



We are a global non-profit initiative & community of thousands of people worldwide designing and sharing behavioural interventions called Inclusion Nudges to mitigate unconscious bias & promote inclusiveness in organisations, communities & societies. It's free for all people and organisations.

Your Invitation to Support & Sponsor

*Together we can increase impact
for greater inclusion!*

Your donation will make this possible:

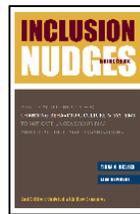


DEVELOP ONLINE INTERACTIVE TOOL

Make it easier for people to get access to Inclusion Nudges that match their challenges and facilitate more peer-to-peer sharing of what works.

NEEDED: 150.000 Euro
You can donate:
20.000 60.000 100.000

**Or be recognised as the
LEAD TECHNOLOGY
SPONSOR
by donating the full
amount!**



DESIGN & COLLECT INCLUSION NUDGES

We do ongoing work to design, collect, & spread new Inclusion Nudges, edit and publish the Inclusion Nudges Guidebook. 20 hours per example.

NEEDED: 125.000 Euro
You can donate:
15.000 50.000 90.000

**Or be recognised as the
LEAD PUBLISHING SPONSOR
by donating the full
amount!**



REACH & EMPOWER MILLIONS OF PEOPLE

Sponsor the work of scaling up & reaching millions of people worldwide through public relations, partnerships, campaigns etc.

NEEDED: 100.000 Euro
You can donate:
10.000 40.000 80.000

**Or be recognised as the
LEAD INFORMING
SPONSOR
by donating the full
amount!**

Sponsors receive recognition including logo on the Inclusion Nudges website & in the Guidebook, interviews, joining us in high visible presentations, and more.

Learn more by contacting the Founders, Lisa Kepinski & Tinna C. Nielsen at: lisa-tinna@inclusion-nudges.org

The Inclusion Nudges Initiative & Community was founded in 2015 by the Inclusion & Diversity experts Lisa Kepinski and Tinna C. Nielsen and was registered as a legal entity and non-profit association in Denmark in 2017.

All financial donations are tax deductible to organisations & individuals

Dependent upon your country's tax system



Why It Matters & The Story Behind

Human potential & diversity are being excluded & wasted.
We miss out on innovative solutions to improve the quality & purpose
of lives & business in a changing world.

Inclusion & Equality are Global Concerns

Top of the agenda at World Economic Forum Annual Meeting 2018

LOTS OF EFFORT

For decades, much effort has been put into inclusion, diversity, & equity programs and training



Millions spent



Lots of activity



Much research & discussion

LITTLE PROGRESS

Traditional thinking among leaders and practitioners gets in the way. Too much focus on training. Decisions & behaviours are not aligned with intentions & urgency



WHAT WORKS

Applying behavioural insights to design interventions that will outsmart the unconscious mind to steer decision-making & behaviours towards more inclusiveness.



We call these Inclusion Nudges

The Inclusion Nudges initiative & community started informally when Lisa & Tinna both worked as internal Global Heads of Inclusion & Diversity in multinational companies. For years, they each on their own had been applying behavioural insights & designing to promote workplace inclusion faster & more effectively.

Tinna lives in Denmark & Lisa in Germany. When they met, they merged their approaches, identified a pattern, coined the term & developed the framework of Inclusion Nudges, & started sharing for free in their external network of other practitioners. Demand increased. Tinna & Lisa succeeded in getting more practitioners to share examples. They started enabling the first cohorts in 2013. Published the first edition of the Inclusion Nudges Guidebook in 2015 & founded the non-profit global initiative.

The 3rd edition of the Inclusion Nudges Guidebook with new examples is currently in the making.

