

Room 5 – BOARD ROOM 🕒 10:45-12:00

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ENGAGING OPERATIONAL STAFF: A STRUCTURAL APPROACH TO CHANGE

Tech @Workplace Pride

#BeyondPride2025

Contributing Organisations

ASML



EAT•N



Schiphol

TATA STEEL



Presenters & facilitators

Maarten Eddes (he/him)

EMEA DE&I Leader

Avery Dennison

Ed Kooijman (he/him)

Technical Specialist

Tata Steel

Kim van Oel (she/her)

Department Manager

Tata Steel

Martijn van den Tillaart (he/him)

Project Leader

ASML

Brian Keating (he/him)

Group Manager

ASML

Renan Machado Cardoso (he/him)

Global I&D Program Manager

Eaton

Marco Strijks-Boedhoe (he/him)

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
 - 2023 August Membership exchange with Toyota
 - 2023 September Visit Eaton Hengelo
 - 2024 May Visit Avery Dennison Oegstgeest
 - 2024 October Visit Tata Steel IJmuiden
 - 2025 April Visit ASML Veldhoven



Imagine being Caroline

“Hi, I am Caroline, a 28-year-old transgender woman 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, LGBTQ+ inclusion, and operational excellence through local champions, inclusive communication, and accessible tools.



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 → 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: tech@workplacepride.org



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.

