

German Diversity Day 2020

Impressions, Numbers, Prospects

Content

- The 8th German Diversity Day
- The media response
- Materials
- Outlook 2021



The 8th German Diversity Day

GDD20: We stand together

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 8th 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.



Photo: Shutterstock

Social media campaign for #GDD20

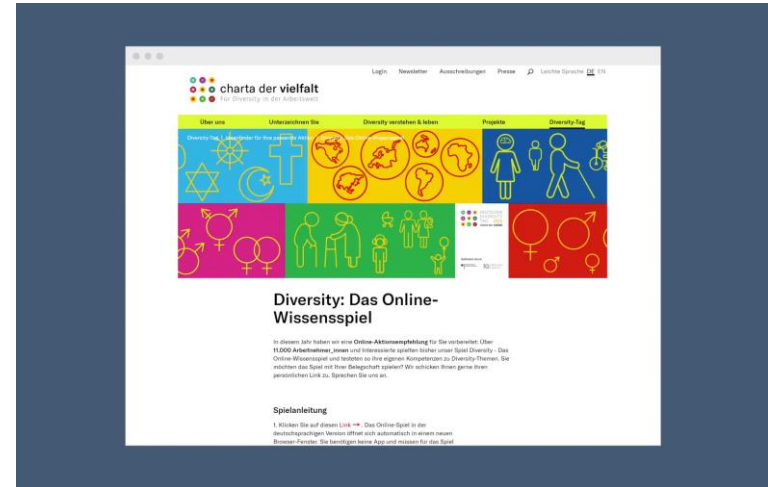
#Diversityconnects because...



- 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 experienced in times of social distancing.

Diversity – the online quiz

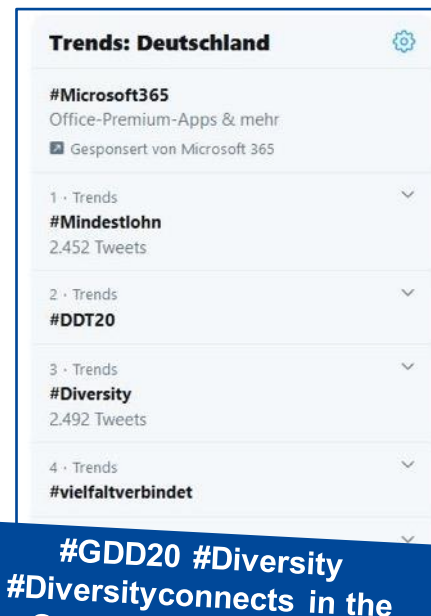
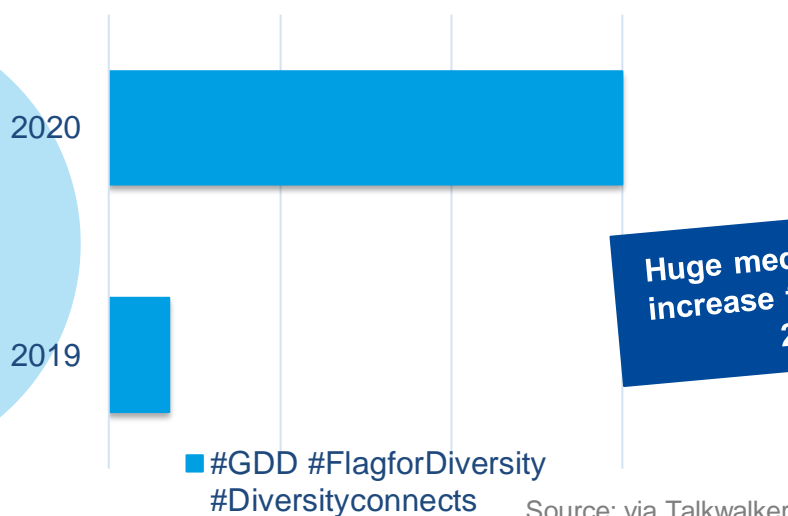
- **Online-Quiz** on a digital learning platform
- Questions and response options regarding the different **diversity dimensions**
- **“Knowledge snacks”** between the quiz questions
- Over **11.000 people** played along in May



