June 2020

DIVERSITY MONTH 2020 – CELEBRATING 10 YEARS OF THE EU PLATFORM OF DIVERSITY CHARTERS

Summary report

Background

In light of the Corona virus epidemic, the original plans for the first European Diversity Month and the launch event planned for 29 April 2020 had to be revised and adapted.

To keep diversity in the spotlight, we instead issued a press release on 29 April to mark the 10th anniversary of the European Platform of Diversity Charters together with video message from Commissioner Dalli and a Factsheet on the EU Platform. We also further promoted the work of the Charters and their signatories via social media and contributed to their events and activities.

1) Promotion activities of the European Commission

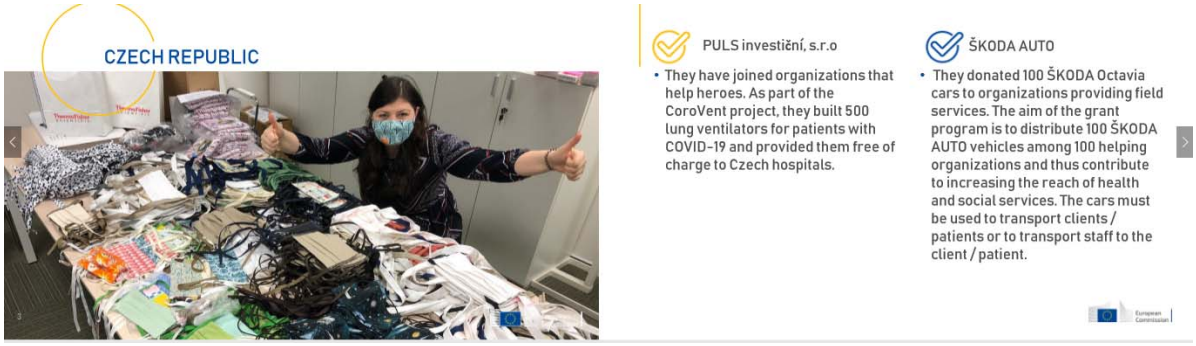
10th anniversary of the EU Platform of Diversity Charters

- **Video message** from the Commissioner for Equality, Helena Dalli and several representatives from the Diversity Charters' signatories.
- **Press chapeau** on the Daily News webpage.
- **Dedicated webpage** "The EU Platform of Diversity Charters turns 10!" on the Diversity Management section of EC Europa website with publication of a **factsheet** summarising the achievements of the Charters and a recent study on the diversity in trade unions.

- **Social media posts** on Twitter and Facebook were published from the accounts of the European Commission, DG JUST and Commissioner Dalli and shared by other DGs, Diversity Charters and their signatories.

Promoting solidarity actions

- To further promote the Charters in the month of May we published **social media posts** on Twitter and Facebook highlighting the amazing **solidarity actions** that the signatories of the Charters have been doing since the start of the pandemic.
- We collected examples of solidarity actions shown by the Charters' signatories in response to the COVID19 crisis:
    - Companies supported their employees and their families by setting up remote working tools, organising information sessions on mental health or extending their health insurance coverage.
    - They also supported their wider communities by donating money as well as their products, changing their production lines to produce face masks or disinfectants, offering their services for free to those in need.
- We prepared also a **compilation of selected good practices** and published it on our website (and the link was included in the social media posts).



Promoting diversity actions

- While most of the Diversity Charters planned to organise **Diversity actions** throughout the month of May, many of them had to cancel or postpone these activities until later in the year. However, where possible, the Charters transformed the planned activities into virtual format and the results are impressive.
- We highlighted and promoted these diversity activities with **summary social media posts** in the first week of June.

EU Platform of Diversity Charters - May 2020

9 Photos · Updated 11 days ago

United in diversity in spite of coronavirus! Many national Diversity Charters found innovative ways to celebrate diversity with their signatories by organising virtual events in May 2020.

2) Social Media impact (29 April – 7 June 2020)

The data below provides an overview of the social media impact of the posts published directly from the EC accounts. Links to the posts can be found in Annex 1.

