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WHAT?

In 2020 Swarovski plans to continue its support for the message ‘The Future is Equal’ with a refreshed campaign for employees to celebrate International Women’s Day and promote greater solidarity and inclusiveness. We are inviting Swarovski colleagues globally to contribute to the campaign by holding events and raising awareness on the topic of gender equality.

• Events and photos with placard
• Merchandise
• Promoting ‘Breaking Bias’

WHERE?

We are trying to make this a truly global movement across Swarovski Crystal Business locations and via digital.

WHEN?

International Women’s Day 2020 - March 8. Our corporate campaign will run throughout the month of March. Ideally local campaigns should commence in early March and local events are advised to be held as close to March 8 – which is a Sunday.

WHO?

Each and every Swarovski employee is welcome to join this campaign, because equality is everyone’s business. We recognize the power...
**THE STATE OF INEQUALITY**

- Women and girls make up 96% of those trafficked for sexual exploitation.
  - **MALALA FUND**

- Only 24% of parliamentarians around the world are female.
  - **WORLD ECONOMIC FORUM**

- Women are 25-46% more likely to be hired with blind application processes.
  - **NY TIMES**

- Woman are paid 10–30% less than men for work of equal value.
  - **INTERNATIONAL LABOUR ORGANISATION**

- 60% of the world’s chronically hungry are women and girls.
  - **WORLD FOOD PROGRAMME**

- It will take 202 years to close the gender economic gap.
  - **WORLD ECONOMIC FORUM**

- Gender-based violence is one of the biggest causes of injury and death to women worldwide, causing more deaths and disability among women aged 15 to 44 than cancer, malaria, traffic accidents, and war.
  - **OXFAM**

- Every year, an estimated 15 million girls under 18 are married worldwide, with little or no say in the matter that is 28 girls each minute.
  - **GIRLS NOT BRIDES**

- Two-thirds of all children denied school are girls, and 75 per cent of the world’s 876 million illiterate adults are women.
  - **OXFAM**

- 18 countries allow men to prohibit their wives from working.
  - **WORLD ECONOMIC FORUM**

- 59 economies have no laws on sexual harassment or assault in the workplace.
  - **UN WOMEN**
WHY ARE EQUALITY, DIVERSITY AND INCLUSION IMPORTANT?

Diversity amongst employees boosts creativity and innovation by adding knowledge, skills and experience - adding 35% to the bottom line.

HARVARD BUSINESS REVIEW

Companies that are effective at creating inclusion outperform in these areas: Customer satisfaction (+39%), Productivity (+22%), Profitability (+27%), Turnover (-22%)

MCKINSEY

70% OF SPENDING

Women control 70% of global consumer spending but are hugely underrepresented in leadership positions, meaning that the top doesn’t reflect the needs of the market

EY. WOMEN FAST FORWARD

#MeToo #TimesUp #aintnocinderella #BelieveSurvivors #EverydaySexism #HeForShe

Social movement continues to grow in all corners of the globe

SWAROVSKI SPECIFIC

Customer centric - we are privileged to have a diverse consumer base and around 90% of our customer base is female

Employees - international talented individuals of who 78% are women

Face of our brand - role models and inspirational women in their own right
WE WANT TO CREATE A GLOBAL SOLIDARITY MOVEMENT TO ENGAGE AND INSPIRE THE BRILLIANT PEOPLE IN SWAROVSKI TO BECOME CHANGE AGENTS AND ADVANCE EQUALITY
# The Future Is Equal

It is now widely acknowledged that an understanding of bias is essential if we are to substantially address workplace and societal inequalities.

Over the last half decade the awareness of unconscious bias and its impact on equality, diversity and inclusion in the workplace has continued to grow. *We now understand that we are completely unaware of how our biases impact the decisions we make on a day to day basis.* At an individual level, it is necessary for us to appreciate and acknowledge our own potential for bias, even if this is undoubtedly an uncomfortable thing to do. In accepting our own biases, we can then explore how the systems that we have created have the same biases built into them. As Carl Jung said “we cannot change anything until we accept it”.

