

Act for diversity



ACTION
KIT



“In a company, Diversity refers to the variety of human profiles that can exist in it: country or region of origin, neighbourhood, family, name, culture, age, gender, physical appearance, disability, sexual orientation, diplomas, etc. the notion of Diversity reflects the entirety of personal, social, and organisational characteristics which partake in the construction of the identity and personality of individuals.”

(Practical Guide on Diversity Management, 2013, Diversity Charter Lëtzebuerg)

On 11th May, Luxembourg is celebrating its third edition of the Diversity Day Lëtzebuerg, its national day of diversity.

Organised by the Diversity Charter Lëtzebuerg, this event aims to bring together companies, public organisations, and non-profit organisations around the common aim of promoting diversity. Challenging misconceptions and stereotypes, the country will be able to assert itself in all its diversity, celebrating the recognition of each individual's talents and working towards a more inclusive society.

All organisations set up in Luxembourg are invited to "act for diversity" on that day, whether they are private companies, public organisations or non-profit organisations, irrespective of their size, and whether or not they are signatories of the Diversity Charter Lëtzebuerg. Although promoting diversity is a continuous effort and a long-term commitment, next 11th May will be a privileged opportunity for organisations to illustrate their commitment by concrete actions. Some of the possible approaches are detailed in this document.

This national day will also be marked by the strong support of Ms Corinne Cahen, Minister for Family, and Integration and Patron of the Charter, who will be on the field to encourage initiatives and best practices.

All aspects of diversity will be celebrated, and issues as varied as gender equality, sexual orientation or identity, physical appearance, disability, family situation, educational level, origins, beliefs or cultural differences etc. will all be showcased.

Making people aware of the stakes of diversity and celebrating plurality as a source of enrichment are decisive factors in building a "living-together", a driving force for social and economic performance in the Grand Duchy.

Communication plays an essential role in raising awareness, and organisations are invited to relay this effort for diversity, among other things by using the diversity communication kit presented here.

Looking forward to seeing you on 11th May.

Thank you for taking a stand for diversity.

TABLE OF CONTENTS

A/ DIVERSITY DAY LËTZEBUERG	5
A rich programme under the slogan “Act for diversity”	6
B/ ORIENTATIONS FOR ACTIONS.....	7
Commit.....	8
Raise awareness	11
Educate (oneself)	17
Innovate	18
Create partnerships.....	21
Get inspired	24
Be connected.....	26
C/ COMMUNICATION TOOLS.....	28
Use of the logo.....	30
Your email signatures to match the colours of diversity.....	34
Your website, intranet and blogs: platforms of your commitment....	35
Social networks for optimal viral communication.....	37
Posters and flyers for your off-line communication.....	39
D/ THE STEPS TO REMEMBER.....	40
Involvement of the organisations: commit in 3 steps.....	41

Act for diversity



DIVERSITY DAY
LËTZEBUERG

DIVERSITY DAY LËTZEBUERG: A RICH PROGRAMME UNDER THE SLOGAN “ACT FOR DIVERSITY”

MORNING	AFTERNOON	18h00 - 19h30
Actions carried out in participating organisations		Diversity Awards (followed by a closing cocktail)
Official visit on the field		

Several marking moments on the agenda of this national Diversity Day:

> Actions implemented in participating organisations

Many initiatives will raise people’s awareness on diversity as a source of wealth in organisations across Luxembourg.

All organisations set up in the Grand Duchy can participate:

- Companies: small to large-sized; all fields of activity;
- Public entities and services: cities and towns, schools, care centres, transportation, etc.;
- Non-profit organisations;
- Whether they are signatories of the Diversity Charter Lëtzebuerg or not.

> Official visit

Minister Corinne Cahen will be present to promote best practices and encourage actions in favour of diversity

> Diversity Awards 2017

The Diversity Awards ceremony, which rewards the best practices in diversity management within the organisations, will close the third edition of the Diversity Day.

Applications are open until 1 March, midnight.

More information on the Diversity Charter website.

Act for diversity



B ORIENTATIONS FOR ACTIONS

> COMMIT

INCORPORATE DIVERSITY INTO THE VALUES OF THE ORGANISATION

The national Diversity Day Lëtzebuerg is the chance to formalise your organisation's commitment to diversity.

> **Enshrine** Diversity as a **key value** of the organisation;

> **Support** this statement by articulating it with the organisation's purpose and strategy. **Point out its benefits**. A diversity policy may seem virtuous but low-priority because its effects are not identified;

> **Formalise** this commitment by creating a **specific charter** or by adapting the organisation's charter;

> **Communicate** these values internally and externally;

> **Highlight** the management team's strong and determined **commitment** to this common vision.

