

FLYING THE FLAG FOR DIVERSITY 28 MAY 2019

#FLAGFORDIVERSITY
#GDD19

Get involved in the 7th German Diversity Day with your own campaign and fly the flag for diversity.

Fly the flag for diversity!

Whether it's gender or gender identity, nationality, ethnic origin, religion or ideology, disability, age or sexual orientation and identity, we experience diversity in many different ways. On 28 May 2019, the Diversity Charter calls on companies and institutions across the company to show their commitment to diversity in very individual ways.

Whether companies organise internal events or public participation activities, the German Diversity Day offers an opportunity to sensitise both staff and our society to the issue and to fly the flag for diversity publicly.

2018

2.000 campaigns

>5 Mio. employees reached

600 organisations

GET INVOLVED NOW
AND FLY THE FLAG
FOR DIVERSITY!

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Six good reasons to take part

1 Your staff and our society are sensitised to the topic of diversity.

2 By participating in the day of action, you will activate and motivate your staff.

Together for a diverse world of work!

Get on board and use the 7th German Diversity Day to make the diversity in your organisation visible. You can be part of the national movement with the most varied of campaigns. There are no limits to your creativity: a workshop for employees, illuminate your workplace or run a social media campaign – the options are as diverse as the topic itself!

It doesn't matter whether you have something complex or low-key planned, we would be happy to help with ideas, background information, flyers and templates.

Do you want to make your campaign visible?

Just fill in the registration form on www.deutscher-diversity-tag.de and you'll be taken to our digital campaign map, so you can become a part of the national movement.

Raffles

We want to reward your commitment and your creativity by raffling off hoistable flags/beach flags among all of the registered companies at regular intervals. We will also raffle off tickets for the DIVERSITY conference as part of the "best campaign". It's worth getting involved!

3 New clients will get a positive impression.

4 You are the day of action: the more organisations get involved, the more visible your company, your institution and your region will be!

5 You will be at an advantage when it comes to recruiting new talent.

6 Campaigns for the German Diversity Day don't have to cost a lot or take a lot of time.

www.german-diversity-day.de

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Exchange platform

Do you want to bring together people who will strengthen and inspire one another on gdd19? An invitation to a network meeting for your employees and colleagues or external guests is the ideal way to do it. The IQ Network Hamburg – NOBI used the format of exchange islands in 2018: successful women with a migration background from various industries gave reports on their professional experiences at five stands. Each stand had a different focus, for example recognition of professional qualifications obtained abroad or female entrepreneurs and networking. It was a wonderful opportunity for role models to share their stories with others and inspire one another.

Escape room

One sealed room, one diverse team, one puzzle: at the Research Institute for Vocational Education and Training, diversity is brought to life, among other things, by using an escape room. Working well together and valuing the talents of each individual are essential to find your way out of this exciting escape room. Participants can break down prejudices through play. Get creative and think about an exciting puzzle that would be an innovative format with which to surprise your staff for gdd19.

Family work room

The ability to reconcile home life and work life is a major challenge for all employers. LEAG AG has a suggestion: a family working room was inaugurated for gdd18. This was a great action with a sustainable impact and would be a good thing to implement in your organisation too. It's not only parents who can use the family room – grandparents, aunts and uncles can also use it to look after children. This means families become more visible in everyday working life and a higher value is placed on them.

Fly the flag with flowers

During gdd18, employees from the International Confederation from the North Rhine-Westphalia North II Region came together to take a brightly coloured stand for diversity. You too can fly the flag by planting a flower bed in the shape of the Diversity Day rings on your company site. An internal community action will give your staff a permanent signal of diversity that visitors will see too.

Flying the flag

Simple yet effective: the gdd18 flag flew above the Molkenmarkt in Berlin for a week. The Berlin Waterworks flew the flag for diversity in the most literal sense of the term with this action, which was a beautiful and clear symbol of diversity to all customers, employees and business partners. You can fly the flag for diversity too on German Diversity Day 2019 – flag templates are available on www.deutscher-diversity-tag.de.



Pictures: Handwerkskammer Hamburg/IQ Netzwerk - NOBI, IEAG, fbb, IB Nord NRW, Berliner Wasserbetriebe

About the Diversity Charter

The Diversity Charter advocates the recognition and inclusion of diversity in working culture. The aim is for all employees to be able to develop individually in their sphere of action. More than 3,000 organisations have now signed the Diversity Charter, expressing their understanding of a modern and open world of work.

More information is available on www.charta-der-vielfalt.de

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