McKinsey demonstrated that those businesses that scored highly in terms of gender and ethnic diversity were more likely to outperform in terms of profitability and value creation. Tackling these issues not only helps individuals to thrive it also helps organisations and businesses to do the same.

As part of the 2020 The Future is Equal campaign we are proud to be offering colleagues the opportunity to sign up to a four week long eLearning program hosted by external partner ‘The NeuroLeadership Institute’, who are pioneers in neuroscience.

The 10 minute weekly learning sessions are a flexible and digestible way to learn about unconscious bias, and will help you understand ways to mitigate bias in the workplace and encourage inclusion for everyone.

To register your interest contact inclusion@swarovski.com including your name, job title and your managers’ name and email address. Currently only available in English and for office locations.

BREAKING BIAS FOR EQUALITY
MERCHANDISE

For 2020 we have introduced The Future is Equal merchandise for you to wear and sell at your events to raise money for charities that have a focus on the empowerment of women.

We recommend that the t-shirts and tote bags are sold between a price of £5-£10. We appreciate that in some locations this may be too high, we therefore will leave the pricing to your discretion.

We ask you to generate cash donations then donate directly to the charity. Please remember to update inclusion@swarovski.com with your final donation amount and charity choice.

DONATION OPTION 1

The Swarovski Foundation seeks to shine a light on gender equality, and promotes the welfare of women, young people and the disadvantage through a series of global programs.

We recommend you donate your proceeds to two of our Swarovski Foundation Charity Partners.

MOTHERS2MOTHERS

mothers2mothers aims to end pediatric AIDS and create healthy families and communities by training and employing mothers living with HIV as community healthcare workers. The Swarovski Foundation focuses its support on the mothers2mothers efforts in Uganda, supporting people most vulnerable to HIV and AIDS including those with disabilities.

WOMEN FOR WOMEN INTERNATIONAL

Women for Women International aims to give women in conflict affected countries access to knowledge and economic resources so they can lead the change towards peaceful societies. The Swarovski Foundation supports the charity’s holistic training program in Nigeria, which helps women to transform their lives by educating them about business skills, their rights and their health and wellbeing, as well as connecting them to support networks.

DONATION OPTION 2

You also have the option to make your donation to a charity of your choice. If this is your preferred option it will have to be entirely managed by you and your location and we recommend you follow a simple checklist for due diligence. This can be shared with you by contacting inclusion@swarovski.com.
HOW TO ORGANISE AN EVENT

PRE-ACTIVITY

1. Download your kit (Permission Slips, Posters, Leaflets):
   

2. Choose a time (about 1 hour) to organize an event. International Women’s Day is on Sunday March 8 2020, so try and organize it as close to the date as possible! Lunchtime could be a great opportunity.

3. Choose a space within your building that would make a good and well-lit backdrop for photos.

4. Choose the dedicated team to be involved (photographer, card holders, merchandise sellers etc.).

5. Communicate the date, time, and place to your local colleagues using the local news section of SIA, local screens, posters in coffee corners, etc. Suggested text and images for a local SIA article are provided on pages 13 – 14.

6. If your location has requested merchandise start selling it before your event so people can wear their t-shirts and tote bags on the day.

DURING THE ACTIVITY

7. Set up the previously chosen and communicated area with a camera (preferably on a tripod). If you have any branded backdrops or something similar to enrich the photo, please feel free to be creative and use them.

8. Encourage your colleagues and leaders to get involved by taking photos together, clearly making the equal sign with your arms and using the Future is Equal Action Cards.

9. Make sure to get the permission of each and every participant (via signed image permission slips), in order take and eventually publish the photos. Communicate to them that the images will be shared internally, and could be published internally on SIA or externally on Swarovski’s own social network profiles. Collect and keep signed slips.

