

School of Business

EQU Action Plan 2021

Development area	Action	Who	Notes
Recruitment, pay, and career development	To increase the use of inspirational and credible role models in marketing, press photos, websites, social media, and different campaigns.	Marketing & Communications	
Education and study	Committing departments and programmes to foster discussion on diversity, equality and inclusion.	Department and Programme Heads	
	BIZ membership in the National Gender Studies Network Hilma	Saija Katila	
Promoting diversity and inclusion – other activities	Developing culture of collaboration and inclusion. Embedding the themes to key community events, holistically including students and faculty to this work.	MONTA Group; Anna Hynynen	
	Actions from the key strategic initiative Community Wellbeing in the Business School's strategy for 2021-24	Eliisa Lassila & Rebecca Piekkari	
Data collection, statistics, and communications	Conducting an Equality survey at the School. This might be tied to a research project to ensure impact.	Anna Hynynen, Perttu Kähäri; jointly with SCI & ELEC, possibly at Aalto level	
	To get insight into the <i>perceptions</i> of prospective students at Aalto University School of Business	TBC	