

Austria



Germany



Poland



Portugal



Slovakia

CENTRUM  
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# Principles for the Successful Implementation of Equality Measures (Gender Mainstreaming and Diversity Management) into Enterprises/Organisations

Austria



Germany



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Slovakia



Gender Studies Centre,  
Comenius University in  
Bratislava

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- Content and structure
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- Ten principles
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- Contributing Organizations

## 1. Partners and Product

*Transnational Partnership Pro(E)quality*



*Principles for the Successful Implementation of Equality Measures (Gender Mainstreaming and Diversity Management) into Enterprises/Organizations*



This brochure is the *outcome* of the work of one of the multinational working groups which was built up by professionals from ten different organisations that integrate the projects from Austria, Germany, Poland and Portugal.

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## 2. Brochure Objectives

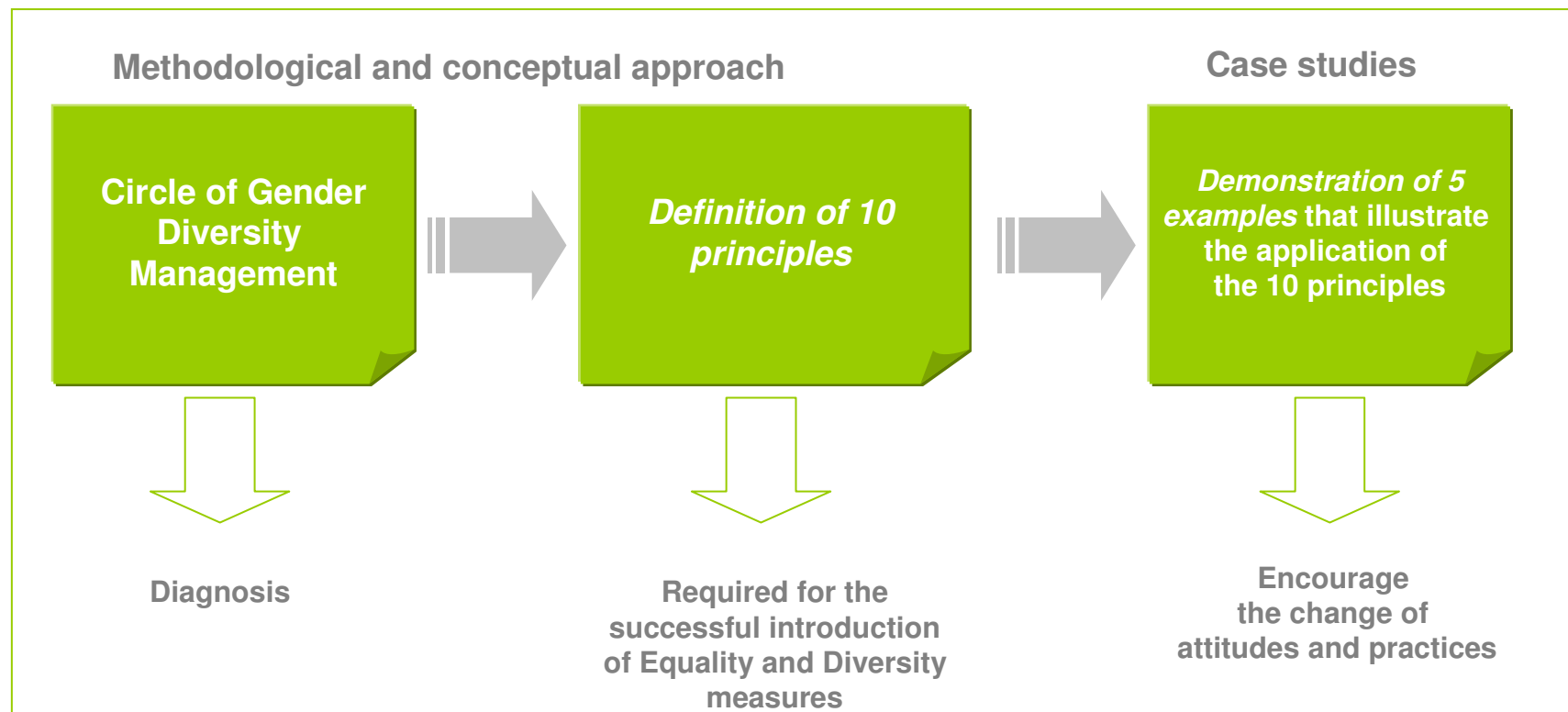
- Become a useful tool for organisations which are in a process of introducing equality measures in their organisational environment;
- Provide a set of principles for a successful implementation of equality and diversity measures.

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### 3. Content and Structure

The content is focused on the process of introducing equality and diversity measures into an organisation.



