

# STRATEGIC THINKING ON DIVERSITY MANAGEMENT AND INCLUSION AT THE WORKPLACE

## DIMAIN



Due to the demographic, social and economic changes in Europe labour force is becoming more and more diverse. With such workforce diversity, it becomes important for national and global companies to put in place policies and practices to build an inclusive and harmonious workplace, to adopt working environment where each employee would feel dignified regardless to his/her ethnicity, religious views, social status or age, to integrate them into mainstream personnel. Effective Diversity Management is proven to produce significant benefits in terms of recruitment and staff retention, creativity, problem-solving and customer engagement. Not only companies can increase their profit margins through efficiency savings and innovation, but the employed individuals also benefit, resulting in increased levels of job satisfaction and employee loyalty.

## AIM

For these reasons, the central aim of DIMAIN is to promote diversity management and social inclusion, and ensure equal opportunities for all in the workplace through fostering diversity thinking and implementation of inclusive practices in the companies and organizations.

## OBJECTIVES

- To launch, host, and manage National Diversity Charter in partner countries, which will create awareness, make progress in managing diversity and promote inclusion
- To develop and disseminate a Practical Guide, approaches and activities that will support inclusion and diversity and ultimately reduce discrimination and social inequality within the workplace and wider society
- To provide training and professional development to managers, HR, personnel specialist and adult educators, equipping them with the necessary knowledge, attitudes and competences to successfully manage and support diversity and inclusion in the workplace
- To provide an OER platform that enables target group and stakeholders to develop networks of practitioners who implement diversity management and inclusion practices, measures and / or policies

The consortium consists of 6 partners from 4 European countries: Diversity Development Group, SOPA, Personalo valdymo profesionalu asociacija (Lithuania), Open Centre (Latvia), Center for Social Innovation LTD (Cyprus), KYTTARO ENALLAKTIKON ANAZITISEON NEON (Greece).

## BELIEVES

Consortium believes, that recognition of the right to diversity should be incorporated not only in the entire range of processes, strategies and actions of the companies but in its corporate culture and overall society.

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