

EMEA DIVERSITY NEWS 29

Spring 2009
 Editorial

Dear Readers,

With the number of redundancies worldwide reaching in the millions, not only is loss of data and knowledge a reality that companies must face but also loss of employee morale, motivation and talent. To address this, a number of companies and organisations are looking to Diversity & Inclusion as a method of recovery and sustainability. Recently released reports such as 'Groundbreakers: Using the strength of women to rebuild the world economy' from Ernst & Young and 'Thriving in a diverse business world' from KPMG are only two of the numerous publications that have been released in this context since the start of the crisis.

Resources for thriving with D&I during unfortunate times are becoming increasingly available. For example, for the latest research on the impact of Diversity & Inclusion, refer to our International Business Case Report (IBCR) or join us for the global Conference Board webcast, 'Rising Revenues: Diversity in Marketing and Customer Relationship Management'.

In this edition of EMEA DiversityNews, we delve into the multiple dimensions of diversity in current events. International Women's Day was marked with hundreds of worldwide events, companies are signing a new Diversity Charter in Spain, and e-accessibility is becoming much easier for older people and people with disabilities. Also, same-sex marriage rights are becoming legal in many new locations, there is a newly-elected female bishop, IBM is 'Opening Magic Doors' for children of employees, and much more.

Enjoy reading and until next month,

Your editorial team: Perry Hwang and Michael Stuber

Opportunity to Meet and Learn from International Practitioners



Use discount
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This global conference will tackle today's D&I challenges via three tracks: Diversity and Globalization, Regional Diversity Challenges, and Leveraging Diversity as a Business Driver.. Gain insight from corporate Diversity leaders from companies like BASF Corporation, Deloitte, Eli Lilly, Henkel AG, Johnson & Johnson, and many more. Further information and registration can be found [here](#).

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DIVERSITY DIMENSIONS

DiversityInc's Top 50 companies for Diversity

For the ninth year, DiversityInc has released The DiversityInc Top 50 Companies for Diversity® list. This year, 11 specialty lists are also provided including the Top 10 Companies for Recruitment & Retention, Top 10 Companies for Supplier Diversity, Top 10 Companies for Executive Women and 25 Noteworthy Companies (companies that are close to earning spots on The DiversityInc Top 50 and are making strong progress).

This list is compiled through an objective process with a detailed, approximately 200 question survey. The survey measures four areas: CEO Commitment, Human Capital, Supplier Diversity and Corporate and Organizational Communications. Any company that does not offer health benefits to same-sex partners of employees was automatically excluded from the list.. All companies with over 1,000 employees can enter and the list itself covers 19 industries and ranges from small regional companies to global giants.

This year, 401 applications were received, an increase of 14 percent from last year, which reflects the ever-growing attention and implementation of Diversity management. This year's list is led by Johnson&Johnson, AT&T and Ernst & Young. For more information or to see this year's complete list, visit [here](#).

Charter for Diversity in Spain

Following in the steps of France, Belgium and Germany, Spain has announced a charter for Diversity. The "Charter de la Diversidad" is a commitment to the principles of social integration and non-discrimination which aims to improve and enhance the collaboration of various cultures and diverse peoples. It is also a tool for generating innovation and economic efficiency in organizations. Myrtha Casanova, president of the Foundation for Diversity, noted that "managing Diversity has not only become a business imperative, but it is both socially and legally vital for the economy of the twenty-first century." In Spain, only one in a hundred companies have knowledge of the economic impact of diversity, while in the northern countries of Europe, 63% of organizations consider it beneficial.

Since the launch of the Charter, a number of organisations have committed to the Charter and to the principles of Inclusion, Diversity and anti-discrimination. They include Banco Popular, Banesto, BBVA, Banco Santander, Endesa, Iberdrola, IBM, CERMI Telefónica, Sodexa Alares Group, MRW and Partnership Spanish for Executives, among others.

For more information on the Charter, available only in Spanish, visit [here](#).

ORGANISATIONAL STRATEGIES

International Women's Day with Accenture and Deloitte

March 8th, 2009 marked the 98th International Women's Day. The concept of this commemorative day began in 1910 at the second International Conference of Working Women in Copenhagen. Clara Zetkin, leader of the 'Women's Office' for the Social Democratic Party in Germany, tabled the idea of an International Women's Day and proposed that there should be one day every year where women can celebrate and press for their demands. The conference of over 100 women from 17 countries unanimously approved the suggestion. International Women's Day has since spread by word of mouth and in 2009, the day was recognised with 984 registered events across 64 countries led by governments, companies and organisations. Deloitte and Accenture are two such companies.

Accenture celebrated the day by bringing together a wide range of speakers from various industries in the panel discussions "Unprecedented times! Breaking through the economic downturn" and "Stretch Yourself: Achieving 50:50 in the Boardroom by 2020". Also, a number of workshops and networking activities under the overall theme of "Stretch yourself" were offered.