Web

- 864 views of the Daily News webpage on which the Diversity Charters press chapeau was the item #6
- 514 visits of the "The EU Platform of Diversity Charters turns 10!" webpage (accessible factsheet)
- 74 downloads of the factsheet
- 61 downloads of the trade union study

Video

- 6,322 views

Breakdown:

- 5,100 views on European Commission central Twitter account
- 1,100 views on EU Justice Twitter
- 122 views on the website

Social media

- 12 social media posts generating 594 interactions (likes, replies, shares/retweets)

Breakdown:

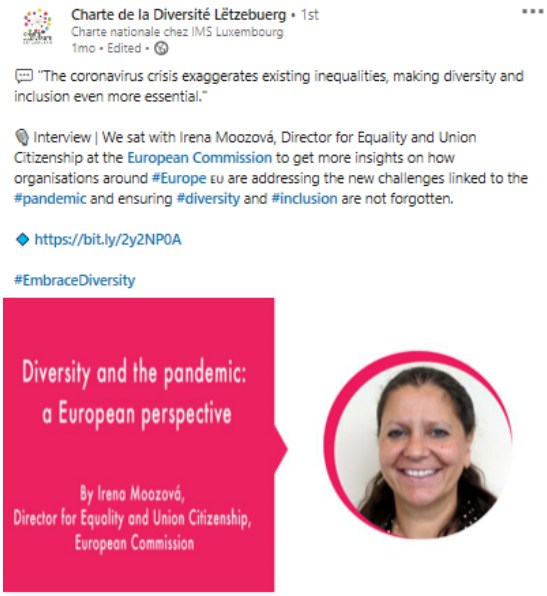
- Twitter EU Justice: 5 tweets, 273 interactions including 119 retweets
- Facebook EU Justice: 4 posts, 144 interactions including 44 shares
- Twitter Helena Dalli: 1 tweet, 45 interactions including 16 retweets
- Twitter European Commission: 2 tweets, 132 interactions including 36 retweets

3) Other contributions linked to the Diversity Month:

We have made also the following contributions linked to the various activities organised by the Charters during the Diversity Month and to the celebration of the 10th anniversary of the EU Platform.

- **Video message** of Ms Moozova (Director for Equality and Union Citizenship) to the Czech Diversity Day event.

- **Foreword** by Ms Moozova to a publication called "Diversity Management in Romanian Organisations" published by the Romanian Diversity Charter.
- **Interview** of Ms Moozova with the Diversity Charter in Luxembourg in the context of their "Diversity & Covid-19" series.



- **Article** on My IntraComm on the 10th anniversary of the EU Platform of Diversity Charters.

4) Promotion activities from the Charters and their signatories

Throughout the month of May, the Diversity not only further disseminated the social media posts published by the European Commission, but also organised their internal diversity events.

Several Diversity Charters managed to transform their originally planned diversity events into an online format.

These activities and diversity events were often endorsed by the government representatives (e.g. Slovak President - Zuzana Čaputová, German, government spokesperson and head of the Press and Information - Steffen Seibert, Ms. Corinne Cahen, Minister of Family Affairs, Integration and the Greater Region in Luxemburg).

❖ *Czech Diversity Charter*

In the Czech Republic, *Byznys pro společnost* organised an online event for Diversity Day on 15 May. More than 70 companies took part and 9 new companies signed up to the Czech Diversity Charter.

❖ *Slovak Diversity Charter*

Nadácia Pontis created a booklet of practical tips to help companies celebrate Slovak Diversity Day on 28 May. They also organized a webinar on age diversity.

❖ *Polish Diversity Charter:*

In Poland, Forum Odpowiedzialnego Biznesu (the Responsible Business Forum) celebrated Diversity Month by publishing a series of podcasts, videos, interviews, essays and articles throughout the entire month of May.

❖ ***Hungarian Diversity Charter:***

The Hungarian Business Leaders Forum organised a series of free online events for Hungarian Diversity Week between 25 and 29 May. In total, more than 550 people took part in these events.

