

**Plenary session n°3**  
**« Identifying, evaluating and developing good practices in the company »**



**Wednesday 24 October 2007**

**Speakers :**

- **Mme Annette KLEINFELD (Germany):** consultant and member of the European Business Ethics Network (EBEN) management committee
- **Mme Nicole NOTAT (France):** CEO of the Vigeo group, the first European social responsibility rating agency
- **M. Philippe CARLI (France):** CEO of Siemens France
- **M. Werner DE PRINS (Belgium):** Chairman of the Board of Directors of Bayer Pharma SAS and Schering SAS.
- **M. Brian NOSEK (United States):** Professor in the Department of Psychology at the University of Virginia, part of the « Project Implicit »
- **M. Flavio DE OLIVEIRA (Brazil):** General Director of the disabled people department of the Minas Gerais government



Through a series of tests realized in live, professor Nosek demonstrated to the Forum participants that **our brain emits hypotheses in advance and realizes unconscious associations**. For example, we associate, without willing it, “young to “good” and “old” to “bad”. We can wonder how those associations are formed, when they seem opposite to our beliefs. These implicit associations are at least very clearly linked to our prejudices and generate then positive or negative discriminations. (<https://implicit.harvard.edu>)

The Vigeo agency has realized 600 notations within different multinational firms since its creation in 2002. The indicators used measure the importance that the firm attaches to the equality of chances, during the recruitment of new employees, during the steps of the evaluation, or through the remuneration issue.

Globally, Vigeo notices that **companies make a commitment on the discriminations issues, notably because the image sent back by the company counts a lot during the recruitment of its future collaborators**. This motivation becomes thus the engine of an awareness. We notice for example the implementation of measures such as: creation of “committees for diversity” or “testing” operations (simulation of the hiring act) which allow then to analyze the results.

The examples of both firms Siemens and Bayer Schering Pharma are significant of the headways in this domain. Concrete measures in favor of the integration of culturally different populations, of young people under 25, of women or handicapped people have been detailed. These measures take into account the firm’s territorial constraints. Telecommuting allowed for example in numerous cases to answer mobility issue. Concerning remunerations, the definition of a position upstream and independently of the person allows to have an unbiased vision of the market. **The implementation of “careers committees”** leads the collaborators to exchange on the way their performance is measured in order to reveal eventual differences of treatment. The tutelage with young people finally answers the need to recruit new talents at each scale and in all formations.

**Realizing an extensive benchmark of the “good practices that work” around the world seems to be the only way for the debate to continue.** That way, we will be able to act in order to find together new solutions and evolve towards a world of work more respectful of diversity.