

Unlocking Europe's Talent

Equality and competitiveness: From rights to participation



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Europe's Greatest Competitive Advantage

Europe's greatest competitive advantage is its people

- Europe has no shortage of talent.
- Too many people still face barriers to participation.
- Equality enables everyone to contribute.
- Participation benefits people, businesses and society.



Barriers Waste Talent

Not all barriers are visible, but all of them reduce participation.

- Barriers can be legal, structural, cultural or personal.
- Different people experience different obstacles.
- Discrimination, fear and exclusion prevent people from contributing fully.
- Untapped talent is a cost Europe cannot afford.



Participation Creates Value

Participation is the bridge between equality and competitiveness.

Remove Barriers



Enable Participation



Unlock Innovation



Strengthen Competitiveness



Build Prosperity & Resilience

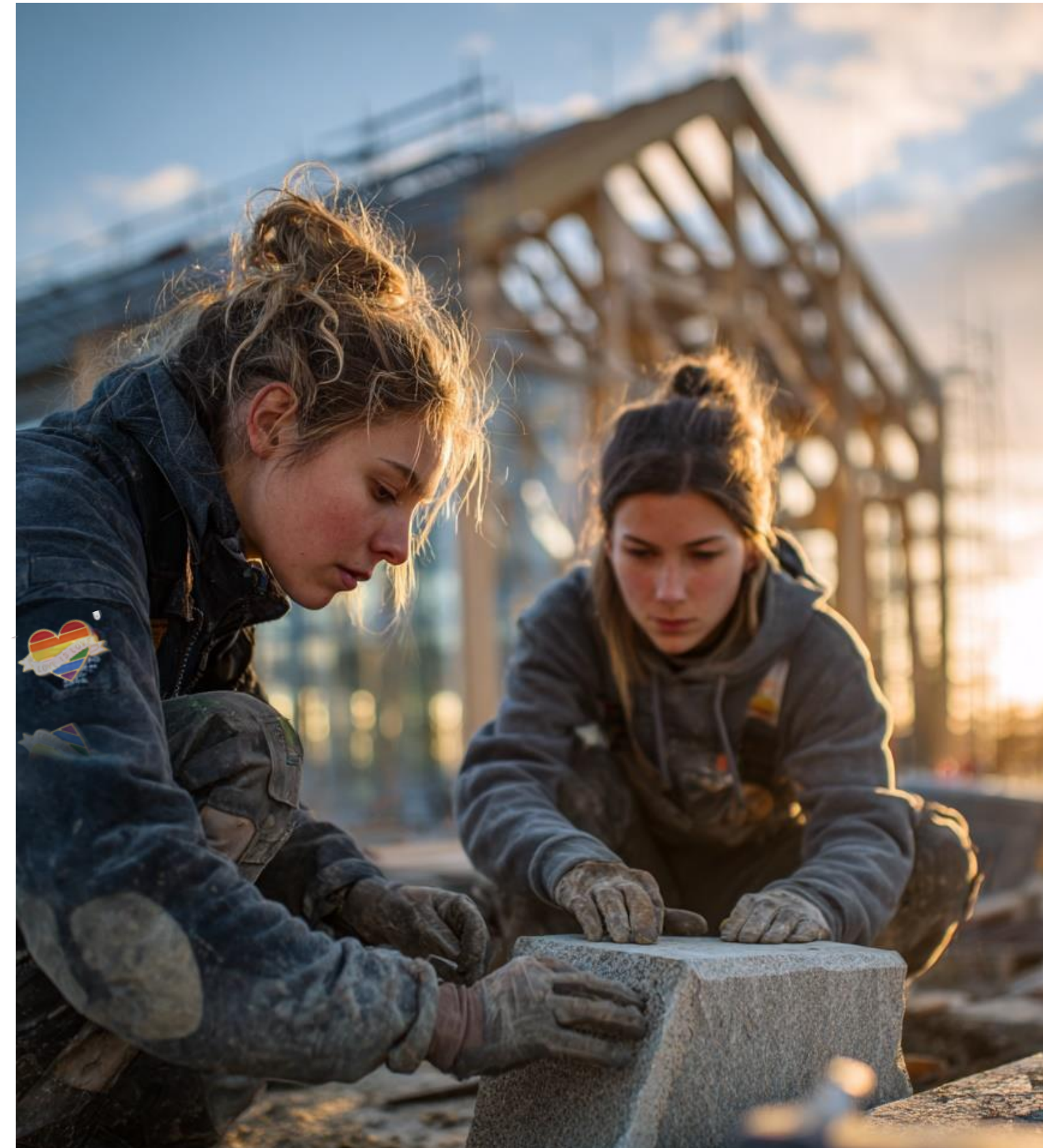
- Participation unlocks talent.
- Diversity fuels creativity and drives innovation.
- Different perspectives improve decisions.
- Participation benefits everyone.



Rights Are the Foundation

Rights create opportunity. Their impact depends on effective implementation.