NON-DISCRIMINATORY RECRUITMENT CAMPAIGN WITH ETHIC HR*

Pure Capital



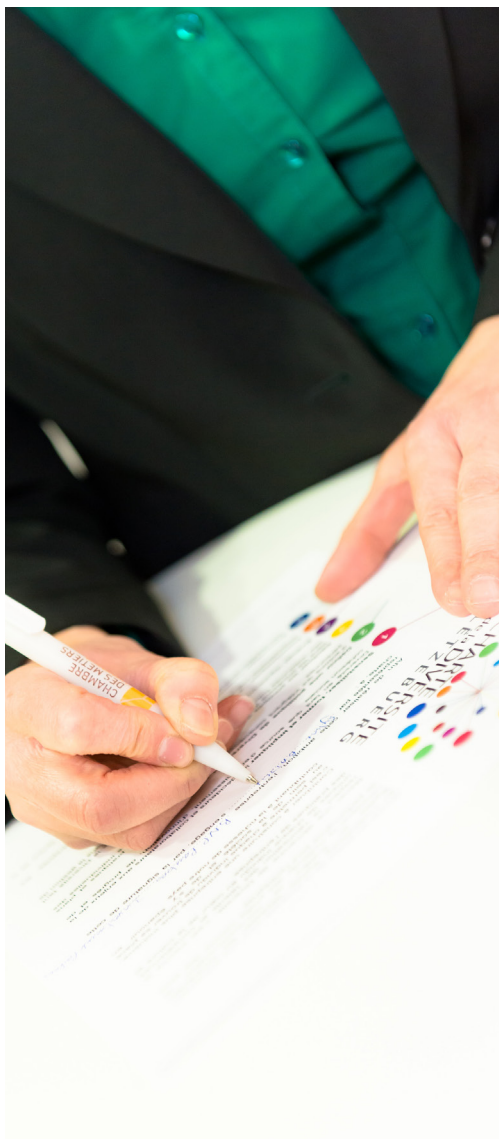
Pure Capital put a hiring system into place based on non-discriminatory practices in order to better manage the diversity of its staff through the use of the methods displayed by e-thic HR.

SIGNING THE DIVERSITY CHARTER LËTZEBUERG



Companies that wish to show their commitment towards diversity can officially sign the Diversity Charter Lëtzebuerg on 21 March and use the Diversity Day to communicate their commitment to their staff, clients and/or suppliers.

** More information on the initiatives of 2015 and 2016 at chartediversite.lu/diversity-day*



ADAPT THE GOVERNANCE OF THE ORGANISATION

The national Diversity Day Lëtzebuerg can be an opportunity to set up a structure in charge of diversity issues.

- > Appoint a **diversity officer**;
- > Create a Diversity **Working Group** and/ or a **Steering Committee** for diversity projects.

On 11th May, for example:

- > Official launch of this Group/Committee and appointment of its members;
- > This Group/Committee's first meeting.



FACILITATE THE CREATION OF NETWORKS

Networks to promote diversity enable people to **connect** and **share experiences** and work towards **valuing the talents** of all individuals.

They may be dedicated to different aspects of diversity (gender equality, generational equality, cultural diversity, etc.).

They can be limited to the organisation itself or be specific to a sector in which stakeholders can come together around diversity issues that they have in common (construction industry, educational sector, etc.).

On the 11th May, organisations can:

- > Create an internal network;
- > Join or create a network in one's sector.

EQUAL OPPORTUNITY WORKING GROUP

Ministry for Equality



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Égalité des chances

On the Diversity Day 2015, the Ministry encouraged and supported the organisation of specific working groups aiming at involving the responsables for equal opportunities of public services.

UNITED IN DIVERSITY : JOINT EVENT FOR DIVERSITY

ANABL (United in Diversity)



On 12th May 2015 "United in Diversity", which is a network of North American banks in Luxembourg, organized a conference about unconscious biases, which was followed by a networking lunch.

> RAISE AWARENESS

MAKE DIVERSITY VISIBLE

Communication is a key pillar of diversity action. Making people aware of the stakes linked to diversity, challenging misconceptions and stereotypes, showcasing **plurality as a source of richness**, and valuing individual talents, these actions must all be supported by communication operations.

These can take on many forms, and next **11th May** will be a chance for **unprecedented coverage**.

> **Set up an exhibit** on the theme of diversity.

The diversity of staff can thus be showcased on the organisation's premises (supported by figures, photo portraits or a wall on which instantaneous pictures of the employees/clients etc. are added all day).

> **Disseminate a brochure or flyer** for the employees and/or stakeholders.

> **Adapt the communications material to the colours of diversity;**

> Create special theme issues or reports: newsletter, internal blog, internet, extranet, etc.;

> Showcase the diversity of the organisation and inform on concrete commitments and measures;

> Publish interviews of the employees or stakeholders;

> Show a short film on the diversity of the organisation or broadcast the Diversity Day campaign film.

DIVERSITY CLIP

Banque de Luxembourg



During a live music break at lunchtime, Banque de Luxembourg has presented, internally, a clip (2-3 minutes) that represents the diversity of its staff. The clip was then available on the bank's intranet.

