

# BNP Paribas



BNP Paribas kontoren i i centrala Stockholm, Oslo, Helsingfors och Köpenhamn anordnade en Diversity Run/Diversity Walk för att uppmärksamma värdet av mångfald/inkludering.

# Activities in May

Better Together video

SEB Talks

SEB Spotlight

External news article

Social Media Activation

Internal articles & webinars

Mandatory Training sexual harassment

Partnership Mentor & Mitt Liv

Crip in Tech

Partnership Unicus

Workshop with universities



# EU DIVERSITY MONTH

United in Diversity



unicus 

The word "unicus" is written in a lowercase, sans-serif font. To the right of the word is a stylized tree logo consisting of several blue and orange branches radiating outwards.

#EUDiversityMonth

# Kantar Sifo

## "No Limits Photo competition"

### Why?

- We at Kantar launched our first Kantar **Age Inclusive Photo Competition in 2021**
- We wanted to run this conversation because too often, older does mean invisible. Just 7% of characters in ads are 60+ vs 19% of the population globally (Cannes Lions Bias & Inclusion in Advertising Report) and when older people do appear in advertising they are also more likely to be depicted with physical comedy than other age groups. Invisible or stereotyped – not a good choice.
- Closer to home, we wanted to make a change too increasing and improving the visuals of older people in Kantar's reports and presentation materials.

### Impact

- Increasingly the image libraries available at Kantar are becoming **more representative of the older population.**
- We are also encouraged all year around to take or recommend photos we would like to see available in our Kantar image libraries, one that really represents that you can do anything at any age.



# Winner

No Limits! Age Inclusive Photo Competition

"Age is just a number"... Live your Life and Forget your age!

This is my mom, she turned 80 last Monday ❤️



# 2nd and 3rd place



# Några exempel från Sverige:

- Inkluderingsvecka på **Axfood**
- Spela spelet Diversophy® Game Session med **BBi Communication**
- **Nordea** ett flertal interna webinarium Speed Networking , Reverse Mentoring, How to "Break the Bias" at work?, LGBT+ and Allies Celebrating IDAHOT, Creating change, Cross-cultural diversity and inclusion, Celebrating Eid och Prisutdelning "Årets Funkoprenör"
- **Sida**, webinarium Cross-agency Insights on Equity and Inclusion Approaches
- **Spoon**, Intern webinarium "Building bridges"
- **Stockholm Exergi**, webinarium Our code of conduct and fair construction ,How do we handle discrimination cases? , Neurodiversitet på arbetsplatsen – utmaning eller styrka?
- **Telia**, Virtual Telco Pride - hosted by a united telco industry
- **Unicus**, Öppet webinarium Neurodiversity in the workplace - challenge or strength?"

# Vad ska din organisation göra i maj???

#EUDiversityMonth





# Länktips

❖ **LinkedIn-grupp:** medlemmar inspirerar varandra, får tips & råd.  
[Sweden -EuropeanDiversityMonth#EUDiversityMonth](#)

❖ **Nyhetsbrev från Diversity Charter Sweden**



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