

PRIDE RUN

Company name : Arendt & Medernach

Activity sector : Autres activités de services

Company category : Grande Entreprise

Description of the action

At Arendt we value everyone as unique.

Our company organised a collective registration for our staff to participate to the Pride Run that was held in July 2023 and 2024. All registration fees were contributed to a project aimed at raising awareness about the inclusion of LGBTIQIA+ individuals in the sports sector through seminars, trainings, and educational material for sports groups and coaches. We have used different communications channels in order to make this initiative aware to all our colleagues. With the Pride Run, it allows us to directly touch upon our sportsmen and women. By participating they show their support to the cause while reflecting a spirit of open-mindedness.

Context

This project aligns with our diversity and inclusion strategy to promote and develop awareness about diversity and inclusion in and outside the workplace.

Objectives

This event brings together our employees to show their support for the LGBTIQIA+ community and help create a more inclusive and equal world.

Approach

Our Arendt Diversity & Inclusion Network (DNA) is an internal network created to put into practice Arendt's commitment towards Diversity and Inclusion. DNA is formed by every member of Arendt who wants to join the network and is organised by a coordination committee. The Coordination Committee acts in coordination with the Strategy Committee to implement practical measures in order to raise the awareness of our diversity initiatives within the Arendt Group. This event was made in coordination with ING & the City of Luxembourg. The event took place in July 2023 and 2024.

Impact

By participating to the Pride Run, our employees express their commitment in supporting the LGBTIQ+ community while supporting LGBTIQ+ associations in their projects to defend equal rights. Compared to the 2023 Pride Run, twice as many people registered for the 2024 Pride Run, demonstrating the impact of the several initiatives we planned to promote inclusivity

« To do »

Communicate on 2 axes :
LGBTQIA+ inclusion and inclusion via sport

« Not to do »

Forget to create a specific t-shirt because nearly all participants will have one