Deloitte paid tribute to the 77,500 women from Deloitte member firms around the world with a global webcast in which a panel, including Global CEO Jim Quigley, discussed the challenges and opportunities for women in current state of the economy. Also, local branch initiatives such as podcasts, events and leadership workshops were held to commemorate the day.

Work/Life balance at IBM with ISSA's 'Opening Magic Doors' Activity Kits

IBM is improving Work/Life balance for IBM employees with children by offering a collection of easy to implement ideas from the International Step by Step Association's (ISSA) 'Opening Magic Doors' Activity Kits. This project addresses one of the primary concerns of IBM employees and parents everywhere – the need to balance their work with the time needed to ensure that their children are developing and learning appropriately. The kits pair four multicultural, developmentally appropriate children's books with an activity book which provides parents and caregivers suggestions for many ways to support and extend children's development in a fun way.

The kits, designed for three different age groups, are currently available in 9 languages and address universal themes faced by children around the world. The project has demonstrated that employers and educators can cooperate to help parents successfully instil a joy of reading and lifelong learning skills in their children. ISSA is an innovative network of early childhood development professionals primarily in Central and Eastern Europe and Central Asia, working to make quality early education accessible to all children. Samples and information about the project can be viewed [here](#).

Tip: A complete overview of work/life practices in Europe can be found in the Work/Life Practice Survey (WLPS). More information is available [here](#).

POLICY DEVELOPMENT

The European Commission's Equal Pay Campaign

In March 2009, the European Commission launched an EU-wide campaign to help tackle the gender pay gap. Across the EU economy, women earn on average 17.4% less than men. The simple concept of 'equal pay for work of equal value' is at the heart of the campaign being launched raise awareness of the pay gap, its causes, and how to tackle it.

The campaign aims to raise awareness of the pay gap and how it can be tackled. To reach out to citizens, employers and workers, the campaign will promote good practices on the pay gap from around Europe and distribute a campaign toolbox for employers and trade unions at European and at national level. Other activities include the campaign website, advertising in European press and a poster campaign.

The 2009 report on equality between women and men – also released in March 2009 – confirms that despite some progress on gender equality, significant gaps still remain in several areas. While the employment rate of women has been steadily rising over the last years (now 58.3% for women compared to 72.5% for men), women still work part-time more often than men (31.2% for women and 7.7% for men) and they predominate in sectors where wages are lower (more than 40% of women work in health, education and public administration – twice as many as men). However, women represent 59% of all new university graduates.

Increasing E-accessibility for older people and people with disabilities

On 31 March, the EU telecommunications ministers concluded that the internet should be made more accessible to older people and people with disabilities. An accessible information society should aim at facilitating access to websites and other ICT-tools to all citizens in Europe. The Ministers agreed that more progress need to be made in this area. The Czech Presidency proposed to include accessibility as criteria in contracts for creating or re-designing websites financed by public funds. The Ministers also agreed with the European Commission's decision to create an expert group on the subject of e-accessibility and to further encourage dialogue at EU level with the relevant stakeholders.

In order to improve both web accessibility and e-accessibility, the European Commission set out goals to pursue and make full use of instruments at the European level; notably standardisation efforts, financial support for research and deployment of technology solutions in favour of people with disabilities and for elderly persons, and the possibilities of current and proposed legislation. Also, cooperation with Member States and other stakeholders is to be reinforced for a common European approach for e-accessibility, including a new EU high-level e-accessibility expert group to provide strategic guidance.

BUSINESS CASE

'Using the strength of women to rebuild the world economy'

In response to the current financial crisis, Ernst & Young has released a report that addresses the vast economic potential of women as an economic force. The report analyses an extensive body of research which shows that women make significant and proven contributions to business and economic growth. Within the report, Ernst & Young discusses that academics, policy-makers and business leaders around the world assert that long-term economic growth requires the expanded participation of women in the workforce. Nevertheless, both in emerging and developed markets, women experience wage and occupational disparities, inadequate political representation and little or no visibility in corporate boardrooms. This occurs even when women are better educated than men.

According to economic analyses by the World Bank, United Nations, Goldman Sachs and other organizations, a significant statistical correlation between gender equality and the level of development of countries is shown. The evidence is compelling that women can be powerful drivers of economic development. Also, several studies from a broad spectrum of organizations – including Catalyst, McKinsey, and The Conference Board of Canada – have examined the relationship between corporate financial performance and women in leadership roles. Their undisputed conclusion is that having more women at the top improves financial performance.

A full copy of the report can be found [here](#).

KPMG's 'Thriving in a diverse business world'

This KPMG released report addresses how much Diversity actually matters to business. The results of the report are based on conversations with 53 chief executives, chief financial officers and chairmen (or equivalent positions) from mainly FTSE 100 and similar-sized organisations, about the ways in which the business world is changing. With each interview, a picture of how senior business leaders in organisations perceive diversity was created, beyond an HR frame, and was related to the concerns and priorities of business leaders. As executives, participants described how two of the main forces acting upon them and their leadership teams are globalisation and ever-increasing pressures on their decision-making, and how the impact of both of these is accelerated by the power of technology. "As the 'propelling potential principle', Diversity and Inclusion serves as a critical component in addressing key strategic issues", Michael Stuber confirms. "Not only does D&I improve the quality of decision-making and the effective utilisation of scarce resources, but it also promotes innovative approaches which are needed to overcome the crisis".

