Innovation
Reach new customers with better products
Internationalisation
Strengthen ability to expand to new markets
Reputation
Sustain and develop branding
Strengthen competences
Relate to diverse customer base
Understanding society of operation
Ability to work cross-culturally
Minimise risk of negative publicity
Living our values
Increased diversity in organisation
EO in policies and practices
Equal Opportunities & Diversity Strategy
Attraction and retention from extended pool
Trust and motivation of employees