

PROMOTING MULTICULTURAL ENVIRONMENT AND THE DISCOVERY OF NEW CULTURES

Company name : Silver Holdings S.A.

Activity sector : Activités financières et d'assurance

Company category : PME

Description of the action

Silver Holdings strategy to promote multicultural environment is to encourage every employee to share their cultures and make other discover. An initiative has been put in place to present various types of « cuisine » and « music » of the native countries of Silver Holdings' employees. A cookbook and a music book were created and shared during an event organised for the Diversity month.

Context

Silver Holdings employs a team of highly qualified professionals, coming from around 20 different countries, working in a collaborative environment that embodies our cultural values.

Objectives

Communicate, share and celebrate different cultures and nationalities.

Approach

For both books, emails were sent to all employees inviting them to share their recipes or name their music, then the books were created and dispatched to all employees via emails.
It was a Staff only event – no external participant.
The books were created within 2 months each and were presented during a diversity celebration event for the Diversity Month.

Impact

Sharing, Discovering and Celebrating the diverse cultures.
Positive feedbacks received from employees.

« To do »

Food and music are a great way to bring people together.
Encourage everyone to participate.
To be as inclusive as possible.

« Not to do »

Some people have several nationalities. Making a choice should be avoided.