- EU legislation establishes common standards and protections.
- They create greater legal certainty for individuals and businesses.
- Implementation remains uneven across Member States.
- Turning rights into reality requires commitment beyond compliance.



Partnership Unlocks Participation

Participation becomes reality when governments, businesses and civil society work together.

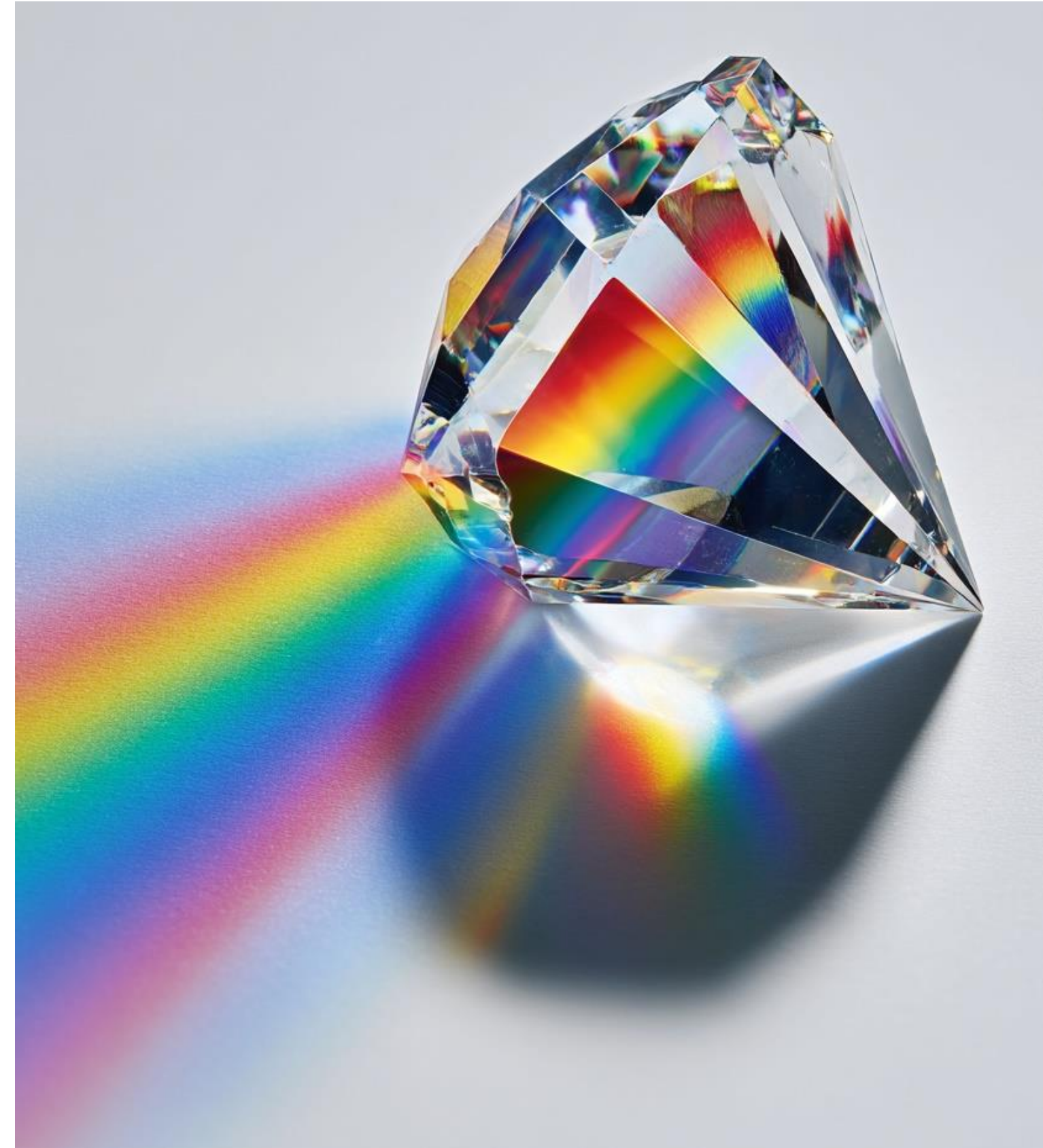
- Governments establish the legal framework.
- Businesses create opportunities and inclusive workplaces.
- Civil society brings lived experience and builds trust.
- Together they make participation possible.



The Competitive Advantage

Inclusive workplaces turn talent into competitive advantage.

- Attract talent from the widest possible pool.
- Strengthen innovation through diverse perspectives.
- Increase engagement and retention.
- Build more resilient and competitive organisations.



Leadership Makes the Difference

Inclusive leadership creates workplaces where everyone can contribute and thrive.

- Lead by example.
- Foster psychological safety.
- Value different perspectives.
- Measure progress and be accountable.



Unlocking Europe's Talent

**Equality is not only about protecting rights:
it is about unlocking human potential**

- Equality creates opportunity.
- Participation creates value.
- Together we unlock Europe's talent.

