

The 2nd European Diversity Forum

2 & 3 of July, 2012

Paris



Jointly organized with  **AfmD**
Association Française des Managers de la Diversité

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The organizers



The **21st Century Club** was founded in 2005 and can today boast more than 300 members, all sharing the conviction that “**diversity is good for France**”. Whilst doing everything possible to make that statement a reality, particularly where equal opportunities are concerned, the inspiring values behind the 21st Century Club’s work are those on which the French Republic itself is founded, the values of merit and social justice.

The Club’s work encompasses a large variety of projects ranging from careers guidance for the youngest in the form of its “**Entretiens de l’Excellence**”, to coaching for entrepreneurs with “**FinanCités**” and collaboration with “**Talents des Cités**” – an organisation responsible for allocating professional microloans to business creation projects in tough urban areas. Over the last few years the 21st Century Club has sought to give a more professional gloss to its activities by, on the one hand, developing a more formal academic approach to its thinking through the creation of a “**Management and Diversity**” **Research Chair** at the Paris-Dauphine University and, on the other, by creating the AFMD and the **European Forum of Diversity**, the first gathering of which was held in 2010.

To spread the word of its activity and to meet those responsible for shaping tomorrow’s society, the 21st Century Club regularly invites political and economic activists to attend informal dinners which frequently give rise to intense and enriching debate.

For more information: www.21eme-siecle.org



The **French Association of Diversity Managers** aims to **professionalise the management of diversity**. Acting as a think-tank and catalyst for sharing experiences, it organises **committees, exchange workshops, working breakfasts and conferences** in order to find innovative solutions in the struggle against discrimination. It publishes white papers, practical guides and organises national and international seminars.

The AFMD aims to examine all the problems associated with the management of various kinds of diversity: gender, intergenerational relations, disability, religious, social and ethnic differences etc., around which it is committed to **mobilising its members with the help of its academic, associative and institutional partners**.

The academic partnership centres around the AFMD’s **Research-Action initiative**: teacher-researchers work with the committees. They contribute their thinking to the way in which businesses are run and use their research and teaching skills to train future managers.

Since the beginning of 2012 the AFMD has attracted 101 members (companies, agencies, universities and prestigious further education establishments) which act as an influential interface with political and other institutions.

For more information: www.afmd.fr

The concept

ORIGINALITY

The Forum aims at making different perspectives arouse, using an **off-beat** tone.

The first day will tackle the societal aspects of diversity. The second will be dedicated to diversity management.

A large range of insights and practices will be presented during the round tables and workshops by academics, politicians, managers, experts, media, NGOs...

DIALOGUE

Networking breaks will give rhythm to the 2 days event.

The Forum will offer to its participants an Interlude area: plays addressed to companies, photo exhibition, book signings and meetings with European NGOs and associations fighting against discrimination and promoting diversity inside and outside the business world.

INCLUSION

« Diversity » is **plural**, let us not forget that.

The objective of the Forum is to provide to decision makers open-mindedness at European and international scale.

The debates will take place in English and in French. A transcription system will also be available during the plenary sessions.

2012 EDF Programme: « Diversity tomorrow »

Convergence and audacity are the two key words of this second forum

Firstly, convergence, because we wanted to tackle questions concerning diversity at a social, economic and cultural level and understand just how these different levels could affect business. Conversely, we are convinced that businesses, in the way that they manage questions related to diversity, can themselves play a leading role at a social level. This is what we mean by convergence. We wanted to address this dual aspect by devoting the first day to the main social and political trends of diversity while day two will be more specifically dedicated to corporate life.

Secondly, audacity, because we decided to ask certain questions that we often prefer to avoid answering and to explore innovative topics in greater detail such as the emergence of social networks, the position of new generations, a single working-time framework, challenging current forms of diversity and certain policies on diversity in a forward-looking perspective.

The spirit prevailing at this **European Diversity Forum** is about getting to the bottom of things even when they can be awkward and spurring on the challenge of certain practices to propose other ways of thinking.

Monday 2 July 2012

9.00-9.30 am

Welcome address by Pap Amadou N'gom, **Chairman of the XXI Century Club**

9.30-11.00 am

Plenary session I

Keynote speech :

Re-inventing diversity

Round table discussion:

Diversity at the heart of a European identity?

11.00-11.30 am

Tea/coffee break – interlude area

11.30 am-1.00 pm

Parallel workshops

Workshop 1:

Should the measure be debated/reformed?

Workshop 2:

Equality or respecting differences: what kind of policy management for diversity in European countries?

Workshop 3:

Role models: a source of inspiration or mere tokenism?

1.00-2.30 pm

Lunch

2.30-4.00 pm

Parallel workshops

Workshop 4:

Equal opportunities in access to higher education

Workshop 5:

Entrepreneurship: fulfilment of a dream or circumventing discrimination?

