

## Contributing Organisations

















### Presenters & facilitators

Maarten Eddes (he/him)

EMEA DE&I Leader

**Avery Dennison** 

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**Eaton** 

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Impact Developer

**Saxion University** 



# Agenda

10:50	Background	Martijn
10:55	Content explanation	Maarten
11:05	Workshop & retrospect	Renan + facilitators
11:55	Closure	Martijn



## Background

- Started in 2023 to get your input
  - 2023 May WP Conference break-out
  - Enabling company-wide LGBTIQ+ inclusion for operational and office staff
- Brainstorming to gather information and best practices

<ul> <li>2023 August</li> </ul>	Membership exc	hange with Toyota
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•	2023 September	Visit Eaton	Hengelo
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<ul> <li>2024 May Visit Avery Dennison Oegstg</li> </ul>	geesi
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• 2024 October Visit Tata Steel IJmuiden

• 2025 April Visit ASML Veldhoven



### Imagine being Caroline

"Hi, I am Caroline, a 28-year-old transgender women who's working night-shifts in my factory. I think my colleagues accept me, but they often make jokes about LGBTIQ+ people. I'm not sure if they are talking about me, but it does make me uncomfortable. To not cause trouble I decided to stay quiet and just do my job. But I must admit it makes me feel unsafe from time to time."



## Explanation of the content

- Explain the handout/infographic
- Explain the statements we want answered in the workshop:
  - How would you implement this model in your organization?
  - What are the key elements to enable a psychological safe space in your organization?



#### **Building an Inclusive Culture From Strategy to Shopfloor**

Creating a bridge between inclusive culture strategy, LGBTIQ+ inclusion, and operational excellence through local champions, inclusive communication, and accessible tools.



#### Build the site champion network on the shopfloor

- Launch an LGBTIQ+ ambassador
   network and actively promote
   their visibility and accessibility
   across the organisation.
- Communicate in local languages
- Adapt strategy to local needs
- Represent networks through on-site LGBTIQ+ ambassadors

#### Why it Matters?

- Reaches non-digital and non-English-speaking workers
- and psychological safety
- Delivers inclusive actions
- Strengthens collaboration I

#### 2 Strategic Integration

- Involve operational staff in inclusion decision-making
- Embed inclusion in core processes (e.g. onboarding, safety talks)
- Appoint LGBTIQ+ aware trust persons at each location
- Allocate budget for local champions and ambassadors
- Train shopfloor leaders and team members on inclusive communication, leadership, and bias awareness



### 3 Practical Implementation Plan

- Integrate inclusion updates into team meetings and safety standups
- Use printed visuals in multiple languages
- Share impactful personal stories
- Use on-site screens to share recorded inclusion events and messages
- Foster a psychologically safe environment for LGBTIQ+ voices

#### 4 Tips & Tricks

- Use screens in breakrooms, canteens, and control rooms
- Place QR codes near public terminals for easy access
- Enable communication via private mobile devices

Empower Local Voices. Foster inclusive conversations.

Every Shift. Every Site.

Connect with us at **tech@workplacepride.org** with questions, ideas, feedback or request for support.



## Workshop

- Split up in 5 teams  $\rightarrow$  check your handout
- Assign 1 person to share the feedback with the broader audience
- Facilitators
  - 1. Brian Keating ASML
  - 2. Ed Kooijman Tata Steel → dit team voert de discussie in het Nederlands
  - 3. Kim van Oel Tata Steel
  - 4. Marco Strijks-Boedhoe Saxion University
  - 5. Maarten Eddes Avery Dennison
  - Renan Mahado Cardoso Eaton → Runner



### Feedback

Share with the audience the main findings of your group:

- Maximum 3 minutes per group
- Random order for presenting
- Focus on feedback to main statement:

- How would you implement this model in your organization?
- What are the key elements to enable a psychological safe space in your organization?



### Closure

- Thank you for your feedback
- We will take your input along to update our infographic

Stay tuned for more updates via Workplace Pride

More info & questions: <u>tech@workplacepride.org</u>



## Special thanks to!

- Atlas Quelch (Toyota)
- Abbie Scott (Eaton)
- Angelique Meul (Gemeente Amsterdam)
- Brian Keating (ASML)
- Christine Holtkamp (Workplace Pride)
- Ed Kooijman (Tata Steel)
- G Caruso (ASML)
- Gian Battista Marci (Schiphol)

- John Ryan (Workplace Pride)
- Kim van Oel (Tata Steel)
- Maarten Eddes (Avery Dennison)
- Marco Strijks (Saxion University)
- Martijn van den Tillaart (ASML)
- Mutlu Cavusoglu (Avery Dennison)
- Noor Beijaard (Schiphol)
- Renan Machado Cardoso (Eaton)
- Stefanie Beekhuizen (Tata Steel)



### Key Takeaways

- Keep it fun!
- Storytelling works!
- The infographics helps to make our work visible throughout organization
- Keep pushing our story but thread the line, don't push too hard so you create resistance
- Having local ambassadors for LBGTIQ+ workplace inclusion is key, keep it light and simple.
- Provide volunteering hours or allow people during worktime to work on inclusion matters and rewards or recognize the work done.
- It is not always possible to have a physical space. Hence leadership should be a role model to enable the creation of a safe space: with that you can create connection and make sure people get to know each other.
- Appreciation from audience on practical implementation of the model as presented.

