

# Expos that welcome everyone

## Foreword

Considering the international and multicultural dimension of the Universal Exposition, **Mr. Giuseppe Sala**, *Commissioner of the Government for Expo Milano 2015 and CEO of Expo 2015*, signed the **Charter of the Equal Opportunities and Equality at Work<sup>1</sup>** on May 16<sup>th</sup>, 2015. It has been an occasion to highlight the theme of diversity management and inclusiveness since inequalities manifest firstly in the workplace. Moreover, it has also been an opportunity to **present the social legacy of Expo Milano 2015**, considered as a global event with high standards of quality in welcoming visitors of all Countries, ethnicity, gender, disabilities, religious faith or secular beliefs, age and sexual orientation and identity.

As a matter of fact, Expo Milano 2015 and its Participants have demonstrated a true attention to inclusiveness and have thus engaged in antidiscrimination program and activities in the run to the Universal Exposition, as well as during the six months of the Exhibition.

Gender issues have been tackled in the **Women for Expo** program, which addresses nutrition and sustainability and it does so, for the first time, by placing gender equality and female culture at the heart of a Universal Exposition. All women are repositories of practices, knowledge, food-related traditions and have the ability to feed themselves and others – of "taking care", both of themselves and others. **An international network of distinguished men and women** has been created with the aim of raising awareness to the issue of wastage of food and of resources in general.

Disability is another issue that has been addressed by Expo 2015, in order to ensure a visitor experience that can be enjoyed by all. For example, Expo has launched a **Program for People with Reduced Mobility**, which gives support not only people with disabilities, as it encompasses also elderly people, pregnant women, etc. The aim of the Program is to ensure that the exhibition site is accessible in terms of structures, hospitality, services and communications for the benefit of all visitors, including those who have special requirements. Expo 2015 is working with the leading associations in the field of disability in Italy.

Religious faith and secular beliefs are being approached by Expo 2015 through the organization of events: **representative of major world religions** have come together to discuss solutions around the issues of food security and food waste, as food is being considered as not only essential to body, but also to soul. Moreover, the gathering of these representatives wants to be a symbol of dialogue and sharing to all visitors of Expo Milano 2015. A relevant interreligious event has been organized at Expo Milano 2015 on September 1<sup>st</sup>.

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<sup>1</sup> The Charter of the Equal Opportunities and Equality at Work was launched in Italy on October 5th, 2009, in the wake of the French and German initiatives. It is a declaration of intents, which can be voluntarily subscribed by companies and public entities of all dimensions, in order to promote the values of a management culture that is inclusive, free from discrimination and prejudices, as well as able to appraise the talents of workers in their diversity. The Charter has already been signed in Italy by 674 companies and 221 public administrations and has been recognized by the European Commission.

Discrimination against age has been tackled by promoting Expo Milano 2015 as a place for both youth and for elderly people. The **School Project** of Expo 2015, aimed at bringing students to the Exhibition, is one of the success of Expo Milano 2015, with more than 1 million students. In parallel, elderly people are also welcomed in the Expo and supported by the **Program for People with Reduced Mobility**. In this regard, Expo Milano 2015 is truly an inclusive place for people of all ages. Furthermore, the role of the 12,000 volunteers of all ages (from 18 to 65 years) has been crucial in welcoming visitors.

Ethnicity is celebrated thanks to the **diversity of Participants: about 130 Countries** from every Continent, that promote their activities on the Theme, as well as try to intrigue visitors on their traditions and habits, are present in this current Expo. Moreover Cascina Triulza has organized a multicultural parade that engaged local-based migrants communities, for the opening of this Universal Exposition.

Gender identity, gender expression and sex has been approached by a Participant. In June, the United States of America organized the Kick Off party of the Milano Pride 2015, a public performance to sustain the rights of homosexual, lesbians, transsexual in Expo Milano 2015. Moreover Agedo and Arcigay have organized one week of events on the occasion of the international day against homophobia.

To conclude, also territorial inclusiveness has been tackled by Expo 2015. It is common knowledge that the place of residence has a deep impact in the affirmation of political, economic and social rights of people and it can be a source of discrimination itself, such as sex, ethnicity or religion or secular beliefs. In this sense, Expo 2015's Cluster Project represents a truly innovative model of territorial inclusiveness, as it gathered together Countries not by a geographical identity, but rather by a common theme and food group.

The success of the above mentioned programs and activities against discrimination have rendered **Expo Milano 2015 a truly welcoming place for every visitor and participant**, and has contributed to the increase in the visits, as well as in the satisfaction of people.

The role of Civil Society Organizations, Participants and Partners, has been crucial to realize all these programs and events, and we suggest that this relevant role could be considered as a key factor of success also for the future Universal and International Expositions.

