

ENHANCING

THE ECONOMIC POTENTIAL OF DIVERSITY

DELI: WHAT NEXT?

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by the Council of Europe

Economic
potential of
diversity: further
exploring the issue

Why?

CoE framework for action:

- ❑ **“*Building Inclusive Societies*”**
Action Plan, to be adopted this year
- ❑ **Intercultural Cities programme:**
more political attention; CM Recommendation adopted in January 2015

...And the European Union: EU Growth Strategy (Europe 2020)

“we want the EU to become a smart, sustainable and inclusive economy”

“business as usual” would consign us to a gradual decline, to the second rank of the new global order... It is the time to be bold and ambitious”

What is the issue?

- Time to conciliate “**integration**” and “**growth**” discourse
- **Emphasis on:** diversity management and social inclusion vs. productivity, employment, innovation, education
- **More efficiency and synergies** between different EU, national, regional and local policies is needed
- Increased dialogue between **public and private sectors** is needed

What is the aim?

The ICC rationale:

- To make **intercultural integration** a priority
- To explore “**diversity advantage**”
- To focus on **community development** and create **synergies**
- To improve **intercultural governance** and to get **stakeholders** more closely involved

The economic rationale:

- To respond to economic and societal challenges
- To develop and implement strategies for economic transformation (DELI)
- To make cities more visible to international investors (migrants create bridges)
- To accumulate a 'critical mass' of diverse resources

What are the practical effects?

- Identify the knowledge and excellence resources
- Start process of “*entrepreneurial discovery*”, involving key innovation stakeholders and business
- Build on already established partnership platforms and networks (ICC, C4I, DELI)
- Local authorities: draw up a document outlining the proposed strategy, including the planned public-private partnerships

IDEA

LOADING ...



IDEA 1: DELI II

- ❑ **Implementing DELI management standards:**
 - **Building business networks**
 - **Support services**
 - **Access to finance**
 - **Adapting procurement practice to diversity suppliers**
- ❑ **Evaluation/Niall : Moving from process to product - networking, mentoring, start-up phase, target those stuck at the bottom rung**
- ❑ **Expanding transnational partnership**

IDEA 2: BUILDING RESILIENT NEIGHBOURHOOD ECONOMY

- Building resilience in urban areas by exploring the “diversity advantage” of (marginalised) neighbourhoods
- Strengthening the local economy asset base that includes: diversity, financial, knowledge, and physical assets (SMEs incubators).
- Building a supportive enabling environment to address economic development issues (analyse and address barriers).
- Spurring active collaboration between communities that contributes to building resilient neighbourhood economies.

IDEA 3: Promoting Diversity Advantage Charter in enterprises

- Develop win-win approach for businesses and society
- Make the development and implementation of the diversity policy a subject of a dialogue with private sector
- Raise awareness of non discrimination and diversity issues among top management and staff involved in recruitment, training and career development and to educate them in these matters

Sources: Charte de la Diversité en entreprise, European Charter of Diversity

Diversity Advantage Charter: added value

- It is not about duplication: need to **go above anti-discrimination discourse**
- **Positioning strategically local authorities** vis-à-vis of the business
- Need for **evaluating impact**

INSIGHTS FROM BUSINESS: Five Trends Driving Diversity In 2015

- **More CEOs Are Piping Up:** it is modern to talk diversity
- **Semantics Aren't So Subtle Anymore:** diversity= innovation
- **Diversity's Definition Has Changed:** more than simply inclusion, this is about **diversity of thought**
- **It's Less About Being a Good Corporate Citizen:** business case for diversity at glance
- **Technology Will Move From Burden to Benefit:** diversity advantage is real