UPHOLD A "DIVERSITY & ENGAGEMENT TEAM"

Company name : DuPont de Nemours (Luxembourg) Sarl

Activity sector : Industrie manufacturière

Company category : Grande Entreprise

Description of the action

The Company has built and supported over years a "Diversity and Engagement" Team, to which every employee is welcome to take part, in order to have a group of people in charge of taking the initiative for fostering Diversity and Inclusion. The individual team members actively involve additional colleagues for specific initiatives to widen the awareness circle.

Context

This was triggered by the corporate goal to enhance Diversity and Inclusion throughout the Company, so that initiatives could be taken at the local level. The team and its activities are actively supported by management, human resources and communications.

Objectives

Involve and engage employees and external communities: • Organize in-house events such as support actions for external charities • Take part in external actions in the framework of Diversity and Inclusion

Approach

All initiatives and related documentation are available on an Intranet page, and in the framework of specific initiates, ad-hoc "calls for action" are raised and published in the weekly newsletter. The people involved in the "Diversity & Engagement Team" also meet regularly to keep the involvement and the awareness at a high level.

Impact

The feedback from colleagues related to the initiative is the main source of information to determine the impact.

« To do »

Enable the "spread the word" effect: in our experience, this is the most effective way to raise awareness and involvement. "Lead by example": the Diversity Team Members take part themselves to the organized initiatives. Promote the actions of the team via internal and external (online) media channels.

« Not to do »

Too much reliance on "stereotypical" diversity, such as pure percentages of employees of a certain category. These factors alone are not a guarantee of Diversity and Inclusion. Avoid being repetitive always using the same approach without showing the effectiveness of previous actions.