

JUMP

Promoting gender equality, advancing the economy

21st March 2017 | JUMP Forum

*Don't screw up your Diversity communication!
The keys to a successful communication plan*

Anita Descheemaeker et Jean-Michel Monnot



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Welcome !



1. How to screw-up you communication
2. Communication, why ?
3. Build your communication strategy
4. Share !

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Killing a reputation...



The Barilla case

THIS PERSON IS boycotting

Barilla

"I would never do a commercial with a homosexual family, not for lack of respect but because we don't agree with them. Ours is a classic family where the woman plays a fundamental role,"

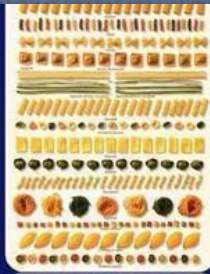
If gays "like our pasta and our advertising, they'll eat our pasta, if they don't like it then they will not eat it and they will eat another brand," - Guido Barilla (Chairman of Barilla)

CHALLENGE ACCEPTED

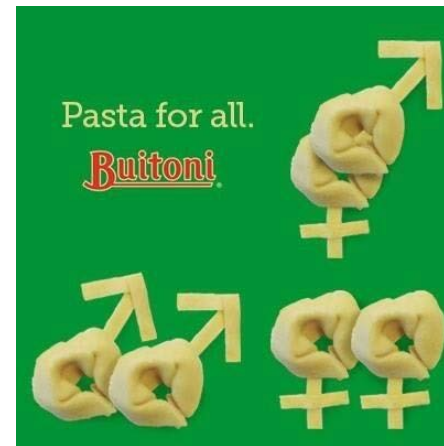
Barilla

"I would never use a gay family in our commercial, we are in favour of traditional family. If gay people disagree, they can always eat pasta of other producers. Everybody is free to do what they want if they don't bother other people".

Guido Barilla, Sept. 25th 2013



..yet never heard of **diversity**.



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United

Textiles, Apparel and Luxury Goods Company Overview of Benetton Group SpA

March 09, 2017 11:12 AM ET

Snapshot

People

Overview

Board Members

Committees

Benetton Group SpA INSIDERS ON Board Members

Name (Connections)	Relationships	Title	Age
Biagio Chiarolanza	14 Relationships	Chief Executive Officer and Executive Director	54
Franco Furno	14 Relationships	Chief Executive Officer and Executive Director	61
Carlo Benetton	23 Relationships	Co-Founder, Deputy Chairman and Deputy Chairman of Edizione Holding S p A	73
Luciano Benetton	33 Relationships	Co-Founder, President, Director and Director of Edizione Holding S P A	81
Giuliana Benetton	23 Relationships	Co-Founder, Director and Director of Edizione Holding S P A	79
Gilberto Benetton	118 Relationships	Co-Founder, Director and Chairman of Edizione Holding S P A	75
Luigi Bianchi	25 Relationships	Head of Internal Control, Head of Corporate Affairs and Director	58

Other Board Members On Board Members

Name (Connections)	Relationships	Type of Board Members	Primary Company	Age
Giorgio Brunetti	21 Relationships	Member of the Board of Directors	Messaggerie Italiane Spa	79
Angelo Casò	89 Relationships	Member of Audit Committee	Mediobanca Banca di Credito Finanziario S.p.A.	76
Alfredo Malguzzi	18 Relationships	Member of the Board of Directors	Big Srl	54
Gianni Mion	94 Relationships	Member of the Board of Directors	Space Holding S.r.l.	73
Stefano Orlando	30 Relationships	Member of the Board of Directors	Autogrill S.p.A.	68
James McArthur	24 Relationships	Member of the Board of Directors	Public Joint Stock Company Detsky Mir	--
Antonio Cortellazzo	14 Relationships	Member of Audit Committee	Benetton Group SpA	79
Filippo Duodo	21 Relationships	Member of Audit Committee	Edizione Holding S.p.A.	77

ITALIANO ARCHIVE

BENETTON GROUP THE GROUP SUSTAINABILITY ME

UNITED BY HALF

LATEST PRESS RELEASE | JAMES MCARTHUR JOINS BENETTON GROUP BOARD OF DIRECTORS 3 March 2017



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The brand you want ?

FACE
À LA
TECHNOLOGIE
ON EST
TOUS
UN PEU
BLONDE.

L'ASSISTANCE TÉLÉPHONIQUE
24 H / 24 - 7J / 7



ELLE ACHÈTE
EN LIGNE.

IL VA
CHERCHER
MES
COMMANDES
EN MAGASIN.