Social media: #GDD20 trending

More than 20 million accounts reached on Twitter

Coverage in million contacts



#GDD20 #Diversity
#Diversityconnects in the
German Twitter trends

#Diversityconnects #FlagforDiversity

Also on Facebook, Instagram and LinkedIn

Instagram post by the
Federal Ministry of
Economics and Technology



Instagram
story from real



LinkedIn post by
thyssenkrupp



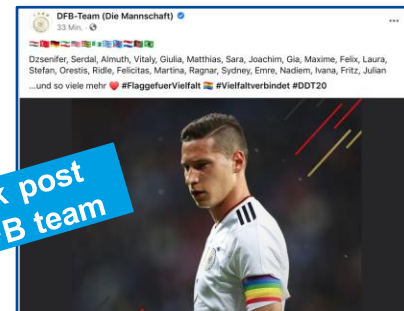
Tweet by the Foreign
Office for the #GDD20



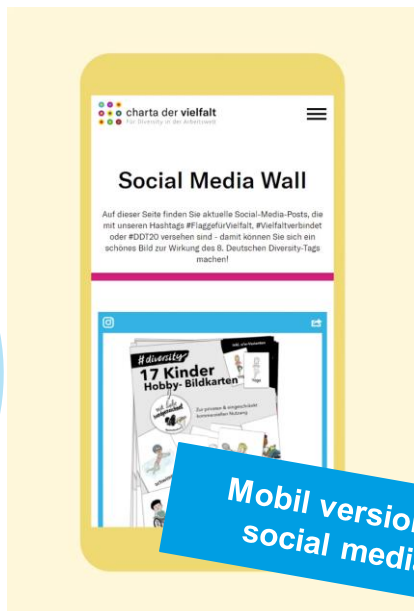
Facebook post
from Bayern 2



Facebook post
by the DFB team



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

 **Bundesregierung** ✓
1 Std. · 🌐

Die Bundesregierung zeigt #FLAGGEFÜRVIELFALT: „Wir wollen sozusagen die Statistik aufzubessern. Ich wünsche mir, dass wir mit Diversität kompetenter umgehen. Dass wir uns von Unterschieden nicht irritieren lassen, sondern Vielfalt als Stärke betrachten“, so Steffen Seibert zur Beteiligung des Presse- und Informationsamtes der Bundesregierung am Diversity Day 2020. #DDT20


DEUTSCHER
DIVERSITY
TAG 2020
charta der vielfalt

👍👏 233 160 Kommentare 27 Mal geteilt

Video message from Steffen Seibert, spokesman of the Federal Government

 **MDR Presse** ✓
@MDRpresse

#StarkDurchVielfalt - Der MDR macht sich stark für abwechslungsreiches Programm & vorurteilsfreie Unternehmenskultur. Erstmals beteiligt sich der MDR beim Deutschen #Diversity Tag @ChartaVielfalt. Alle Infos zum #DDT20 und zum @mdrde-Programm gibt's hier:

Translate Tweet



Diversity-Tag: Flagge für Vielfalt
Weltoffenheit, Wertschätzung
26. Mai am deutschen Diversity
@mdr.de

10:45 AM · May 26, 2020 · Ho...

