Magiczny Kraków

Declaration of diversity, equality and inclusivity in the congress industry

2024-07-16

As the congress industry, we recognise the importance of the principles of diversity, equality and inclusion in building a strong and thriving global community. Our involvement is rooted in the belief that everyone, regardless of their background or identity, should enjoy equal opportunities. We hope that by adopting these values we can offer events that are not only successful, but also positively impact the local community.

Our focus is on hospitality and connecting people, so we understand our responsibility to create a community that is welcoming and inclusive for everybody. We recognise the unique challenges that come with organising events in diverse communities, and we are committed to taking such challenges with sensitivity and respect.

We are aware that diversity and inclusion are not just social imperatives, but also crucial elements of success for the congress industry.

These principles are our priorities in four key areas: people, places, processes and the planet, which allows us to prepare events that are both inclusive and profitable, benefitting the entire global community.

PEOPLE

People are at the core of our business. We take concrete steps to create an inclusive environment that appreciates and respects the diversity of the global community, and guarantees equal opportunities for all.

Our values:

- We recognise the uniqueness of each person, regardless of any differences. We treat everyone with respect for who they are and what they think. We don’t make assumptions and we avoid stereotypes.

- We provide equal access to opportunities and resources for all. In the case of the congress sector, this means that everyone has equal opportunities to participate in events, speak up during panels, and take on leadership roles.

- We foster an inclusive culture that makes everyone feel welcome, appreciated and respected. We create an environment and professional relations that encourage everyone to freely present their ideas and perspectives, without the fear of discrimination or prejudice.

- We develop employee diversity and integration competencies. We provide training in unconscious bias, cultural competence and creating inclusive spaces. We discuss and aim to understand the needs of others. We participate in training courses, workshops and seminars on DEI in the congress business.

• We actively seek diverse voices and perspectives, question prejudices, and vigorously promote DEI in all aspects of congress-related activities.

• We try to set a good example. We are authentic and patient. We represent openness. We ask questions and listen to others. We admit our mistakes.

PLACE

The place is the backdrop for human relations. Spaces designed according to the principles of diversity, integration and accessibility can make everyone feel valued and included in the community, be it in a congress centre or any physical or even virtual space.

Our values:

• We are sensitive to the cultural and social context of places in which we organise events and meetings. We take specific actions to make sure that the places in which we choose to organise events and meetings reflect diversity and the diverse needs of the communities we serve. We make sure that our venues are fully inclusive and accessible – without any physical or communication barriers, so that they are accessible to all, regardless of their skills. This requires providing ramps and other facilities for people with physical disabilities, and also Braille signage and other facilities for the visually impaired.

• We provide diverse spaces. We offer different spaces that meet the needs of varied groups and activities – some are conducive to discussions in small groups, and others can accommodate large presentations or performances.

• We can address the specific needs of the different groups we cater to. We provide various diets for participants, and places for quiet rest, childcare, or various cultural or religious practices. This openness to specific needs makes events more inclusive and encourages different target groups to participate.

• We ensure the safety of all participants. This includes proper lighting, emergency exits and security personnel, and ensuring that everyone feels safe and welcome.

PROCESS

Our services and products are the result of successful collaboration in parallel, often complex processes. We must strive to ensure that diversity and inclusion are considered at every stage of these processes. This includes, for instance, recruitment practices, supplier selection, event programming and marketing efforts. By prioritising diversity and inclusion in these processes, we can create a more fair and representative industry that better serves all members of our communities.

Our values

• We hire and develop diverse talents. We have policies and procedures to ensure that we consider diverse candidates, and decisions related to employment and promotion are taken based on

objective criteria.

• We strive to reach out to those underrepresented, use inclusive language, and bring in new employees. Our decision-taking process is transparent and inclusive.

• We involve diverse groups of stakeholders in the decision-making process, apply objective criteria to make decisions, and have clear conflict-resolution guidelines. We seek and cooperate with partners who respect inclusion and bring diverse perspectives and experiences. In this way we are creating a more inclusive and better represented event industry.

• We are committed to creating experiences that are accessible and welcoming to all participants. We provide facilities for people with disabilities, invite different speakers and presenters, and create programmes that reflect the diversity of our communities.

• We ensure that events are free from discrimination, harassment and prejudice, and provide resources and support to participants who experience any form of mistreatment. Our communication relies on inclusive language, images and messages.

PLANET

Our industry significantly impacts the environment. We focus on reducing the carbon footprint of our events, minimising waste, and promoting access to environmental resources. We are committed to incorporating sustainable practices at all stages of planning and execution. By prioritising the planet DEI aspect of the congress industry, we can create a more fair and sustainable future for all, while demonstrating leadership in the broader movement for environmental and social responsibility.

Our values:

• Incorporating sustainable practices into every aspect of congress activities, including transport, food and energy consumption. This includes initiatives such as promoting the use of local and organic food, reducing single-use plastics, and using renewable energy sources.

• We promote waste reduction. This includes education on recycling and composting programmes, reducing the use of single-use materials, and encouraging participants to use reusable items such as water bottles and kitchen utensils.

• We promote environmental justice and a commitment to ensuring that all communities have access to clean air, water and other natural resources. We prioritise the use of public transport at events, support local environmental justice initiatives, and engage with local communities to make sure their needs are met.

• We are committed to educating and building awareness about sustainability and environmental justice. This includes training, workshops and panels on sustainable practices, promoting local community activities, educational materials on the environmental impact of events, and promoting awareness of environmental justice issues. Participants and staff are also encouraged to actively participate in initiatives and activities that promote concern for the natural environment.

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Prepared in cooperation with the Diversity Hub foundation