



**IMS LUXEMBOURG**  
Inspiring More Sustainability



Act for  
Diversity

**DIVERSITY  
DAY**  
LËTZEBUERG

→ ACTION KIT

.....  
Luxembourg's leading network for Corporate Responsibility  
.....



# Act for Diversity

*On May 20<sup>th</sup>, Luxembourg is celebrating its seventh 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 May 20<sup>th</sup> 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.

“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)

*Looking forward to seeing you on May 20<sup>th</sup>. Thank you for taking a stand for diversity.*



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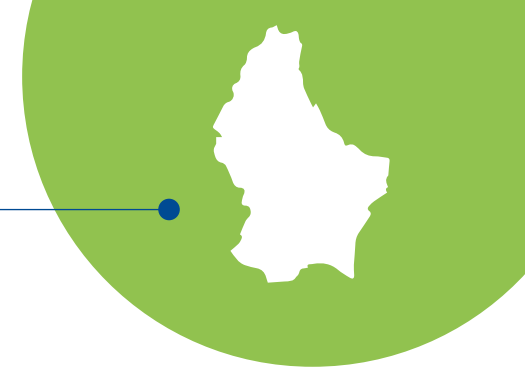


# Diversity Day Lëtzebuerg

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# 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 and on-line		



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.

## → (Virtual) Official visit

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

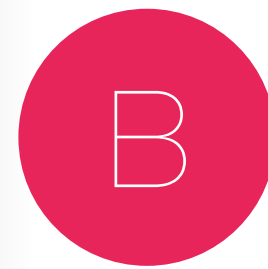
## → Diversity Awards

The 4<sup>th</sup> Diversity Award ceremony will close the national Diversity Day Lëtzebuerg.



More information on the Diversity Charter website.  
[www.chartediversite.lu](http://www.chartediversite.lu)





# Orientations for actions

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## 1.

## Incorporate diversity into the values of the organisation

The national Diversity Day Lëtzebuerg is a good opportunity 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 Lëtzebuerg



Companies that wish to show their commitment towards diversity can officially sign the Diversity Charter Lëtzebuerg on 28 September 2021 and use the Diversity Day to communicate their commitment to their staff, clients and/or suppliers.



## 2.

## 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 May 20<sup>th</sup>, for example;

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





The health crisis that emerged in 2020 and the restrictions that followed have led many organisations to prefer **the digital format** when organizing their diversity events and actions.

This method has demonstrated many advantages. First, it allows to reach a wider audience, whether at the national or global level. At the same time, it offers a greater choice of speakers, while reducing costs and simplifying logistics.

The organisation of digital events also gives the possibility to keep track of what has been said and done and allows the organiser to reuse the presentation elements at subsequent events.

As a result, for the 6<sup>th</sup> edition of Diversity Day in 2020, Ms Corinne Cahen, Minister of Family, Integration and the Greater Region participated in several online events, which ensured a commitment, number of participants and quality of presentation comparable to face-to-face events.

Therefore, in 2021, the Diversity Charter Lëtzebuerg warmly invites you to consider the digital format for your diversity actions! Here are a few ideas:

- **Online training:** non-discriminatory recruitment, conscious bias and stereotypes...
- **Virtual one-on-one meetings:** interviews with staff members, with experts in diversity and inclusion, with associations...
- **Online awareness-raising activities:** creation of communication campaigns, round tables...
- **Online activities:** live courses, diversity quizzes...

Learn more in the pages of this kit!



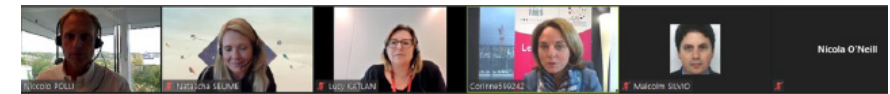
\* For more information on past initiatives :  
[chartediversite.lu/en/pages/diversity-day](https://chartediversite.lu/en/pages/diversity-day)

### Celebration of Diversity

HSBC Luxembourg



HSBC Luxembourg organised an all-staff Zoom call to celebrate the diversity within their employee population as well as their past accomplishments in the Diversity & Inclusion space. The event included the acknowledgment of differences from the perspective of nationality, race, gender, sexual orientation, age, parent carer responsibilities, career background disability and more.



