

Act for diversity



ACTION  
KIT

DIVERSITY  
DAY  
LËTZEBUERG  
26.05.2020

“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 **26th May**, Luxembourg is celebrating its sixth 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 26th May will be a privileged opportunity for organisations to illustrate their commitment by concrete actions for all their employees. 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 26th May.

Thank you for taking a stand for diversity.

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Act for diversity



**DIVERSITY DAY  
LËTZEBUERG**

# Act for diversity

## DIVERSITY DAY LËTZEBUERG: A RICH PROGRAMME UNDER THE SLOGAN "ACT FOR DIVERSITY"

MORNING	AFTERNOON	18h00 - 19h30
Actions carried out in participating organisations		Signing Session (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 the employees' 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

### > Official signing session

The tenth official signing session since the launch of the Diversity Charter Lëtzebuerg as well as a conference on diversity in a digital era will close the national Diversity Day Lëtzebuerg.

More information on the Diversity Charter website.

## B ORIENTATIONS FOR ACTIONS

## 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.

### SUCCESS THROUGH DIFFERENCES

ING Luxembourg



ING has taken the initiative to distribute a Manifesto (en / fr) to each employee and newcomer which describes the company's commitment towards diversity. It shows how to act for diversity and how it is generating success.

### SIGNING THE DIVERSITY CHARTER LËTZEBOURG



Companies that wish to show their commitment towards diversity can officially sign the Diversity Charter Lëtzebuerg on 26th May and use the Diversity Day to communicate their commitment to their staff, clients and/or suppliers.

\* More information on the initiatives of 2017, 2018 and 2019 at [chartediversite.lu/en/pages/diversity-day](http://chartediversite.lu/en/pages/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 26th May, for example:
- > Official launch of this Group/Committee and appointment of its members;
  - > This Group/Committee's first meeting.



# > 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 **26th 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.

### A PHOTO EXHIBITION TO REFLECT DIVERSITY

*Avery Dennison*



Avery Dennison organized a photo exhibition for its collaborators showing twenty portraits that highlight the characteristics of its employees (different ages, origins, disability, nationality, etc.)

## 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 26th May, organisations can:

> Create an internal network;

> Join or create a network in one's sector.

### LAUNCH OF AN INTER-COMPANY LGBT&ALLIES NETWORK

*State Street*



In 2018, the Diversity Day coincided with the International Day Against Homophobia and Transphobia, which is why State Street, Linklaters and a dozen other companies seized the opportunity of this day to launch their professional LGBT & Allies network to unite collaboration on this topic in Luxembourg.

### 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.

### 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.



### THE THREAD OF DIVERSITY

AXA Assurances



In order to highlight cultural diversity at Axa, a wire of diversity has been placed in a common place. Each employee has completed a Diversity fact sheet containing information about their origins, nationalities or languages and attached it to the diversity wire, thus exposing the variety of their profiles.

## ORGANISE IN-COMPANY DIVERSITY MEETINGS

In order to raise awareness of the organisation's richness in an interactive way, several options are possible on 26th 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.

### TALKIN4BOUT OUR NEW GENERATIONS

Linklaters

## Linklaters

For the Diversity Day in 2016, Linklaters hosted a conference on generation X and generation Y. Both generations shared their stories about mutual learning and how to make the most of these generational complementarities.

### ACT FOR INCLUSION

Société Générale Luxembourg



For Diversity Day 2018, Société Générale Luxembourg wanted to promote equal opportunities for young people, but especially for young LGBTQIs by organizing a conference/debate on the theme «Our children, your children are our future employees, let's act today for a real inclusion tomorrow».

### GETTING TO KNOW THE OTHER BETTER TO WORK BETTER

PROGroup SA



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.



### DIVERSITY RALLYE

Ecole Internationale de Differdange  
Esch-sur-Alzette



The International School of Differdange and Esch-sur-Alzette has organized a series of activities on the theme of diversity for its students. Through a rallye including videos, quizzes, movie screening, workshops and mini concert, the students were thus informed and made aware of the different aspects of diversity.

### WELCOME TO DIVER-CITY!

RBC Investor & Treasury Services



RBC offered its employees to learn about 6 diversity themes through the organisation 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.

### PUBLIC MOVIE SCREENING

Time For Equality



In 2018, to highlight the fact that Diversity Day coincided with the International Day Against Homophobia and Transphobia, Time For Equality organized the screening of the movie «The Queen of Ireland» open to the public. This documentary addresses the subject of the LGBT movement in Ireland through the portrait of Rory O'Neill and its alter ego Panti, that became the symbol of Ireland's march towards marriage equality.