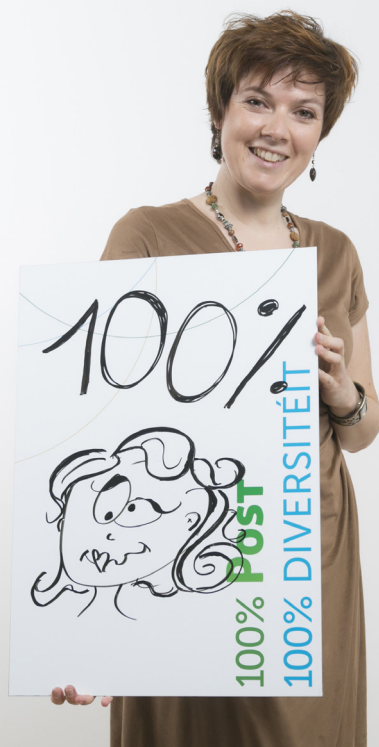
STAFF DIVERSITY IN THE SERVICE OF CLIENTS AND PATIENTS

Centre Hospitalier de Luxembourg (CHL)



The CHL presented its 2014 «Diversity Booklet», addressing the diversity of the employees, which serves the patients' diversity.

To illustrate the booklet an exhibition of informative posters and testimonies was set up in the main entry.



DIVERSITY@POST

POST Luxembourg



In order to raise its collaborators awareness on diversity in the workplace, POST Luxembourg used posters, its intranet and internal TV channel.

ORGANISE IN-COMPANY DIVERSITY MEETINGS

In order to raise awareness of the organisation's richness in an interactive way, several options are possible on 11th May.

> **Organise a Market Place** involving the persons in charge of diversity and a stand that offers more information on the issue and on their organisation's commitment;

> **Organise an in-company conference** on the subject of diversity (global or specific to one of its aspects) and involving the senior management;

> **Host a multicultural buffet** or diversity **menu**. Employees are invited to share special dishes from their region or country of origin.

ZESUMMEN – ANESCHT

Luxembourg Reception and Integration Agency



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Famille, de l'Intégration
et à la Grande Région

Office luxembourgeois de l'accueil
et de l'intégration

On 12 May, OLAI's « Diversity » working group organized an event to raise the staff's awareness on diversity management by suggesting a brainstorm on the topic and allowing the participants to present their opinion regarding diversity at OLAI.

THE «DIVERSITY WEEKS»: ACTIVITIES TO RAISE THE COLLABORATORS' AWARENESS

Allen & Overy

ALLEN & OVERY

Through the organisation of workshops and conferences, Allen & Overy has involved European and national experts – namely, the ENEI, Employer Network for Equality and Inclusion, and the ILA, Luxembourg Institute of Directors - to raise employees' awareness about unconscious prejudices and stereotypes, as well as about diversity management.

GETTING TO KNOW THE OTHER BETTER TO WORK BETTER

PROGroup SA



CONSULTING & ENGINEERING

A « game » (a mix between Bluff and Cluedo) was organized all day long to exchange and get to know the others better. Enigma and quizzes have enhanced the day.



WELCOME TO DIVER-CITY !

RBC Investor & Treasury Services



RBC offered its employees to learn about 6 diversity themes through the organization of stands on: equal opportunities, languages, art, age, disability and LGBT, as well as historical personalities who fought for human rights.

ORGANISE AN EVENT THAT IS OPEN TO THE PUBLIC

Hosting an event on Diversity Day Lëtzebuerg that goes beyond the scope of the organisation makes it possible to promote diversity with a wider audience.

> Organise a conference or roundtable with specialists on the subject (politicians, economists, etc.);

> Publish the results of a study linked to diversity;

> Make the most of the organisation's structure (bus or train stations, agencies, branch offices) to interact with your client base;

> Set up an appointment for diversity in a public place.

Flash mobs: sudden, several-minute meetings of persons prepared ahead of time, through internet for example, in order to carry out a common action (choreography, singing, etc.). Have T-shirts and banners in Diversity Day colours can raise public awareness.

SOLIDARITY WALK *Small Business Initiative*



A group of small businesses that have signed the Diversity Charter organized a Solidarity Walk. From Place d'Armes, where each participant received a balloon in the colors of the Diversity Charter, the parade went through the city center, crossed the Red Bridge until releasing the balloons at Place de l'Europe.



TOURS AND OPEN HOUSES

The national Diversity Day is the chance to enable people to visit an unknown place or to present this place in an unexpected manner highlighting its link to diversity.

> Open House.

In an inclusive approach of breaking social boundaries, organisations can invite populations who are usually apart from these venues to come and discover their premises, their professions, art collections, etc. This can be particularly relevant for places that are prestigious

and generally reserved to privileged audiences.

> **Diversity Tour:** guided tours in the cities and communes.

The idea is to place this visit under the spotlight of diversity by proposing historical and cultural perspectives that enrich the presentation of the territory. Visits can be offered by taking into account people with reduced mobility, and **practical maps** of the city can be created specifically for this public.

HERITAGE AND DIVERSITY IN THE DUDELANGE SCHMELZ NEIGHBOURHOOD

Documentation Center on Human Migrations / City of Dudelange



The Documentation Centre on Human Migrations of the City of Dudelange exposed the exhibition «Women in movement» at the Gare-Usines in the historic metallurgical district of the Schmelz in Dudelange. This place was and is the theater of many kinds of diversity: nationalities, languages, gender and confessions.

