

Celebrating EU  
Diversity Month 2025  
How can I take part?



“Why should companies join European Diversity Month? Because they have a powerful role to play in turning the Union of Equality into a reality for millions. By committing to promoting diversity and inclusion in their workplace policies, companies can create a space where everyone thrives and can truly be themselves. This May, join the movement to celebrate discrimination-free, inclusive workplaces and drive a positive impact on society.”

**Hadja Lahbib**

European Commissioner for Equality

# Introduction

**European Diversity Month** is organised by the European Commission through the European Platform of Diversity Charters together with its members and their signatories.

The main objective of the European Diversity Month is to promote diversity and inclusion in the workplace and across society by bringing together different stakeholders - diversity charters, small and large employers, private companies, public organisations, and non-profit associations around a shared goal.

Regardless of whether you are a signatory to a diversity charter or not, this month is your opportunity to demonstrate your commitment, celebrate, and promote diversity in the workplace and beyond. It's a time to raise awareness of the benefits of diversity and inclusion and to showcase their positive impact on your organisation.

Get involved by organising internal events for or with your employees, host open events for the public, customers, or suppliers, or use social media to spread your message. Promoting diversity and creating inclusive workplaces is a continuous effort, but participating in European Diversity Month is a fantastic way to make your efforts visible.

This guide provides a wide range of ideas on how to engage your employees and stakeholders, making the most of this opportunity to champion diversity and inclusion.

- male
- female
- 25-34
- 35-44
- 45+

# Ongoing commitment

European Diversity Month is a great opportunity to formalise your organisation's commitments to diversity by:

- enshrining **diversity as key value** of the organisation,
- aligning it with your organisation's **mission and strategy**,
- including the commitment to **diversity and inclusion in official documents**, e.g. organisation's D&I statement, code of conduct, contracts with suppliers, etc.,
- **signing a Diversity Charter**,
- **communicating** internally and externally of your diversity and inclusion efforts and metrics with concrete data,
- **creating internal networks** focused on different aspects of diversity,
- **appointing a dedicated diversity officer**,
- **setting up a diversity working group and/or steering committee** for diversity projects.

# Reasons for taking part in European Diversity Month

## Enhance Visibility

Highlight the value of diversity among your staff, customers, suppliers, and the public, and raise awareness of its benefits.

## Lead by Example

Reinforce your reputation and take a stand for diversity and equality. This will pay off in recruiting and retaining talent, attracting new customers, and increasing profits.

## Strengthen Relationships

Build stronger connections with your employees, suppliers, business partners, and customers.

## Join a Network

Become part of a European-wide network—together, we can make a difference!

# Promoting mental health and wellbeing at the workplace

In the recent years, Europe and the world have undergone unprecedented crises, which have disrupted daily life and shaken people's confidence. Inflation and increasing costs of living have added on strain on people. Increased digitalisation, demographic changes, and radical shifts in the labour market present both challenges and opportunities but can also heighten a sense of uncertainty and anxiety.

Even before the COVID-19 pandemic, mental health issues affected **1 in 6 people in the EU**. This situation has worsened with the crises experienced over the past few years, with **27% of workers** reporting work-related stress, depression, or anxiety in the past twelve months.

Addressing mental health challenges is essential for enhancing the resilience of individuals and society. Mental health is foundational for a productive economy and an inclusive society, extending beyond individual or family concerns. The cost of non-action on mental health is significant, amounting to **€600 billion** annually and is forecasted to rise further.

Determinants of mental health interact with existing inequalities in society, putting some people at a higher risk of poor mental health than others. When discrimination based on gender, racial or ethnic origin, religion or belief, disability, age or sexual orientation act as cause for poor mental health, promoting equality in our societies is an important tool for prevention.

**This is why European Diversity Month 2025 focuses on promoting mental health and wellbeing in the workplace.** A diverse and inclusive environment can significantly impact employees' mental health and overall wellbeing. By actively combating discrimination and promoting inclusivity, workplaces can reduce these harmful stressors. Fair treatment and equal opportunities contribute to a sense of justice and equity, which are essential for mental wellbeing.