RETRAIT EN MAGASIN
UNE HEURE APRÈS



ELLE ME
SAOULE
MAIS BON
ELLE EST
BONNE

IL ME
SAOULE
MAIS BON
IL EST
RICHE

LUTTE CONTRE
LES CLICHÉS PUBLICITAIRES



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The brand you want ?



numericable^{THD}

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QUE VOTRE FEMME
CHANGE D'AVIS**

N'ATTENDEZ PLUS. PASSEZ À LA FIBRE.

LA BOX FIBRE BY NUMERICABLE

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The world is changing ?



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All Inclusive!

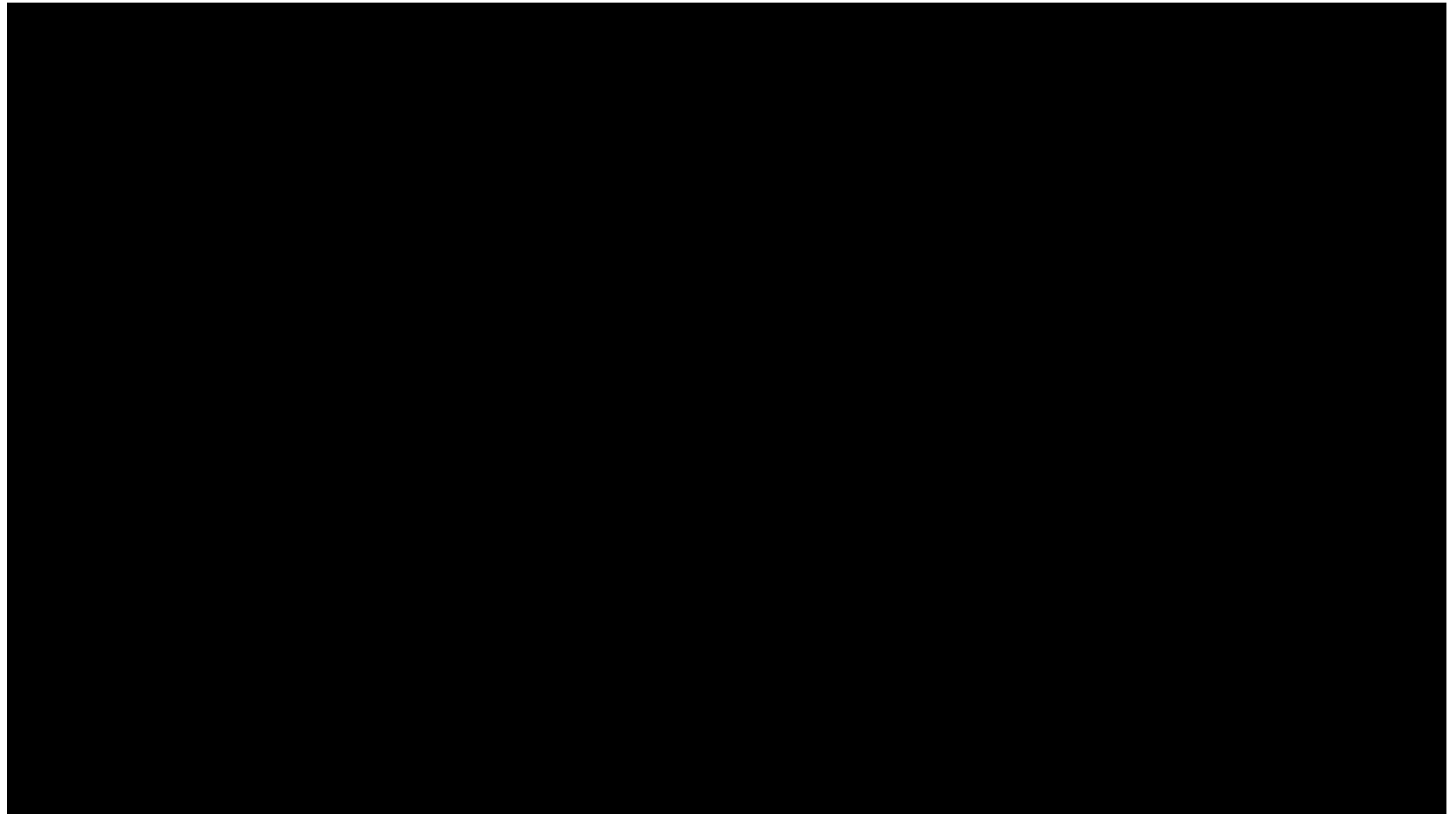
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Attracting consumers...



