

## EMEA DIVERSITY NEWS 20

April 2008  
Editorial

Dear Readers:

Probably very few people in Europe know that on 9 May 1950 the first move was made towards the creation of what is now known as the European Union. On this day, Robert Schuman presented his proposal on the creation of an organised Europe, indispensable to the maintenance of peaceful relations. This proposal, known as the “Schuman declaration”, is considered to be the beginning of the creation of what is now the European Union. Today every year on 9 May, the European Unions celebrates this day as the “Europe Day” with events in each Member State intended to bring Europe and its citizens closer together. Students in Malta for example will sit in Parliament and discuss with the leaders of today. Watch out for further events on the Europe Day in your area!

In this month’s issue of EMEA DiversityNews, we explore various facets of diversity. In concrete, a survey that scrutinizes international qualifications standards of immigrants and the study WLPS that analyses current Work/Life practices in Europe. HP is establishing binding criteria regarding Diversity aspects for its suppliers and Accenture has published a new survey on future global challenges for working women. In the EU, Hungary was awarded the “Certificate for Diversity” and all over Europe young people are encouraged to participate in the StrangerFestival video project initiated by the European Year of Intercultural Dialogue (EYID).

The editorial team of EMEA DiversityNews is curious about your thoughts and perspectives on Diversity and on our work. What could we improve, which topics have not yet been covered? We look forward to receiving your comments and suggestions by email: [newsdesk@european-diversity.com](mailto:newsdesk@european-diversity.com).

Enjoy reading EMEA DiversityNews 20!

The editorial team: Asli Weheliye, Felix Wittig and Michael Stuber

# EMEA DIVERSITY NEWS 20

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## DIVERSITY DIMENSIONS

### International qualifications standards of immigrants under scrutiny

In March the German Institute for labour market research (IAB) published an international report on the qualification standards of immigrants. The report compared the qualification standards of immigrants in countries like Germany, USA, Canada, Australia or United Kingdom. According to the results of the report traditional immigration countries such as Canada (59%), New Zealand (46%) and the USA (42%) carry out the highest proportion of high qualified immigrants. Only Ireland as the only European shows similar qualification standards (43%). In Germany for example only a quarter of the foreign population over 25 years possess a high school degree. In traditional immigration countries the percentage is twice as high. The authors of the report, Herbert Brücker and Sebastian Ringer, suggest for European countries to adapt immigration procedures, like a point system, from successful immigration countries. The authors conclude the survey with the outlook that the origin of migrants will be more and more from countries with low human capital in the future. For that reason the qualification standards of immigrants will highly depend on the ability of a country to attract and retain also high qualified workers from these countries.

### Racist road workers are sentenced to prison for bullying a Muslim colleague

On April 17, 2008 a British court ruling decided on the behalf a Muslim road worker who was subject to a 10-month campaign of racial harassment at his former work place at Amey Mouchel's Motorway in Bescot, Walsall (UK). His three colleagues were each sentenced for three years of prison. According to the judge their behaviour went beyond 'horseplay' and developed into a "campaign of deliberate bullying". Apparently the three men tried to force Amjid Mahmood to eat pork, placed a rucksack containing multi-coloured wires designed to resemble a bomb on top of Mahmood's work locker, and on top of that set fire to his trousers. The group also tied their victim naked to railings and hosed him down with cold water. Additionally Amjid Mahmood was constantly insulted with racial comments and jokes. Some of the bullying was recorded on a mobile phone camera. The judge commented his ruling with the fact that these men "humiliated Amjid Mahmood and the things they did to him were painful, hurtful, dangerous, and done with considerable thought." He continued his speech with a warning that "this behaviour was an appalling example of what can happen and its consequence, this sort of behaviour will not be tolerated in a civilised society, in the workplace or elsewhere."