ZESUMMEN SCHAFFEN: INTEGRATION OF PEOPLE WITH DISABILITIES

ADEM



The ADEM opened the doors of its Contact Center, which is a service exclusively composed of employees presenting either a disability or reduced work capacity. Thanks to this visit the participants had the opportunity to experience the daily work of the telephone advisors at the ADEM and to get information on the integration of people with disabilities.

> EDUCATE (ONESELF)

A DIVERSITY TRAINING SESSION TO ENCOURAGE THE IMPLEMENTATION OF THE ORGANISATION'S DIVERSITY POLICY

> Organise a training session in the form of conferences, workshops, seminars, training meetings. This can involve several types of public:

- people who belong to target groups (persons with a disability, women, etc.)
- the management team
- HR managers
- communications managers
- middle management
- employees who deal directly with the public, etc.

« EQUAL OPPORTUNITIES, DISCRIMINATION AND HARASSMENT PREVENTION » TRAINING

Luxembourg Army



The Army organized, with the support of the Ministry for Equality, information sessions to promote equal treatment between women and men, as well as respect and non-discrimination. After a theoretical introduction to the topic to set the legal framework, the participants could debate different topics related to concrete examples.

> Raise awareness of each person's unconscious forms of bias with the stereotype test:

www.implicit.harvard.edu/implicit/

The implicit project introduces a method that shows differences between conscious and unconscious thoughts. This new method is called the Implicit Association test or IAT.

> Possibly call on external trainers if this resource is not available in-company. The Committee for the Diversity Charter Lëtzebuerg is calling on professional trainers to sign in order to publish a list on its website.

TRAINING ON DIVERSITY AND POSITIVE TREATMENT IN THE WORKPLACE

arcus, Caritas, Croix-Rouge, elisabeth



A training on positive treatment gathered twenty employees of arcus, Caritas Luxembourg, the Red Cross Luxembourg and elisabeth. This action is part of a wider scheme which aims at educating nearly 5,000 employees of these four organisations.

> INNOVATE

LAUNCH DIVERSITY PRODUCTS AND SERVICES

The influence and main impact of an organisation lies in the products and services it offers. The national Diversity Day is an opportunity to launch products or services related to diversity.

> Imagine inclusive products and services.

The innovation here is the ability to anticipate and meet the needs of these target audiences: offer contracts or customer relations monitoring in different languages and adapted to different cultures and needs (writing in Braille, etc.).

CITY TOUR RETRACING THE FOOTSTEPS OF THE GREAT WOMEN OF LUXEMBOURG

Luxembourg City Tourist Office



On the 12th May 2015, the City Tourist Office offered a circuit on the compelling story of the Grand Duchy's women, from the Middle Ages to the present days.

> Celebrate Diversity Day and raise awareness through the products.

Special editions can be imagined to mark the commitment and values of the organisation and highlight its actions in favour of diversity: special stamps, a range of receipts, bank cards, telephone operator messages, stamps on envelopes, etc.

Use of the Diversity Day Lëtzebuerg logo (see specifications on the following communication tools section, at page 28).

POSITIVE ACTIONS: A LABEL FOR EQUALITY, AN ASSET TO THE COMPANY

Ministry for Equality



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Égalité des chances

The Ministry for Equality promoted its «positive actions» program, which supports and finances Luxembourg companies that are committed to improving the working environment in terms of equality between women and men.

SPECIAL EDITION OF «DIVERSITY» STAMPS

POST Luxembourg



On the occasion of the Diversity Day 2015, POST Luxembourg created a limited edition stamps to raise awareness on the national day.



CLIENT AND STAFF AWARENESS-RAISING THROUGH "DIVERSITY" RECEIPTS

Pall Center



PALL CENTER
SHOPPING VILLAGE

Pall Center communicated about the Diversity Day from the beginning of May and on the 12th by adding a diversity message on the sales receipts, raising its staff's and clients' awareness on the topic.



CELEBRATE DIVERSITY

BGL BNP PARIBAS



**BGL
BNP PARIBAS**

The Bank set up five different actions to celebrate its commitment to diversity, such as a badge, a booklet, a Facebook and an artistic contest. But most and for all BGL's commitment was visible on all its ATMs, which displayed the Diversity Day logo on 12th May.



ACT ON ENVIRONMENT AND WELL-BEING AT WORK

The national Diversity Day makes it possible to take concrete steps towards creating a work environment and well-being that enables the inclusion of all in the professional sphere.

> Act on **space planning**.

May 11 could be the day you start renovation works or open a redesigned workplace that ensures access for people with reduced mobility (ex.: access ramp).

> Announce and implement a **programme for flexible scheduling**.

The diversity of family situations (in particular childcare, presence for dependant persons) and physical conditions requires organizations to rethink the notion of presence at work and to be open to solutions that are adapted to each and everyone.

ACT ON ACCESS FOR PEOPLE WITH LIMITED MOBILITY

AG2R LA MONDIALE



AG2R LA MONDIALE

AG2R LA MONDIALE announced and started the refurbishment of all its premises in order to guarantee the access to all the premises and departments of the company to people with reduced mobility.