Thematic focus on Diversity at Mitteldeutschen Rundfunk

Activities during the GDD20

A selection



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

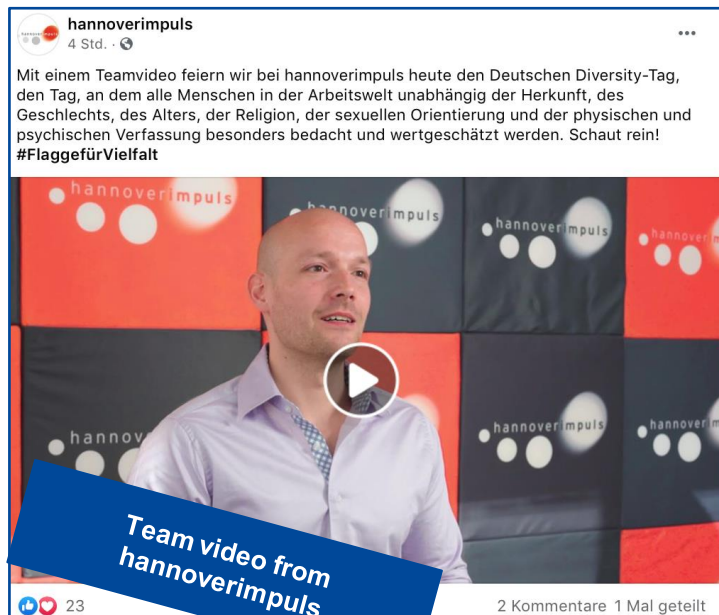
0:00 / 16:48

Der Podcast der GASAG-Gruppe:

Für unseren Podcast der GASAG-Gruppe „Auf die Ohren“ haben wir zum 8. Deutschen Diversity-Tag die Geschäftsführerin der Charta der Vielfalt e.V. Aletta Gräfin von Hardenberg zur Wichtigkeit von Vielfalt in Unternehmen interviewt. Neugierig? Hörst rein...“

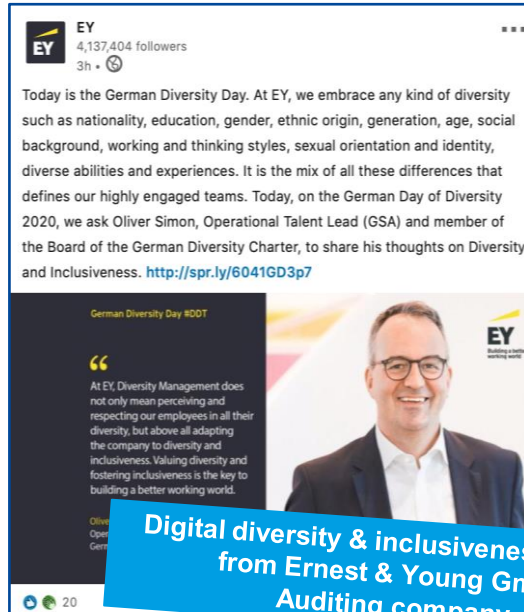
Activities during the GDD20

A selection

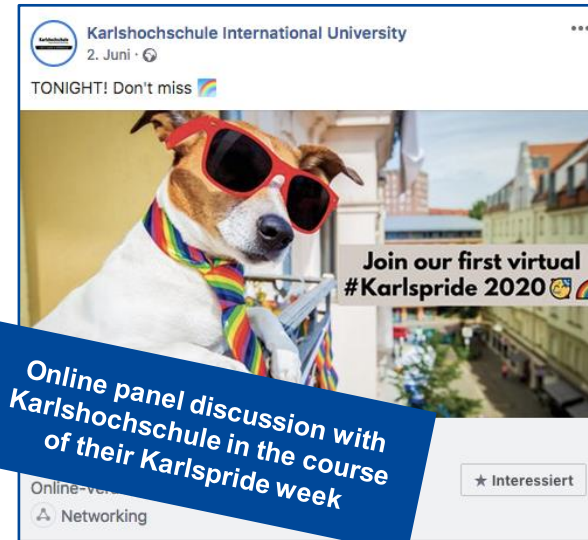


Activities during the GDD20

A selection



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



Online panel discussion with Karlshochschule in the course of their Karlspride week

