

TAKE A STAND - #JAMAISSELLES - NEVER WITHOUT HER

Company name : BNP PARIBAS SECURITIES SERVICES

Activity sector : Activités financières et d'assurance

Company category : Grande Entreprise

Description of the action

#JamaisSansElles is a movement in favor of gender diversity, promoted by approximately a hundred humanist entrepreneurs, players and stakeholders from the digital world, the media, education, politics, accustomed to participating in public discussions and events who now refuse however to take part if there are no women involved.

Context

In December 2019, BNP Paribas became the first CAC 40 company to join the JamaisSansElles movement, with all Executive Committee members signing the JamaisSansElles charter. In February 2021, BNP Paribas Securities Services Luxembourg's ExCo members also committed to the movement, thereby pledging to no longer take part in internal and external events involving more than 3 people if a woman is not also taking part. As a result, we have created a pool of authorised speakers, are actively encouraging our female staff to join, are providing appropriate training where required, and are promoting JamaisSansElles to market associations.

Objectives

The aim of JamaisSansElles is to promote gender equality and raise awareness of gender equality issues and the imbalances that exist in many areas. Multiple goals: -as one of the key elements of the BNP Paribas Engagement roadmap, we aim to contribute by making a positive impact both in Luxembourg and in the wider region managed by our Managing Director (Head of Luxembourg, Ireland, Channel Islands); -by taking this stand, we are raising awareness amongst our clients and staff of the importance of promoting the inclusion of women in market events; - by providing relevant training to potential speakers and specifically inviting female staff members to take part, we are improving soft skills that can be used during market events but also during interactions with clients and colleagues; - by promoting the respect of gender equality in the company (bank) at both professional and private levels.

Approach

If the lack of female representation is known in advance, we will -inform the organiser of our commitment to JamaisSansElle -propose, if applicable, a female colleague in place of the originally invited male employee -discuss with JamaisSansElles the possibility of a speaker from their network -decline the invitation if necessary. If the lack of women's representation is discovered during the event: -The speaker will express his surprise to the organisers and will mention the fact that the absence of women in the event conflicts with their commitment as a signer of the #JamaisSansElles Charter. -If participation in the event must go on, the speaker will begin with an explicit reference to the Charter addressed to the organisers, the audience, and the other participants.

Impact

The creation of a balanced speakers list has benefitted to the women who have agreed to join it: increased confidence; increased responsibility to represent the company to their best ability, knowledge that they are just as likely to be suggested as speaker as their male counterparts. The impact on the external audience is positive. When we touched on the subject with a local market association, we expected there to be a degree of reticence and were

agreeably surprised to learn that they adhered to JamaisSansElles as well. This was also the case with a market association in Ireland. In the longer term, we would like to see other players in Luxembourg join the JamaisSansElles movement as it has worldwide repercussions. Other large groups amongst its champions include: Microsoft, EDF ...

« To do »

Provide potential female speakers with appropriate "speaking in public" training and nurture their new skills. Actively seek out speaking opportunities for them. Be bold - share your position with your stakeholders.

« Not to do »

Don't push new speakers too far out of their comfort zone. That said, it can be a way of revealing new and unexpected talents.