> CREATE PARTNERSHIPS

SIGN INNOVATIVE PARTNERSHIPS AS REGARDS DIVERSITY

On May 11th you could sign a long-term partnership or make an ad-hoc action concrete in partnership with a non-profit organisation acting for diversity.

These partnerships will make it possible to:

- > Include **target audiences** among one's employees (internship or access to employment);
- > Encourage **mentoring**;
- > Develop **volunteering** in the company through the organisation of a **community day**;
- > Engage in **skills sponsorship**;
- > Provide **logistical support**;
- > Get involved in **joint projects**.

DIVERSITY 1 - EXCLUSION 0

PwC



PwC celebrated Diversity Day with a friendly soccer game between its soccer team and a refugee team of the Luxembourg Red Cross. The game was followed by a casual barbecue to get to know each other.

APEMH/LINKLATERS LLP MEETING

Linklaters LLP



Linklaters LLP planned a commented visit with APEMH at its sheltered workshops in Bettange-Mess. The goal was to raise Linklaters' staff awareness on APEMH's activities and challenges in order to identify together the needs and opportunities of sustainable partnerships.





For four years now, as part of the Part&Act project, IMS Luxembourg has offered tailored support to build Business-Non-profit organisation partnerships.

Go to www.partnact.lu/en

Camille GAUDIN
Tel.: +325 26 25 80 13
camille.gaudin@imslux.lu
www.imslux.lu/eng

INTEGRATION THROUGH ART

Wildgen, Partners in Law



An artistic graffiti workshop hosted by Talbot, a refugee artist, was organized at Hariko for LAFA members and Wildgen staff.



BASKETBALL MATCH

Société Générale Bank & Trust



A team made of the bank's employees met the basketball team of Special Olympics, in the presence of the patron of the Diversity Charter Lëtzebuerg. The two teams played a match whose winner was the inclusion which also contributed to better understand what intellectual disability is.



LIST OF ASSOCIATIONS RELATING TO DIVERSITY (NON-EXHAUSTIVE):

Generalistic approach

- > 4Motion
- > Arti'chock
- > Caritas Luxembourg
- > Croix-Rouge luxembourgeoise
- > elisabeth
- > Hariko
- > Stéftung Hëllef Doheem

Professional insertion / entrepreneurship

- > Business Initiative
- > Care (DayCare)
- > CIGL Esch
- > Dress for success
- > Defi-job
- > Forum pour l'emploi
- > Fundamental
- > Inter-Actions
- > Jonk Entrepreneuren
- > Mumpreneurs
- > Poil, Improvisational and spontaneous theatre in Luxembourg

Cultural diversity

- > Amitié Portugal - Luxembourg
- > ASTI, Association de soutien aux travailleurs immigrés
- > Athénée Action Humanitaire Cap Vert
- > CCPL, Confédération de la communauté portugaise au Luxembourg
- > CDMH, Centre de documentation sur les migrations humaines
- > CEFIS, Centre d'étude et de formation interculturelle et sociale
- > CLAE Services, Comité de liaison des associations d'étrangers

Age

- > arcus
- > elisabeth
- > Maison des Associations
- > RBS Zenter fir Altersfroën
- > Un toit 2 générations

Gender and sexual orientation

- > CIGALE, Centre d'informations gay et lesbien
- > Europa Donna Luxembourg
- > FEALU
- > Geek Girls Carrots
- > Girls in Tech
- > MEC, Mouvement pour l'égalité des chances
- > Zarabina

Handicap & health, well-being at work

- > ADAPTH, Centre de compétence national pour l'accessibilité des bâtiments
- > APEMH, Association des parents d'enfant mentalement handicapés
- > ATP, Association d'aide par le travail thérapeutique pour personnes psychotiques
- > ELA, Association européenne contre les leucodystrophies
- > Association Luxembourg Alzheimer
- > Fondation Autisme Luxembourg
- > Fondation Kraizbiereg
- > Fondation Kriibskrank Kanner
- > Hörgeschädigten Beratung
- > Info Handicap
- > RTPH, Réseau pour le travail et la promotion humaine
- > SFP, Service formation professionnelle
- > SOS Détresse
- > Special Olympics
- > Tricentenaire





GET INSPIRED

WHEN DIVERSITY AND ART RHYME WITH RAISED AWARENESS: GET INSPIRED BY ARTISTS THAT MAKE DIVERSITY HEARD

> Visual arts: make plurality visible.

By hosting an artist or an exhibition in one's company or by sponsoring one.

> Music: harmony and diversity.

By inviting a music conductor to extend the metaphor and give an account of his/her management of diversity.

> Theatre: diversity takes centre-stage.

By inviting a theatre company to illustrate the theme of diversity as chosen by the organisation.

> Sports: a symbol of unity in diversity.

By organising a event with several stakeholders.



A TOUR AROUND THE WORLD THANKS TO AXA

AXA Luxembourg



Creation of a cookbook that contains various recipes, chosen by the employees, including photos and flags indicating the «cooks», country(ies) of origin, the languages spoken by the participants as well as every dish's country of origin.