Activities during the GDD20

A selection



Post-colonial city tour through the city center of Augsburg



AUGSBURG POSTKOLONIAL

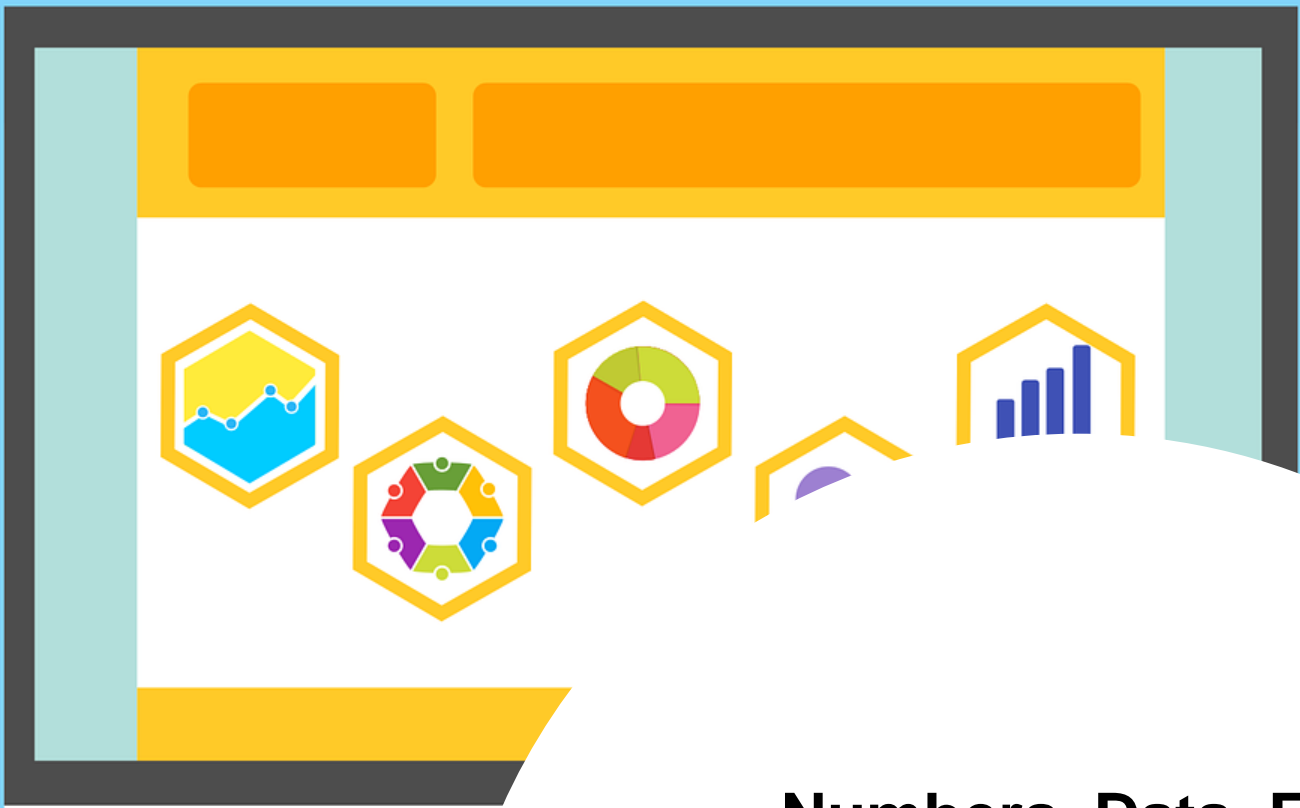
Continuously register activities!

Diversity is important every single day.