### Welcome to Corinne Cahen! Luxembourg Minister of Family Affairs, Integration and the Greater Region

Corinne Cahen pursued a higher education at the Université des sciences humaines de Strasbourg, where she was awarded a degree in applied foreign languages. She then studied at the Université Nice Sophia Antipolis, where she was awarded a master's degree in applied foreign languages, in the business and commerce section. She completed her higher education with a DESS in bilingual French-English journalism from the Université Sorbonne Nouvelle.

As part of her studies, Corinne Cahen gained professional experience in the field of journalism. From 1995 to 2001, she worked for RTL Radio Lëtzebuerg. From 2001 to 2004, she worked as a freelance journalist for RTL Radio and Télé Lëtzebuerg.

While managing a shoe shop in Luxembourg, Corinne Cahen chaired the Commercial Union of Luxembourg City from 2008 to 2012 and was an elected member of the Chamber of Commerce from 2009 to 2013.

In 2013 Corinne Cahen was elected to Parliament. She joined the government as Minister for Family Affairs and Integration, and as Minister for the Greater Region in December 2013.

Since November 2015, Corinne Cahen has assumed the role of chairwoman of the DP. In October 2018, Corinne Cahen was appointed Minister for Family Affairs and Integration, and Minister for the Greater Region in December 2018 in the coalition government.



PUBLIC





## 3.

## 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 May 20<sup>th</sup>, 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 12<sup>th</sup> 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.



Diversity Day 2018 - Professional LGBT & Allies Network launch at State street



\* For more information on past initiatives : [chartediversite.lu/en/pages/diversity-day](http://chartediversite.lu/en/pages/diversity-day)

## RAISE AWARENESS

### 1.

#### 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 May 20<sup>th</sup> will be a chance for unpre-cedented 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 are added all day).

- **Disseminate a brochure or flyer** for the employees and/or stakeholder;



#### 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.).

- **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.



#### 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.



## 2.

## Organise in-company diversity meetings

In order to raise awareness of the organisation's richness in an interactive way, several options are possible on May 20<sup>th</sup>:

- **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.

*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.

*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.

*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".

*Welcome to Diver-City!*

RBC Investor &amp; 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.



## 3.

## 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.





4.

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.



South Korea | **ONE clearstream**

“수업만으로 학습을 가려버린다”  
Meaning: Don't try to cover the whole city with the power of your hand.

Rice cake soup- (떡국) 떡국

Ingredients:  
500g rice cake, frozen 떡  
1 liter water  
2 cubes of single stock  
1 onion, cut in cubes  
200g pork, cut in slices  
Sesame oil  
Sesame salt  
Pepper  
2 tablespoons of soy sauce  
200g soy beans

Preparation:  
Put a little bit of sesame oil into a frying pan and cook the onion cubes and the pork slices gently for some time. Add sesame salt, pepper, the soy sauce and 2 tablespoons of soy sauce, mix well and cook for 3 - 4 minutes with low temperature.  
Put 1 liter of water and two cubes of single stock into a cooking pot and bring it to a boil.  
When the water starts boiling add the frozen rice cake pieces and cook for 4 minutes.  
Add 2 tablespoons of sesame oil and the vegetable mixture into

Anna Heintz

Let's taste Diversity!

Clearstream



“Clearstream’s employees created a cookbook with recipes from their colleagues. This initiative helped illustrate the diversity of nationalities present at Clearstream. This cookbook has been sold internally and the money collected was given to a charity. On Diversity day some of the recipes were prepared at the canteen for their colleagues!”



EDUCATE (oneself)



1.

A Diversity Training session

The 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:

- **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



With the support of the Ministry for Equality, the Army organised 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.

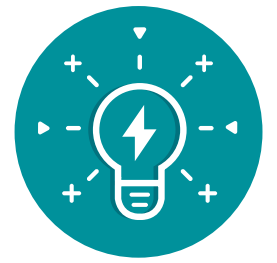


*Diversity Day 2020 @ Deloitte*  
Deloitte



Deloitte chose to offer its employees and alumni a series of 3 conferences covering topics such as gender balance, how to work towards a more inclusive workplace for LGBTQ+ community and how to pave the road to equality. External speakers and Deloitte employees debated on the advances and challenges facing individuals, companies and society.





