



# 4 WEEKS 4 INCLUSION

Press Release

## **AT THE START "4 WEEKS 4 INCLUSION" - WE VALUE INCLUSION TO MAKE A DIFFERENCE**

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

Milan, 12 November 2020

"4 Weeks 4 Inclusion" (#4W4I) is the name of the intercompany programme that sees the light of day in 2020, with the contribution of 27 companies that together have created a 4-week calendar of shared digital events for their employees, between Webinars, Digital Labs and creative groups dedicated to inclusion.

For the first time many companies in the productive ecosystem are networking and joining forces for an important project to raise awareness of inclusion and diversity.

A logo has been created to represent the initiative which, with a multitude of overlapping squares, sizes and colours, aims to represent diversity within the company: diversity 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, Valore D have worked assiduously over the past few months to create a calendar of events, all digital - given the current health emergency - to allow cross-company participation by employees of the various realities.

The programme opens on Friday 13 November with the webinar "6 stories of inclusion: a conversation with the Left" which will host Elena Bonetti, Left for Equal Opportunities and Family, while the conclusion of "4 Weeks 4 Inclusion" will be entrusted, on Friday 11 December, to a round table of HRO (Human Resources & Organizational Development) managers from the various companies who will take stock of the state of the art of inclusion in the world of work.

Between these two dates, a full programme of events that will range from disability, intergenerational confrontation, enhancement of women's contribution, sexual orientation and gender identity, ethnicity and religion.