charta der vielfalt

Diversity als Chance –
Die Charta der Vielfalt für
Diversity in der Arbeitswelt

Eine Initiative unter der Schirmherrschaft
von Bundeskanzlerin Dr. Angela Merkel.

The Charta der Vielfalt – a voluntary commitment to diversity management

The basic premise of **diversity management** is that valuing the diversity of employees serves companies' commercial success. The diversity of employees is actively encouraged in the context of HR strategy and organisational development.

This is where the **Charta der Vielfalt** comes in. It is a fundamental commitment to the economic benefit of diversity and to tolerance, fairness and appreciation in the world of work and in society. By signing, companies and organisations commit to respect all employees equally – regardless of age, ethnic origin and nationality, gender, religion and worldview, physical and mental ability, sexual orientation and social background. Federal Chancellor Dr. Angela Merkel became the patron of the initiative in 2006. The Commissioner for the Federal Government for Migration, Refugees and Integration, State Minister Annette Widmann-Mauz, supports the initiative.

The Charta der Vielfalt initiative was converted into an association in January 2011, whose director is Stefan Kiefer. The association supports the establishment of diversity in the economy and in society. It intends in particular to win more companies and organisations for the principles of the Charta der Vielfalt, and to enable mutual learning and sharing of experience among the signatories, thus supporting them in implementing diversity management. The members of the association are: Accenture, adidas, Allianz Deutschland AG, Audi AG, BASF SE, Bayer AG, BMW AG, Boehringer Ingelheim Pharma GmbH & Co. KG, BP Europa SE, Commerzbank AG, Daimler AG, Deutsche Bahn AG, Deutsche Bank AG, Deutsche Post AG, Deutsche Telekom AG, Ernst & Young GmbH, Henkel AG & Co KGaA, innogy SE, Internationaler Bund, Merck KGaA, Novartis AG, Osram GmbH, OTTO GmbH & Co KG, Dirk Rossmann GmbH, Sanofi-Aventis Deutschland GmbH, SAP SE, Schaeffler AG & Co. KG, Siemens AG, Traton SE, Volkswagen AG. Minister of State Annette Widmann-Mauz also serves on the association's executive committee.

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www.charta-der-vielfalt.de

Der Verein ist unter der Register-nummer VR 307 49 B beim Amtsgericht Charlottenburg eingetragen und wegen der Förderung der Bildung gemäß Bescheid vom 12. Februar 2018 des Finanzamtes Berlin Körperschaften I, Steuernummer 27/662/56207 als gemeinnützig anerkannt.

The signatories of the Charta der Vielfalt

- Until the present day, about 3,800 organisations with a total of more than 14 million employees have signed the Charta der Vielfalt.

- In the meantime, 25 of the DAX 30 companies have signed the Charta der Vielfalt – as well as numerous German subsidiaries of well-known foreign companies.

- 15 percent of the signatories are from the public sector – they include nine of Germany's ten largest cities, 15 of Germany's federal states, 11 German Ministries, and 101 universities and institutes of higher education.

- The Charta der Vielfalt also meets with considerable interest from other stakeholders in society – e.g., organisations, associations, foundations, such as the Federal Confederation of German Employers' Associations, the German Red Cross and also the German Football Association.

Diversity is worthwhile – Facts and arguments

Benefits of diversity management

Sustainability: The topic of the workforce is becoming ever more crucial during times of demographic change and the associated shortage of skilled labour, and organisations need to react more creatively to these topics to react successfully in the long term to market challenges.

Retention of employees: Companies and organisations have a lower fluctuation rate because their staff feels understood and valued as individuals in their diversity.

Increased efficiency: Mixed teams often arrive at more creative and innovative solutions than homogeneous groups. Furthermore, appreciation and recognition make staff more motivated and more willing to participate actively.

Recruiting: An unbiased organisational culture is now an important criterion when choosing where to work, and thus a significant factor in the increasingly competitive search to find and retain qualified staff. It is often necessary to change recruiting processes to address the best talents on the market in new ways, to win them over and retain them in the organisation.

Image building: The public appreciates companies and organisations that think in an open-minded and pluralistic way.

Winning new customers on the German market: A heterogeneous workforce enables you to better manage your target groups, and improves contact with customers.

Opening up new markets abroad: Organisations that employ people with diverse backgrounds have greater opportunities to open up new markets in the age of globalisation.

Reducing risks: Actions for damages on the basis of the General Equal Treatment Act (AGG) are less likely if an organisation implements diversity management.

You will find a list of the signatories of the Charta der Vielfalt, successful examples of implementing diversity management in practice and comprehensive information on the topic of diversity and diversity management on the initiative website: **www.charta-der-vielfalt.de**

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