❖ ***German Diversity Charter:***

In Germany, Die Charta der Vielfalt organised a Diversity Day on 26 May. This involved over 1,500 activities, carried out by over 700 companies. They were represented in all public service broadcasters, on television, radio and online and in the major daily newspapers. The media coverage was over 250 million. They went out strongly with the message that diversity management is helping right now. Because mixed teams are more innovative, creative and stable. Skills that we need in the crisis.

❖ *Spanish Diversity Charter:*

In Spain, Fundación Diversidad launched a social media campaign to celebrate the 10th anniversary of the EU Platform of Diversity sharing one good practice per day during the whole month.

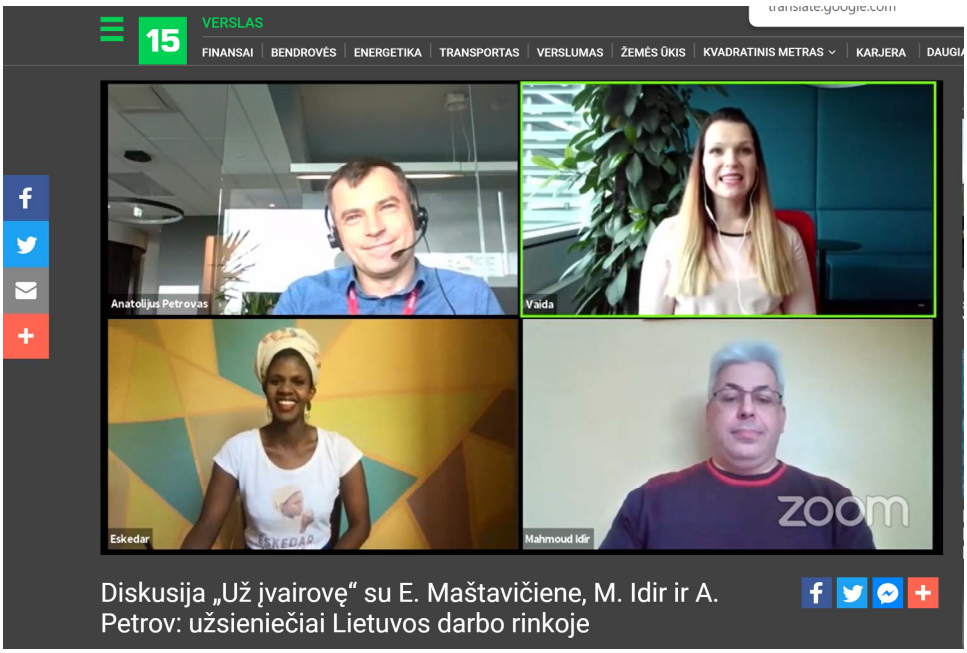
The hashtags used were #UnidosEnLaDiversidad #UnionOfEquality.

❖ *Portuguese Diversity Charter:*

The Carta Portuguesa para a Diversidade launched an online communication campaign to raise awareness about the Portuguese Diversity Charter, its principles, and the benefits of diversity at the workplace. They also made a video with testimonies from some of the companies who have signed the charter.