A GLANCE ON DIVERSITY WITH DELOITTE'S EMPLOYEES!

Deloitte Luxembourg

Organisation of a photo booth to realize a digital mosaic. Explanatory brochures of Deloitte's diversity and leaflets about the country, culture and passion of the employees were distributed.

AN ORIGINAL JOURNEY INTO THE WORLD OF COFFEE AND DIVERSITY

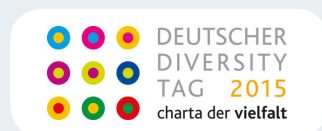
Ernst & Young Deutschland



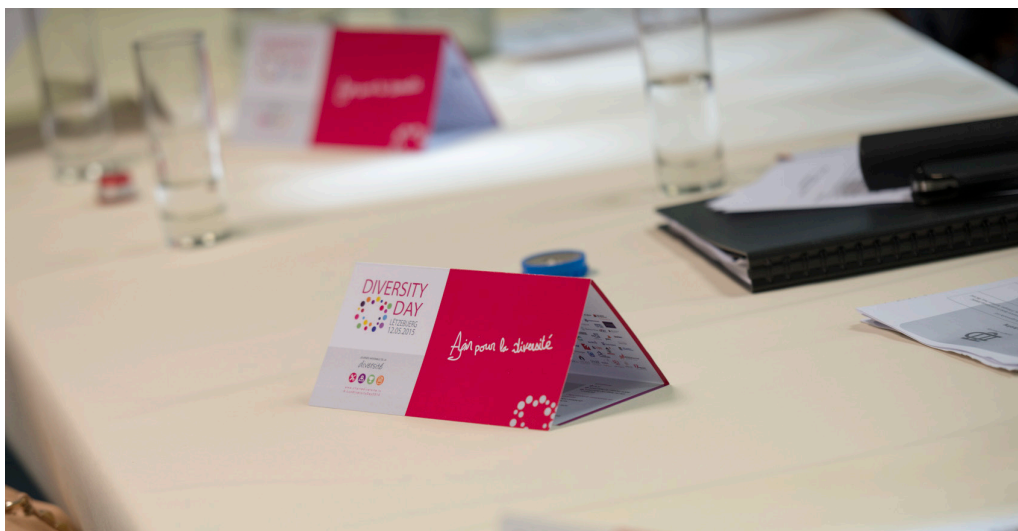
Ernst & Young in Germany, with the slogan «taste the difference», decided to establish, for the German Diversity Day 2015, an original service in the bars of 10 of its buildings throughout Germany. Employees were able to taste different types of coffee and to learn about cultural and linguistic diversity of the different parts of the world where the type of grain comes from.

TRAVEL AROUND THE WORLD WHILE SITTING ON THE COUCH

Weltreise durch (literally “Around the world through...”)



The association “Weltreise durch” celebrated diversity on the German Diversity Day 2015 by encouraging employees of foreign origins to invite their colleagues to their homes. Thanks to these cozy meetings in many living rooms, many people better understood the linguistic and cultural diversities that feature their workplace.



> BE CONNECTED

USE SOCIAL NETWORKS

On 12th May 2015 many Luxembourg organisations used their **social networks** to show the outside the organisation's commitment to the Diversity Charter's principles through the day and to mobilize employees around diversity in a fun and interactive way.

On the Diversity Day, an organisation can:

> **Develop a game or a competition** and disseminate it through social networks to grab the attention of the followers on diversity-related or on the Diversity Day action;



Sodexo launched an internal photo contest, calling its collaborators to illustrate staff diversity.



**BGL
BNP PARIBAS**

BGL BNP Paribas launched a Facebook contest with questions about diversity issues. The participants could win movie tickets.



> Launch an internal competition addressed to its employees;

> Disseminate the official Diversity Day campaign film or other communication supports. More information on the use of your organisation's social media on page 37.



KPMG staff published selfies on the social networks representing its diversity during the day.



FACES OF DIVERSITY

KNEIP



For the 2016 Diversity Day, KNEIP launched a social media campaign to show the diversity of its staff : the company interviewed dozens of collaborators, which were then published on Facebook and KNEIP's other social media.



You were expecting it even more on Diversity Day! Enjoy yet another story from our "The Faces of KNEIP", this time bringing you closer to Poland.

Read about Marta, our Software Developer living in Luxembourg.

Working at KNEIP since 2015.... [Ver más](#)
[Ver traducción](#)



Act for diversity



COMMUNICATION
TOOLS

Diversity Day Lëtzebuerg is the platform of choice to **publicize your commitment** to diversity.

The Diversity Charter Lëtzebuerg provides you with a **whole range of tools** to mobilise all employees and stakeholders around this national day.

These different tools will enable you to show your involvement before the day itself. Other elements will be transmitted to you at a later date to enhance your communication following the 11th May.

Find a downloadable version of all these elements on:

www.chartediversite.lu/en/how-take-part

> USE OF THE LOGO

It is recommended to illustrate your communication on the Diversity Day Lëtzebuerg with the visual identity

created for this purpose and not to use the Diversity Charter Lëtzebuerg main logo.

