

June, 29th 2022
Radisson Blu Hotel, Bucharest

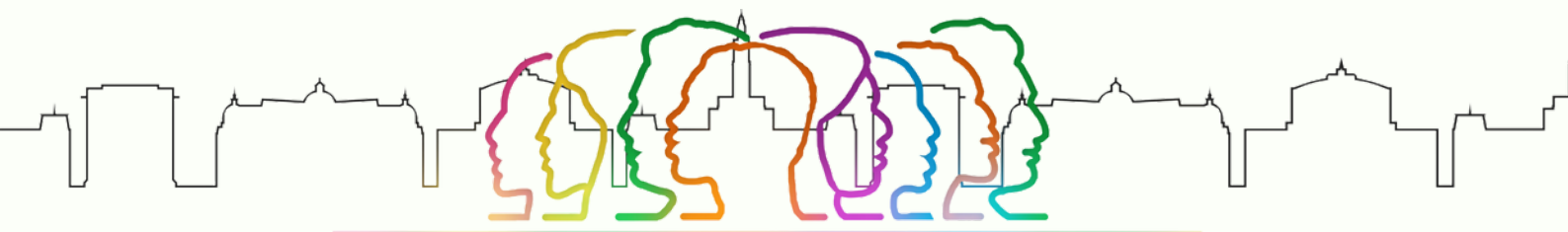
ED&I Conference Report

Diversity, Equality and Inclusion in
CE Europe: Today and Tomorrow

A conference led by
the RDCC DISABILITY Task Force

Organized by: EBRD, RDCC

sponsored by
Government of Japan, CTP, Dentons,
Kaufland Romania, VISA, Raiffeisen Bank



EQUALITY, INCLUSION & DIVERSITY
Regional Conference 29 June 2022



Background

Russia's invasion of Ukraine has abruptly transformed the world. The escalation of conflict has caused destruction of civilian infrastructure and civilian casualties and has forced people to flee their homes seeking safety, protection and assistance.

Women and other underserved groups, such as people with disabilities, are particularly affected by this conflict, due to factors such as discriminatory practices, widespread violence, and lack of access to institutions and services. While the ongoing war is having a substantial and dramatic toll on Ukraine, it also has a serious destabilising effect on the neighbouring countries.

Implications

The overall magnitude of the implications will depend on how events unfold in the future, as the previous developments have shown that large-scale shocks bring vast and unpredictable hardships, exacerbating the conditions for underserved groups, such as women, people with disabilities, and refugees.

Our rapidly changing world will continue to impose upon us new challenges every day, and it is important that we think within a lens of innovation and inclusion, embracing equality of opportunity to ensure that no one is left behind.

Mission and Vision

EBRD and the **Romanian Diversity Chamber of Commerce** jointly organised a half-day conference on 29 June 2022 in Bucharest, Romania to discuss the current and future status of Equality, Diversity & Inclusion in Central and Eastern Europe and beyond in light of the current crisis in Ukraine.

The event equipped the participants with the tools to promote equality, diversity and inclusion in different environments while showcasing the best practices of institutions to respond to today's and tomorrow's challenges.

Objectives

- Raise awareness of the economic implications of large scale shocks (e.g. armed conflicts, digitalisation), as well as taking stock of the emerging challenges in promoting diversity and inclusion;
- Discuss the key issues facing the private sector around equality, diversity and inclusion and the relevant advice to address them;
- Recognise the importance of wider diversity and equality in the future, especially for refugees, women, Roma, LGBTI and people with disabilities;
- Demonstrate the value of creating diverse and equal practices to facilitate peer-learning through sharing case studies.

Key discussion area

The regional conference aimed to identify and address emerging economic inclusion challenges in Central and Eastern Europe and explore solutions driven by the private sector under equal opportunities-related policies and practices across operations, including recruitment, outreach, training, retention, safety, promotion, advancement, family leave, as well as skills development strategies. The conference aimed to build understanding of the following topics:

Intro	The analysis of economic fallout from Russia's Invasion of Ukraine
Opening remarks	Resilience and Livelihoods in the shadow of the war
Panel I	Digitalisation, Disabilities and Future of Work
Panel II	Sustainable future, diversity, equity and inclusion
Panel III	The intersection of war and economic inclusion: keeping business going

Speakers

WELCOME (stream message)



