

The background features a vibrant, multi-colored gradient that flows from the top left towards the bottom right. The colors include bright blue, yellow, orange, red, and purple. The word "DIVERSITY" is written in a bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the word "LAB" is written in a smaller, white, sans-serif font, centered between two horizontal lines. The left line is blue and purple, and the right line is yellow and red.

**DIVERSITY**®

LAB

I N C L U S I O N : M A K E I T P O S S I B L E



FONDAZIONE  
**DIVERSITY**<sup>®</sup>

*"Making a difference without differences"*

Diversity is a Foundation committed to enhancing inclusion, against prejudice and discrimination.

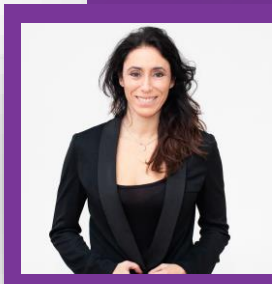
The goal is to foster a vision of the world that considers multiplicity and differences as values and precious resources for everybody.



# Diversity LAB people

## Head, heart and skills

The strength of our project lies in the people who make up the core team of Diversity and the ability to make use of a vast network of partners, including universities, research institutes, local authorities, companies and national and international non-governmental organizations.



**Francesca Vecchioni**

*President  
Institutional Relations/Public Affair*



**Gabriella Crafa**

*Vice President  
Business Relations/Strategic D&I Projects*



*Maria Chiara Nicolini - D&I Project Manager  
Meredith Williford - D&I Project Manager  
Giorgia Di Pasquale - Creative Director  
Francesca Bonfanti - Digital Communication Manager*



**Data Fuel Team**  
*analyst and data expert*



**Mind Gym Team**  
*neuroscientist*



**Creative Factory**  
*video make and digital expert*



**Academic and supplier network**

# Diversity at glance

## +10 years of D&I commitment

The fronts on which Diversity articulates its commitment are 4 and are linked by the common thread of an inter-dimensional approach on all areas of diversity and by a constant contamination with innovation.



### Diversity Representation

We design equal representation in media (on/off screen) and information.



### Diversity Transformation

We design Diversity Transformation paths for companies that consider D&I a resource and a competitive advantage.



### Diversity Media Awards

The Oscars of inclusion, the only event that rewards the representation of diversity in the media and in digital platforms.



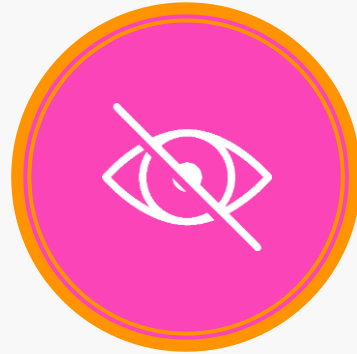
### Diversity Brand Summit

Business event dedicated to inclusive brands which promotes the first Italian Index that links consumption and diversity.

