



Are you ready for a **hyper diverse** society?

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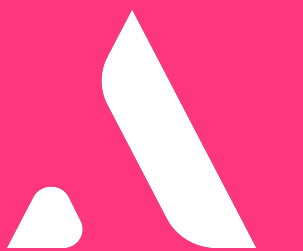


What is inclusive communications?

Explained by the only thing we know about your industry.



**They are all in
the same boat.**



About Allyens

**Allyens is a creative agency,
specialized in **inclusive, viral** and
millennial communications.**

BNP PARIBAS



REUTERS

colruytgroup





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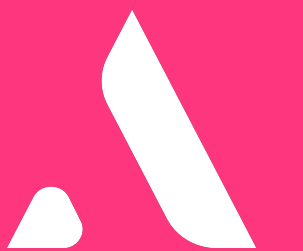
Hanan Challouki
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**We are all in
the same boat.**



Why should you care?



Why should you care?

The maritime industry is one of the most global industries existing today.



What's the biggest challenge?



What's the biggest challenge?

To work with many different cultures and people, while maintaining a positive and open atmosphere.

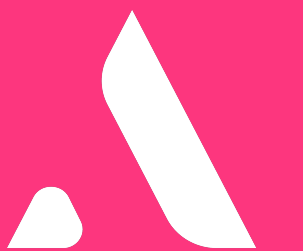


What's the biggest challenge?

1. **Globalization**
2. **Digital era**
3. **Multiple identities**



What are the common mistakes?



What are the common mistakes?

**Denying the super diverse
society we live in.**



What are the common mistakes?

Putting the focus on one single layer of identity.



What are the common mistakes?

**Thinking that everything
will solve itself in time.**



Now, what needs to change?



Now, what needs to change?

Change of heart

**You need to care
about the issues.**



Now, what needs to change?

Change of mindset

You need to switch from
stereotypical thinking
to long-term solutions.



Don't forget:



Don't forget:

**There are always
more similarities than
differences.**





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