

# INCLUSIVE JOB ADS

**Nom de l'entreprise :** Nordea Investment Funds S.A.

**Secteur d'activité :** Activités financières et d'assurance

**Catégorie de l'entreprise :** Grande Entreprise

## Description de l'action

Inclusive job ads is a D&I collaboration with the external provider Develop Diverse. Develop Diverse is a software supporting biased-free writing. In NAM, we are using the tool to attract diverse talents and lay the foundation for a culture of inclusion and belonging.

## Contexte

The D&I agenda is a top priority in NAM. It's our genuine belief that our differences make us stronger and better at serving our clients' needs. Therefore, we want to reach a broad audience in our recruitments and do an effort to ensure a diverse workforce.

## Objectifs

We aim to reach a wider audience during recruitments through this collaboration. We want to attract a wide and diverse pool of candidates because we deeply believe that our diverse backgrounds, experiences, characteristics and traits make us better at serving our customers and communities.

## Approche

NAM is collaborating with the external provider Develop Diverse. Develop Diverse has developed a software able to screen text for stereotypical languages. The software supports biased-free writing by recognizing biased words and proposing inclusive alternatives. Develop Diverse can help us become aware of our biases in our wording and easily eliminate language which can discourage potential candidates from applying. We are currently running a pilot version of Develop Diverse including 60 job ads.

## Impact

Diverse organisations have shown to create better results compared to homogeneous companies. Therefore, we hope that inclusive job ads will attract a broader and more diverse group of candidates, so NAM can become an even more diverse and inclusive workplace.