

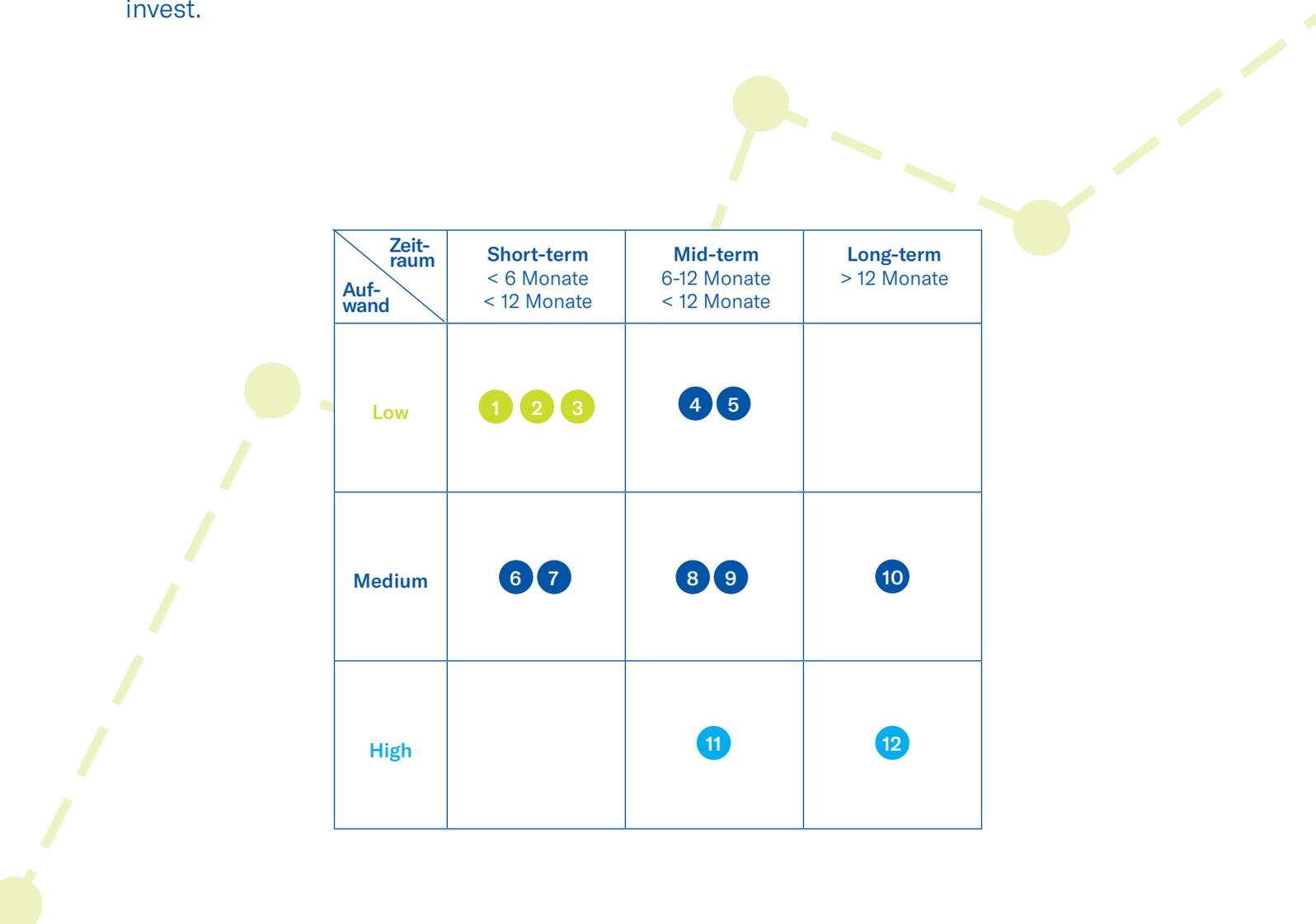


Associations, Foundations, Societies

Measures for your
Diversity Management

ASSOCIATIONS, FOUNDATIONS, SOCIETIES

Non-profit organisations can also make use of their employees' or members' diversity to be successful and even more relevant to society. For associations, societies or foundations, there are many approaches to infuse the objective of a diverse organisation with life. Whether you would like to strengthen or make better use of the diversity of your existing membership structure or that of your own employees – our actions support you in doing so. You yourself determine how much time and effort you would like to or are able to invest.



Zeit- raum Auf- wand	Short-term < 6 Monate < 12 Monate	Mid-term 6-12 Monate < 12 Monate	Long-term > 12 Monate
Low	1 2 3	4 5	
Medium	6 7	8 9	10
High		11	12

Short-term actions

1 Diversity Calendar

When was International Women's Day again, or the International Day of People with Disabilities, or the International Day Against Homophobia? You can find out in the Diversity Calendar, which contains the most important holidays and commemoration days on the topic of diversity. In addition, distributing a Diversity Calendar to your employees is a practical symbol of an open organisational culture. It also helps you when planning and scheduling work to take into account the differing needs of your diverse employees to the greatest extent possible.

2 Report on diversity

Report internally and externally on your diversity activities, as well as on actions and successes you have achieved through more diversity. Make use of all channels available to you for communication purposes.

3 Role models

Identify authentic role models that credibly represent and live the topic of diversity. Show the role models in the organisation and communicate your messages and insights.

6 Principles and guidelines

Include diversity in your guidelines, your identity or your principles. Make a binding commitment that openness and respect constitute the basis on your conduct and actions.

7 Diversity at all levels

Review how much diversity is in the actions and activities. If you consider accessibility, language, cultural or gender-specific preferences at all levels, you have achieved a lot and will also appeal to different target groups.

Mid-term actions

4 Competitions

Many organisations hold competitions on German Diversity Day. The competition can focus internally on members and employees, but also towards the outside world. Photo competitions or quizzes are particularly popular, and they stimulate the discussion around diversity. You can also conduct the competitions throughout the entire year.

5 Establish contacts

People usually move in their familiar circles – both in their personal life and at work. For that reason, bring people together who are diverse in a range of respects. Encourage encounters with people who are different, and perhaps also unfamiliar. Eat or cook together – shared meals create connections.

8 External communication

Which target group do you reach using which media, with which messages? And who are you not reaching? An appreciative language – also in images – is often the first key. Depict people from different age groups in your media; show different genders, skin colours and qualifications. Avoid depicting stereotypical situations. A typical picture, for instance, is of a man giving a woman instructions or advice. You can do better than that!

9 Develop skills

Ensure that all participants in your organisation know and understand the topic of diversity, the advantages and challenges it involves. But also support your employees in dealing with challenges. Workshops, training sessions, talks or mentoring programme get your employees fit in matters relating to diversity.

11 Demography analysis

Analyse – to the extent possible – the diversity dimensions in your organisation and your work environment. Besides gender mix, aspects are relevant such as interculturality, different aptitudes or sexual orientations. In addition, the age distribution provides indications whether you should change anything.

Long-term actions

10 Cooperative partnerships

If you're convinced, you can also convince others. Motivate the persons and organisations you work with to actively deal with the topic of diversity and also to commit to openness and respect. You can introduce this formally as a requirement in official tenders.

12 Future orientation

Consider the effects of diversity when you're working on the vision and planning of your organisation's future viability. Critically assess to what extent a challenging environment with an aging population, internationalisation and individualisation influences your future viability and how you would like to deal with these challenges.