International Women in Mining (IWIM) is today launching a three-month video storytelling campaign, #MiningTogether – Inclusion begins with us, sponsored by the globally diversified mining business, Anglo American, and the world’s leading diamond company, De Beers Group, to promote gender equality and inclusion in the mining sector.

We know that many people will have examples of where their own actions, or those of a colleague, or their company, have helped to make the workplace more inclusive. Our campaign is about sparking a conversation around these inclusion moments across the mining sector, by encouraging everyone to tell us what they did and why it matters.

Research shows that companies with a more diverse workforce are more profitable and efficient. So we will be sharing stories and examples from around the world on our YouTube channel from now until the end of May to promote inclusion in the mining industry and show how we can all act to bring about advantageous changes at a personal and company level.

We want to hear from everyone, regardless of gender; identity or expression, about inclusive behaviours or actions that made a positive impact on where they work. We’re keen to hear about the barriers to gender equality and how they were overcome so that everyone benefits.

“Promoting a sustainable, inclusive workplace that engages the talents, beliefs, capabilities, thoughts and experience of each individual colleague is a critical factor for future success at Anglo American. The IWIM campaign reflects our commitment to promoting gender equality as one part of our wider efforts to create a more diverse and inclusive workplace.”
of a more inclusive mining industry and we are delighted to be supporting it,” says Liz Douglas, Head of Inclusion and Diversity for Anglo American.

Katie Fergusson, Senior Vice-President Social Impact, De Beers Group, adds: “At De Beers Group, we know that it’s vital for everyone to be involved in the conversation and solution for gender equality for change to be effectively and sustainably implemented. We are therefore thrilled to be supporting IWiM’s social media campaign, which encourages everyone to be part of the conversation around building a more inclusive workplace culture and therefore a more productive, innovative and resilient business. We are looking forward to seeing how people across the industry are getting involved to support this goal.”

IWiM, which was set up in 2007, supports thousands of women professionals working in the mining and metals sector. It is the fastest growing network for women in the mining industry, with members in more than 100 countries, supporting over 50 Women in Mining groups around the world. Ongoing IWiM research into gender diversity is discovering a variety of barriers, but also that there a multitude of ways that companies and individuals in the mining sector are promoting gender inclusion and we want to shine a light on that activity.

“Gathering and sharing stories inspires us all to action. It helps us reflect and consider what have I done and what can I do in my personal capacity to make my workplace more inclusive. This is why we’re asking everyone to email us their short clips, telling us their stories,” says Muza Gondwe, Senior Projects Advisor, IWiM.

We’re asking people to film their answers, to any or all, of a series of questions around gender diversity in English, French, Spanish or Portuguese. We’ll be posting clips to our YouTube channel and sharing on social media – using #miningtogether – up until the end of May.

Find out more

For more information about IWiM: www.internationalwim.org
Find us on social media: Facebook, LinkedIn, Twitter @IntWIM
#womeninmining #miningtogether #inclusionmoment

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About De Beers Group

De Beers Group is a member of the Anglo American plc group. Established in 1888, De Beers Group is the world’s leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers Group employs more than 20,000 people across the diamond pipeline and is the world’s largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company’s operating philosophy, the people of De Beers Group are committed to ‘Building Forever’ by making a lasting contribution to the communities in which they live and work, and transforming natural resources into shared national wealth. For further information about De Beers Group, visit www.debeersgroup.com.