Benefits of being an Ambassador for #DiversityInTransport

As an Ambassador for #DiversityInTransport, you will have the opportunity to:

- **Belong to an EU-wide network of exceptional, like-minded individuals** from various backgrounds who are committed to create a more diverse and inclusive transport sector;

- **Participate in networking sessions**, awareness raising activities and other activities/events;

- **Gain access to a network which can give visibility to your work and efforts in the area of diversity**;

- **Benefit from the efforts of others** (be of inspiration to, and get inspired by, the activities of the Ambassadors in the network);

- **Actively initiate and contribute to initiatives** and projects to increase equality and inclusion in your own environment, community, locality and in the transport sector in general, thereby further developing leadership skills and capabilities;

- **Gain access to thought leadership and knowledge** of global, regional and industrial challenges related to diversity in transport;

- **Engage in opportunities that strengthen entrepreneurship and entrepreneurial spirit** as a means of creating economic and social development;

- **Contribute to modernising the transport sector** and to making it more competitive and resilient as well as better serving the needs of all users;

- **Engage your organisation/company, etc. in equality and inclusion activities.** For example, this could include the development of the organisation’s or company’s diversity action plan, support or mentoring activities, motivating the appointment of a diversity manager who can develop targeted actions and design a strategic roadmap to embrace a diverse and inclusive workforce, etc.
Specific benefits for transport users:

- Have access to broader, more resilient and better tailored transport solutions
- Give visibility to underrepresented stakeholder groups
- Experience improved accessibility to transport solutions in the future
- Experience improved access to economic opportunities and essential services

Specific benefits for transport workers/employers:

- Increasing diversity within teams leads to improvements within working processes, resulting in improved decision making, creativity and innovation, benefitting the organisation as a whole
- Better talent attraction by expanding access to a wider pool of skilled individuals (both by widening the scope of applicants and by being an attractive employer) and tackling workforce shortages
- Employers will benefit from an improved retention rate (improvements in the working environment can lead to longer commitments to the firm)
- Employees will benefit from improved satisfaction and engagement from a more inclusive working environment
- Organisations will benefit from improved client satisfaction and public image