



## DANUBE REGION Forum - Vienna Economic Chamber - April 28th, 2015

### Objectives

Sharing experiences about challenges and opportunities when starting/operating a Diversity Charter.  
 Building new alliances/cooperation among existing and emerging Diversity Charters in the region.  
 Building networks between signatories who operate across the Danube Region countries.

### Agenda

09:00	Welcome and brief self-presentation	12:00	Lunch Break
09:15	Main challenges surrounding a Diversity Charter Platform	12:30	Good Practices of Charter Signatories
10:30	Workgroup-Presentations	13:30	DANUBE Region Forum - future and sustainability
11:00	Good Practices of Charter Signatories	15:00	Official End

### Participants

Zuzanna	Bedrichova	Business for Society / Czech Diversity Charter (CZ)
Sabine	Brunner	Austrian Federal Economic Chamber (AT)
Vera	Budway Strobach	Erste Group Bank AG (AT)
Beata	Hlavcáková	Business Leaders Forum (SK)
Efrat	Honen	Update training GmbH (AT)
Michal	Hrebciik	Diversity PRO (SK)
Olga	Knyazeva	Henkel Central Eastern Europe (AT)
Alexander	Kollmann	update training GmbH (AT)
Elisa	Mairinger	Vienna Economic Chamber / Diversity Charter Austria (AT)
Martina	Miskolczi	Business for Society / Czech Diversity Charter (CZ)
Judit	Németh	mtd Tanácsadói Közösség (HU)
Thomas	Pickel	Equalizent Schulungs- und Beratungs GmbH (AT)
Diana	Pruchnerovicova	Diversity PRO (SK)
Gabriele	Sauberer	Dr. Sauberer European Business Consultancy (AT)
Ivan	Siptak	Institute for Cross Border Activities (AT)
Christina	Steinger	Austrian Federal Economic Chamber (AT)
Karin	Thron	Vienna Economic Chamber / Diversity Charter Austria (AT)
Gabriela	Tomášiková,	Unitcargo Speditionsgesellschaft mbH (AT)
Melanie	Wawra	Vienna Economic Chamber / Diversity Charter Austria (AT)
Manfred	Wondrak	Factor-D Diversity Consulting / Diversity Charter Austria (AT)
Miriam	Zabrzenska	Business for Society / Czech Diversity Charter (CZ)

### Workgroups discussing the main challenges surrounding a Diversity Charter Platform

#### Group 1 - "Sustainable and long-term funding"

##### starting

- private companies (large)
- state organisations (prisons, libraries, colleges,...)
- EU - for some starting projects or events (e.g. diversity day)

##### long-term

- ministry and public ...
- membership fee
- sponsors (from board)
  - targeted → flexible services
  - whom to talk to
  - MKT, HR
- sharing best practices (France,...)

## Group 2 - "Finding organisation, which support the development of a nation-wide Diversity Charter"

- Be open to ANY type of organisation (not only universities, ...)
- Start with 1 organisation ⇒ domino effect
- Use the contacts of your signatories
- Change the image of diversity being a costly engagement
- Find a politically powerful person as presenter
- Present the Charter as being part of an international network
- Think "organisation" also as commercial organisation (companies who are interested)

## Group 3 - "Acquisition of signatories of the Diversity Charter"

- define benefits
  - identify key contact
  - sell / ⇒ sign
- use contacts and "big names"
  - signatories of large companies, multinationals
  - sharing best practice / learning, networking
  - identify 'diversity driver' inside company
  - clearly defined benefits
  - benchmarking (what works, what can we learn)
  - visibility within and outside organisation
  - make diversity topic visible
  - European platform
  - SIGN!

## Good Practices presented by signatories of the Austrian Diversity Charter

- Gabriele Sauberer - "ECQUA certified Diversity Manager"  
Following the success story of the European Computer Driving License (ECDL), this certification will function as "European Diversity Manager's Driving License (EDiDL)".
- Ivan Siptak - Institute for Cross Border Activities  
Consulting, training, coaching in German, Czech and Slovakian language.
- Efrat Honen - update training  
Experts in the field of job coaching, outplacement, integration of women and men with special needs on the Austrian labor market
- Vera Budway-Strobach - "erste women's hub"  
Employee resource group within the Erste Group Bank focusing on women but open also to interested men
- Olga Knyazeva - "Driving Diversity and Inclusion @Henkel"  
Projects and activities of Henkel Central Eastern Europe on diversity and inclusion in CEE
- Gabriela Tomášiková - UnitCargo  
International Logistics Supplier with offices in Austria, Bulgaria, Romania, Slovakia and Turkey. Implementation and measuring of diversity in the company.

## Workgroups discussing the future & sustainability of the DANUBE REGION Forum

### Group 1 - "How would we like to stay in contact?"

- group mailing list
- information exchange every half year / 'hot news' webinar / Gabriele Sauberer volunteers
- annual Danube Region event; Bratislava 2016, Prag 2017, Budapest 2018, Vienna 2019

### Group 2 - "Which common activities can be jointly implemented?"

- |   |  |
|---|--|
| cases of successful implementation              | international companies (cz, sk, hu, at) |
| → in my industry                                | universities                             |
| → according to company size (SMEs, SOHO, MICRO) | labour agencies, ministries of labour    |
| → clients' acquisition (values fit)             | economy chambers                         |
| → low/no costs                                  | sk: found an association of NGOs         |

### Group 3 - "Which input can we provide to the EU?"

- list of international companies (to sign the charter in all countries)
- book of best practices ⇒ award on EU level ⇒ EU level benchmarking
- ambassadors of the charter idea
- EU commission support on national level
- booklet 'how to promote charter' (practical, progress)
- results out of measurements (every year)



**DANUBE REGION Welcome - Vienna Economic Chamber - April 27th, 2015**

The forum started with a welcome on the evening before the working meeting. 30 persons from 4 countries joined this event.

**The program**

- 18:00 Welcome
- 18:15 The importance of the Danube Region - in figures and statistics.
- 18:30 The Czech, Slovakian and Hungarian delegations presented their organisations.
- 18:45 It's Movie Time - a creative and interactive exchange session  
**Our "Danube Region Diversity Movie"**  
 Goal: pretend to write the screenplay for YOUR movie on DIVERSITY  
 WHAT is the main message you want to give to empower diversity and to positively influence the DIVERSITY CHARTA in your country?
- 19:30 Movie presentations and performance (4 groups)
- 20:00 Networking Cocktail

**Some Impressions**

