: people with disabilities in your area of work
- Autism/intellectual disabilities
- Living with chronic illness
- Reintegration into the workplace after a life/work accident



## 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.)

## ETHNICITY AND RACE

- Roma support programmes
- Migrants and refugees
- Discrimination of minorities
- Validation/recognition of qualifications and skills from other countries

## OTHER

- Employment for disadvantaged groups in the labour market, such as people with disabilities, young people from the care system, migrants, prisoners/ex-prisoners
- Using sports to promote diversity
- Addressing 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
- The importance of inclusive language



