# DIVERSITY INFORMATION
## Getting to know the What, Why and How

## WELCOME TO OUR
## NON-PROFIT DIVERSITY SECTION

Your Association, public institution, university or non-profit organisation can acknowledge and make active use of diversity in its societal, economic and political contexts.

- ☐ Defining Diversity
- ☐ Relevance
- ☐ Vision
- ☐ Implementation

*On the following pages, this box will show each of the relevant questions and related services offered by European Diversity Research & Consulting.*

*"Mr Stuber is a Diversity Expert who knows how to convey his great expertise in this field in a methodically and didactically manner, so that the participants of a meeting will have a higher awareness of the topic and will thereby be prepared to face current and future challenges in the field of Diversity."*
*Christa Schrauf, Director, Evangelisches Diakoniewerk Gallneukirchen (2011)*

Note for the printed version: All content has been developed and designed for the purpose of being presented on the Internet. This may cause some texts to appear fragmented when read offline. Please refer to our website for further information at www.european-diversity.com.

# 1. DEFINING DIVERSITY

**Diversity means different things to different individuals, governments and societies**

Perceptions of diversity change along with individual perspectives. See for yourself:

- ☐ Individual Perspectives
- ☐ Societal Perspectives
- ☐ The diversity of Diversity

*European Diversity Research & Consulting explores the various interpretations of diversity and examines the advantages and disadvantages of each framework.*

## 1.1. Individual Perspectives

### PHENOMENON "DIVERSITY"

Diversity describes the reality that people are in many ways different – and in some ways similar. Thus, Diversity stands for individuality. ("diversity")

### ATTITUDE "OPEN-MINDEDNESS"

Diversity embodies our attitudes towards otherness and our awareness of the impact that being different has on our daily interactions. ("valuing diversity")

*How do you experience diversity? How does the uniqueness of individuals influence the way you deal with colleagues and external contacts?*

## 1.2. Societal Perspectives

### TOOL "PUBLIC MANAGEMENT"

The management of diversity encourages us to acknowledge both internally and in action the differences we see. It also helps civic organisations to use these differences in a way that will improve the overall welfare of the state and of society. ("managing diversity")

## ORGANISATIONAL AND CIVIC CULTURE OF "INCLUSION"

Diversity encourages the complete and consistent integration of inclusion into your organisation's culture. The uniqueness of every member is highly valued in all areas of both your organisation and of society.

*We help you to develop a Diversity model that best suits your organisation or institution.*

## 1.3.  The diversity of Diversity

## CORE DIMENSIONS

There are six universally relevant and fundamental factors that people generally cannot change about themselves: ability/disability, age, ethnicity, gender, religious beliefs and sexual orientation. These make up the core dimensions of any Diversity initiative.

## ADDITIONAL DIMENSIONS

Your organisation or institution needs to decide the importance it will give to additional diversity factors. Effective categories are: Organisation, Market & Consumption, Work & Employment and Personal & Lifestyle.

*We help you to identify the central issues and taboos which need to be resolved in order to increase your success.*

## 2. RELEVANCE

**Diversity is of vital importance to our national and international systems**

The issue "diversity and individuality" is the central challenge facing organisations, governments and society as a whole - now and in the future. We portray the relevance of Diversity on three levels:

- ☐ The World We Live In
- ☐ Diversity is a Necessity
- ☐ Diversity is beneficial

You will find our European business case presentation here to download:

(www.mi-st.de/download/Diversity-BusinessCase-EN.pdf)

*European Diversity Research & Consulting helps you in the development of a diversity framework tailored to your organisation or institution, taking into account its current situation and priorities.*

## 2.1. The World We Live In

The events of September 11th and thereafter show how a negative or ineffective approach towards people's differences can have extreme consequences. Both Globalisation and European integration are developing at a rapid pace. The balance of world political powers shift on a continual basis. Which crisis remains a local or regional event in this day and age? In Germany and Europe, political and societal debates are influenced more and more by people's differences and the need to respond to them as individuals. Diversity is a key issue across the globe.

*How relevant is Diversity to your organisation's mission? How much attention is paid to "Diversity and Individuality" in your daily work? What aspects are missing?*

## 2.2. Diversity is a Necessity

### LEGAL TRENDS

Based on Article 13 of the so-called Amsterdam Treaty, the EU has adopted three comprehensive directives to combat discrimination on the ground of each of the six core dimensions of Diversity. These directives are being implemented by all 25 EU member states and provide a clear framework for employers.

## DEMOGRAPHIC TRENDS

People's differences have already left their mark on society – more than we realise at first glance. The diversity of generations, cultures as well as gender relations continue to increase.

## CULTURAL TRENDS

Values, attitudes, life styles and communication are being influenced by and influencing an atmosphere of increasing open-mindedness and individuality.

Government and society must seize the opportunity and make active use of these trends.

*European Diversity Research & Consulting provides you with data and analyses of relevant changes and help you calculate the potential damage of ignoring these trends.*

## 2.3. Diversity is beneficial

## SOCIETAL BENEFITS

Diversity enables people who are different from each other to live side-by-side in mutual respect. Societal changes are accepted more positively. The greater good of society is given more importance by its members.