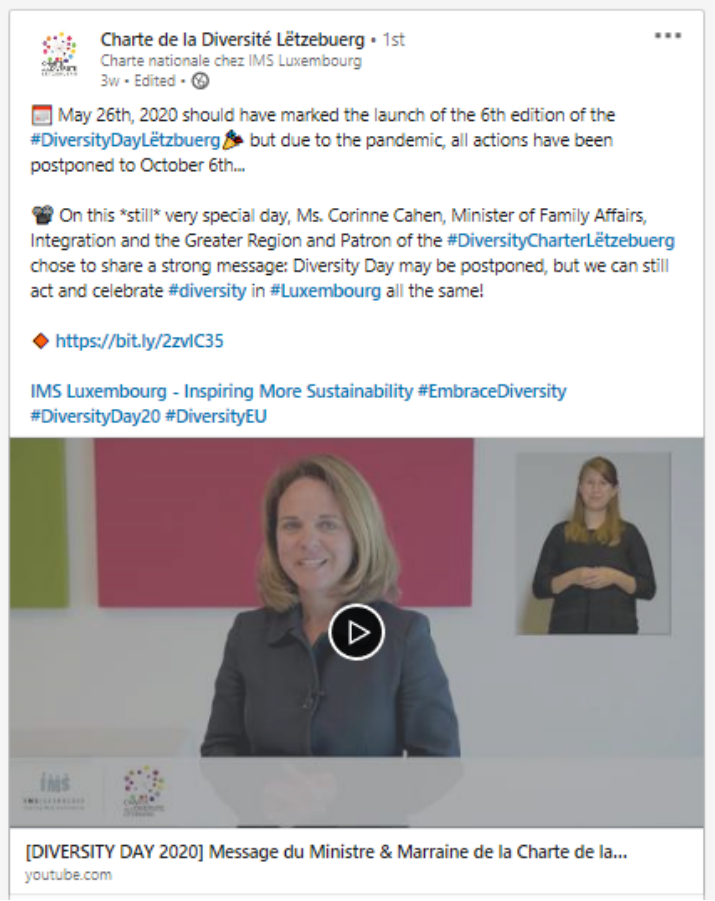
❖ *Lithuanian Diversity Charter:*

Lithuanian Diversity Charter, and one of the biggest media website 15min.lt launched an information campaign ''May in Diversity'', which reached out to its addressees on a trilateral principle: first, by inviting to join practices of governmental and non-governmental organizations active on a European level; second, by promoting awareness among professionals involved in a role of employers or employment facilitators; and third, by encouraging various individual and collective members of the society to join action in local organizations.



❖ ***Luxembourg Diversity Charter:***

They launched "Diversity & Covid-19" series, to answer the need for inclusive actions and information during this extraordinary period. They organised two webinars, the first one on Intersectionality and the second one where we invited signatories and experts from the finance sector in Luxembourg and Belgium to share best practices and the actions they put in place internally. They also conducted an interview with Ms. Irena Moozova and produced short video of their Patron, Minister of Family Affairs, Integration and the Greater Region Ms. Corinne Cahen for what should have been Diversity Day, on May 26th. Finally, they interviewed around 20 organisations in Luxembourg to know how they have been dealing with the crisis in terms of D&I.



5) Feedback from the Charters

We have disseminated EU Survey to all Charters with the aim to receive their feedback on the different actions from the month of May as well as to get their ideas for the future organisation of the EU Diversity Month.

12 out of 24 Charters filled in the survey within the deadline. Bellow is the summary of their feedback. More detailed responses are in the Annex 2.

- In spite of facing many challenges such as non-responsiveness from members and transferring activities into digital format, 8 out of 12 Charters organised diversity activities in May 2020
- The average evaluation of the Commission's social media posts was GOOD (from very good, good, average, poor, very poor)
- Charters would become more timely information on when the social media posts are being published and would also like to have to opportunity to have their tweets re-tweeted by EC when they organise some important events/activities

- At the next Platform meeting they would like to focus on:
    - Role of Chartes after Covid19 - new challenges.
    - Diversity Management in times of massive changes.
    - Gender equality/age diversity/cognitive diversity/mental health
    - Intersectionality, working on target-groups (people without a diploma/unrecognized diploma), diverse religious and philosophy management in the workplace, intergenerational practices (especially for reverse mentoring).
    - Their experience from Covid-19 time, lesson learned for future in support of woman on labor market, parents, 55+generation
- All of the Charters would like to have EU Diversity Month organised next year, preferably in May.
- In terms of support from the EC, the most appreciated would be the social media toolkit, press conference and examples of best practices in organising Diversity Days/weeks/months by the Charters.
- The Charters also expressed the wish to discuss possible funding of their operational costs.

6) Recommendations

Based on our experience and the feedback from the Charters, these would be the recommendation for future organisation of the EU Diversity Month.

