



**FOR DIVERSITY
AGAINST DISCRIMINATION**



Business innovation and creation through Diversity;

Diversity Charters working with SMEs and public authorities

**HUSA President Park Hotel, Boulevard Roi Albert II 44, 1000 Brussels,
Belgium, 30 November 2011**

10.00 – 16.30

10.00 – 10.30

Opening remarks and short film

Lina Papamichalopoulou, Head of Unit, European Commission Directorate-General for Justice, Claudia Menne, Confederal Secretary of the European Trade Union Confederation (ETUC), and Cravero Guillaume, Social Affairs Advisor, BUSINESSEUROPE open the event, followed by a short film showcasing Diversity Charters in Europe.

10.30 – 11.25

Diversity in action; Diversity Charters in Europe

Members of the European Diversity Charter exchange platform share their knowledge and experience with participants across various themes and topics. Explore the diverse array of activities, promotion, tools and services offered by Diversity Charters in Europe today.

11.25 – 12.30

Measuring the benefits of Diversity; panel discussion

Manfred Wondrak, Austrian Diversity Charter introduces a panel discussion, featuring Diversity expert Hans Jablonski; Monika Haider, Equalizent (SME); Bensahnoune Rachid, HR Director, L'Oreal and Marie Nilsson, Diversity Leader, IBM Nordic to discuss examples of measurement methodologies and company practices.





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- 12.30 – 12.45** **Summing up of the morning's sessions**
- 12.45 - 13.45** **LUNCH**
- 13.45 – 15.00** **The Diversity case for SMEs, followed by Q&A**
Åsa Nilsson Billme, Swedish Charter Panel discussion on the business case for Diversity for SMEs, featuring Andrea Benassi, Secretary General UEAPME, Liz Holford, Supplier Diversity Europe, Kai Teckentrup, CEO Gundlach Holding and a best practice SME.
- 15.00 – 16.20** **Private partnering public; how cooperation across both sectors is vital for success**
Round Table discussion on political will and business leadership - how public and private can better work together to progress the diversity agenda. Featuring Michel Aubouin, Director, Department for Integration and Citizenship (France), Frans De Keyser, BECI (Belgium), Professoressa Alessandra Servidori, ministerial representative (Italy), Mansour Zoberi, Director Global Diversity, Casino Group (France), Susanne Nour, Director Equality and Monitoring, Danish Institute for Human Rights (Equinet representative) and Aurel Ciobanu-Dordea, (Director, European Commission Directorate-General for Justice).
- 16.20 – 16.30** **Conclusions by the European Commission**

