



CASE STUDY

2021 - 2023

MAISONS
DU MONDE

 **CURIOSITY**

THE CHALLENGE

Maisons du Monde has launched its "Good is beautiful" CSR brand movement around 5 commitments. Commitment no. 3, the catalyst for equal opportunities, supports the company's desire to listen to its employees and to make greater social progress, particularly in favor of equality.

OUR SUPPORT

To give substance to our customer's commitment no. 3, with a focus on gender equality, by creating a network open to thousands of employees to raise awareness of gender equality issues, and to create a forum for listening and exchanging ideas to achieve social progress for everyone.



THE RESULTS

"LISTEN TO EMPLOYEES' CONCERNS".

GOOD FOR WOMEN

Our actions :

- Consulting and deployment of our network creation methodology, from the initial brainstorming to the launch and implementation of the club,
- Creation and implementation of the club's animation program (inspirational talks, training, content),
- Support for HR teams in disseminating initiatives to the company's 8,000 employees, and regular support for D&I teams in managing the project.





SHALL WE MEET ?

Would you like to find out more about our tailor-made programs for equality ?

Curious to discover our different animation formats and all the inspiring talkeuses - ask for our catalog of services!

A simple desire to discuss the challenges facing the sector?

Reach us



hello@curiosity-club.co



VICTOIRE WATTINE

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