German Diversity Day 2020
Impressions, Numbers, Prospects
Content

- The 8th German Diversity Day
- The media response
- Materials
- Outlook 2021
The 8th German Diversity Day
The 8th German Diversity Day was very different from previous years due to the COVID-19 pandemic. The decision to show the Flag for diversity despite - or perhaps because of - the tense situation was confirmed by the variety of participating organisations, creative activities and media coverage. The social change as well as the social and economic challenges posed by COVID-19 also showed how valuable working together as a large, mixed team is and how important the diversity topics of digitization and new work are. Therefore, the German Diversity Day 2020 took place in a digital space with new activities.

#GDD20 #FlagforDiversity #Vielfaltverbindet
GDD20: Numbers, Data, Records

- Over **800 organisations** participated nationwide.
- Over **1,600 activities**
- As a result approx. **8 million employees** (record!) were reached.
- Record media reach of **450 million** with around **1,000 notifications** regarding the 8\textsuperscript{th} German Diversity Day.

Landau Media for the period 1/1/20 until 7/20
Photo: Shutterstock
GDD20 in a digital space
#GDD20 goes digital

- In times of social distancing and home office, the focus on the GDD20 was on digital formats.
- **Diversity – the online quiz** was used as an activity by many companies and organisations.
- Shared **social media campaign** for the GDD20 **#Diversityconnects**.
- **Digital ideas for activities** were creatively taken up, e.g.: online seminars, podcasts, photo activities, video statements, a digital cookbook and more.
Social media campaign for #GDD20
#Diversityconnects because…

- On the 26th of May 2020 on all social media channels
- Message: What matters is solidarity – and what helps is diversity.
- Photos and videos show: Diversity connects, because … and where and how diversity is being experiences in times of social distancing.
Diversity – the online quiz

- **Online-Quiz** on a digital learning platform
- Questions and response options regarding the different *diversity dimensions*
- “**Knowledge snacks**” between the quiz questions
- Over **11,000 people** played along in May
Social media: #GDD20 trending
More than 20 million accounts reached on Twitter

Coverage in million contacts

Huge media coverage increase from 2019 to 2020

#GDD #FlagforDiversity
#Diversityconnects

Source: via Talkwalker

#GDD20 #Diversity
#Diversityconnects in the German Twitter trends
#Diversityconnects #FlagforDiversity
Also on Facebook, Instagram and LinkedIn
Social media wall

Mobil version of the social media wall

Many colourful postings on our social media wall on May 26th 2020
Activities during the GDD20
Activities during the GDD20
A selection

Video message from Steffen Seibert, spokesman of the Federal Government

Stark durch VIELFALT
Thematic focus on Diversity at Mitteldeutschen Rundfunk
Activities during the GDD20
A selection

Inclusive dance videos of the Gemeinnützigen Werkstätten und Wohnstätten

Episode of the internal GASAG-Podcasts with Aletta Gräfin von Hardenberg

Der Podcast der GASAG-Gruppe:
Activities during the GDD20
A selection

Virtual discussion, e-learning formats, interviews and photo activity from Voith Group
Activities during the GDD20
A selection

Digital diversity & inclusiveness booklet from Ernest & Young GmbH Auditing company

Online panel discussion with Karlshochschule in the course of their Karlspride week
Activities during the GDD20
A selection

"AnStadt Intoleranz" campaign in the municipality of Frankfurt from employees for employees

Post-colonial city tour through the city center of Augsburg

DECOLONIZE YOURSELF!

AUGSBURG POSTKOLONIAL
Continuously register activities!

Diversity is important every single day.

Therefore activity registration for the GDD20 will be possible until the end of the year.

Participants can further on register activities and show #FlagforDiversity.
GDD20: More organisations than ever

Since 2013 the number of participating organisations (except for 2016) has steadily increased.
Activities in all 16 federal states

With over 200 activities NRW won again the top position in the 2020 nationwide comparison.
Nationwide engagement

- Activities in all federal states
- Charta-signatories and non-signatories participated almost nationwide in the GDD20

Internal activities
Public activities
Activities sponsored by IQ Network
Sectorial distribution

131 Organisations
308 Activities

605 Companies
1,153 Activities

83 Organisations
156 Activities

Public sector
Large companies
Small and mid-sized companies (SMEs)
Associations, societies, foundations

Photo: Shutterstock
All major industries were represented
Coverage records
GDD20 reaches over 8 million employees

In comparison to 2019 the number of reached employees increased by 2 million
The media response
GDD20 in the media
Media coverage on all channels: Print, online, TV and radio

- **Online**: e.g. Deutschlandfunk, BR, NDR-Online
- **Radio**: e.g. SWR am Abend, NDR Info, Bayern 3, MDR Aktuell, Radioeins rbb
- **Print**: e.g. SZ, Tagesspiegel, Welt, FAZ
- **TV**: e.g. rbb-Abendschau, MDR-Fernsehen, WDR Lokalzeit Ruhr, SWR Aktuell, Pro7 Galileo, Pro7 News Time, Taff, Kabel1 News
Enormous media response

A total of 964 media reports were published in print and online. As a result, 443.2 million people were reached.*

In comparison to last year the media coverage increased by more than 200%

* Landau Media for the period 18.05.2020 until 28.05.2020
Media coverage on- and offline

609 reports with a coverage of 329,23 million were published alone on the 26th of May 2020.*

* Landau Media. Diagram for the period 18.05.2020 until 28.05.2020 (Status 29.05.2020)
GDD20 in the print media
A selection of press-clippings

The Frankfurter Allgemeine conducts an interview with Aletta Gräfin von Hardenberg

The SZ dedicates a whole page to the topic diversity

The Welt refers to the Charta der Vielfalt

Source: Landau Media
GDD20 on TV
A selection of press-clippings

Live appearance: Aletta Gräfin von Hardenberg on rbb-Abendschau and Brandenburg Aktuell

WDR Lokalzeit Ruhr: Report about the Charta der Vielfalt. „The values of the Charta are not only important at the workplace, but everywhere.“

Source: Landau Media

Media coverage with Charta LOGO at Taff (Pro7)
Materials
Charta der Vielfalt e.V. | Deutscher Diversity-Tag 2020 | Ergebnisse

Info materials

- 22,000 Laptop camera covers
- 23,000 Gummy bear bags
- 17,000 Peppermint boxes
- 17,000 Post-its
- 2,500 Diversity-Bingo booklets
- 24,000 Pens
Public relations and social media materials

- Social media kit (German / English)
- Guidelines for online seminars, video messages, podcasts & social media posts
- Poster templates
- Template for hoisted flags & beach flags
- Online banner
- Social media tiles & banner
- Factbook 2020 (German / English)
- Factsheet 2020 (German / English)
- GIF
- Press kit
Outlook 2021
9th German Diversity Day

Show #FlagforDiversity in the work environment!

We look forward to your activities!

Tuesday, the 18th of May 2021