# > EDUCATE (ONESELF)

## 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.

### OPEN DOOR LUXEMBOURG DIVERSITY: LET'S MAKE IT HAPPEN

RH Expert



RH Expert organized an open day so that people could come freely to discuss with diversity experts and discover how it is lived at RH Expert.

### 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.

## 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.

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

[www.implicit.harvard.edu/implicit/](http://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.

### « 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.

### PUBLIC INFORMATION ACCESSIBILITY TRAINING

Ville de Dudelange



The Equal Opportunities Service of the City of Dudelange organized in 2018 two internal trainings on the accessibility of public information, on easy language and its implementation in the different documents and the production of files accessible to all.

# > 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 30).

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

Ministry for Equality



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 stamp to raise awareness on the national day.



### CLIENT AND STAFF AWARENESS-RAISING THROUGH "DIVERSITY" RECEIPTS

Pall Center



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.



### LIVE MY LIFE

Sodexo



In 2017, Sodexo invited its collaborators to exchange their jobs with one of their colleagues in order to deconstruct the stereotypes related to certain trades and foster the internal cohesion.

# > CREATE PARTNERSHIPS

## 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 26 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 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.

## SIGN INNOVATIVE PARTNERSHIPS AS REGARDS DIVERSITY

On May 26th 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**.

### ACTING ON DIFFERENT FORMS OF DIVERSITY Société Générale Luxembourg



Société Générale Luxembourg highlighted the discovery of knitting by associating with Mamie and Me. This action aimed at promoting the exchange between retired women and employees around an activity that finds a second youth. The grannies were thus offered a supplement of income while allowing them to keep a social life.

### RISING AWARENESS ON RELIGIOUS DIVERSITY elisabeth & ErwuesseBildung



For Diversity Day 2018, Elisabeth wanted to raise awareness on religious diversity by inviting its collaborators to several guided tours of places of worship and an exhibition on the world of prayer meditation. In addition, the organization partnered with the ErwuesseBildung asbl to create a multimedia presentation with the theme: «Different religions, festivals and customs».



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](http://www.partnact.lu/en)

Tel.: 26 25 80 13  
 priscilia.talbot@imslux.lu  
 www.imslux.lu

### DIVERSITY 1 – EXCLUSION 0

PwC



In 2016, PwC organized a friendly football game between PwC's football team and a refugee team from the Luxembourg Red Cross.



### L'INTÉGRATION PAR L'ART

Wildgen



Wildgen and the Luxembourg Art Law and Art Finance Association jointly organized a graffiti workshop at Hariko moderated by an asylum seeking Iraqi artist.



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

### Generalistic approach

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

### Professional insertion / entrepreneurship

- > Business Initiative
- > Care (DayCare)
- > CIGLEsch, Kopstal, Strassen, Walferdange
- > 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
- > Mir wëllen lech ons Heemecht weisen
- > Passerell

### Age

- > arcus
- > elisabeth
- > Maison des Associations
- > Mamie et moi
- > RBS Zenter fir Altersfroën

### Gender and sexual orientation

- > CidFemmes
- > CIGALE, Centre d'informations gay et lesbien
- > Europa Donna Luxembourg
- > FFCEL
- > Geek Girls Carrots
- > ITGL Intersex&TransgenderLuxembourg
- > MEC, Mouvement pour l'égalité des chances
- > Wide
- > 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
- > Autisme Luxembourg
- > 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 an 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.

### DIVERSITY POETRY SLAM IMS Luxembourg



IMS invited Gina Arvai of Géisskan Kollektiv for a poetry slam on diversity as a clothing to the Diversity Day.

### PHOTO CONTEST ON DIVERSITY Paypal



PayPal invited all its employees to participate in a photo contest on the theme of diversity in all its aspects and vote to elect the best picture. The winner received a reward at the multicultural lunch on Diversity Day.

### DIVERSITY IN TECHNICOLOR KPMG Luxembourg



KPMG Luxembourg has created a video that shows the diversity of its employees: different origins, women, men etc. in technicolor.



# > BE CONNECTED

## USE SOCIAL NETWORKS

On Diversity Day 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;

> **Launch an internal competition** addressed to its employees;

> **Disseminate** other communication supports. More information on the use of your organisation's social media on page 36.



Sodexo launched an internal competition for its employees, calling them to illustrate the following sentence: «Sodexo acts for Diversity! And you, how do you act? ». The creations were posted on their Facebook page and the most creative ones were rewarded.



BGL BNP Paribas shared its pictures from the opening of the travelling exhibition « Move Together Respect » by MEC asbl at its premises.



