

THE LUXEMBOURG CAPITAL MARKETS ASSOCIATION ("LUXCMA") REPRESENTS THE COMMON INTERESTS OF ALL STAKEHOLDERS OF THE PRIMARY CAPITAL MARKETS INDUSTRY OF LUXEMBOURG.

Company name : LuxCMA - Luxembourg Capital Markets Association

Activity sector : Activités financières et d'assurance

Company category : Fondation, Association, ONG

Description of the action

"Imagine a gender equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated." (<https://www.internationalwomensday.com>).

Every year on 8 March, the world comes together on International Women's Day (#IWD) to celebrate women's achievements and reaffirm our commitment to women's equality. Individually, we're all responsible for our own thoughts and actions - all day, every day. Together, we can create equality for women.

LuxCMA is making International Women's Day its day and helping to make a real positive difference for women. Every year since 2022, the association, its employees and members have struck a pose as part of the annual IWD campaign.

An anthology of magnificent photographs of LuxCMA men and women, all united by the same pose and the same objective: to promote equality!

Small streams make big rivers! The growing enthusiasm for this initiative year after year is proof that there are no small things or actions when it comes to making the world a more equal place.

Context

As part of its journey to propose a collective action and shared ownership for driving gender parity, the LuxCMA, together with its members, proposes a visual that celebrates and illustrates the annual International Women's Day campaign.

Tagged with the year #IWD, the visual is promoted on the day via our LinkedIn page and is available on our YouTube channel throughout the year.

Objectives

- Celebrate women's achievement.
- Raise awareness about discrimination.
- Take action to drive gender parity.
- Build workplaces where women thrive.

Approach

Through ongoing initiatives, LuxCMA strives to lead by example, promote diversity, equality and inclusion, and empower all members of LuxCMA and the wider financial community.

Impact

- Empowering all members of the association regardless of gender, seniority or race.
- Demonstrating a commitment to gender equality enhances the association's reputation and promotes a positive image.
- Engaging in IWD activities can boost employee morale by demonstrating a commitment to gender, diversity and inclusion.
- Organisations that promote gender equality are more attractive to diverse talent, contributing to better recruitment and retention.
- Alignment with IWD can have a positive impact on members and customers, especially those who prioritise socially responsible companies.

« To do »

- The theme of next year's campaign is always known before the end of the current year. So plan the launch of the initiative well in advance, at the beginning of the year, with enough time to collect all the photos and to be able to use them (collages, editing, videos, etc.).
- Ensure leadership support and involvement to the initiative to signal the importance of the initiative throughout the organisation.
- Encourage employee/member participation and input to make the initiative more inclusive and representative of diverse perspectives.

« Not to do »

- Avoid tokenism to ensure that activities are substantive and not just symbolic gestures.