



European Diversity Month

Celebrating and promoting diversity and inclusion



May 2020

European Diversity Month

- In May 2020 the EU Platform of Diversity Charters together with its members are organising the first European Diversity Month
- The Diversity Month aims to bring together small and big employers, private companies, public organisations, non-profit associations around a common goal – to promote diversity in the workplace and in society.
- Whether you are signatory of a diversity charter or not, this is a month to celebrate and promote diversity at the workplace and in society, to raise awareness on benefits of diversity and inclusion and show what this means for your organisation.



What does diversity mean to you?

- Whether it is our age, sex, sexual orientation or gender identity, ethnicity, religion, different ability – we are all unique.
- An organisation can benefit from all of the employees by valuing their uniqueness.



Join the European Diversity Month and make diversity visible in your organisation!

You too can get involved, celebrate and raise awareness in your organisation with organising an internal event for or with your employees or an open event to public, customers or suppliers.

Promoting diversity and creating inclusive workplaces is a continuous work, but taking part of the Diversity Month is a great opportunity to make it visible.

Reasons to take part in European Diversity Month

- Diversity is an opportunity, make it visible for your staff, customers, suppliers, public and raise their awareness on its benefits
- Take a stand for diversity and equality and be an example! It will pay off when recruiting and retaining talent, attracting new customers and increasing profits
- Be part of an European wide network – together we can make a change!



Who can take part? – EVERYONE!

- *Private companies of all sizes and sectors*
- *Public organisations – cities, towns, schools etc*
- *Non-profit organisations and associations – local, national, European...*
- *Charter signatories and non-signatories*

Taking part of the Diversity Month does not need to take lot of time or cost a lot

- Choose a specific day, a week or the whole month to put diversity in focus in your organisation
- When trying to come up with ideas, get your employees involved as well – you might get new, innovative ideas and guaranteed participation at the event
- You could organise an event for your staff or a public event open for everyone.
- Once you come up with an idea, register your event on the EU Platform of Diversity Charters and see what others are doing



Register your planned event online before 31 March 2020 at the [EU Platform of Diversity Charters page](#) and become part of the European wide initiative and WIN a trip to the European Diversity Month's launch in Brussels!

We will choose organisations from each participating country to take part of the launch event in Brussels on 29 April 2020.

Some examples to get you inspired

Internal events and initiatives

- Networking breakfasts, meetings with diverse speakers to raise awareness
- Trainings, workshops, seminars on sensitising employees on diversity and their unconscious bias
- Photo exhibition – what does diversity mean for your employees?
- Take concrete steps towards changing the work environment and invest into employee well-being
- Facilitate creation of networks at work dedicated to different aspects of diversity

Some examples to get you inspired

External events and initiatives

- Organise open days in your organisation to interact with your clients
- Organise roundtable discussions with specialists on the subject
- Prepare and launch some special products/services for diversity day/week/month
- Volunteer as an organisation or facilitate volunteering for your employees during working hours on the day
- Create partnerships with local NGOs/youth centres
- Encourage mentoring



Communication and raising awareness - Make diversity visible!

Before and on the day of the event, communicate to your staff and to the outside world on your commitment to diversity.

Examples of communication

Internal communication

- When preparing for the event and on the day, an e-mail to all the employees informing on organisation's commitment to diversity and its values, benefits on diverse workforce and why it is important for the organisation
- Prepare flyers and posters to make event and diversity visible

External communication

- Inform your clients and partners on your commitment to diversity and on event(s) you'll be organising in organisation's newsletter
- Use your Diversity Charter's network to connect to other organisations
- On the day, give out small goodies to your clients and partners dedicated to diversity



Social media – how to get your message out

Only together we can reach the public

- Let's join forces with our communication in social media during the European Diversity Month
- It is important that in not the most favourable times for equality, diversity and inclusion, the employers all over Europe take a stand.
- Let's make our voices heard by using the #EUDiversityMonth for all our communication

How can you communicate online?

Use the prepared visual files and add your organisation's logo there

Post statements and visuals on why is diversity important for your organisation

Use the common hashtags for all social media communication

We'll see you in May 2020 at
the European Diversity Month!



Diversity Charter

- The diversity charter is a short document voluntarily signed by a company or a public institution. It outlines the commitment the organisation takes voluntarily to promote diversity and equal opportunities in the workplace, regardless of race or ethnic origin, sexual orientation, gender, age, disability and religion.
- The EU Platform now consists of 24 Diversity Charters from the following countries: Austria, Belgium, Czech Republic, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Poland, Portugal, Romania, Slovenia, Slovakia, Spain and Sweden.

Contact your national Diversity Charter for more information on diversity and inclusion in the workplace and for inspiration to participate at the European Diversity Month

National Diversity Charters

- [Austria](#)
- Belgium
- [Czech Republic](#)
- [Croatia](#)
- [Denmark](#)
- [Estonia](#)
- [Finland](#)
- [France](#)
- [Germany](#)
- [Greece](#)
- [Hungary](#)
- Ireland
- [Italy](#)
- [Latvia](#)
- Lithuania
- [Luxembourg](#)
- [The Netherlands](#)
- [Poland](#)
- [Portugal](#)
- [Romania](#)
- [Slovenia](#)
- [Slovakia](#)
- [Spain](#)
- [Sweden](#)