HELENA DALI
EU Commissioner for
Equality, EC

INTRO

The analysis of
economic fallout from
Russia's invasion to
Ukraine



BEATA JAVORCIK
Chief Economist
EBRD

CLOSING REMARKS



PERRY V. ZIZZI
President, Founder & Board
Member, RDCC

OPENING REMARKS Resilience and Livelihoods in the shadow of the war



H.E. Mr. HIROSHI UEDA
Ambassador
Embassy of Japan in
Romania



SHANE DIXON
Deputy Chief of Mission
U.S. Embassy in
Bucharest



CHARLOTTE RUHE
Managing Director Central &
SE
EBRD



BARBARA RAMBOUSEK
Director for Gender &
Inclusion
EBRD



IGOR OSTROWSKI
Global Co-Chair of
Technology, Media and
Telecom, DENTONS

PANEL I Digitalisation, Disabilities and Future of Work



ANDREEA BACIU
Chief Culture Officer
UiPATH



ESTERA ANGHELESCU
Recruiting & Employer
Branding Director
KAUFLAND RO & MLD



MIHAI TOMESCU
President
ANPD



ELENA UNGUREANU
Country Manager
VISA Romania



ANA DUMITRACHE
Country Head
CTP ROMANIA

PANEL II Sustainable future, diversity, equity and inclusion



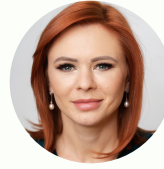
MEGAN BISHOP
Economic Officer
U.S. Embassy in Bucharest



STEFAN-CATALIN SFEATCU
Human Resources Analyst
KAUFLAND RO & MLD



OLIVIA VEREHA
Vice-president of Product
CODE 4 ROMANIA



DANIELA SERBAN
President & Co-Founder
ARIR



PETRU DULGHERU
Executive Director
REDI

PANEL III The intersection of war and economic inclusion: keeping business going



KARYL AKILIAN
Director of Marketing
and New Business
Development
FINANCIAL ALLIANCE
FOR WOMEN



JOBST KOEHLER
Senior Integration and
Migrant Training Specialist
IOM



BDOUR M. ALHYARI
Director of Strategic
Planning and Business
Development
MICROFUND FOR WOMEN



LOREDA DRAGOMIR
Director Permanent
Placement, Professional
Recruitment & Executive
Search Division, ADECCO

Quotes

from speakers & sponsors

"The European Commission recognizes that diverse workplaces are more dynamic, innovative and efficient as they benefit from various and unique experiences, ideas and knowledge. Diverse workplaces are the springboard for better societies. At the same time, business and organizations have faced new difficulties including economic downturns, global health crises, and now a war on the doorstep of the European Union. My message to you is that diversity must be a part of economic recovery. It is precisely in this setting that we must build bridges to unite us, to help us understand and support each other's struggles."

Helena Dali, EU Commissioner for Equality, EC

"War, fragility, as well as climate change and digitalisation create enormous challenges for people and communities across the region. Tackling these requires the talent, ingenuity and commitment from all in society, regardless of gender, age, or other backgrounds. By promoting equality of opportunity for all, EBRD seeks to unlock human capital in all its diversity, for a more inclusive and sustainable future."

Barbara Rambousek, Director of Gender and Economic Inclusion of EBRD

"Over the past decades, we have made tremendous progress in the field of Equality, Diversity and Inclusion. So it is crucial that we don't lose those gains due to military conflict or that we ensure those gains are maximized via digitalization."

Perry Zizzi, RDCC President

Quotes

from speakers & sponsors

"In large part, companies haven't leveraged the talents of persons with disabilities for three reasons: a lack of understanding of the scope of the talent available; a lack of understanding of the potential benefits; and misconceptions about the cost versus the ROI of disability inclusion. But we are here to support them in their efforts and teach them about the benefits of tapping into this brilliant talent pool - for both their companies and society as a whole."

Lestat Monroe, RDCC Founder

"I'm deeply impressed to witness how warmly and compassionately the Romanian authorities, international organizations such as EBRD and NGOs such as Romanian Diversity Chamber of Commerce and Romanian civil society welcomed the Ukrainian people. I'd like to thank all of them for their relentless work day by day in Romania. They all have helped the Ukrainian women and children to have a life as close to normal as possible. Right now, more than 2,900 Ukrainian children went to Romanian schools and more than 3,000 people have jobs in Romania. I'm certain that this solidarity will continue because there are so many people in need."

**H.E. Mr. Hiroshi Ueda,
Ambassador of Japan in
Romania,
Japanese Embassy in Romania**

Quotes

from speakers & sponsors

"It all started in autumn 2019. We were talking together with our Board of Directors about how we could change a little bit the way that people with disabilities are integrated on the Romanian market. ACCES program started in 2019, and now we have over 400 people that joined our company. We designed special jobs for these people. We also adjusted the working place, the social rooms that they could also use while they on break, while chatting with a colleague or eating lunch, for example. And afterwards we started dedicated recruitment events in all the major cities of Romania. We went there together with an NGO that helped us also to have those discussions with them, to understand their needs better and also make them familiar with Kaufland world. At Kaufland, we designed job descriptions to match those needs."

Estera Anghelescu, Recruiting & Employer Branding Director for Kaufland Romania and Moldova

"At Dentons - the largest firm in the world, we have over 20,000 employees. The issue that we've been tackling for the past maybe five - seven years, was how to combine pro bono with diversity and inclusion. And there is actually a number of quite significant projects that we have managed to undertake on the diversity and inclusion subject – such as, for example - gay and lesbian rights, where we have undertaken strategic litigation to try to either combat hate speech, hate crime or support changes of law that will enhance diversity inclusion, like the right to marry."

