

FROM THE VERY BEGINNING: D&I RESEARCH IN EUROPE

Practical studies and secondary research were necessary to pioneer D&I. A handy overview of these studies provides some insights into the findings from more than 15 years.

When Diversity & Inclusion was new fundamental questions had to be examined in order to understand how to make the most of differences. For many companies, some of these question still remain open, including:

- ◆ Is the topic as relevant and applicable in Europe as it was in its country of origin, the USA?
- ◆ What context and trends are relevant for a productive use of diversity in the region?
- ◆ Which approaches are effective to address issues, generate progress and add value with D&I?

Depending on the business model and strategy, companies may have further questions about the business case, the communication of D&I or the holistic implementation.

Innovative topics: Always ahead of the trend

Research curiosity naturally leads to trending questions and consequently to innovation. This is reflected in many of the topics that European Diversity has covered in studies over the years. For example, the first practical study in 2002 dealt with an assessment of the current status of diversity management in Europe (2004 for Germany). Further study projects examined new foci including Diversity Marketing (2002), Work-Life Balance (2006), or Diversity in HR Marketing (2007).

*“D&I facts are the best remedy for echo chambers and research helps against stagnation.”
Michael Stuber*

In subsequent years, content analyses were carried out to determine how companies communicated the topic of D&I in their reporting, how they organised D&I and which approaches they considered innovative. All studies provided valuable knowledge advantage and impulses for new practical approaches.

Methods: As much global knowledge as possible, as little replication as necessary

While trend topics can easily be identified in practice or research networks, the key question for research is how to design and implement studies. We have always endeavoured to launch our own studies (primary research) only in areas that were not sufficiently covered. Otherwise, we have relied on the evaluation of existing research (secondary research). Our most important methodologies include:

- ◆ Practical studies using expert surveys and benchmarking of individual companies
- ◆ Content analyses of corporate communication or marketing
- ◆ Meta-studies of international research (e.g. on the added value of Diversity & Inclusion, on Gender Diversity, on Unconscious Biases or on value creation with D&I)

Here you can find a number of [related resources](#)

Data Foundation: When success is not a coincidence, but a system

Our longstanding focus on research has also led to our public education work on D&I (newsletters, lectures) and, above all, our consulting work being based on reliable findings whenever possible:

ENGINEERING D&I.