DO NOT TRANSLATE THE WORDS ON THE LOGO.

CLEAR SPACE

In order to respect the visual, we defined exclusion zones.

The logo must remain clear and maintain distance from other elements that surround it.

The minimum dimensions of this distance will always be 5mm around the logo.



SIZE

The logo can be used in different size. The minimum size is 15mm height.



LOGO BACKGROUND COLOUR

The Diversity Day Lëtzebuerg logo will be always used on white background.

For any special need, please contact the Committee for the Diversity Charter Lëtzebuerg for approval.

INCORRECT USE



Do not distort in any way



Do not put in a box



Do not change the colours

COLOUR PALETTE



CMYK 0/53/96/0
RGB 247/143/39



CMYK 0/15/96/0
RGB 254/212/21



CMYK 87/82/0/0
RGB 66/75/160



CMYK 0/99/47/0
RGB 237/27/94



CMYK 21/84/0/0
RGB 197/77/156



CMYK 51/0/83/0
RGB 135/198/95



CMYK 17/100/99/0
RGB 206/36/43



CMYK 64/10/0/0
RGB 66/181/232



CMYK 36/71/39/62
RGB 85/45/59



CMYK 0/88/18/0
RGB 238/67/132

> YOUR EMAIL SIGNATURES TO MATCH THE COLOURS OF DIVERSITY

> In order to communicate your commitment before the event, there is a choice between two options to add to the Diversity Day Lëtzebuerg visual, as follows:

OPTION 1 EN_visuel1.jpeg ou HD



OPTION 2 EN_visuel_insert_logo.jpeg ou HD



> For more information on enriched signatures, see:

www.arobase.org/personnaliser/signature-enrichie.htm

> Use a **mailing campaign** to express your message in a targeted manner. Sending emails helps to showcase your actions but also to draw attention of and mobilise target publics regarding this day.

> **Links** to your website, to the Diversity Charter Lëtzebuerg presenting Diversity Day or to the film will make it possible to obtain more information.

www.chartediversite.lu/en
<http://www.chartediversite.lu/en/how-take-part>



YOUR WEBSITE, INTRANET AND BLOGS: PLATFORMS OF YOUR COMMITMENT

You can create news, animate your banners with the proposed visuals and communicate thanks to the Diversity Day Lëtzebuerg campaign film.

There are five ressources available to illustrate your website:

OPTION 1 (generic) EN_carre.jpeg ou HD



OPTION 2 (generic) EN_visuel1.jpeg ou HD



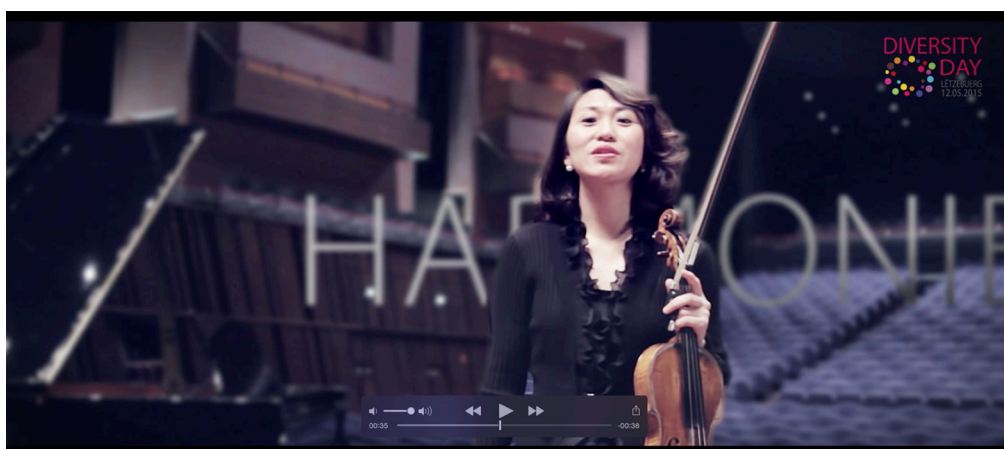
OPTION 3 (customizable) EN_visuel_insert_logo.jpeg ou HD



OPTION 4 (customizable) EN_visuel2.jpeg ou HD



DIVERSITY DAY LËTZEBUERG CAMPAIGN FILM



This 60-second clip aims to increase knowledge of Diversity Day Lëtzebuerg and wishes to mobilise organisations and citizens on this national day.

Its main objective is to **raise awareness of and educate** people by making diversity visible and showing why it is important to take it into account.

This film presents the **multiple faces of Luxembourg**, and reflects the Grand Duchy's population in all its diversity, united in voicing a common message. These people are filmed in their daily activities and environment to support the idea that diversity is not a theoretical concept but is indeed present,

concretely, daily, in all sectors, and that it concerns everyone.

This film has the support of the Government and of the Ministry for Family and Integration, with the exceptional participation of Prime Minister **Xavier Bettel** and Minister **Corinne Cahen**.

