

COMBATING DISCRIMINATION IN TEMPORARY WORK

The French LATITUDE Development Partnership has developed a systemic approach to coping with discriminatory demands on temping agencies in a number of areas and sectors.

ADECCO, the managing organisation of the **LATITUDE** DP, has progressively implemented its strategy to combat discrimination throughout its network of branches. Its stance on non-discrimination is promoted internally by in-service training for staff and also through awareness raising activities aimed at clients and the general public.

ADECCO has organised briefing seminars for its clients, about the anti-discrimination law which came into force in November 2001, and used the media to raise awareness amongst the general public. Internally it promoted its commitment through a vast in-house training programme which involved 3500 private temping professionals, from managers to local workers.

ADECCO's stance also permeates all of its external relationships with clients. It realised that there could be conflict between its commitment and its potential profits, for instance in situations where it refused to comply with client instructions to provide "no coloured people". ADECCO has created a strong internal structure where non-discrimination is the rule and this official position has liberated employees who are on the receiving end of similar types of orders or instructions and has enabled them to focus their clients' attention on the competences rather than the colour of the staff that are required. In addition, this active non-discrimination policy has opened up new perspectives amongst staff in other areas and helped to ensure that equality and diversity permeate the company's internal line-management processes and its business relations in general.

A large number of tools have been produced, including a teaching pack which explains the whole training process for enterprises and their staff and also presentations for public and private intermediaries, human resources directors and business leaders. Drawing on the approach and tools piloted by LATITUDE, a Charter of Ethical Commitment was adopted by the Association of Temporary Employment Agencies (*Syndicat des entreprises de travail temporaire, SETT, now CIETT*), in November 2005, concerning the prevention of discrimination.

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