10. In order to get ‘live’ material, encourage colleagues to use their own devices to snap photos together, using The Future Is Equal Action Cards and/or equal sign with your arms, and share them on social networks using the hashtags:

   #TheFutureIsEqual
   #SparkChange
   #InternationalWomensDay
   #EachForEqual
   and tag us using: @Swarovski
POST-ACTIVITY

1. **Thank everybody for participating** - via local SIA, a newsletter, a group e-mail, etc. Use this as an opportunity to communicate the space (local CCP, etc) where you decide to save all images for employees to access and download by themselves.

2. **Share your results with us by Monday 16 March.***

Upload your best photos to our The Future Is Equal Folder:


Please upload them within a folder that clearly states the name of your country (so we know who sent what). These will be the photos we use for internal and external publication.

3. E-mail (inclusion@swarovski.com) the following information:
   - What activities you organised?
   - How many people participated/committed to take action?

* We kindly ask you to respect the sharing deadline of Monday 16 March, as we will then take your images and information and transform it into a global SIA article, highlighting the success of the initiative.
**EVENT IDEAS**

**HOST A PANEL**
This could be as simple as inviting inclusive and inspirational leaders to speak about their careers, experiences and view of equality or you could find external speakers who are champions of women’s empowerment. Finding role models that are both inspiring and relatable people is crucial!

**GET POPCORN READY**
You could host a film screening and discussion around the topic of equality. Need ideas? Try: This Changes Everything, Hidden Figures or Joy

**LEAN IN TOGETHER**
Lean In Circles are small groups that learn and grow together by leveraging the benefits of adult learning and peer mentorship. Create connections by sharing experiences and creating a space to discuss topics that are poignant to you.

**LEARN TOGETHER**
Host a book club and discuss the themes on equality. Try:
- I Know Why the Caged Bird Sings – Maya Angelou
- The Moment of Lift – Melinda Gates
- Little Women – Louisa May Alcott
- Alpha Girls – Julian Guthrie
- Suffragette – Emmeline Pankhurst
- Dear Ijeawele, or a Feminist Manifesto in Fifteen Suggestions
  Chimamanda Ngozi Adichie
- Becoming – Michelle Obama
- A Good Time to Be A Girl – Helena Morrissey
- Malala: My Story of Standing Up for Girls’ Rights – Malala Yousafzai
The below text is a proposal for a local SIA article (or other communication means):

**Title:** Support The Future Is Equal

**Teaser Text:** Come together to push for equality

**Article Text:** Sunday March 8 is International Women’s Day and the launch of Swarovski’s campaign The Future Is Equal. Swarovski invites you to communicate how you are going to advance gender equality.

**What:** [Insert your activity or summary of event]

**When:** [insert date] at [insert place here] from [insert time here] . Join us, get together with your colleagues and with your hands and take a photo with your colleagues. We also encourage you to use your personal device to snap a photo using our The Future Is Equal Take Action Card or by creating an equal sign with your arms and share it on your own social media profiles, using the hashtags #TheFutureIsEqual #SparkChange #InternationalWomensDay and #EachForEqual. Remember to tag us using @Swarovski.

In addition to the photo campaign there will be... [insert additional activities here] .

We look forward to your involvement, support, and actions to create positive change!

**Make sure to include:**
1. Local contact details of the person/department that can be contacted in case someone would like more information
2. Link to the International Women’s Day website: www.internationalwomensday.com
THE FUTURE
IS EQUAL

SWAROVSKI

A3 poster vertical

Sticker
COMMUNICATION MATERIALS

The below images can be inserted into a local SIA article (or other communication means) to enrich the message, you can also use any information from this guidebook, including the infographics on page 5.

#THE FUTURE IS EQUAL

1000 x 290px SIA

510 x 300px SIA
THANK YOU FOR SUPPORTING THE FUTURE IS EQUAL MOVEMENT

SWAROVSKI