STATEC staff published pictures on the social networks representing its diversity during the day.



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.



# Act for diversity



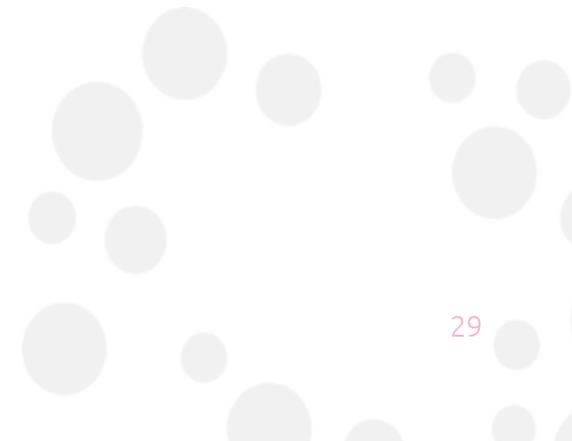
Diversity Day Lëtzebuerg is the platform of choice to **publicize your commitment** to diversity.

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 26th May.

Find a downloadable version of all these elements on:  
[www.chartediversite.lu/en/pages/diversity-day](http://www.chartediversite.lu/en/pages/diversity-day)

## **C** COMMUNICATION TOOLS



# > 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 sizes. 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](http://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 groups regarding this day.

> **Links** to your website or to the Diversity Charter Lëtzebuerg presenting Diversity Day, to obtain more information.

[www.chartediversite.lu/en](http://www.chartediversite.lu/en)  
[www.chartediversite.lu/en/pages/diversity-day](http://www.chartediversite.lu/en/pages/diversity-day)

# > YOUR WEBSITE, INTRANET AND BLOGS: PLATFORMS OF YOUR COMMITMENT

You can create news, animate your banners and communicate with the proposed visuals. There are four 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





## 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 26h 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".  
#DiversityDay20*

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



## > POSTERS AND FLYERS FOR YOUR OFF-LINE COMMUNICATION

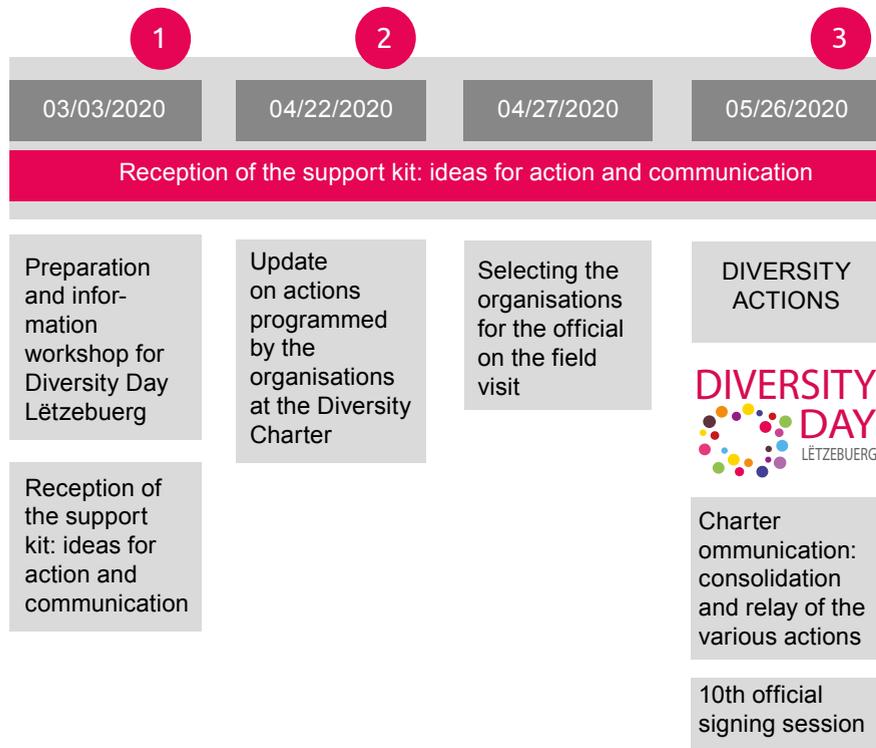
> **Posters** will be available announcing Diversity Day Lëtzebuerg. Customizable versions to match your visual identity will be provided to you so that you can communicate on the event at your organisation's key locations one month before it takes place.



Act for diversity

## D THE STEPS TO REMEMBER

# > INVOLVEMENT OF THE ORGANISATIONS: COMMIT IN 3 STEPS



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