



Enabling company-wide LGBTIQ+ inclusion for operational and office staff

Key Findings

What are the alternatives to communicate with staff not having a laptop and no direct access to business communication platforms?

- Employee Journey: How do people move? Look for alternatives by observing how they are moving from one place to the other, outside of being in production. Think of canteen, bus etc.
- Ask target group how they want to be communicated with.
- Make use of existing information channels, such as work planning and safety calls.
- QR codes next to public computers.
- Create a safe space where an environment is created to talk openly about D&I, which can be somewhere else than the initial production environment.
- Bring personal stories to plenary sessions.
- Not everyone is comfortable with text, use of more images.
- Communicate wider diversity topic, not just LGBTIQ+.

How to engage with workers who can not join events or awareness sessions?

- Have a D&I ambassador in place per plant/factory, reporting into the HR/D&I organisation.
- The ambassador is responsible for collecting and communicating the D&I needs of the plant to the D&I organisation.
- D&I strategy, activities and events are to be aligned by the ambassador with the local needs of the plant.
- The ambassador is thought to be more easy accessible for people working in operations than the D&I person from the main office.

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At the recent Workplace Pride Conference, ASML, Tata Steel and Schiphol had the honor to host a breakout session to discuss company-wide LGBTIQ+ inclusion for operational and office staff. During the brainstorm, which was attended by 50+ people, 6 groups were discussing possible ideas and solutions to tackle this challenge. This led to cross-company sharing of experiences and sparked conversations about the insights gathered during this session. These insights are now serving as stepping stones towards our Member Exchange on the 15th of August where we will continue the discussion.

The key learnings that came forward were:

- Take time to sync with the employees at the canteen, busses or using QR codes by public computers.
- 'The power of storytelling' with emphasis on visuals, and a broader scope of diversity topics beyond just LGBTIQ+.
- DE&I ambassadors per plant (example from Tata Steel) could serve as accessible go-to for the operational workforce and the DE&I organisation.
- Integrate DE&I topics into everyday discourse and decision-making.
- Printed content and flexibility in shift changes were identified as key to facilitating participation in DE&I sessions.
- DE&I principles are foundational, from recruitment to retirement, with visible symbols of DEI topics acting as conversation starters and reminders throughout the employee journey within the company.
- The DE&I journey doesn't stop evolving, with continual monitoring and adjustments to proposed solutions, to ensure the ever-evolving needs of the workforce are met.

While each company unearthed its unique learnings, the room was reminded of the underrepresentation of those in operations. Hence, in future gatherings everybody will strive to include a broader spectrum of roles for a more balanced perspective.

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