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

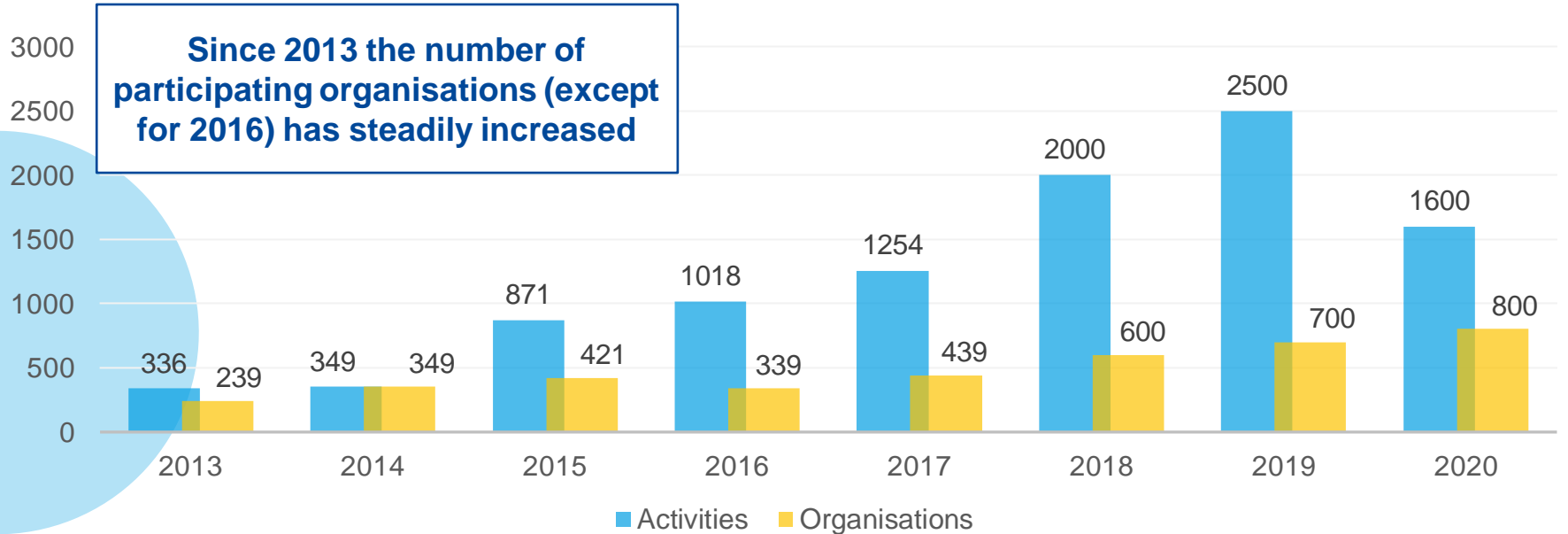
Participants can further on register activities and show **#FlagforDiversity**.



