



4 WEEKS 4 INCLUSION

Press Release

“4 WEEKS 4 INCLUSION” GETS THE GREEN LIGHT - ENHANCING INCLUSION TO MAKE THE DIFFERENCE

For the first time ever, 27 companies work together to raise awareness of and spread the culture of inclusion. From 13 November to 11 December, a programme of webinars and digital events

Rome, 12 November 2020 – “4 Weeks 4 Inclusion” (#4W4I) is the name that has been given to the intercompany programme being launched in 2020 with the contribution of 27 different companies that have come together to prepare a 4-week calendar for their employees, packed with shared digital events, including webinars, digital labs and creative groups dedicated to inclusion.

For the first time, a great many companies of the production ecosystem have networked and joined forces for an important project to sensitise towards the topics of inclusion and the appreciation of diversity.

A logo has been created to represent the initiative that, with a multitude of overlaid squares of different sizes and colours, intended as a manifestation of diversity within the company: diversity, therefore, as an element that enriches and generates value.

Accenture, Agos, Banca Ifis, BIP, BNL Gruppo BNP Paribas, Danone, Ferrovie dello Stato Italiane, FlashFiber, Google, Gruppo Hera, HR Services S.r.l., Janssen Italia, Johnson&Johnson Medical S.p.A., INWIT, LEADS, Olivetti, Parks – Liberi e Uguali, Poste Italiane, Schneider Electric, Snam, Sparkle, Telsy, TIM, TIM Brasil, TIMRetail, Telecontact Center and Valore D have worked constantly over the last few months to create a calendar of all-digital events (considering the current health emergency) to allow for the cross-company participation of employees of the various players involved.

The programme opens officially on Friday, 13 November, with the webinar “**6 storie di inclusione: a colloquio con la Ministra**” (6 inclusion stories: dialogue with the Minister), which will host **Elena Bonetti, Minister for Equal Opportunities and the Family**, whilst, to mark the end of “4 Weeks 4 Inclusion” on Friday 11 December, a round table will be held where the Heads of HRO (Human Resources & Organizational Development) of the various companies will discuss the state-of-the-art of inclusion in the world of employment.

Between these two dates, a tightly-packed agenda of appointments will range from disability to intergenerational debates, the optimisation of the female contribution, sexual orientation and gender identity, ethnic origin and religion.