Workshop 6:

Diversity and governance: towards new styles of leadership

4.00-5.00 pm

Tea/coffee break – interlude area

5.00- 6.30 pm

Plenary session II

Keynote speech :

Diversity and performance

Round table discussion:

Finding the balance between cohesion and competition: why a business must promote its social commitment

6.30-8.30 pm

Cocktails buffet

Tuesday 3 July 2012

9.00-9.30 am

Opening address by Bruce Roch **Chairman of the AFMD**

9.30-11.00 am

Plenary session III

Keynote speech :

The revolution at work: diversity in companies within Europe

Round table discussion:

Social networks: a new factor in managing diversity?

11.00-11.30 am

Tea/coffee break – interlude area

11.30-1.00 pm

Parallel workshops

Workshop 7 :

The European dimension of religion: from constraint to reasonable accommodation

Workshop 8 :

Working-time flexibility: an opportunity for diversity?

Workshop 9:

Motivation tools for managers: turning words into action

1.00 pm -2.30 pm

Lunch

2.30-4.00 pm

Parallel workshops

Workshop 10:

Age management : an inter-generational appointment to be made

Workshop 11:

Gender balance - men's business?

Workshop 12 :

Inclusive management: managing differences

4.00-4.30 pm

Tea/coffee break – interlude area

4.30-6.00 pm

Plenary session IV

Keynote speech :

Diversity 3.0

Round table discussion:

How can diversity be managed in the future?

6.00 pm

Closing speeches by the **Chairman of the AFMD**, Bruce Roch and the Vice-president of the **XXI Century Club** Ingrid Bianchi.

Foreseen speakers

The speakers, mainly public and private decision makers as well as international experts, will discuss topics such as prospective models and comparison of successful models. Among them:

- **Carlo d'ASARO BIONDO**, Vice President and President Operations Southern Eastern Europe, Middle East Africa, **Google**
- **Anne BOUVEROT**, Chief executive, **GSMA**
- **Armelle CARMINATI**, Global Managing Director, Human Capital & Diversity, **Accenture**
- **Jean-Louis CHAUSSADE**, CEO, **Suez Environnement**
- **Franck LA PINTA**, Marketing WEB et RH 2.0 Manager, **Société Générale**
- **Hervé LE BRAS**, Demographer
- **Suvi LINDEN**, ITU' Special Envoy to Broadband Commission for Digital Development; Finland's Minister of Communications (2007-2011)
- **Richard LOCKE**, Professor, **MIT Slone School of Management**
- **DELMAS Sophie**, General Secretary of Observatoire des Réseaux Sociaux d'entreprise, Project manager HR 2.0, **BNP Paribas**
- **Indra NOOYI**, CEO, **PepsiCo**
- **Anthony O'SULLIVAN**, Head Private Sector Development, **OECD**
- **Ursula PLASSNIK**, former Foreign Minister of Austria
- **Viviane REDING**, European Commission Vice-President, Commissioner in charge of Justice, Fundamental Rights and Citizenship
- **Howard J. ROSS**, Chief Learning Officer of **Cook Ross** and author of "Reinventing Diversity"
- **Michael STUBER**, Founder of European Diversity Research & Consulting
- **Douglas Freeman**, CEO, **Virtcom Consulting**
- **SPROUL Kevan**, HR Director, **SITA UK**
- **BLAVIER Benjamin**, Managing director, **Passeport Avenir**
- **VOGEL Nadine**, Chairman, **Springboard Consulting**

Who will attend?

The European Diversity Forum will bring together European actors from:

- Business sector
Chief Executives, HR and Development Managers, Diversity Managers, Line Managers...
- Academics
Faculty members, Ph.Ds, authors and writers
- Associative area
Chairman of associations fighting against discrimination and working for diversity
- Public sphere
European and national organisations
- Political sphere

→ 500 participants are expected on the 2 days

What communication for the event ?

<p>ONLINE</p>	<ul style="list-style-type: none"> - Dedicated Website: www.diversite21.com - Organizers sites : Club XXI^e siècle www.21eme-siecle.org and AFMD : www.afmd.fr - E-mailing campaign (more than 2000 contacts) - Social media : Twitter... - Press releases : indiceRH.net, myRHline, Grandes Ecoles Magazine, DécisionsDurables.com - Media Partners : Viadeo, Focus RH
<p>OFFLINE</p>	<ul style="list-style-type: none"> - Internal networks of AFMD and Club XXI^e Siècle - Information disseminated during the events organized by AFMD (breakfast debate ; conferences ; focus groups) and by Club XXI^e Siècle - Media Partners : Nouvel Obs <p>AFMD has 100 members including 20 companies in the CAC40 and a large network of associations, academic and institutional partners. The Club XXI^e Siècle brings together more than 300 members: entrepreneurs, executives, high-ranking civil servants...</p>