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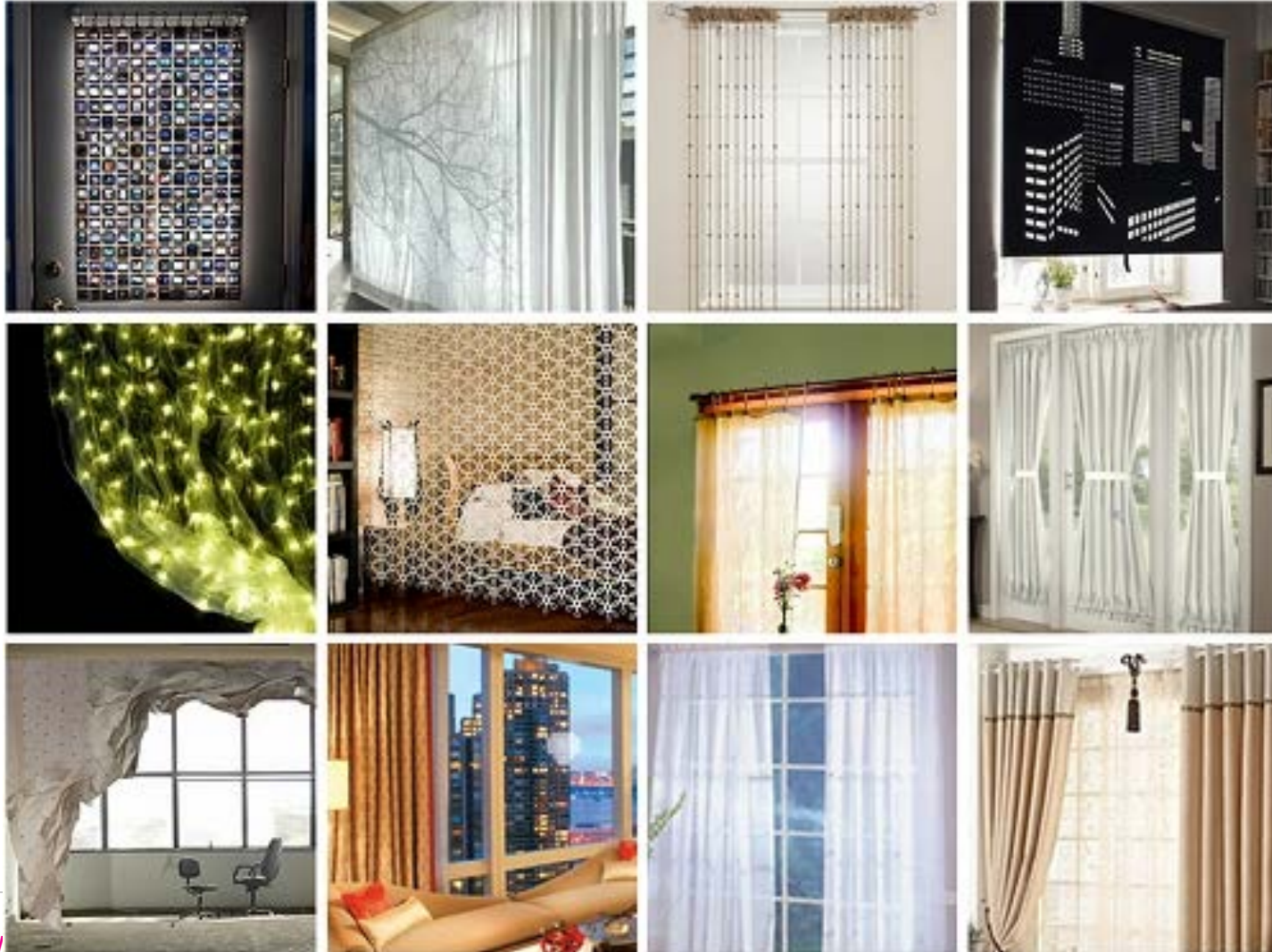
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Communication is not....



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What's your role ?

HELLO
my name is

Influencer



10 steps to create a culture of inclusion



1. Work in subgroups : 5 or 6
2. Select one company within the Group
3. Consider you have the commitment of the top, the business case and the strategy
4. Identify your targeted populations,
5. Build the communication plan :
select tools, reflect on budget,
6. Report out



10 steps to create a culture of inclusion



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In your toolbox....



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The JUMP Academy, workshops to build gender equality, drive your diversity networks and boost your career

- **Customised workshops tailored to your company's specific needs, for both women and men, women only and men only:**
 - ▶ Train your managers in gender equality
 - ▶ Drive your diversity network
 - ▶ Boost your female talent pool
- **A team of 60 multi-lingual trainers all over Europe**
- **If you're interested our workshops, please contact us:**

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Thank you for your attention

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