

# Doing Good Together

## Diversity & Inclusion edition

Together with our Dutch companies in Brazil, we are gathered to support the local community through many different initiatives and projects.

**Because it feels good when doing good together!**

### FrieslandCampina

#### "When you grow, we grow"

As a global dairy company, FrieslandCampina cares deeply about Diversity & Inclusion, and believes that it is fundamental to their business success and growth. They celebrate the unique people that work for them on a daily basis and believe in an environment where everyone can bring their best and whole selves to work in order to drive a better and more sustainable business performance. Their ambition is focused on 4 core areas: 1. empowering women; 2. honouring different cultures & religions; 3. mental & physical disability, and 4. sexual orientation.

Their ambition is about commitment.

They commit to **embed** D&I into their:

- Social Sustainability Strategy;
- Flagship Leadership learning & development programs;
- Employer Value Proposition and corporate communication.

They commit to **enhance** D&I via:

- an Inclusion Index within their Over2You survey;
- relevant external partnership.

They commit to **ensure** D&I is:

- included within their recruitment processes;
- represented in every OpCo by Local Champions;
- included within all of their policies.



## Makro

### Makro culture is based on respect for people

When talking about Diversity & Inclusion, Makro focuses on women in leadership positions, people with disabilities, black people and LGBTI+ community.

Currently, Makro Brazil has a gender balanced payroll. If considered only leadership positions (managers and above), 26% are women. The company is committed to the **Women Empowerment Principles (WEPs) of United Nations** and, based on that, works to increase even more this proportion. The recruitment team makes real efforts to present gender balanced candidates for vacancies and internal talents are developed to progress in their career path. This year, women identified as high potentials participated of the **Taking the Stage training**, which gives communication tools and techniques that can increase the assertiveness and effectiveness of their messages. Topics such as impostor syndrome and domestic violence has been discussed, to create awareness and present ways out. An **Affinity Group** was created in 2020 to lead the gender discussion and counts with the sponsorship of 3 members of the management team.

Makro also works hard to attract diverse people, attending recruitment fairs focused on people with disabilities and making partnerships with specialized agencies that serve as resumé banks for transgender people, black and handicap. The partnership with Zumbi dos Palmares University is key on the recruitment of black talents. A new partnership has just been established with **"Tem Saída" program**, which connects women victims of domestic violence with companies prepared to hire them.

During the whole year, communications, trainings and awareness sessions are constantly offered to all Makro employees, so they can recognize unconscious bias, get connected to different realities and points of view.

The social responsibility programs also reflect the company's goals regarding D&I. For instance, during the pandemic, Makro decided to create a program to promote entrepreneurship of 50 women that live in Brazilian slums, counting on the support of different corporate areas and partners. They were taught on how to prepare cupcakes for selling and Makro donated all ingredients needed for 1 month production, amount that should return enough income to keep production running and give a minimum salary profit for the beneficiaries. In order to ensure that happens, Makro built a tailor made course of micro-entrepreneurship with SEBRAE - the Brazilian Service for supporting micro and small business, which will also give free consultancy for each woman, during 3 months. Women will also receive training on safe food storage, handling and on women empowerment.

[Read & download Makro's Respect Guide](#)



makro



## Philips

### Philips adapts to change societies

Philips believes their workforce should reflect the societies in which they operate and the customers they serve. It is their purpose to improve people's health and well-being through meaningful innovation. They work towards having inclusion of all people,

In Brazil, to accelerate the Inclusion and Diversity discussion and transformation, adapted to Brazilian specificities specially on race, they are just kicking off an **Inclusion and Diversity Committee**, supported from top management to interns and third parties, with representatives from the different sites of Philips. It was created inspired in many benchmarks, also from Dutcham friends. The idea is to foster open discussions, create recurring gatherings (like Breakfast Club), bring speakers with inspirational stories (internal and external

ideas and new ways of thinking to fulfill their potential, recognizing that enhanced innovation, performance and employee satisfaction derives from a fully inclusive environment.

Philips leadership is committed to embracing diversity in the broadest sense and determined to offer transparency, fairness and integrity in their processes and ways of working. In order to do so they work in four main pillars: be healthy and do well, policies and practices, learn and development and their #youareyou motto campaign.

An example is the **celebration and set of webinars on Coming Out Day** (October), that provides the opportunity to continue to highlight and recognize the diversity of people in their organization, and how they together build and foster an inclusive environment. As a result, Philips was recognized as one of the top scorers in the **2020 LGBTI Global Benchmark survey of Workplace Pride**.

speakers) and implement relevant and impactful activities. With that, Philips expects to develop and maintain an environment of respect (real and deep respect!), with higher diversity, inclusion and equity to all Philips community.

An initiative they are particularly proud of, idealized, proposed and sponsored by their CEO, Patricia Frossard, is the **Internship Program 2021**, that will be directed exclusively to the black community. It will be a big challenge for them, with a beautiful learning curve to their HR team and leaders, to learn new ways of communicating, new places to search for candidates, new rules to the pre-requisites of candidates (like no English required) and new criteria to filter and select candidates. And most important, the implementation of a new development program implemented after the hiring process, to ensure they are really inclusive, ensure equity and give significant development opportunity and fair career opportunities on a long term for these interns.

## PHILIPS



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## Stay safe but keep connected!

### Dutch Chamber of Commerce in Brazil - Dutcham

Avenida Brigadeiro Faria Lima, 1779  
01452-914, São Paulo-SP, Brazil  
CNPJ: 61.786.638/0001-94

+55 (11) 94250-2424  
[info@dutcham.com.br](mailto:info@dutcham.com.br)



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