Igor Ostrowski, Partner and Global Co-Chair of TMT, Dentons

Quotes

from speakers & sponsors

"The business impact felt at Kaufland materializes in terms of attracting new talents to our teams, attracting customers due to the positioning of Kaufland as an employer with a business environment open to innovation and, last but not least, through the achievement of expansion objectives throughout the country and expansion of the teams. Definitely, the inclusion of people with disabilities gives us the chance to consolidate our position as a top employer in Europe and in Romania and helps with high staff retention."

Ștefan-Cătălin Sfeatcu, Human Resources Analyst at Kaufland Romania and Moldova

"At Visa, we believe economies that include everyone everywhere, uplift everyone everywhere. Electronic payments have the potential to increase the financial and digital inclusion of Romanian businesses and population. In a fast-changing digital world, Visa is dedicated to supporting small business owners who are working to grow their business and "go digital" through upskilling programs. In Romania, such initiatives include the launch of #MarileAfaceriMici platform, providing SMBs with advice, digital solutions and special offers from local partners, as well as the expansion of the Tap to Phone service, which allows merchants of all sizes to accept contactless payments via a smartphone and thus eliminate the cost of additional equipment."

Elena Ungureanu, Country Manager, Visa Romania

Quotes

from speakers & sponsors

"We all need to stand up for diversity, inclusion and equity into businesses and the entire society. It is the only way we can create a truly sustainable future and contribute to the world we wish our children to live in. We are happy to join forces with RDCC and the business environment in Romania in the common mission of working for a more inclusive community, where everyone's voice is heard and valued."

**Alina Rus, Chief Financial Officer
Raiffeisen Bank Romania**

"We celebrate this D&I Regional Conference because it helps identify and address emerging economic inclusion, particularly given the context of the current war on Ukraine.

The immediate next step is around the solutions driven by the private sector under equal opportunities-related policies and practices across operations and skills development strategies. Thank you to all that are involved in this always on commitment!"

**Elisabeta Moraru, Country
Manager Google Romania**

"One of the most important things we are doing in the CSR direction is education. So as a group, CTP has this target to support education at all levels and now I'm reaching the point that I wanted to emphasize because I think it's very interesting the connection between digitalization and age. Indeed because also as an employer, but also through the eyes of our clients, we have realized that we are in a very difficult position to employ people which are after a certain age and we are actually discriminating them because they don't have these digital capabilities."

**Ana Dumitrache, Country Head,
CTP Romania**

Stats

No. of registrations	243 people
In-person attendance	117 people
No. of speakers	21 speakers
*of which international	11 speakers
No. of countries present from CEE	7 countries

Mass-media engagement

5 articles in mass-media with a reach of **500.000 people**: 4 article pre-event, 1 article post-event (Ziarul Financiar, Business Review, Universul Juridic, Mîrșanul - Jurnalul de Tranzacții, România Pozitivă).

Social media performance

LinkedIn

Here is shown the performance during the active phase of the event-promotion campaign (30-day period) for RDCC. The results were achieved by systematic and targeted postings of tailored content at a specific time to drive the highest level of engagement.

171	▲ 33.6%
Unique visitors	
107	▲ 81.4%
New followers	
59.1K	▲ 431.7%
Post impressions	

**Percentages represent MoM growth*

As a result, the average engagement and click-through rate are:

Engagement rate	9.3%
Click-through rate	6.2%

Facebook

At the same time, the reach of Facebook's posts accounted for 306,078 - bringing the work of RDCC and EBRD to new audiences.

Results

Facebook Page reach ⓘ

306,078 ↑ 1.9K%

Accounting for the platform differences between Facebook and LinkedIn, the average engagement and click-through rates for the same period were:

Engagement rate	2.11%
Click-through rate	1.92%

Conclusions

based on the speakers' interventions

"If companies want to thrive and use the best available talent out there, they have to change the way they recruit – and some companies are already doing this, which gives them a huge advantage in a tight labor market."

Perry V. Zizzi, President of RDCC

1

Leading companies are, on average, twice as likely to have higher total shareholder returns than those of their peer group.

2

Leading companies that are working successfully toward disability inclusion enjoy tangible financial benefits.

3

When talking about inclusion further steps need to be implemented by companies - rethinking jobs and job descriptions in order to maximise the contribution of all people. This would shift the way companies recruit - from having candidates wrap around corporate requirements to creating jobs to fit the right categories of candidates.

4

Technology can bridge the gap and empower persons with disabilities in ways that fit corporate requirements and allow them to contribute to the economy, society and their own wellbeing.

5

The Conference demonstrated the commonalities among the various groups that the Chamber is focusing on and underline how important it is that we (i.e. women, Roma, LGBT+, persons with disabilities) cooperate and work together to achieve their disparate yet similar and often overlapping goals.

Pictures

from the Conference



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