We deem therefore essential that **a common Charter promoted by the BIE and Participants be drafted that summarizes the fundamental and inalienable values of humanity and fosters Participants as well as future Organisers to engage in concrete actions against discrimination** both in the run up to the Universal Exposition and in the months of the Exhibition. The adoption of the Charter by BIE and hence by future Expo organisers will contribute to the increase of visitors, that will feel more welcomed and satisfied and it will also serve as a model to follow for other global – or minor – events.

# Charter

## DIVERSITY CHARTER FOR EQUAL OPPORTUNITIES AND EQUALITIES IN THE EXPOS EXPOS THAT WELCOME EVERYONE

Promoting pluralism and inclusion practices in the International and Universal Expositions contributes to the success and competitiveness of Expos, reflecting their capacity to respond to the transformations of societies and markets. By adopting this Charter, **the BIE intends to contribute to fight against all types of discrimination in the future Expos** – gender, age, disability, ethnic origin, religion or secular beliefs, sexual orientation and gender identity and any other – **and to sustain initiatives to value diversity promoted by the Organiser**, with particular regard to equal opportunities between men and women.

In accordance to this Charter, the BIE undertakes to contribute to attain the objectives shared above through some concrete measures:

- define and implement guidelines that, starting from the top echelon, involve all levels of the organization in respecting the principle of equal dignity and fair treatment on the workplace;
- promote the appraisal, in the Candidature Dossier submitted by the Government of State wishing to organize an Expo, of the initiatives against all types of discrimination;
- ask the Expo organisers to report regularly to the Executive Committee of the BIE the advancements in the Expo preparation with a specific focus on valuing people diversity;
- sustain Expo organisers to present a Special Regulation of the Event related to both the inclusion of workers and the welcoming of visitors usually not fully included in society;
- ask the Communication and Information Committee of the BIE to appraise initiatives of Expo organisers and Participants that educate and raise awareness on this topic;
- monitor periodically in the General Assembly the trend of actions taken by Expo organisers, as well as Participants to promote equal opportunities and evaluate the impact of best practices;
- appraise, among the BIE awards, the initiatives taken by Official Participants that promote diversity and inclusiveness.

# Organisations that signed the Charter

AS OF 9<sup>th</sup> NOVEMBER 2015

## CIVIL SOCIETY PARTICIPANTS IN EXPO MILANO 2015

ActionAid Italia  
CESVI  
CONAF – Consiglio Dell’Ordine Nazionale dei Dottori Agronomi e dei  
Dottori Forestali  
ESN – Erasmus Students Network Italia  
Fairtrade Italia  
Fondazione Triulza  
KIP International School  
Lions Clubs International  
ONDa – Osservatorio Nazionale sulla Salute della Donna  
Oxfam Italia  
Save the Children Italia  
World Agronomists Association

## OTHER ORGANISATIONS ENGAGED IN EXPO MILANO 2015

ADMOR-ADOCES  
ACLI MILANO  
AGEDO Nazionale  
AGIRE  
AIDDA  
Amare onlus  
Anddos  
ANTEAS Lombardia  
Apeiron Onlus  
ARCIGAY  
Asexual Visibility and Education Network  
ASA Associazione Solidarietà Aids  
Associazione C.H.I.A.R.A. Voghera  
Associazione Culturale Arpège  
Associazione Culturale immaginARTE  
Associazione Donne Giuriste Italia Sezione di Milano  
Associazione *Italian Friends of The Citizens Foundation* ONLUS  
Associazione MILMUN  
Associazione radicale Certi Diritti  
AVIS Nazionale  
Azione Gay e Lesbica  
Bio-distretto Cilento  
CGIL Milano  
CHECCORO LGBT  
Ciessevi – Centro Servizi per il Volontariato Città Metropolitana di  
Milano

Circolo di Cultura Omosessuale "Mario Mieli "  
CISL Città Metropolitana  
Co.Ver.Fo.P. (Consorzio Vercellese Formazione Professionale)  
Coro Hispano-Americano  
CULTURAL PATHS  
dell'Associazione Donne Giuriste Italia sez. Milano.  
Donne in Campo CIA ToscanaNord  
European Pride Organisers Association  
FISH ONLUS  
FAND Lombardia  
Fondazione Casa della carità  
Fondazione Asphi Onlus  
Gaia Animali & Ambiente Onlus  
Gay Center  
Gaynet Italia  
GE nova  
GLAS FOUNDATION  
Interlife ONLUS  
International Network of Eco-Regions  
IREOS Comunità Queer Autogestita  
Italialavoro  
LEDHA  
Mondohonline  
MUN Academy  
*Phillip Ayoub*  
Progetto Greenhouse  
ProgettoMondo Mlal  
RGR Presidenza Rete Genitori Rainbow  
Slow Tea International  
SOLWA – SRL!!!  
Soroptimist International Club di Piacenza  
Stichting Amsterdam Gay Pride  
Tecnologia Filosofica'  
Thessaloniki Pride  
UE Coop Piemonte  
UIL Milano e Lombardia  
Uxilia Onlus  
Vin Service Dispensing Group