## ORGANISATIONAL STRATEGIES

### HP successful with Global Diversity Supplier Program

HP published a list with all important suppliers and will establish binding criteria regarding Diversity aspects for its partners around the globe. Thus the company has conducted 400 audits with the most important suppliers worldwide. In the EMEA region HP works closely with the Copenhagen Centre for Corporate Responsibility and the Copenhagen Business School in order to train suppliers from the Czech Republic, Hungary and Poland on how to manage a company according to HP's social and ecological principles. In South Africa, the supplier diversity program is part of HP's strategy to comply with Black Economic Empowerment regulations.

With its supplier Diversity program HP wants to achieve more Diversity within the supply chain. The promotion of Diversity among its suppliers brings fresh ideas, offers innovative products and processes, and contributes to the economic strength of their communities, says HP. Furthermore the reflection of the Diversity in the customer base also presents an opportunity to gain a competitive advantage for HP. Large enterprise customers increasingly have their own citizenship policies and expect companies to demonstrate a commitment to diversity. For example, many public bids for the 2012 Olympics in London require evidence of supplier Diversity. Evidence of Diversity may be required in requests for proposals as well as in ongoing communication with existing customers. Some companies even request that Diversity be included in quarterly reports.

### WLPS analyses Work/Life practices in Europe

The effective navigation of work and live is becoming increasingly important. To better understand how and why companies take initiatives to tackle the challenge of Work/Life "European Diversity Research & Consulting" conducted the WLPS research project. A total of 115 organisations from 15 countries across Europe and 5 different sectors took part in the online survey. The survey analyses the current implementation status of work-life programmes and presents factors for their successful implementation in relation to corporate culture. What are the drivers for Work/Life initiatives? 87% of the participants expect an increased employee motivation followed by the aim to boost productivity and work quality (58 %). The highest ranking external factor, and fourth overall, was the acknowledgement of changing societal roles, life-styles and values (44%). The further results show that companies see a positive correlation between Work/Life initiatives on the one hand and measurable economic success on the other. Work/Life initiatives enable companies to keep qualified and motivated employees, which in turn, has positive impact on the success of the company. Furthermore it allows employees to balance their profession with their current situation in life. This leads to a win-win situation.

Another result of the survey is that employers in Europe offer a multitude of measures from emergency childcare to paid leave for eldercare to telecommuting. But the desired benefits are not fully utilized as companies do not promote their measures sufficiently. For further information, please visit our website <http://www.european-diversity.com/service/surveys/>

## **POLICY DEVELOPMENT**

### **EYID: StrangerFestival**

StrangerFestival is a youth video project developed by communities in 18 EU Member States. It enables 1.000.000 young people to express themselves and create a platform where they can link their experience to the wider European context. StrangerFestival is an initiative of the European Cultural Foundation and takes place in the European Year of Intercultural Dialogue. The project wants to demonstrate that young people care about their society and want to play a role in shaping its future. StrangerFestival is also a catalyst for new cross-border partnership- both in terms of geography as well as discipline. The StrangerFestival project develops new means for intercultural and intergenerational dialogue through 23 video workshops in nine countries, and an interactive website, youth debates, an international festival, exhibitions in 30 cities and a video competition with the winners put on air by the public service broadcaster all across Europe. The video competition ends May 15. All finalists are invited to Amsterdam 3-5 July for the StrangerFestival. All finalists are featured as part of a European exhibition-on-tour and on a DVD distributed in 20.000 copies across Europe.

### **ACTION! Questionnaire on regularization practices in EU member states**

The International Centre for Migration Policy Development (ICMPD) is carrying out a study on regularization practices in the EU, which has been commissioned by the European Commission. The questionnaire includes questions on past and present regularisation measures, the implementation of such measures and the social and economic impact of past and present regularisation policies, including the absence of such policies. The ICMPD is particularly interested in gathering views of NGOs working on issues related to undocumented migration, and would thus be grateful for input via the questionnaire. The contribution of different organisations is important in terms of incorporating views of social actors in the research results. Interested organisation should hand in the questionnaire by May 5, 2008.

You can find the English, French and German versions of the questionnaire [here](#).