**INNOVATE**

1.

**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.).

- **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, page 41).

*City tour retracing the footsteps of the great women of Luxembourg*  
Luxembourg City Tourist Office



On 12<sup>th</sup> 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.

*Positive actions: a label for equality, an asset to the company*  
Ministry of Equality



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

*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.



*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 12<sup>th</sup> by adding a diversity message on the sales receipts, raising its staff's and clients' awareness on the topic.



## 2.

## 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 20<sup>th</sup> 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.

### “Press Play”

Deutsche Bank Luxembourg



In 2020 and for diversity, Deutsche Bank Luxembourg went for “Press Play”. The main aim was to share with all employees, an email per day for a week on specific subject with 2 short videos: a public/ professional one and DB employee videos. The idea is to explore and encourage discussion on our various views on common topics.

Deutsche Bank Luxembourg received numerous videos on the proposed subjects:

- Covid 19 and working from home
- Black lives matter
- Unconscious Bias
- Women in Leadership





## CREATE PARTNERSHIPS

### 1.

#### Sign innovative partnerships as regards diversity

On May 20<sup>th</sup> 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** within 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".



#### Integration through 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.



#### 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.



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.imslux.lu](http://www.imslux.lu)  
Tel. : 26 25 80 13  
mail : [priscilia.talbot@imslux.lu](mailto:priscilia.talbot@imslux.lu)



## 2.

### List of associations relating to diversity (non-exhaustive)

#### GENERALISTIC APPROACH

- 4Motion
- Arti'chock
- Caritas Luxembourg
- Croix-Rouge luxembourgeoise
- elisabeth
- Hariko
- Stëftung Hëllef Doheem
- CNDS

#### PROFESSIONAL INSERTION / ENTREPRENEURSHIP

- Business Initiative
- Care (DayCare)
- CIGL Esch, 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

- Cid Femmes
- CIGALE (Centre d'informations gay et lesbien)
- Europa Donna Luxembourg
- FFCEL
- Geek Girls Carrots
- ITGL (Intersex & Transgender Luxembourg)
- 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 Kraizbiere
- 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



1.

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.

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



1.

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.



Competition on the theme of diversity

Sodexo



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.



Cooking Lessons

eBay Luxembourg



eBay Luxembourg organised a cooking lesson via Zoom where colleagues shared recipes from their home countries. The event was an excellent way to learn more about different cultures whilst simultaneously learning new, delicious recipes!

Photo exhibition

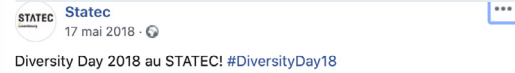
BGL BNP Paribas



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.



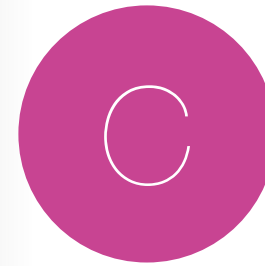
Faces of diversity

KPMG Luxembourg



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.





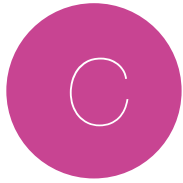
# Communication tools

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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 May 20<sup>th</sup>.

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



# Communication tools



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.



## USE OF THE LOGO

### Size

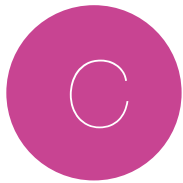
The logo can be used in different sizes. The minimum size is 15mm high.