# Diversity



**GENDER**



**DISABILITY**



**RELIGION OR CREED**



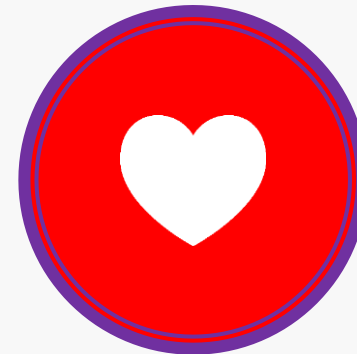
**ETHNICITY**



**AGE**

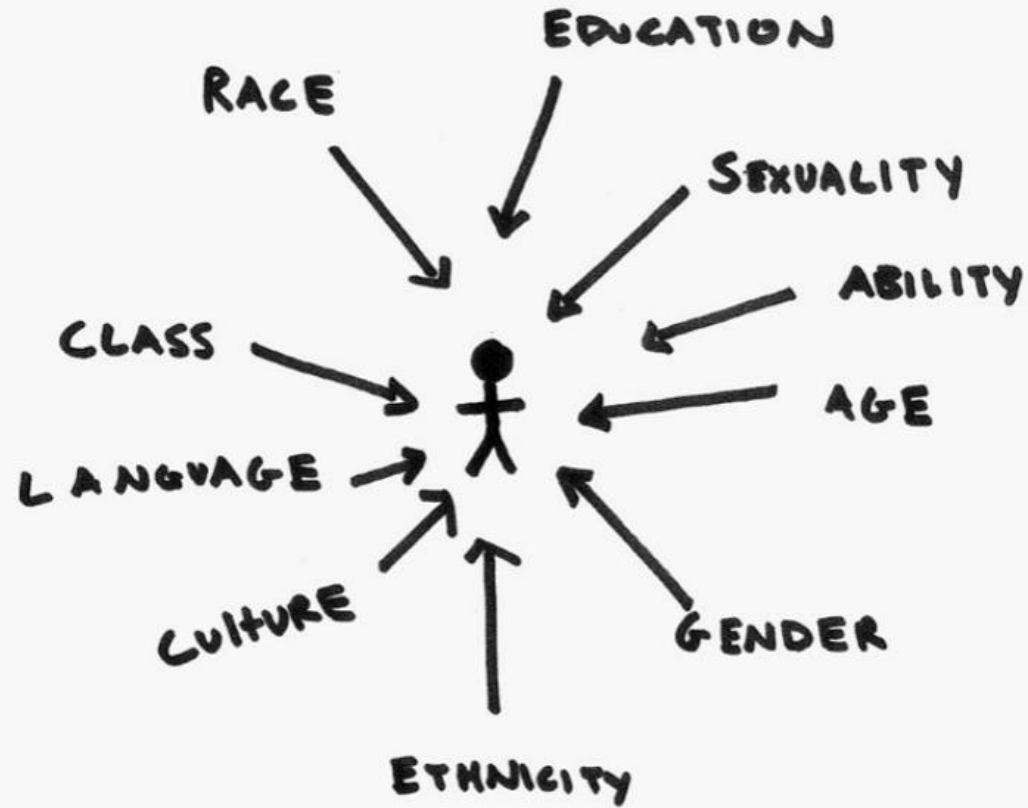


**SOCIO-ECONOMIC  
STATUS**

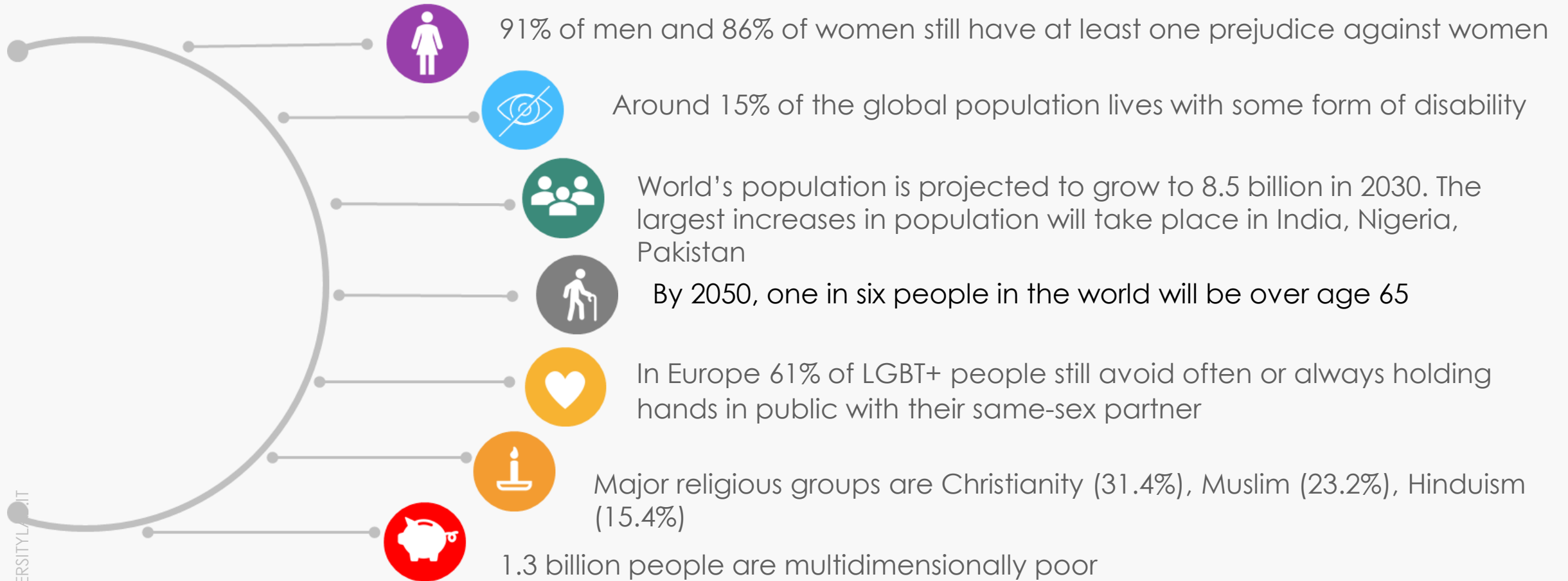


**LGBT+**

# Intersectionality









**Markets are made of people**  
**Organizations are made of people**











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