## BUSINESS CASE

### Women still have to decide between family and career

A recent research published by The Economic Journal titled “The Price of Reconciliation: Part-Time Work, Families and Women's Satisfaction” shows again how women in business are forced to waste their talents to find jobs that allow them to balance their professional and family life. According to the authors of the research a third of female corporate managers moved down the career ladder after having a child and, despite government moves to allow parents of children under six to request flexible working, highly-qualified women still traded job status and responsibility for the hours many felt their family needed.

The results also question part time work as a strategy for women to handle work and family life. Instead of supporting working mothers to take responsibility in leadership positions, companies are constantly allowing female talent to fall through the cracks. While the gender pay gap has been narrowing for women in full-time jobs the pay penalty for the 40% of women who work part-time has risen, reflecting the growing polarisation of part-time jobs in low-wage occupations. As women reorganise their working lives around the presence of children their reported hours and job satisfaction are highest in part-time work, but life-satisfaction is scarcely affected by hours of work. This report explores these issues and their challenge for economic efficiency as well as gender equity. For further information please click [here](#).

### New Survey on future global challenges for working women

A recent survey “One Step Ahead of 2011: A New Horizon for Working Women” conducted by Accenture provides an overview of how tomorrow's workforce feels about the changes to business that will accompany the increasing levelling of economic power globally. 4,100 professionals (both gender were equally represented) from medium to large organizations in 17 countries were interviewed through an online survey. The report focuses in particular on the future changes for tomorrow's female workforce around the world. It tries to identify what working women will need to do to adapt to the challenges of globalization, explores key differences between the genders and assesses people's willingness to make the necessary adjustments. In terms of being prepared for future challenges, less than half of the participants felt equipped to succeed three years down the road. In the category skills readiness women ascribed greater importance to skills related to inclusion and diversity, social responsibility and global skills. However technology was the skill that women overall deemed most important to success in the future and the one they are most willing to embrace as an enabler of new business models. More than half of female respondents expressed uncertainty about their ability to foster global business relationships over the next three years. The report concludes that especially women “will need to understand what new skills they need to stay relevant and thrive”. You can download the report [here](#).

## MEDIA & BITS

### 2008 Annual Conference: Communicating equality and non-discrimination in the European Union

The upcoming European annual thematic conference on anti-discrimination will take place in Belfast on the 5-6 June 2008. The conference, organised by the European Commission, will be dedicated to the theme of communication and awareness-raising in the anti-discrimination and equality field. It will bring together current national projects on awareness-raising and successful projects from the 2007 European Year of Equal Opportunities for All, as well as other stakeholders. Furthermore it will allow the project promoters to meet and to share with a wider audience their experience and ideas and to receive information about on-going developments in EU equality policies.

This annual event will be an opportunity to discuss how best to promote messages of equality and Diversity to various stakeholders, through various means. It will also offer training sessions on a number of communication topics. Members of the Commission's finance team will also be present to answer any questions on the financial side of the project and/or on reporting requirements. You can download the program of the conference [here](#).

### Hungary awarded “Certificate for Diversity”

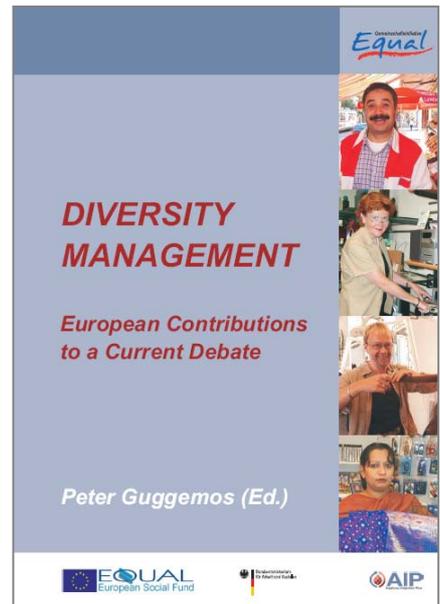
Hungary was awarded a Certificate for Diversity by the Dutch civil organization Unity is Strength in recognition of the country's achievements in the social integration of the Roma minority. State Secretary Edit Rauh who is in charge of equal opportunities in the Ministry of Social Affairs and Labor, received the award on behalf of the Government of Hungary, which currently holds the Presidency of the Decade of Roma Inclusion. Since 2005, Unity Is Strength, supported by the Dutch government, the municipality of Rotterdam and various international institutions, has acknowledged individuals, institutions and countries who have achieved outstanding results in the struggle against discrimination. Based upon the evaluation of the DecadeWatch initiative, Unity Is Strength awarded its Certificate for Diversity this year to the government and people of the Republic of Hungary as an acknowledgement of the significant role they played in the integration of ethnic Roma, and their achievements toward fulfilling the goals of the Decade of Roma Inclusion and the creation of a multicultural society.

