

DEVELOPING A COMMON ANTI-DISCRIMINATION CULTURE AMONGST LOCAL ACTORS

The French DP Solidarités Marseille (SoliMar) took a systemic approach to combating discrimination in the workplace by starting from the point that acts of racial discrimination do not simply involve one isolated individual but rather, the whole system. It believes that it is vital to change the practices of all of the actors involved in the employment process: employers, members of staff of integration services and the job-seekers themselves.

Valuing cultural diversity is essential in preventing discrimination and the project's activities are implemented by individuals and institutions that are close to the target group of the project - the victims, or potential victims, of discrimination. The project is being piloted by the city of Marseille and this enables *SoliMar* to take a bold approach which, it is hoped, will eventually influence local policies.

Its activities aimed at employers include awareness-raising sessions on managing diversity, assistance with recruitment and integration and developing an appreciation of the wealth of cultural diversity. It has also produced a guide to help victims or potential victims of racial discrimination.

In addition, it is providing training to ensure that the members of staff of integration agencies and other services are well-equipped to deal with the needs of migrants and ethnic minorities. To date, 254 people from more than 40 different bodies have been trained. This training has primarily involved staff from the public sector and so it has repercussions on local public policies, including the *Plan Local d'Insertion pour l'Emploi* (Local Employment Integration Plan) and the Missions Locales (local guidance and training agencies for young people). The DP also has an education pack that was produced BY members of staff of integration agencies FOR other members of staff of integration agencies.

Other resources have been developed by the project's observatory that aims to nourish all the activities of *SoliMar*. The observatory works on terminologies in order to establish a common culture and to give a sense of ownership to the individuals and the organisations involved in the DP. It has created tools for activities in enterprises around intercultural management, a study on anti-discrimination practices in enterprises and tools for evaluation.

SoliMar has organised cultural diversity training for 200 employers in Marseille, mostly from the business world but also from the public or voluntary sectors, encouraging enterprises to use non-discriminatory methods of recruitment and to take part in an experimental "prevention plan" that aims to ensure the successful introduction of new employees into the workplace.

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