EDF 2010

« Diversity management in Europe, approaches, trend analysis, and new challenges for corporations »

What happened during the 2010 event:

- 3 plenary sessions
- 4 workshops
- 6 thematic sessions
- 1 artistic representation
- 76 speakers
- More than 200 participants

Where : in Paris - La Défense, in Suez Environnement Head office

Among our distinguished speakers:

- Jean-Paul BAILLY, CEO, La Poste
- Jean-Louis CHAUSSADE, CEO, Suez Environnement
- Christophe CARESCHE, Paris XVIII congressman
- Jacqueline CELESTIN-ANDRE, Diversity Manager, L'Oréal Corp.
- Philippe D'IRIBARNE, Researcher, CNRS
- François HERAN, CEO, INED
- Philippe MABILLE, Editor, La Tribune

Officiel sponsor :



Our sponsors and partners

Official sponsors :



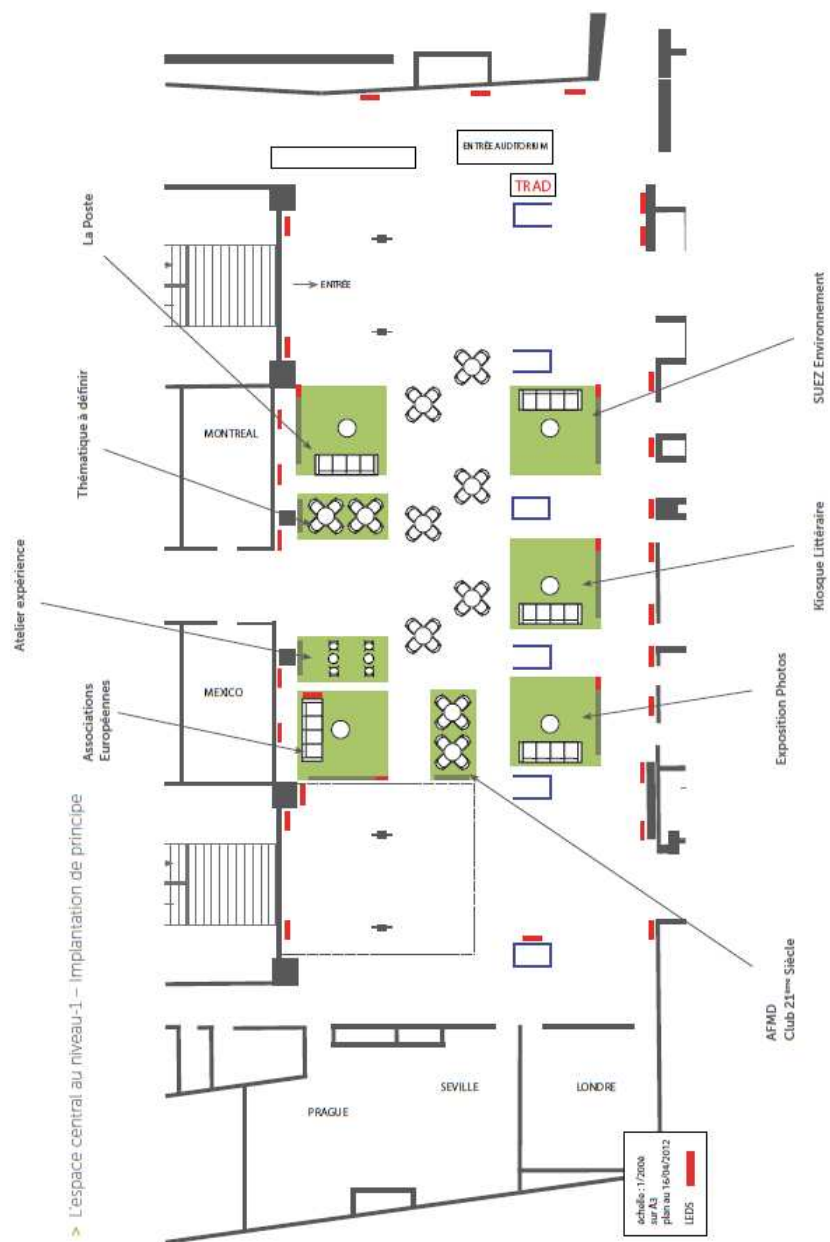
Others :



L'ORÉAL

EUROPEAN **DIVERSITY**
Research & Consulting





Interlude area

Space offering various activities related to diversity and allowing networking. It will include a photo exhibition, a Sign Language learning workshop, a library, books signing with European and international authors



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