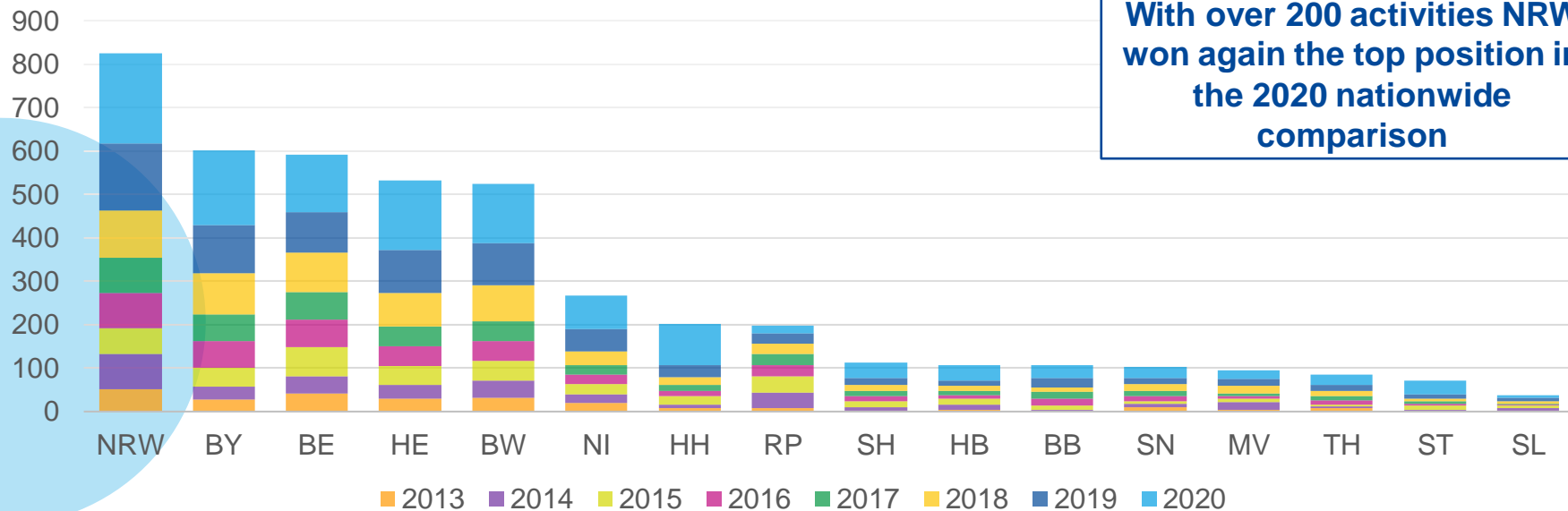


Numbers, Data, Facts GDD20

GDD20: More organisations than ever



Activities in all 16 federal states



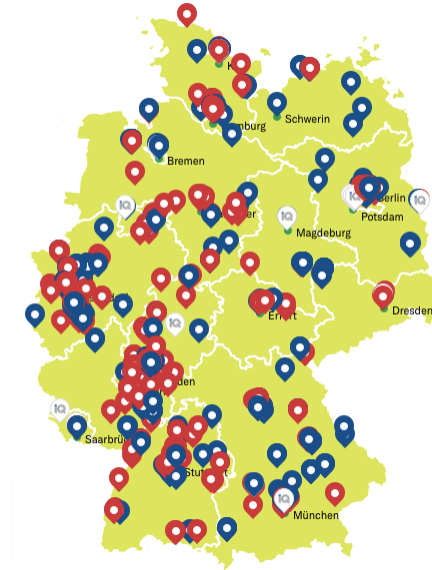
Nationwide engagement

- 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 

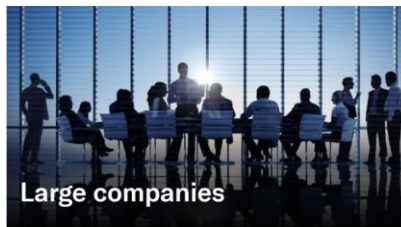


Sectorial distribution

131 Organisations
308 Activities



605 Companies
1.153 Activities



83 Organisations
156 Activities



Photo: Shutterstock

All major industries were represented

Associations Advertising Banks Credit industry Chambers Culture Databases

Construction Education Energy supply Entertainment Federal Government

Foundations Housing Healthcare Insurance industry Land Legal advice Logistic

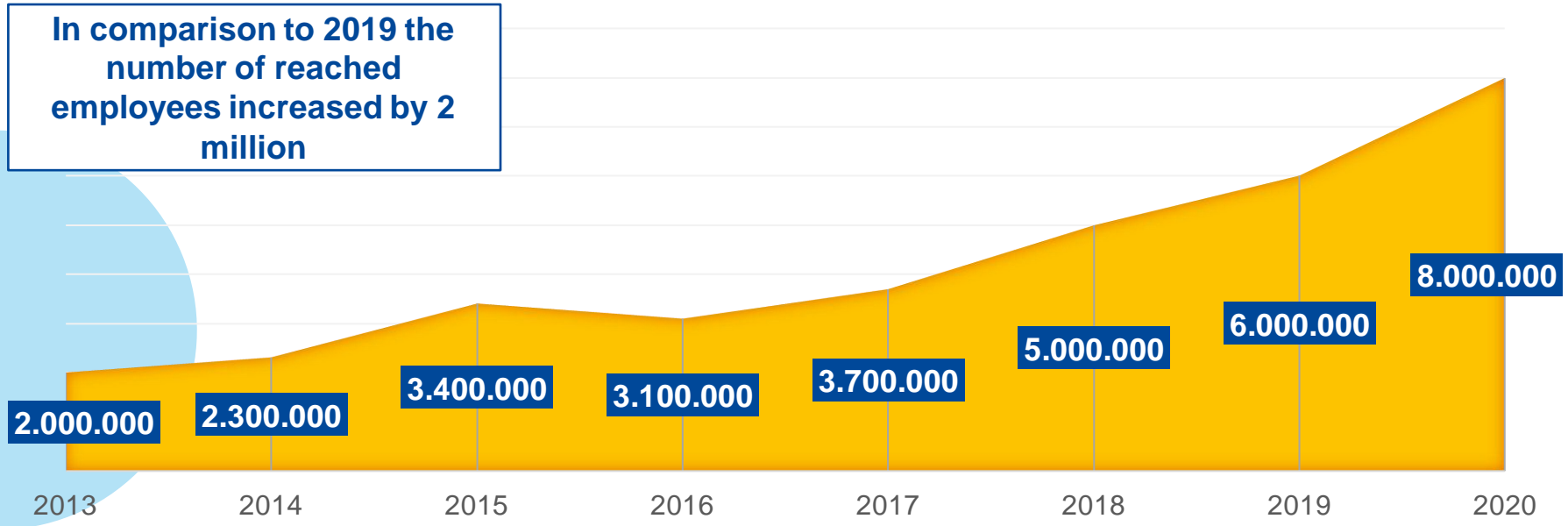
services Marketing Market research Mining Public sector Providers Real estate

