

For the second time, European Diversity Research & Consulting has conducted a broad and comprehensive Corporate Diversity practice survey in Europe. 68 leading International companies from 8 sectors and 13 countries have formed an unparalleled panel, and answered our semi-standardised online questionnaire.

EUROPEAN DIVERSITY SURVEY EDS2

Key Issues for Corporate Diversity in Europe

The aim of EDS2 was to identify current practices, success stories, key stakeholders, and challenges of Diversity. The overwhelming response to our call for participation can certainly be attributed to the four EDS2 focus areas, which are all key factors to the success of Diversity Management in Europe: Business Case, Age Diversity, EU anti-discrimination legislation, and external communication. Get to know what is considered good practice in these areas, and position your diversity work in this context.

<p>Business Case for Diversity</p> <p>Some surprising aspects were identified in the participants' business case priorities: Globalisation is regarded a key trend, while EU integration and enlargement are ranked low. Despite ample work/life initiatives, single parenting is not considered a key driver. And Diversity Marketing initiatives are least frequently quoted as success stories to materialise the business case.</p>	<p>Age Diversity</p> <p>Companies consider the ageing workforce one key challenge of Diversity. However, only few activities are implemented or planned in this field. Companies still focus on general HR programmes to address the demographic challenge while they pay less attention to awareness rising, inter-generational co-operation and to market-related initiatives.</p>
<p>EU Anti-Discrimination Legislation</p> <p>Corporate Europe is preparing for the final national implementation of EU anti-discrimination directives. Anticipation focuses on internal policies while concrete prevention activities (training, communication) are not widespread (yet). 70% are fully inclusive with regard to the six core dimensions covered by the new EU legislation (age, disability, ethnicity, gender, religion, sexual orientation).</p>	<p>External Communication on Diversity</p> <p>The use of corporate websites is the most common communication tool, while presentations on conferences are considered most rewarding. Establishing global activities into one communication strategy and overcoming barriers of misunderstanding and cynicism are key challenges. Creating buy-in from management was consistently described difficult across all areas of this survey.</p>

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