

# WELCOMEDAY-WOMEN EDITIONS

**Company name :** ENCEVO S.A.

**Activity sector :** Production et distribution d'électricité, de gaz, de vapeur et air conditionné

**Company category :** Grande Entreprise

## Description of the action

The welcome day event is held within Encevo Group every 4 months to welcome our new hires who joined recently. On the last welcome day, we started our 1<sup>st</sup> WoMen Editions, 2022. Main activities are as follows:

- 5 female employees from different departments were invited to present the projects or activities of the company to the new hires.
- It provided an opportunity for employees to share their perspectives on the topic Diversity & Inclusion (D&I).
- We created a video with a brief introduction to this initiative and perceptions from our female employees about the topic D&I, which was shared to all employees on our intranet.

## Context

In the context of the International Women's Rights Day, a campaign for women's rights, equality, and justice, the Encevo Group hosted a special edition of its Welcome Day for new recruits. On this symbolic event, the Encevo Group wishes to value its female employees by taking the opportunity to introduce the Welcome Day - « WoMen Editions ». As an energy provider, we endeavor to diminish stereotypes within the company and provide equal chances to minorities, making sure every talent is valued.

## Objectives

- To raise the awareness of gender diversity within the company.
- To improve our Group image and attract a more diverse pipe of talents by minimizing stereotyping and providing equal chances to minorities.
- To create a harmonious working environment, where all talents are valued regardless of their genders.

## Approach

- We provided the chance for our female employees to present themselves and the activities of the company to new hires.
- The presenters led the presentations and discussions by themselves.

## Impact

- A positive impact on our recruitment process and recruitment managers, with an increase of female new hires compared to that of the year 2019;
- Increasing willingness of recruiting managers to promote a more diverse pool for future candidates;
- The practice has increased the company image and attracted more female talents.

## « To do »

- Prepare activities to enhance engagement from the audiences.
- Provide chance for male employees to present themselves as well.
- Collect feedback from audiences after the event.

## « Not to do »

- Invite only female or male new hires to Woman Edition or Man Edition respectively.