## CIVIC BENEFITS

Citizens display a more positive attitude towards and trust in the local civic system. The region then becomes more attractive to leading individuals and companies.

*Our Diversity relevance analyses explore the concrete benefits it offers the system. Begin a change process that can pay off for your organisation or institution.*

## 3. VISION

**Diversity describes the future of society – and the society of the future**

Political systems need to be successful in this society and in the future.

- ☐ Diverse Society
- ☐ Open Civil System
- ☐ International Recognition

*European Diversity Research & Consulting helps you set goals for your Diversity work, building upon the mission of your organisation or institution.*

### 3.1. Diverse Society

Diversity aims to achieve:

- ☐ an open, integrated society …
- ☐ in which differences are recognised and diversity is valued and
- ☐ all people approach individuality positively.

These and the following models can be applied to continents, regions, communities, cities, neighbourhoods, households and families.

*What is the current level of Diversity in your organisation or institution? What potential for improvement do you see in your organisation or institution?*

### 3.2. Open Civil System

Diversity aims to develop:

- ☐ an open civil system
- ☐ which highly values individuality and
- ☐ fosters diversity and
- ☐ in which people who are different from each other interact in a constructive and positive manner

*How can a positive approach towards diversity improve the work of your organisation or institution?*

## 3.3. International Recognition

Diversity aims to use:

☐ the acknowledgement of differences and

☐ a positive approach towards the uniqueness of individuals

☐ to improve the image and attractiveness of a country, region or society thereby

☐ achieving greater prosperity for all.

*How can Diversity contribute to a positive image of your organisation, institution and/or region?*

## 4.  IMPLEMENTATION

**Diversity can be taken up by many people and applied in numerous ways**
- ☐ Politics
- ☐ Education
- ☐ The Media
- ☐ NGOs
- ☐ The Corporate World
- ☐ The Academic World

The aim of Diversity is to enable your organisation or institution to realise its mission in a more effective and sustainable manner than would be possible without Diversity.

To lighten your workload, we have prepared a variety of materials for you to use. You can download these documents via our service section.

*As a leading consulting firm and pioneer in Diversity, European Diversity Research & Consulting cooperates in different ways with partners from various fields.*

### 4.1.  Politics

State support for a diverse culture and society. For example through:
- ☐ image campaigns
- ☐ immigration laws
- ☐ state-sponsored programmes
- ☐ anti-discrimination and hate-crime laws
- ☐ tax laws that treat all people equally fair
- ☐ green card regulations and naturalisation laws that consciously foster diversity

*As your consultants, we help you to develop campaigns or programmes. As experts, we work together on projects, in committees and governmental bodies. Contact us now: office@europeandiversity.com*

## 4.2. Education

Spreading knowledge and Diversity competencies. For example through the

- ☐ development of curricula with multi-cultural content
- ☐ elimination of gender specific educational methodologies
- ☐ provision of cross-cultural learning experiences
- ☐ increased access of diverse groups to education in all areas

*European Diversity Research & Consulting provides content and creates methods to make Diversity an educational issue. As consultants, we develop strategies to increase access to and participation in education. Contact us now: office@europeandiversity.com*

## 4.3. The Media

Dissemination of information for diverse target groups, with bias-free messages. For example through

- ☐ inclusive language
- ☐ reports free of stereotypes
- ☐ coverage of exclusive behaviour and discussion of the value of diversity
- ☐ choice of protagonists from diverse backgrounds
- ☐ broad selection of issues

*Our publications and media presence play a part in changing the media landscape. As your consultants, we develop concepts for diversity-oriented communication. Contact us now: office@europeandiversity.com*

## 4.4. NGOs

Integrate "Diversity and Individuality" into your work. For example,

- □ in grass-roots work and lobbying for associations
- □ in the development of programmes and campaigns for foundations
- □ in negotiations with labour unions
- □ at conferences, in public relations work and at public forums and discussions
- □ in all related issues: part-time work models, gender mainstreaming, migration, work with people with disabilities, the ageing of society

*In close cooperation with associations, foundations and other NGOs we develop and implement concrete diversity projects. Contact us now: office@europeandiversity.com*

## 4.5. The Corporate World

The extensive benefits of European Diversity for companies are detailed in the Companies section. In the public context, Diversity offers companies the following additional opportunities: the use of diversity in both targeted and mass corporate communication; implementation of diversity measures within the framework of "corporate social responsibility"; lobbying for pro-diversity laws and regulations; research and PR via business associations.

*Our client list includes international companies leading in Diversity. Contact us now: office@europeandiversity.com*

## 4.6. The Academic World

The integration of "Diversity and Individuality" in research and teaching. For example, in

- □ Term papers, thesis or dissertations
- □ Part of Curricula for Sociology, Psychology, Political Science, Education, Economics, Business and Management studies
- □ Research
- □ Practical Case Studies
- □ International student and teacher exchanges

*We are happy to co-operate with universities. Students will find the opportunity to do their internships at European Diversity Research & Consulting, Professors use us as partners for research or teaching. Contact us now: office@europeandiversity.com*

Make use of our expertise:
office@europeandiversity.com