

# **European case studies**

## **The Dare Project, Sif Sweden**

### **Purpose DARE 1**

To give key persons within companies and local trade unions knowledge in Diversity Management strategies.

### **Contents intercultural mentorship programme**

- Seminars
- Networking activities
- Individual projects
- Individual coaching

# European case studies

## The Dare Project, Sif Sweden

### Purpose DARE 2

Train and develop intercultural mentors through an international certification programme

### Contents

- Intercultural mentorship programme
- Coaching sessions
- Individual Assignments
- Certification process

# European case studies

## Volvo Car Corporation, Sweden

### Examples of initiatives

- » Employee questionnaire
- » Tool box - recruitment
- » Projects integrating diversity into processes (Innovation, people development, dealers)
- » DISI – supplier project
- » Concept car developed by women
- » Trade union council and agreements

# European case studies

## Senior Competence Project, City of Stockholm

- The City of Paris initiated the project in January 2007
- Project Partners – City of Stockholm and City of Frankfurt
- Target group: unemployed with university degrees or qualified professional background, aged 50+
- Two groups of totally 70 people are included
- 6 month project period

# European case studies

## Senior Competence Project, City of Stockholm

### Purpose

- Find a method to reduce unemployment of people aged 50+, with professional qualifications
- To reduce dependency on social welfare by increased self-support
- To find trainee replacements for participants who are not ready to take on a regular job

# European case studies

## Senior Competence Project, City of Stockholm

### Contents

- The Mobilisation Method
- Computer program
- Health Program

# European case studies

## Senior Competence Project, City of Stockholm

### Participants experiences

- Increase in self-confidence/self-esteem
- Increased motivation to find a job
- New techniques to find employment were learned
- Identification and recognition of useful skills on the job market
- Creation of new contacts and networking opportunities

# European case studies

## Diversity Plans and Councillors, Region of Flanders

### Background

- The Flemish employment equity and diversity policy, 2002
- Reduce unemployment among elderly, people with immigrant background, low skilled workers, people with disabilities
- Involvement of social partners, trade unions, target groups representatives

# **European case studies**

## **Diversity Plans and Councillors, Region of Flanders**

### **Diversity Plans – The tool of the Flemish Government to promote diversity**

- Diversity Light Plan
- Classical Diversity Plan
- Cluster Plan
- Integration of diversity human resource policy

# European case studies

## Diversity Plans and Councillors, Region of Flanders

### Involvement of trade Unions (ACV-CSV)

#### Diversity Councillors

- 10 Counsellors covering the region of Flanders
- Raising awareness of active members in companies on diversity
- Support employees and their representatives in setting up a good diversity plan on the workforce – internal helpdesk

# European case studies

## UMAC Midwest

- Company based in Hoboken – Antwerp
- Recycles industrial non-vulcanised rubber scraps
- Employs 50 people – 42 percent have immigrant background

# European case studies

## UMAC Midwest

- Initiated a diversity plan subsidized by the Flemish government and supported by a project developer
- Tailor made courses in Dutch to upgrade language skills of workers
- Union representatives and employees were involved in the implementation and planning of different actions
- New series of language courses – employees screened on the level of knowledge

# European case studies

## UMAC Midwest

- Communication problems not only due to language skills
- Need of intercultural communication skills
- Mixed teams of employees
- Changes are made in communication lines and in general organisation
- Integration of communication and language policy into general policy of the company

# European case studies

## UMAC Midwest

### Results

From improved language skills to increased involvement and motivation of personnel as well as improved internal social climate of the company

**Thank you for your attention!**