### 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.



# Communication tools

## USE OF THE LOGO

### Incorrect Use



**X DO NOT DISTORT IN ANY WAY**















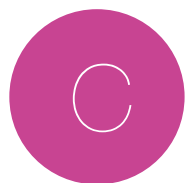
**X DO NOT PUT IN A BOX**

**X DO NOT CHANGE THE COLOURS**

### Colour palette



 CMYK 0 / 99 / 47 / 0 RGB 237 / 27 / 94	 CMYK 56 / 100 / 0 / 0 RGB 148 / 28 / 129	 CMYK 0 / 15 / 96 / 0 RGB 254 / 212 / 21
 CMYK 0 / 53 / 96 / 0 RGB 247 / 143 / 39	 CMYK 64 / 10 / 0 / 0 RGB 66 / 181 / 232	 CMYK 0 / 88 / 18 / 0 RGB 238 / 67 / 132
 CMYK 51 / 0 / 83 / 0 RGB 135 / 198 / 95	 CMYK 87 / 82 / 0 / 0 RGB 66 / 75 / 160	 CMYK 55 / 11 / 23 / 0 RGB 206 / 36 / 43
 CMYK 36 / 71 / 39 / 62 RGB 85 / 45 / 59	 CMYK 21 / 84 / 0 / 0 RGB 197 / 77 / 156	 CMYK 36 / 67 / 0 / 0 RGB 167 / 109 / 174



## Communication tools

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



## YOUR EMAIL SIGNATURES TO MATCH THE COLOURS OF DIVERSITY



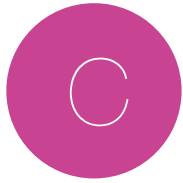
- **For more information** on enriched signatures, see:  
[www.arobase.org/personnaliser/signature-enrichie.htm](http://www.arobase.org/personnaliser/signature-enrichie.htm)
- **Use a mailing campaign** to express your message in a targeted manner. Sending emails helps to showcase your actions but also 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)







# Communication tools

You can create news, animate your banners and communicate with the proposed visuals. There are four resources available to illustrate your website:

## Option 1

(GENERIC) EN\_CARRE.JPEG OU HD



## Option 2

(GENERIC) EN\_VISUEL1.JPEG OU HD



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

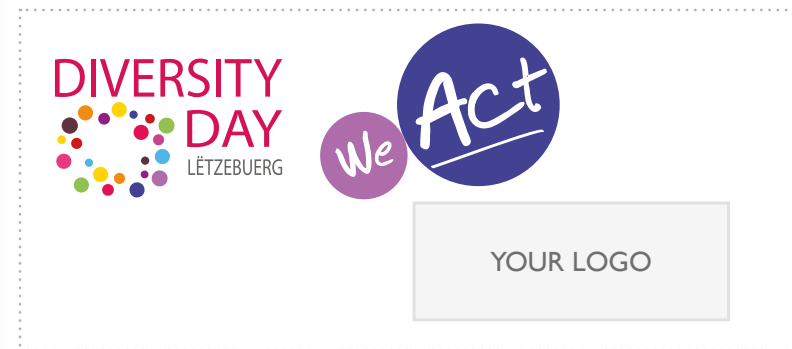
## Option 3

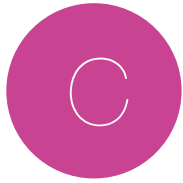
(CUSTOMIZABLE) EN\_VISUEL\_INSERT\_LOGO.JPEG OU HD



## Option 4

(CUSTOMIZABLE) EN\_VISUEL2.JPEG OU HD

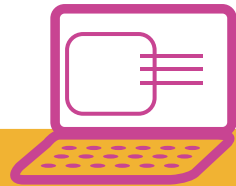




# Communication tools

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 to publish

“On May 20<sup>th</sup>, - Name of organisation - is participating in Diversity Day Lëtzebuerg, the national day of diversity in Luxembourg. More info on our actions in favour of diversity on - link to your website - #DiversityDay21”

## SOCIAL NETWORKS

## FOR OPTIMAL VIRAL

## COMMUNICATION

### Option 1

(GENERIC) EN\_VISUEL1.JPEG OU HD



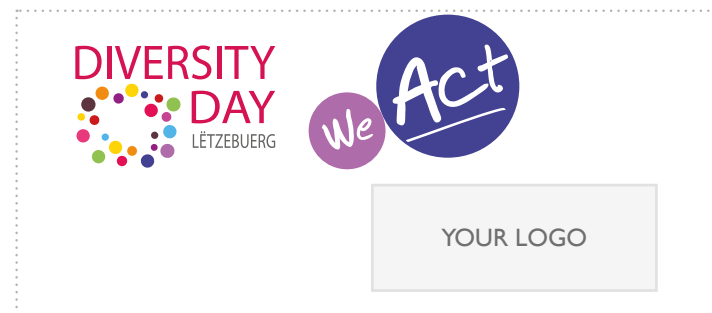
### Option 2

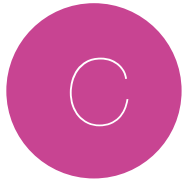
(CUSTOMIZABLE) EN\_VISUEL\_INSERT\_LOGO.JPEG OU HD



### Option 3

(CUSTOMIZABLE) EN\_VISUEL2.JPEG OU HD





# Communication tools

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.