# How to promote mental health and wellbeing in the workplace?

- Host a **stress reduction workshop**
- Get physical - **exercise together**
- **Quiet Zones:** Create quiet zones or relaxation areas where employees can take breaks and unwind
- **Feel good challenge** for employees of an organisation
- **Mental Health Champions:** Appoint mental health champions or ambassadors within the organisation who can provide peer support and promote mental health awareness
- **Mental Health Days:** Allow employees to take mental health days without stigma, promoting the importance of self-care
- **Wellness Programs:** Implement wellness programs that include activities like yoga, meditation, and fitness classes to reduce stress and promote physical health
- **Flexible Work Arrangements:** Offer flexible working hours, remote work options, and the ability to adjust schedules to accommodate personal needs.
- **Flexible Holidays:** Allow employees to swap public holidays for cultural or religious holidays that are more personally meaningful.
- **Team Building Activities:** Organize team-building activities and social events to foster a sense of community and belonging
- **Inclusive Facilities:** Ensure that all workplace facilities, including restrooms and relaxation areas, are gender-neutral and accessible to everyone, including transgender and non-binary individuals

# Checklist for European Diversity Month Participation

- Choose your focus:** You can select a specific day, week, or the entire month to concentrate on diversity in your organisation.
- Coordinate with national events** and align your activities with your country's National Diversity Day/Week. Contact your national diversity charter for more information.
- Encourage your employees** to contribute ideas and get involved in planning. This ensures participation and fosters innovation.
- Clearly define the aim** of each action (raising awareness, sharing skills, informing, etc.)
- Organise events:** Plan and host online events for your staff or public events open to everyone.
- Involve your staff** in organising, logistics, and awareness-raising activities. Using real people in posters, videos, and articles creates a stronger message.
- Reach out to experts,** NGOs, and companies that focus on the diversity topic you want to cover in your training or workshop.
- Ensure you **document your activities** with photos, videos, and documents.
- Make sure everyone feels respected** and welcome in the planned activities, allowing them to participate to the extent they feel comfortable.
- Always **ask for feedback.**





# Practical ideas how to promote diversity in the workplace

## **AWARENESS CAMPAIGNS AND LEADERSHIP INVOLVEMENT**

- Launch a company-wide **awareness-raising campaign** that can also be shared with external stakeholders.
- Create a **video message** or a **blog post by your CEO or senior management** which stresses the importance of diversity and inclusion.
- Launch a **solidarity campaign** that highlights and supports marginalised or underrepresented groups within your organisation or community.

### **EMPLOYEE NETWORKS AND WELL-BEING**

- Facilitate the creation of **employee networks** dedicated to various aspects of diversity.
- Make concrete changes to the workplace environment and invest in **employee well-being**. Ensure that the employees are actively involved in this process.
- Offer **diversity mentoring programmes**

### **LISTEN AND SHARE PERSONAL STORIES**

- Create a platform for employees to share **personal stories and experiences** (articles on the intranet, informal discussion groups, and online workshops with external partners).
- **Publish personal or inspirational** stories about diversity and inclusion from your employees or write an article that reiterates the values of your organisation.
- Conduct **interviews with company professionals** who are renowned for their competence in diversity, discussing the challenges they have faced, the main lessons learned, and their achievements. Share these stories on social media.

### **SURVEYS AND FEEDBACK MECHANISMS**

- Launch a survey to gather **feedback from employees** on your company's diversity policies. Consider doing that on a regular basis to remain informed on your employees' experiences and needs.
- Create and implement **clear and discrete processes for reporting** cases of discrimination.

## SHOW YOUR SUPPORT FOR #EUDIVERSITYMONTH

- Add a **promotional text to your email signatures**, such as: “Everyone should have the right to be who they are, no matter where they are. Let’s celebrate diversity together!”
- **Create short video clips** featuring your employees that highlights diversity within your company, how you encourage it, and how it is integrated into your inclusion policy. Share this video on social media platforms like LinkedIn, Facebook, Twitter, and Instagram to reach a wider audience.
- Add an **online banner to your website**, such as: “Let’s celebrate European Diversity Month together”
- **Share promotional messages** on your company’s social media and encourage your employees to do the same on their personal accounts. Tag **#EUDiversityMonth**.

## COMMUNICATION AND INFORMATION SHARING

- Keep your employees informed and engaged by using the intranet to share **relevant news**, updates, event invitations related to diversity.
- Prepare a special edition of your **newsletter dedicated to May as the month of Diversity**, featuring tips and activities to foster the spirit of inclusion, and to start conversations about the topic.
- **Invite employees to share their views** of the inclusive practices at your workplace and share these stories in newsletters or on social media.
- Invite your employees to contribute to **wall posters** (or a virtual whiteboard), sharing how they support the organisation’s diversity. Share these posters on social media or create a “wall of good thoughts/wishes”.
- **Produce and distribute brochures or flyers** on diversity and inclusion for employees and stakeholders.
- Design and promote an **e-learning module** on diversity and inclusion. Utilise resources from your diversity charter or develop new content.