In her speech at the award ceremony, Rauh emphasized that Hungary has been working on a long-term strategy for integrating the Roma for more than ten years now; such results however could not have been achieved without the cooperation and support of the Hungarian Roma organizations. It was for this reason that she invited two representatives from Roma NGOs to join her on stage as she received the award.

## READING DIVERSITY

### Diversity Management, by Peter Guggemos (Ed.)

*The approach Diversity was initially developed and used in the business context. Today, we notice the entry of Diversity into the political sphere. The book "Diversity Management. European Contributions to a Current Debate" collects experiences related to resource management and to job insertion. It presents 9 different approaches of how the idea of Diversity, to value and utilise differences, can be implemented into public and political areas. Some authors put a greater stress upon questions of social inclusion and labelling, others more upon technocratic instruments applied in assisting clients in coping with job search difficulties. While Glennys Davis and Karyn Murray describe the need to consider diversity in community organisations, Peter Bieheim stresses the necessity to address diverse learning style patterns in training courses for long-term jobseekers. The approaches to Diversity are somewhat different from country to country. Whereas the UK seems to play a leading role, other countries slowly starting to transfer Diversity into new and different ambits such as work policy and social issues. This book applies to European organisations, policy makers and the broader public in general. It presents various interesting projects and thoughts on Diversity in a broader scope and shows that there is a need to further discuss and debate Diversity and its meaning for society. (fw)*



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## MISCELLANEOUS

### New: Al Jazeera Children's Channel live from Brussels

On Saturday 5 April 2008, Al Jazeera Children's Channel (JCC) broadcasted the first live episode from Europe of its debate show "Nadhra Ala..." ("a look onto..."), addressing the issue of Arab children's integration in European countries, and their daily lives in the local communities. This special episode came as part of JCC's commitment towards Arab families living in Western societies, and more particularly the children – including the second and third generations of immigrants. The aim is to highlight the children's experiences of everyday life in Europe against the background of their Arab identity. Al Jazeera Children's Channel aired this special episode of "Nadhra Ala..." from Brussels, with live links from both London and Marseille. The discussion focused on children of

different Arab origins, with the in-studio participation of Mr. Ján Figel', the European Commissioner responsible for Education, Training, Culture, and Youth, along with other guest experts in this field. The unprecedented production in the Arab television industry focused on diverse understandings of integration and shed light on the multiple challenges and influencing factors: religion, language, sense of citizenship, and many others, such as possible tensions between identities, nostalgia, and the misconception of integration that could occur amongst Arabs living in the EU.

### **Black woman sues landlord after housing discrimination**

Natasha Kelly a 34-year-old black German woman is suing her former landlord. In December 2007 he evicted her from an apartment in Osnabrueck/Western Germany because she was black and a single mother. In his eviction notice he wrote: "Some of the other tenants are unhappy about your background and skin colour and your personal situation as a single mother," and he continued "Some of the elderly ones have been here for 40 years and I cannot ask them to leave." The landlord assured that he was forced to expel Ms. Kelly from the apartment since other parties in the building put pressure on him. After receiving the notice Ms. Kelly sued the landlord for discrimination and demanding 10,000 euros, according to DW-World.de. This case will likely set a precedent in the application of Germany's anti-discrimination law, which came into effect in August 2006 in Germany. It forbids discrimination based on a person's origins, skin colour, age, disabilities or sexual orientation.

## **IMPRINT**

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