Research Repairs Restaurants Social affairs Savings Sports Trade Transport

Veterinary affairs Waste disposal Work

Coverage records

GDD20 reaches over 8 million employees



The media response

GDD20 in the media

Media coverage on all channels: Print, online, TV and radio

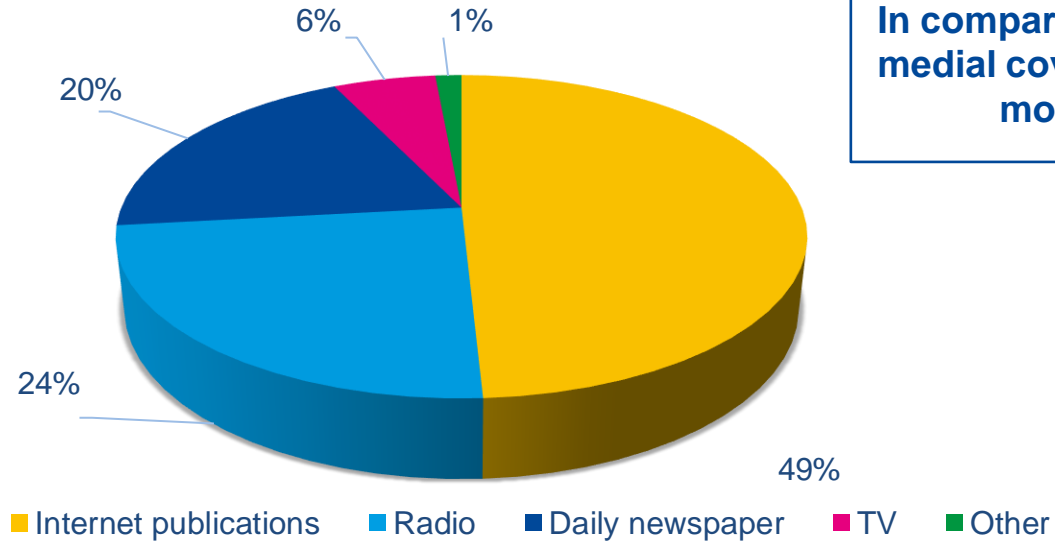
- **Online:** e.g. Deutschlandfunk, BR, NDR-Online
- **Radio:** e.g. SWR am Abend, NDR Info, Bayern 3, MDR Aktuell, Radioeins rbb
- **Print:** e.g. SZ, Tagesspiegel, Welt, FAZ
- **TV:** e.g. rbb-Abendschau, MDR-Fernsehen, WDR Lokalzeit Ruhr, SWR Aktuell, Pro7 Galileo, Pro7 News Time, Taff, Kabel1 News



Photo: Shutterstock

Enormous media response

A total of 964 media reports were published in print and online. As a result 443,2 million people were reached.*