## INTERNAL EVENTS

- Organise (online) **networking meetings** or breakfasts with diverse and inspiring speakers to raise awareness of diversity and inclusion.
- Organise (online) **training sessions, workshops and seminars** on diversity topics, unconscious bias, workplace discrimination or inclusive language. Include tailored sessions for managers to ensure they lead by example.
- Launch an (online) **photo exhibition** themed “What does diversity mean for your employees?”
- **Organise regularly online coffee chats** where management can demonstrate their active support for diversity in the workplace.
- **Host an all-company conference** on diversity, involving senior management. Focus on general diversity topics or specific aspects relevant to your organisation.
- **Screen diversity-themed films, concerts, or theatre performances**, followed by group discussions to deepen understanding.
- Connect with employees outside the walls of your company through **sport activities**, such as a thematic Diversity Walk. Discuss diversity and inclusion topics and invite inspiring speakers from the world of sport.
- **Organise games, competitions or quizzes on diversity** for your employees, with some symbolic prizes for the winners. These could also be extended to your external stakeholders.
- Host a **‘buddy’ event** where colleagues can get to know and learn from each other. It is a good idea to prepare some questions or a task together beforehand.
- Organise an **‘in my shoes’ day**, allowing employees to experience a workday from the perspective of a colleague with a different background, such as someone with a disability or of a different gender or origin.
- Organise a **literary evening** during which participants can explore the topic of diversity through a book focused on some aspect of diversity. After reading the text together, the participants could have a group discussion and share their thoughts on how this story has furthered their understanding of diversity.
- **Celebrate Cultural Diversity Day** with a workshop focused on improving intercultural awareness. Discuss the value of cultural diversity, the importance of intercultural dialogue, and the need to combat stereotypes and prejudices to enhance cooperation and understanding.
- Provide opportunities to **learn about different cultures** (foods, religions, languages, etc.)
- **Heritage Months:** Celebrate various heritage months (e.g., Black History Month, Pride Month, Hispanic Heritage Month) with educational events, guest speakers, and themed activities.
- **Cultural Dress Days:** Host themed dress days where employees are encouraged to wear traditional attire from their cultures
- Organise events or initiatives that **demonstrate solidarity with local communities**, such as volunteering for local charities or participating in community service projects.

## PUBLIC EVENTS AND EXTERNAL INITIATIVES

- **Host public events such as Diversity Run or Diversity Awards** to promote diversity and inclusion, bringing together your employees and the community.
- **Organise round-table discussions** with specialists in diversity and inclusion
- **Launch special products or services** for European Diversity Month. Create special editions that reflect your commitment to diversity and inclusion, highlighting the actions your organisation takes to support these values.
- **Form partnerships with local NGOs, schools, local authorities, and other companies** to share expertise and ideas.
- **Encourage mentoring** for jobseekers with diverse abilities and skills.
- **Volunteer** as an organisation or facilitate volunteering opportunities for your employees during working hours throughout European Diversity Month.
- **Organise virtual open days** to interact with your clients and the public. Use these sessions to showcase your diversity and inclusion initiatives and engage with a wider audience.
- **Sponsor and/or participate external events**, such as local Pride activities



# Examples of topics to cover

## GENDER EQUALITY

- Women in business
- Gender stereotypes and sexism
- Closing the gender pay gap
- Gender balanced participation in leadership and decision-making
- Safety of women
- Innovation and technology for gender equality

## SUPPORT FOR CARERS

- Flexibility - strategies for managing work and care responsibilities effectively
- Gender neutral parental leave

## GENERATIONAL EQUALITY (AGE)

- Perspectives of different age groups
- How to promote intergenerational dialogue
- Age stereotypes and agism

## LGBTIQ

- How to be an ally
- Gender-neutral language
- Examples of rainbow families
- Addressing the needs of transgender staff
- Equal employee benefits for LGBTIQ partners and parents

## DISABILITY AND MENTAL HEALTH

- Inclusion of staff with disabilities
- Accessibility
- Living with chronic illness
- Reintegration into the workplace after a life/work accident
- Avoiding/treating burnout
- Mindfulness at work

# Examples of topics to cover

## **RACIAL AND ETHNIC ORIGIN, AND RELIGION AND BELIEF**

- Race and ethnicity
- Stories and achievements of minority leaders
- Anti-racism
- Interfaith dialogue

## **OVERARCHING TOPICS**

- Neurodiversity in the workplace and its benefits
- Employment for disadvantaged groups, such as persons with disabilities, young people from care systems, migrants, prisoners/ex-prisoners, etc.
- Diversity in sports
- Breaking the bias in the workplace

## **OVERARCHING TOPICS**

- Allies within and outside the organisation (employees, associations, unions, etc.)
- Avoiding discrimination in recruitment or career development
- Intersectionality and discrimination
- Innovation and diversity
- Talent management and diversity
- Digitalisation and/or AI as a game-changer in diversity
- The importance of inclusive language

[europe.eu/eu-diversity-inclusion](https://europe.eu/eu-diversity-inclusion)



**EU  
DIVERSITY  
MONTH**