

Managing Diversity in Practice: How to value differences and inclusion for growth in Europe

Austrian Federal Economic Chamber, Vienna, 31 October 2012

09.00 – 16.30

09.00 – 09.10 **Opening of the High Level Event by the Austrian State Secretary for Integration, Sebastian Kurz**

09.10 – 09.20 **Opening of the High Level Event by the European Commission, Directorate-General Justice, Joanna Serdyska**

09.20 – 09.40 **Opening of the High Level Event by the Vice President of the Austrian Federal Economic Chamber, Renate Römer, and the President of the Vienna Economic Chamber, Brigitte Jank**

09.40 – 10.40 **Round table dialogue on valuation of differences to induce inclusion and promote growth in the European Union with**

Alessandra Servidori, National Equality Counsellor at the Ministry of Labour and Social Policies, Italy

Helen Cooke, Business Disability Forum

Tamás Kádár, Equinet

Annemie Maquil, City of Luxembourg

Eleonora Pessina, Pirelli

Opening plenary session and round table dialogue is moderated by diversity expert, Maria Hegarty



- 10.40 – 11.00** **Coffee break**
- 11.00 – 12.30** **Workshops, part one (please see separate description attached):**
- *Demographic Change: Challenge or Chance?*
 - *Diversity in the Public Sector*
 - *Diversity Tools: Recipes for Managing Diversity in the Workplace*
 - *Leveraging Cultural Diversity for Global Leadership & Talent Mobility*
- 12.30 – 13.30** **Lunch break**
- 13.30 – 15.00** **Workshops, part two (please see separate description attached):**
- *The Challenges of Reporting Diversity*
 - *Diversity and SMEs: Best Practice and Tools*
 - *Diversity and Inclusion Measurement*
 - *Enlargement of the Diversity Platform*
- 15.00 – 15.20** **Coffee break**
- 15.20 – 16.20** **Presentation of the workshops' results and way forward, moderated by diversity expert, Michael Stuber**
- 16.20 – 16.30** **Conclusions by the European Commission, Directorate-General Justice**

Attachment: High Level Event Workshops

Workshops, part one (11.00-12.30)

Demographic Change: Challenge or Chance?

In order to help businesses adapt to the dramatic demographic shifts that are occurring throughout Europe, the German “Charta der Vielfalt” will host a workshop on age management entitled *Demographic Change: Challenge or Chance?* The workshop will provide an overview of Europe’s current demographic situation and discuss the challenges that multigenerational workforces create. Tassilo Wirth, Group Diversity Manager for the BMW Group and member of the German Charter, will present best practices in age management. Following the presentation, participants will take part in small-group discussions about opportunities and challenges of age management in a variety of different cultural and organisational settings.

Diversity in the Public Sector

In cooperation with diversity expert Raffaella Gallini, the Italian Diversity Charter will conduct a workshop entitled *Diversity in the Public Sector*. The Italian Diversity Charter will call upon various Public Administration groups to sign the Diversity Charters in an effort to implement procedures that address diversity within the administration. This Charter also aims to establish processes that affect diversity in external arenas: taking all stakeholders into consideration in order to promote the Charter in disparate regions and increase memberships. The Italian Charter plans to utilise regional private-public networks to facilitate the procurement of new memberships on a local level.

Diversity Tools: Recipes for Managing Diversity in the Workplace

The Swedish Diversity Charter will present *Diversity Tools: Recipes for Managing Diversity in the Workplace*, a workshop on two successful process tools that have been used in Sweden and throughout Europe. The workshop will begin with a presentation of the Diversity Tool (DIVE), which is designed for companies that are just beginning to implement a diversity process. This will be followed by an introduction to the Framework for Excellence in Equality and Diversity (FEED), an international framework that helps businesses both assess and improve their diversity practices. The workshop will conclude with a discussion moderated by Åsa Helg, a diversity expert from the Sverige2000 Institutet, which will allow participants to share their own experiences with diversity tools.

Leveraging Cultural Diversity for Global Leadership & Talent Mobility

The Spanish Charter together with diversity experts Myrtha Casanova and Sonsoles Morales will host *Leveraging Cultural Diversity for Global Leadership and Talent Mobility*, a two-phase workshop on the value and impact of migration on businesses and communities and on the benefits enjoyed and challenges faced by companies with multicultural teams. Ms. Morales' presentation will highlight the key behavioral changes associated with global leadership and the need to develop a global mindset if European businesses are to succeed in today's economic landscape. Traditionally, only larger firms and multinational corporations have addressed the cultural changes needed to become truly global. Today, however, even start-up companies must be born with a global mentality if they are to remain competitive. Ms. Casanova, on the other hand, will be presenting the In-Diversity e-learning programme as a tool for managers and SME owners to acquire the knowledge and skills they need to include immigrants in the workplace and leverage their cultural knowledge.

Workshops, part two (13.30-15.00)

The Challenges of Reporting Diversity

The Polish Diversity Charter will host the *Challenges of Reporting Diversity* workshop. Diversity reporting is a critical piece of long-term management strategy as it builds transparency and reliability while improving relations with stakeholders. The workshop will inform participants of its importance, while sharing the latest diversity reporting trends and international standards, including the Global Compact and the Global Reporting Initiative. The workshop will feature a presentation by diversity management experts on the "The Polish Tool for Reporting Diversity," as well as a panel of representatives from the business community who will discuss the reporting experiences of their companies.

Diversity and SMEs: Best Practice and Tools

The French and Brussels-Capital Region Charters will collaborate on *Diversity and SMEs: Best Practice and Tools*, a two-part workshop series designed for the leaders of small and medium enterprises. With many SME leaders feeling that they lack the financial and human resources needed to build diverse workforces, the overarching goal of the workshops will be to convince participants that diversity is worth the investment. The first section of the series will offer practical tools and plans of action for bringing diversity into the workplace, while the second section will emphasise the value it can add to a company's bottom line. The Charters have invited SME leaders to discuss their best diversity practices, examples and experiences.

Diversity and Inclusion Measurement Framework

Diversity expert Maria Hegarty will present *The Diversity and Inclusion Measurement Framework* together with the Austrian “Charta der Vielfalt”. In the workshop they will present the work of Diversity Charter companies on developing a measurement framework, and three Charter companies will present their diversity activities, and focus on measurement - aims, methods and outcomes. The companies are Equalizent Schulungs - und BeratungsGmbH from Austria, Deutsche Telekom from Germany and Folksam from Sweden.

This will be followed by a question and answer session and group work, in groups of three/four, people will consider two questions a) how do you address the issue of measuring diversity in your company/organisation and b) how can we use measurement outcomes and other methods to get the message across that diversity is good for sustainability and growth in Europe? Manfred Wondrak from “Charta der Vielfalt” Austria will present the findings.

Enlargement of the Diversity Platform (session for the organisations launching a Charter)

Diversity expert Myrtha Casanova will host the *Enlargement of the Diversity Platform* workshop. The Diversity Platform, which is currently composed of 11 Charters, aims to gain representation from a national Diversity Charter from within each of the Member States. The workshop will provide helpful tips and suggestions for organisations that are interested in setting up and promoting a Charter in their country. The provided advice is based on the knowledge and experience of the existing Charters’ founders.