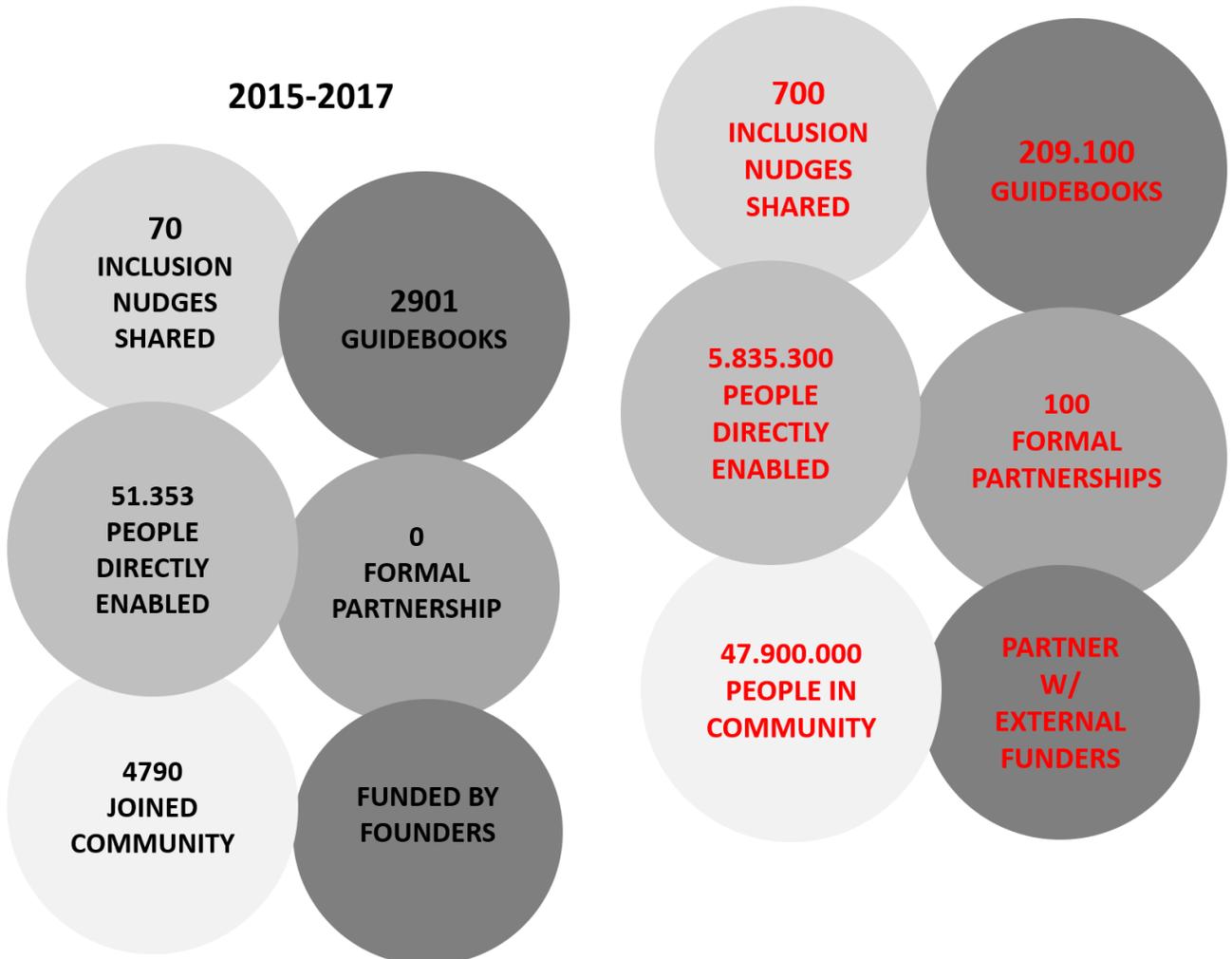
**Now, we are scaling up to help more people & more organisations worldwide.
We invite you to join us in doing so.**



Our Ambitions & Targets

2018-2020

2015-2017



The Founders Tinna C. Nielsen & Lisa Kepinski have been recognized for the Inclusion Nudges approach as a new & innovative approach by the Global Diversity List 2015, 2016, and 2017.

Tinna C. Nielsen has been selected by the World Economic Forum as Young Global Leader partly due to the Inclusion Nudges approach.

Organisations like the United Nations, the world's largest corporations, public organisations, educational institutions, & social entrepreneurs apply the Inclusion Nudges approach.