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

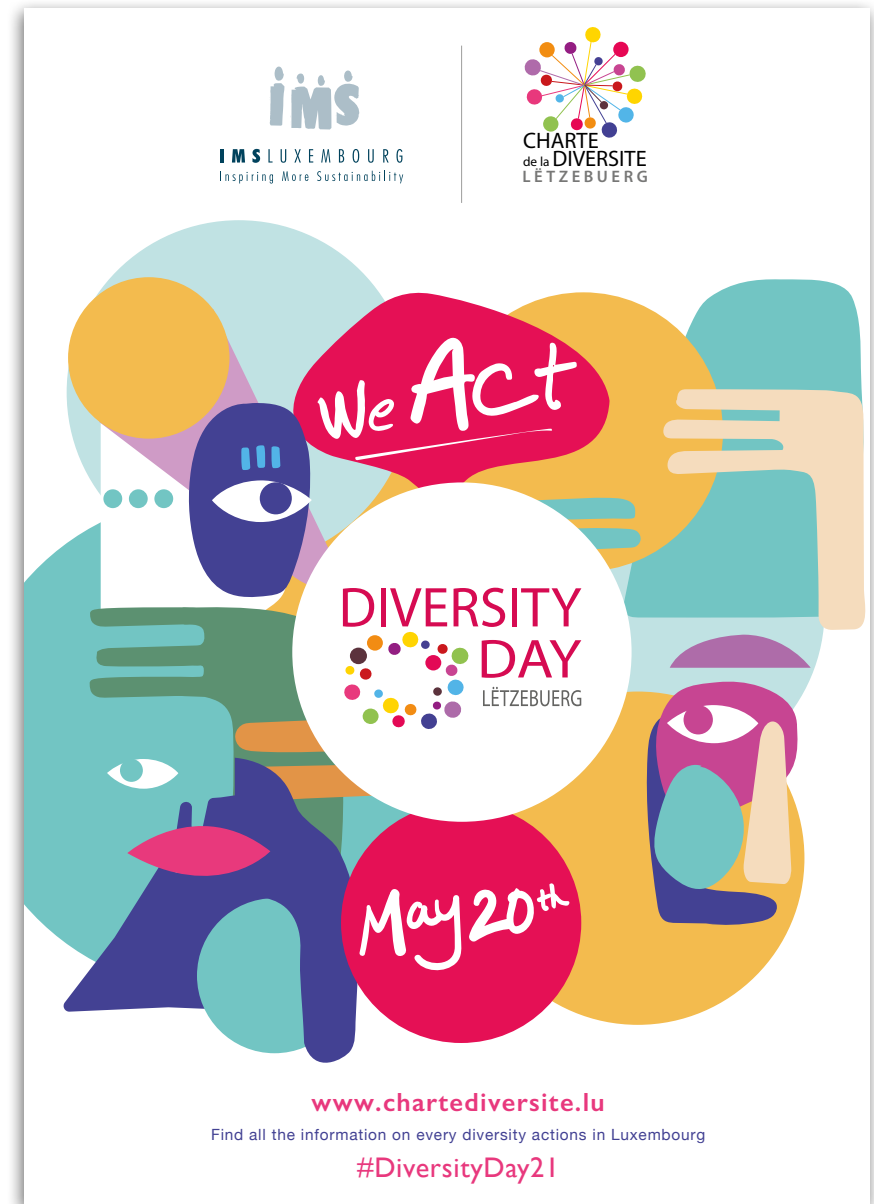
## Poster Examples

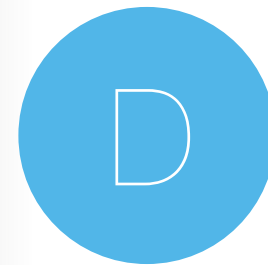


## POSTERS & FLYERS

## FOR YOUR OFF-LINE

## COMMUNICATION





The steps  
to remember

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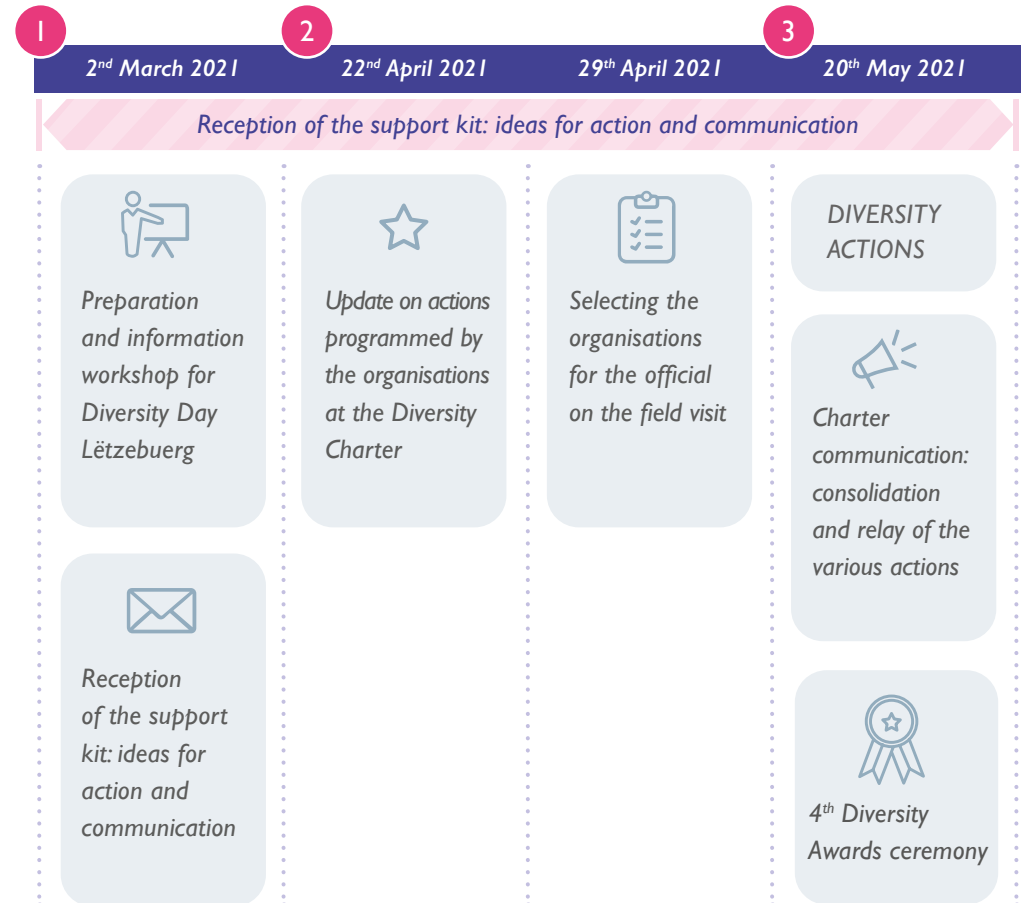


# The steps to remember



2019 Diversity Awards Ceremony

## INVOLVEMENT OF THE ORGANISATIONS: COMMIT IN 3 STEPS





*IMS - Inspiring More Sustainability - for more than 10 years, has been the leading network of Luxembourg companies involved in Corporate Social Responsibility (CSR).*

*IMS explores new solutions and concretely tests sustainable alternatives, thanks to working groups and pilot projects with positive impacts.*

*Through these projects, IMS facilitates initiatives by mobilizing all stakeholders (private, public and associative).*

*IMS is an independent, apolitical, non-profit organization that benefits from the expertise of an agile and creative team. The network represents 16% of the Luxembourg workforce and is the national representative of the European organization CSR Europe.*



The Diversity Charter Lëtzebuerg is supported by:



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# Act for Diversity

Would you like  
to engage in favor of  
diversity promotion and  
non-discrimination?

Become a signatory and  
act for diversity.

[www.chartediversite.lu](http://www.chartediversite.lu)

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