Business leaders work in an increasingly diverse business world but there is little published research to show how this affects business decisions and the strategies they adopt for working in this environment. A full copy of the report can be found [here](#).

MEDIA & BITS

Same-sex marriage rights in 2009

Following the legalisation of same-sex marriage in the Netherlands in 2001, a number of countries have followed suit with Belgium in 2003, Spain in 2005, Canada in 2005, South Africa in 2006.

2009 began with a number of countries recognising the rights of their LGBT citizens. On New Year's day, Norway legalised same-sex marriage. Sweden officially became the seventh country to allow same-sex marriage as of April 2009.

In addition to these seven countries, the U.S. states Iowa and Vermont voted in April 2009 to also legalise these rights. These two states join Massachusetts and Connecticut.

New female bishop in Germany

In March, Ilse Junkermann of Stuttgart, Germany became the first woman bishop of the Evangelical Church in Central Germany (EKM). After the third round of secret balloting, the church synod in Wittenberg elected the 51-year-old theologian by more than the required two-thirds majority.

Junkermann is the fourth woman bishop in the history of the Evangelical Church in Germany, after the present bishops Maria Jepsen from Hamburg and Margot Kässmann from Hannover, and Bärbel Wartenberg-Potter from Lübeck, who retired last year. The current bishops, Christoph Kähler (Eisenach) and Axel Noack (Magdeburg), will step down in July and Junkermann will officially begin her ten-year term as bishop on 29 August.

Contributing to the bottom line

Leading companies consider marketing and Customer Relationship Management (CRM) to be key functions in generating revenue. Diversity & Inclusion (D&I) is also designed to add value to companies' bottom lines. Although the majority of internationally leading companies recognize D&I as a competitive success factor, it is not yet apparent in many of their marketing and CRM strategies.

The global Conference Board webcast, 'Rising Revenues: Diversity in Marketing and Customer Relationship Management' will explore how D&I can propel companies' marketing and CRM, thus increasing their sales and customer intimacy. It will also examine what the importance D&I is in international brand management. Specifically, the webcast will address discrepancies in research and the range of possible strategic approaches to success through D&I in marketing and CRM in different industries and countries.

THE CONFERENCE BOARD  Trusted Insights for Business Worldwide

Rising Revenues
Diversity in Marketing and
Customer Relationship Management

April 28, 2009
14:00–15:00 CET
10:00–11:00 EST

This webcast will discuss:

- What are options and implications of embedding D&I in Marketing and CRM?
- What are some of the key differences in D&I marketing and CRM in the U.S. versus other regions?
- How can companies measure the quantitative or qualitative success or progress of their D&I marketing campaigns?
- What will be the key challenges for D&I marketing professionals in the near future?

Panelists:

- Michael Stuber, Researcher, Author and Consultant, European Diversity Research & Consulting
- Nadia Younes, Vice President, Global Head of D&I, Novartis Consumer Health
- Philippe Zell, Senior Vice President and Chief Marketing Officer, Novartis Consumer Health

To register, visit [here](#).

NEWS ABOUT US

Essentials to have in your Diversity Tool-Box

European Diversity Research & Consulting has always based its work on proprietary research, surveys and studies. Our smaller studies are designed to provide up-to-date insight, address current and/or future issues, break new ground and are available for free. Our comprehensive, international studies are available at a low cost and serve as tools to communicate your message, convince your audience and convey your views while providing an overview of specific themes of Diversity.

Discover our comprehensive and ground-breaking research on Diversity & Inclusion on the next page or on our website at www.european-diversity.com/resources.



135 pages, 370 €

International Business Case Report 2009: IBCR

Success through Diversity & Inclusion: Empirical studies, economic relevance, value-adding strategies

A first-time ever compendium of 90 systematically summarised corporate and academic studies which attest the profitability and value added from D&I.

Diversity in Stoxx 50 CSR and Corporate Annual Reporting 2008

A comprehensive study of Diversity presence and practices within corporate reporting of all Stoxx 50 companies.



20 slides, free



50 pages, 340 €

Work/Life Practice Survey 2006: WLPS

The Balance of Economic Achievements and Personal Lifestyle: Strategies, Challenges, Success Stories

An analysis of 115 internationally recognized companies on the programme design, utilisation, drivers, success stories and value added from Work/Life practices.

For more information on any of these products or ordering information, visit our website at <http://www.european-diversity.com/resources> or contact Ms. Perry Hwang per email at office@european-diversity.com or by phone at +49 221 222 1721.

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Editorial team: Perry Hwang and Michael Stuber

Postal Address: Richard-Wagner-Str. 25, 50674 Cologne, Germany

Communication: Phone +49-221-222-1721, Fax +49-221-222-1251

Editor: newsdesk@european-diversity.com | Subscriptions: newsletter@european-diversity.com

Website: www.european-diversity.com