> It's a film you can post on your website, on social networks, share internally through email, on the screens of your organisation, or during a conference.

chartediversite.lu/en/how-take-part



SOCIAL NETWORKS FOR OPTIMAL VIRAL COMMUNICATION

Social networks such as Twitter, LinkedIn, Facebook, Google Plus, etc. are privileged media to maximize viral communication. On social networks you can announce your commitment, your planned actions as well as mobilise people around this day. In a second stage, these platforms will enable you to provide coverage of the day itself (as a post event).

> Use one of the proposed files on its own or as a complement to your article presenting your organisation's commitment.

EXAMPLE TEXT TO PUBLISH

*On 11th May, "name of organisation" is participating in Diversity Day Lëtzebuerg, the national day of diversity in Luxembourg. More information on our actions in favour of diversity on "link to your website".
#DiversityDay17*

> You can also relay the Diversity Day campaign film to generate a buzz about the 11 May.

> Add a link to your website if your actions are presented there or to the website of the Diversity Charter Lëtzebuerg:

chartediversite.lu/en/act-diversity-0



The following options are suggested
to present your commitment:

OPTION 1 (generic) EN_visuel1.jpeg ou HD



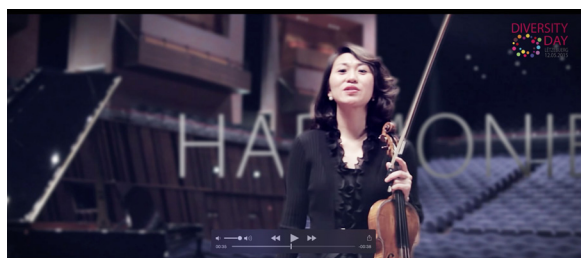
OPTION 2 (adjustable) EN_visuel_insert_logo.jpeg ou HD



OPTION 3 (adjustable) EN_visuel2.jpeg ou HD



OPTION 4 Campaign film





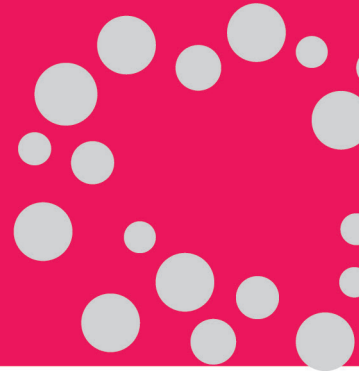
POSTERS AND FLYERS FOR YOUR OFF-LINE COMMUNICATION

> **Posters** will be available announcing Diversity Day Lëtzebuerg. Customizable versions to match your visual identity will be provided to you so that you can communicate on the event at your organisation's key locations one month before it takes place.

> **Flyers** presenting the day's program will be provided for participating organisations as the event gets closer.



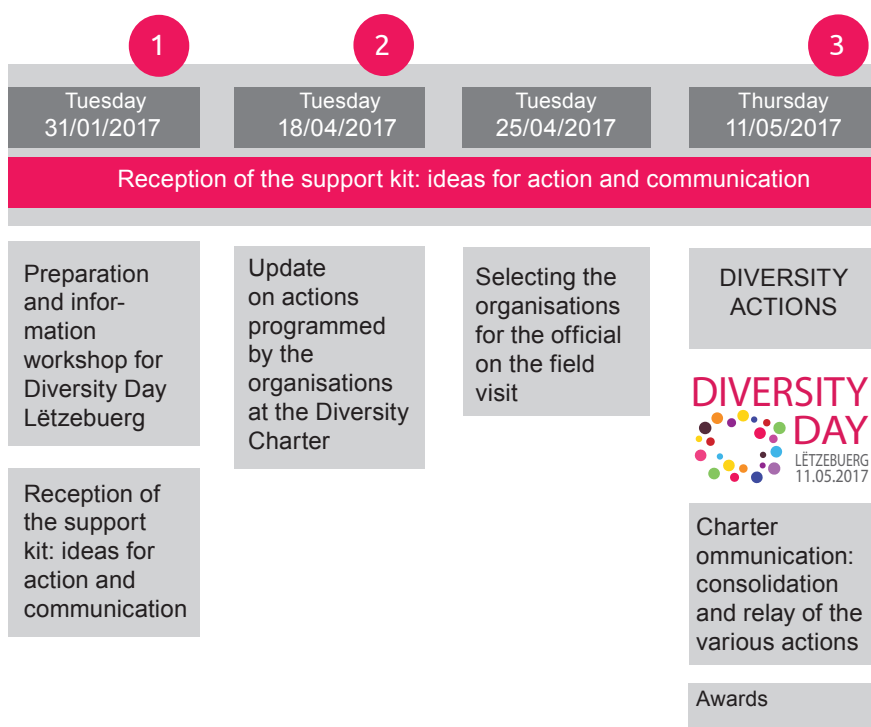
Act for diversity



THE STEPS TO REMEMBER



INVOLVEMENT OF THE ORGANISATIONS: COMMIT IN 3 STEPS



CONTACTS



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LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Famille, de l'intégration
et à la Grande Région
Office luxembourgeois de l'accueil
et de l'intégration



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