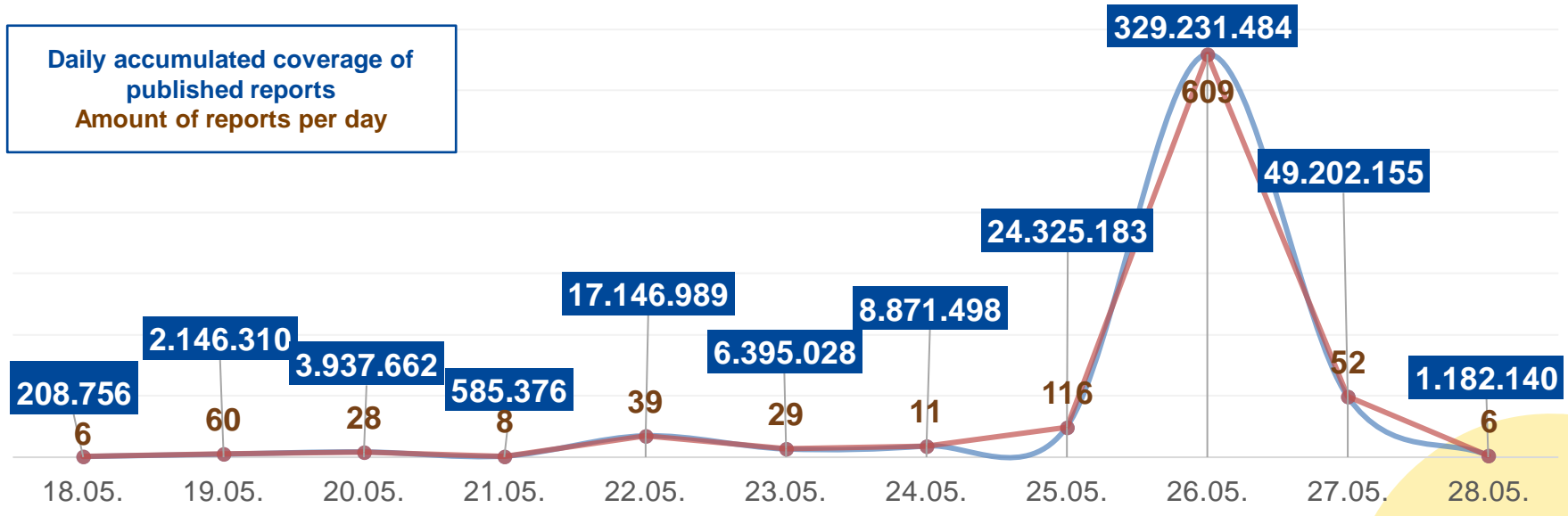


In comparison to last year the medial coverage increased by more than 200%

* 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

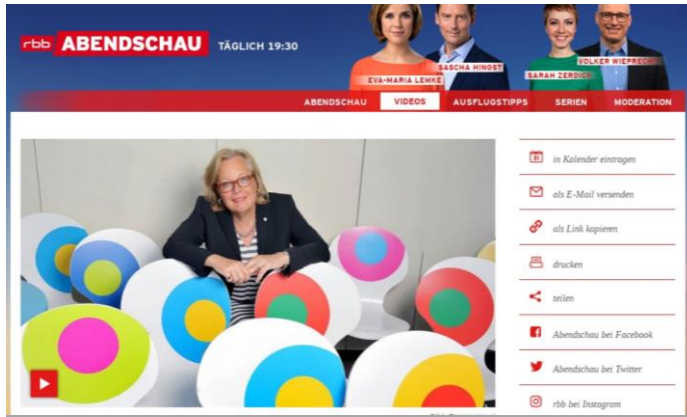


The Welt refers to the Charta der Vielfalt

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.“



Media coverage with Charta LOGO at Taff (Pro7)

Source: Landau Media

Materials

Info materials



Public relations and social media materials



Outlook 2021

9th German Diversity Day

Show
#FlagforDiversity
in the work
environment!



We look forward to
your activities!

Tuesday, the 18th of May 2021

Contact

Managing Director: Aletta Gräfin von Hardenberg

Project Team: Theresa Graml
Stephan Dirschl

Office: Albrechtstraße 22
10117 Berlin

Phone: 030 8471-2086

Fax: 030 8471-1499

E-Mail: diversity-tag@charta-der-vielfalt.de

Webpage: www.charta-der-vielfalt.de/en/