

WOMEN AT WORK IN MARKET & FINANCING SERVICES LUXEMBOURG

Nom de l'entreprise : BNP PARIBAS, Succursale de Luxembourg

Secteur d'activité : Activités financières et d'assurance

Catégorie de l'entreprise : Grande Entreprise

Description de l'action

Listen to the women of Market & Financing Services Luxembourg. Two women have a chat about their journey in the bank.

Contexte

Encourage diversity in a department where women were not represented.

Objectifs

Promote diversity

Approche

Video and Article shared on the Intranet, both locally and globally in BNP PARIBAS

Impact

380 views (a few article after the publishing) of both the article and the video

« A faire »

BNP Paribas is engaged in encouraging Diversity in each and every location

« Ne pas faire »

Don't fall into clichés