

INTERNAL PROMOTION OF CHAMP'S DIVERSE TEAMS AND CULTURE

Company name : CHAMP Cargosystems

Activity sector : Information et communication

Company category : Grande Entreprise

Description of the action

On International Women's Day, we held a monthly global Town Hall where, for the first time, only CHAMP female employees presented the content. Prior to that meeting, we had also asked our colleagues to participate in the IWD 2023 #EmbraceEquity challenge and were able to put together a video of our colleagues (female and male) all around the world striking the "EmbraceEquity" pose and explaining what it means for them to be a woman. We also emphasized the difference between equality and equity. Given the success of this event, we decided to adopt a different format for our next monthly Town Halls. From now on, we have various countries presenting their teams and explaining how being so diverse is making CHAMP a great place to work. In our April Town Hall, the focus was on our Singapore office. We once again shared a video of them all and asked them to present some of the meeting's content. We also have teams/functions working across different countries and are already preparing some videos on how they work efficiently across multiple locations so we can publish them internally.

Context

Being a global company and employing 49 different nationalities across the world, we want to recognize and emphasize the true diversity of our teams. Diversity should not be recognized only on specific anniversary days, but all throughout the year.

Objectives

To bring together our unique diversity in a fun way.

Approach

As detailed above, we are asking for volunteers to share their experience with the rest of the company and talk about their home-country, culture and practices. By having this format for our Town Halls, we are also allowing those doing the work to present it, instead of having a top-down approach.

Impact

This initiative is part of our Employee Value Proposition. It also helps to increase our team cohesion and to bring higher visibility to our colleagues. The monthly Town Hall calls continue to represent a participatory opportunity of inclusion as they provide the possibility for any employee to ask questions of any kind to the EXCOM and the heads of the different company departments.

« To do »

Have a key group of individuals per country who act as our D&I ambassador and can support the initiatives.

« Not to do »

Celebrate diversity only on specific days.