- Ensure the possibility to use the title 'EU Diversity Month'
- Organise a launch event and announce the date at least 6 months in advance
- Prepare social media toolkit = use consistent references (hashtags) in all social media posts
- Ensure that there is a clear detailed plan for social media promotion developed by 01 before the start of any activities, in order for the Charters to plan their social media promotion as well. Make sure the division of tasks with 01 is clear and agreed on in advance.
- In addition to Facebook and Twitter, use also LinkedIn for promotion since majority of the Charters use it
- Use the examples, toolkits and manuals already developed by Charters to create a document with examples of best practices in organising Diversity Days/weeks/months by the Charters

ANNEX 1 – links to the relevant social media posts

29.04.2020 – Celebrating 10th anniversary of the EU Platform of Diversity Charters

Tweets from @EU_Justice:

https://twitter.com/EU_Justice/status/1255455178293207040

https://twitter.com/EU_Justice/status/1255457140384378880

https://twitter.com/EU_Justice/status/1255466611374465025

Tweets from @EU_Commission:

https://twitter.com/EU_Commission/status/1255457825381396483

https://twitter.com/EU_Commission/status/1255456186536771586

Tweets from @helenadalli:

https://twitter.com/helenadalli/status/1255445049086742528

And the following Facebook posts:
https://business.facebook.com/278117815576023/posts/2989006484487129/

https://business.facebook.com/EUJustice/posts/2989464797774631

Website of the EU Platform of Diversity Charters – 10th anniversary:
https://ec.europa.eu/info/policies/justice-and-fundamental-rights/combatting-discrimination/tackling-discrimination/diversity-management/eu-platform-diversity-charters-turns-10_en

Link to Daily News – press chapeau:
https://ec.europa.eu/commission/presscorner/detail/en/mex_20_776

Video of Commissioner Dalli:
https://audiovisual.ec.europa.eu/en/video/I-189937

28.05.2020 – Promoting solidarity actions of the signatories of Diversity Charters

Tweet and Facebook post:
https://twitter.com/EU_Justice/status/1265961177135407104

https://business.facebook.com/watch/?v=686488398871312

Compilation of good practices on solidarity:
https://ec.europa.eu/info/sites/info/files/solidarity_actions.pdf

05.06.2020 – Promoting diversity events organised in May 2020

Twitter moment:
https://twitter.com/EU_Justice/status/1268847177708814338

Facebook post:
https://www.facebook.com/pg/EUJustice/photos/?tab=album&album_id=3077052525682524

Other contributions:

- Video message of Ms Moozova (Director for Equality and Union Citizenship) to the Czech Diversity Day event.
  https://www.facebook.com/byznysprospolecnost/posts/1503473553155028

- Foreword by Ms Moozova to a publication called "Diversity Management in Romanian Organisations" published by the Romanian Diversity Charter.
  https://www.cartadiversitatii.ro/images/diversity/resurse/Diversity_Management_Romanian_Organisations.pdf

- Interview of Ms Moozova with the Diversity Charter in Luxembourg in the context of their "Diversity & Covid-19" series.
  https://chartediversite.lu/en/news/diversity-and-the-pandemic-a-european-perspective-by-irena-moozova-director-for-equality-and-union-citizenship-european-commission

  https://www.linkedin.com/posts/chartediversiteletzebuerg_europe-pandemic-diversity-activity-6666269718103621632-bGxZ/

- Article on My IntraComm on the 10th anniversary of the EU Platform of Diversity Charters.
  https://myintracomm.ec.europa.eu/news/EuropeandBeyond/Pages/eu-platform-of-diversity-charters-anniversary.aspx

ANNEX 2 – EU Survey summary – feedback on Diversity Month 2020

Organisation of events:

- 8 Charters organised some kind of diversity events linked to the Diversity Month
- The main challenges they faced were:
  - Transferring their initiatives into digital format
  - Challenges to attract people with online activities, since they were already flooded by big number of online activities (working, studying and also entertaining online)
  - To stay relevant with the produced content, to adapt to the new needs their signatories were all facing
  - Companies were concerned with their survival, so there was less availability, responses took longer, so making mobilization for activities was more difficult
  - Non-involvement of members
- 5 of the Charters are planning additional events later this year

