

CULTURAL CELEBRATIONS AT CASA FERRERO

Company name : Ferrero Trading Lux. SA

Activity sector : Industrie manufacturière

Company category : Grande Entreprise

Description of the action

At our Ferrero Luxembourg Headquarter we have implemented an innovative and people-centric approach to foster culture-oriented employee engagement on site. Specifically, based on the represented nationalities at Casa Ferrero, we have set up a calendar of cultural celebrations, which includes festivities like Diwali, Lunar New Year, Eid-al Fitr and many more! To honor these celebrations, we are hosting our own festivity at our headquarter for each of them.

Context

Over the years we have fostered an increasingly diverse workforce. Indeed in 2025 we are proud to count over 60 different nationalities to our population. With this development we have worked to innovate our approach to corporate celebrations of cultural events in a way that goes beyond Easter and Christmas.

Objectives

Through this approach, we want to provide a platform for everyone to share, feel seen, and raise awareness of their culture – no matter which one it is.

Approach

o The baseline of all our celebrations is close cooperation with colleagues of the connected communities. In collaboration with our workforce, we have set up a calendar that contains 10 different festivities specific to various cultures so far. The calendar is subject to constant development with requests for new festivities reaching us frequently. Ahead of the celebration we identify one person of reference who is a member of one of the communities who celebrate this festivity. Together with them, we go over the plans for the festivity together. These contain:

§ A special menu for the day, proposed by our canteen provider à With out person of reference, we go over the proposal to verify that it contains traditional elements and provides an authentic idea of meals which can be expected during the celebration

§ A Call To Action for community members to become volunteers

· We launch a CTA for everyone interested to join our preparations. Specifically, we ask them (on a voluntary basis) to: 1. Provide their personal perspective on the festivity through a survey with three questions. These Questions usually try to capture in a fun and engaging way, what the person's favorite component of the festivity is and what they connect to it. 2. (If applicable) Bring decorations for the canteen on the day of the festivity and wear traditional garments 3. Join a group lunch and dedicated photo session 4. After the lunch our person of reference posts a small description of the celebration

Impact

Our employees really appreciate the effort – we have made the experience that they are incredibly thankful for the recognition of what is meaningful to them and of our ambition to include them in the festivities. They also very much appreciate the opportunity to get to know

other colleagues from their communities, which is being provided through the group lunch.

« To do »

Dos: include festivities which are being celebrated in different countries; do research about particularities of the festivity also ahead of the festivity (find answers to questions like “how is the festivity generally perceived?”, “considering the current geopolitical situation, could we face backlash by celebrating this?”, “Would celebrating this require us to include another celebration as well?” etc.); don’t be afraid to involve your contact person in case you have doubts about the authenticity of the plans; contact your canteen provider to find out about the possibilities of including dishes, fitting for specific diet requirements (halal, kosher, etc); focus on the cultural aspects rather than on the religion

« Not to do »

Don’ts: include celebrations for cultures where there is not a lot of representation of the connected community in your company (min. 5 employees should be community members); overwhelm yourself with festivities - it’s better to start with few additional celebrations and then expand as you go; create an imbalance of representation à start by adding one festivity per cultural circle; include national celebrations (such as independence days etc)