

STAFF TESTIMONIALS

Company name : European Stability Mechanism

Activity sector : Activités financières et d'assurance

Company category : Secteur Public

Description of the action

Since becoming signatories to the Diversity Charter, ESM has utilized annual staff testimonials to discuss diversity and inclusion throughout European Diversity Month. In 2023, staff testimonials were shared through a news article within the company intranet. This initiative was further expanded in 2024 with the creation of Vivid Voices: Exploring Diversity at ESM, a video series that celebrates EU Diversity Month by placing employee spotlights across the organization and their personal ties to diversity and inclusion. These testimonials were issues by staff from all parts of the organization, various nationalities, and colleagues from underrepresented groups. Furthermore, this will become an annual initiative moving forward. Both these initiatives fuel productive conversation about the true meaning of diversity and inclusion and the tangible actions that everyone can take to make it happen.

Context

Occurring during EU Diversity Month to celebrate the impact of diversity on the organizational culture.

Objectives

To create an employee spotlight and encourage all colleagues from around the organization to bring their true and authentic self's to work. Staff testimonials were also used to further expand the conversation surrounding the true meaning of diversity and inclusion.

Approach

Collaboration with multiple divisions to gain participants and consultation with communications department to ensure high quality of videos. Create a script that asks intriguing and thought provoking questions, while centralizing the individual and further continuing the conversation about diversity and inclusion.

Impact

Created an environment of openness and acceptance while furthering the discussion about diversity and inclusion. There was very high interactions with the video testimonials on ESM's intranet which contributed to strengthening the organizational culture.

« To do »

- Keep the videos short and concise to keep the viewers engaged
- Have a diverse pool of colleagues from the organization who participate
- Constantly and clearly communicate to colleagues about the initiative to see the greatest results

« Not to do »

-Do not force people to participate, but rather provide everyone the opportunity to be engaged