



# The Business Case for Diversity: Good Practices in the Workplace European Conference

*28 – 29 November 2005, Marriott Hotel, Brussels, Belgium*

The European Commission's Directorate General Employment, Social Affairs & Equal Opportunities is pleased to invite you to attend this important event.

The conference will provide an opportunity to stimulate exchange of experience among businesses, employers representatives, politicians, civil society and other stakeholders across Europe.

You will have the opportunity to hear first hand the results of the European Commission's forthcoming report on "The Business Case for Diversity: Good Practices in the Workplace" to be launched during the conference. This research provides concrete information to promote the key aims of enhancing workplace diversity and combating discrimination.

We look forward to welcoming you to this important event that marks a significant milestone in advancing diversity management and exchange of successful practices in Europe supported by the European Commission's action programme to combat discrimination and the UK Presidency of the European Union.

## **Confirmed Speakers include:**

**Meg Munn MP**, Deputy Minister for Women and Equality, **UK Government**

**Vladimir Spidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities, **European Commission**

**Odile Quintin**, Director General, DG Employment, Social Affairs and Equal Opportunities, **European Commission**

# European Conference on Good Practices in the Workplace

**Monday 28 November 2005**

Registration and Cocktail Reception: 18.00 - 19.30

## Good Practice in Workplace Diversity Market Place

Take this opportunity to visit the market place showcasing examples of good practice from around the European Union. Talk with the practitioners and network with representatives from business, politics, social partners and NGOs.

## Conference Dinner

19.30

Keynote Speaker

**Meg Munn MP**, Deputy Minister for Women and Equality,  
UK Government and current holder of the EU Presidency

*Guests will have a further opportunity to visit the Market Place at the end of the evening*

**Tuesday 29 November 2005**

Welcome Coffee 08.15 - 08.45

## Opening of Conference

08.45 - 09.00

Morning Facilitator

**Andrew Tank**, Executive Director, **The Conference Board Europe**

## Diversity and Good Practice in the Workplace

Opening Plenary: 09.00 - 09.15

Keynote Speaker

**Vladimir Spidla**, European Commissioner for Employment, Social Affairs and Equal Opportunities,  
**European Commission**

In the opening session, Mr. Spidla will set the scene from a political context

## The Business Case for Diversity in Practice

Plenary B: 09.15 - 10.30

In this morning's session, some of the key findings from the research project on the business case for diversity and collection of good practices will be identified and presented. Our corporate speakers will discuss the business case for diversity from both a Multinational company and SME's perspective and from a Union representative we will hear the workers viewpoint.

Speakers

**Dr Paul Campayne**, Director, **Focus Consultancy Ltd.**

Coffee Break: 10.30 - 11.00

## The Business Case for Diversity in Practice (continued)

Plenary B: 11.00 - 12.30

At the end of the morning all speakers will participate in a panel discussion taking questions from each other and the audience

# European Conference on Good Practices in the Workplace

## Luncheon Buffet

in the Good Practice in Workplace Diversity Market Place: 12.30 - 14.00

## Concurrent Workshops

Workshops C: 14.00 – 15.30

*Participants will have the opportunity to attend one of the four workshops*

## Measuring & Monitoring Diversity C1

How to measure business benefits, tangible results and how to monitor effectiveness of diversity strategies - case study examples

## Awareness Raising C2

Raising awareness of the benefits of diversity within companies and among all stakeholders in business activity.

## Age – a Key Imperative for all European Businesses - C3

Age – how to implement age diversity policies in your company in relation to the ageing workforce in Europe.

## Organizational & Cultural Change C4

How to mainstream diversity in organizational structures and promote an Inclusive Culture. Key approaches to recruitment, training and development and integration

Coffee Break: 15.30 - 15.45

## Looking Forward: Implementing the Business Case for Diversity in Europe

Plenary D: 15.45- 16.30

Afternoon Facilitator:

**Dr Paul Campayne**, Director, Focus

Hear from a senior business leader in a leading company who will demonstrate how far innovative diversity practices can drive business performance results.

Closing Speaker

**Odile Quintin**, Director General, DG Employment, Social Affairs and Equal Opportunities, **European Commission**

## End of conference



European Commission  
DG Employment, Social Affairs & Equal Opportunities

**THE BUSINESS CASE FOR DIVERSITY IN AN  
ENLARGED EUROPEAN UNION**  
**GOOD PRACTICE IN WORKPLACE DIVERSITY**

**Project Information**

Tackling discrimination and ensuring equality of opportunity across European societies is a key goal of the EU. Recent anti-discrimination legislation and a Community Action Programme are designed to help all organisations improve their performance through prohibiting discrimination and promoting diversity. The European Commission recently launched a project aimed at encouraging the exchange of good practice and the development of effective diversity policies by businesses and employers. The project is intended to provide a rational framework with compelling case studies to illustrate the business case for diversity across an enlarged European Union.

Over the course of several weeks, between March and April 2005, we collected many initiatives submitted by enterprises with exemplary management practices of diversity policy. Initiatives considered for the report exhibited a conscious effort to promote diversity and combat discrimination with respect to racial or ethnic origin, sexual orientation, religion or belief, age or disability. We sought examples that had a measurable impact in terms of business performance or impact on the overall society. For instance, diversity initiatives may have increased sales or profitability, recruitment and participation of targeted groups in the workforce, improved workforce morale or enhanced reputation in a local community. Particular credit was given to initiatives clearly linked to the overall business strategy, which demonstrated originality or innovation, and are sustainable in the long term. Initiatives to encourage gender equality and combat sex discrimination as part of a broader strategy to promote diversity were also taken into consideration. Additionally, case studies were reviewed from enterprises operating within existing European Union member states. We particularly welcomed expression of interest from SME's.

The project research has resulted in a compendium of good corporate practices including an analytical framework and a series of selected case studies. Full results will be presented at this conference.

Further information about the European Union's commitment to this area of work can be found on the following web-sites:  
**[www.europa.eu.int/comm/employment\\_social/fundamental\\_rights/index\\_en.htm](http://www.europa.eu.int/comm/employment_social/fundamental_rights/index_en.htm)**  
**[www.stop-discrimination.info](http://www.stop-discrimination.info)**

This project is conducted on behalf of the European Commission by a consortium comprising the following organisations with associated contact points for further information:



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