Social media promotion:

- Average evaluation of social media posts of the European Commission (very good, good, average, poor, very poor):
  - General perception of the alternative actions prepared by the European Commission instead of the originally planned EU Diversity Month => GOOD
  - Commission's promotion linked to the 10 year anniversary of the EU Platform of Diversity Charters? (video message from the Commissioner, Factsheet, social media posts, press release) => GOOD
  - Commission's social media promotion of the solidarity actions of your signatories => GOOD
  - Commission's social media promotion of the summary of diversity events organised this month => GOOD

- Website, Facebook and LinkedIn are the most used social media by the Charters
- What else would the Charters welcome in terms of support in social media promotion:
  - To have some retweets of their social media campaign
  - More timely information from the EC media team as to when the posts will be published, so that they can prepare for it and ensure that it can be further disseminated to their signatories
  - To get videos or supporting words from Top D&I professionals and executives. They would also have appreciated more guidance to find inclusive management tools during the crisis, and to get a concrete overview of what the EU Commission did to inclusively manage their employees.
- 11 of the Charters would welcome further dissemination of the good practices collected linked to the Diversity Month via:
  - EU Platform meeting and website
  - Social media
  - Webinar - coordinated by de Commission for signatories from all over Europe about challenges on D&I. Another webinar only for Charters to face the challenges for our organizations during this crisis and afterwards.

- Digital (brochures) or simple document with classified practices (by field / theme / diversity dimension)

Next Platform meeting:

- The topic that the Charters would like to cover are:
  - Present the results of the InnoDiversity Tree (study about diversity and innovation in Spanish Companies). They already presented the metodology last year. But this year they would like to present the results. The researchers could join the meeting to do it. It's a very interesting and innovative project.
  - Role of Chartes after Covid19 - new challenges.
  - Diversity Management and inclusion in times of massive changes and crisis.
  - Put the focus to the communication and cooperation organization in our Platform. Sometimes it seems that all together we could reach our goal more effectively. It feels that to receive info by emails sometimes is not the best option. I am also interested in sharing experience how every charter is working in terms of management and activities, what membership package they have, how they involve members and etc.
  - Gender equality/age diversity/cognitive diversity/mental health.
  - Intersectionality, working on target-groups (people without a diploma/unrecognized diploma), diverse religious and philosophy management in the workplace, intergenerational practices (especially for reverse mentoring).
  - Our experience from Covid-19 time, lesson learned for future in support of woman on labor market, parents, 55+generation.
  - Organizational Practices for Older Workers.

Ideas for future Diversity Month:

- All of the Charters would like to have EU Diversity Month organised next year, preferably in May.
- Possible topics that could be the focus are:
  - Racism
  - Pandemics
  - Diversity as a part of strategy successful companies
  - How to support cross generational dialogue
  - Technologies in Diversity
  - Flexibility and Inclusion
- Support from the Commission in order of preference:
  - social media toolkit
  - press conference
  - examples of best practices in organising Diversity Days/weeks/months by the Charters
  - a manual for signatories with best practices
  - a video
  - a toolkit on how to best organise such event(s)

- posters, leaflets, printed materials
- other: launch event; presence of Commissioner Dalli; stronger EC visibility; collaborative / open-source media supports (document, video) where they could include national input, point of view; ensure that signatories really get the feeling that they are members of an European organisation; discussion on funding

General comments:

- The most preferred for of sharing news and good practice examples from other Charters among the Platform members is = emails and Newsletter.
- It would be very good to get time to review the activities, and discuss as a Platform. Focus on digital successes.
- It would be great to learn about those activities and examples that worked well digitally, the resources needed to deliver them, the reach, the increased awareness etc.
- Something positive was that the EU Charters contacted each other to share and discuss their respective best practices. It would also have been great if a Charter could take the lead on more collaborative projects (such as the production of a European inclusive crisis management document for instance). This would have had more impact than applied to a single country.
- Financial support for our local offices - financing salaries and offices could be more complicated this year.