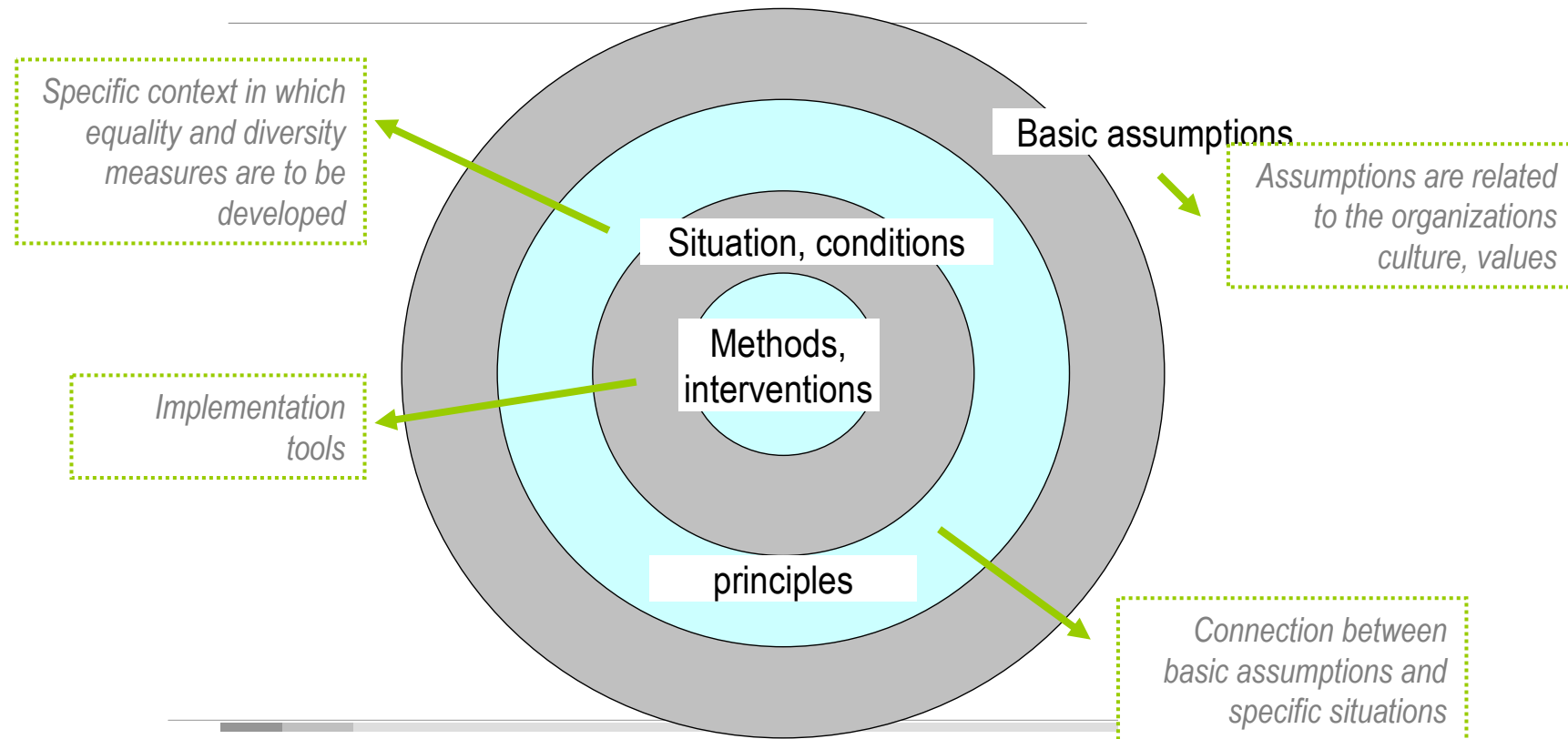


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## 4. Circle of Gender Diversity Management

The circles represent the different levels of focus in the process of introducing equality and diversity measures.



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## 5. Ten Principles

Awareness and analysis of starting point

1

Conditions in society  
Legal situation  
Interests involved and Objectives

Gender Mainstreaming  
Diversity Management

2

Diversity Management/Gender Mainstreaming is not a project/product but a transversal issue, integrated in the policy of an organization, engaging all stakeholders

Methods and tools of organizational development should be used

3

Quality management systems  
Project management, Evaluation, Reporting and feedback systems...

A strategy of  
organizational  
development

4

The main focus of Gender Mainstreaming and Diversity Management is on structures and systems not on individual attitudes

Attention needs to be paid to the side effects of a specific approach in a broader system

5

Be aware of  
re-stereotyping

Values  
Justice  
Economic level

6

The underlying reason for introducing Gender Mainstreaming and Diversity Management needs to be transparent – arguments need to be carefully developed.

Objectives in relation to gender equality need to be specified and negotiated

7

Dialogue process

Gender specific perspectives and measures are not always a way to equality

8

Significance analysis

An adequate level of competence is required

9

Key players need to have the competence to think about the categories of gender/justice as related to organizational development

Gender Mainstreaming and Diversity Management have to be based on a top down and bottom up approach

10

Interactive communication and empowerment of all the stakeholders

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## 6. Case Studies

Austria – Introducing equality measures into a sports organization

Germany – Diversity management within the Deutsche Telekom Group

Germany - Diversity management in the organization LebensWelt

Poland – The future mum program at Volkswagen Motor Polska

Portugal – Gender equality agreement at Danone Portugal



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## 7. Contributing Organizations

**Austria** – abz\*austria and ARCO Consulting

**Germany** – Deutsche Telekom and LebensWelt

**Poland** – United Nations Development Programme (UNDP) and Polish Confederation of Private Employers Lewiatan, Warsaw Main School of Commerce

**Portugal** – Commission for Equality in Labour and Employment (CITE), Portuguese Association for Business Ethics (APEE), Centre for Studies for Social Intervention (CESIS), Superior Institute of Enterprises and Labour Sciences (ISCTE)

Thank You for Your Attention.  
Danke für Ihre Aufmerksamkeit.  
Dziękujemy za uwagę.  
Muito obrigada pela vossa atenção.

Pro Equality Team.

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