



# Diversity Management in signatories of the Austrian diversity charter

Survey-Results  
Vienna, 2014-06-18

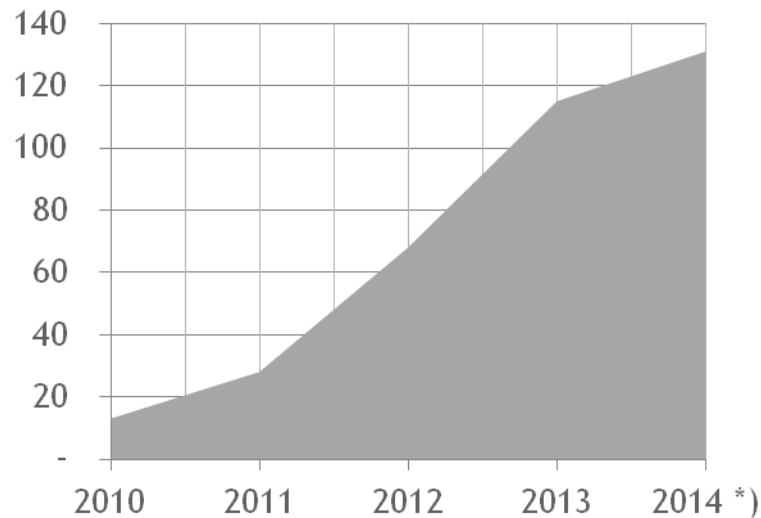
The survey was conducted by the Austrian Charta der Vielfalt, in association with the Diversity Charters EU-level exchange platform. It aims to provide insight into the status quo of Diversity Management implementation among charter members as well as into the impact the Diversity Charter signature has had on the development of respective Diversity policies and activities in organizations.

This report presents the responses of 40 signatories of the Austrian Charter, representing a 31% response rate. As a further step, the results will be summarized together with the results of the other 12 European Diversity Charters.

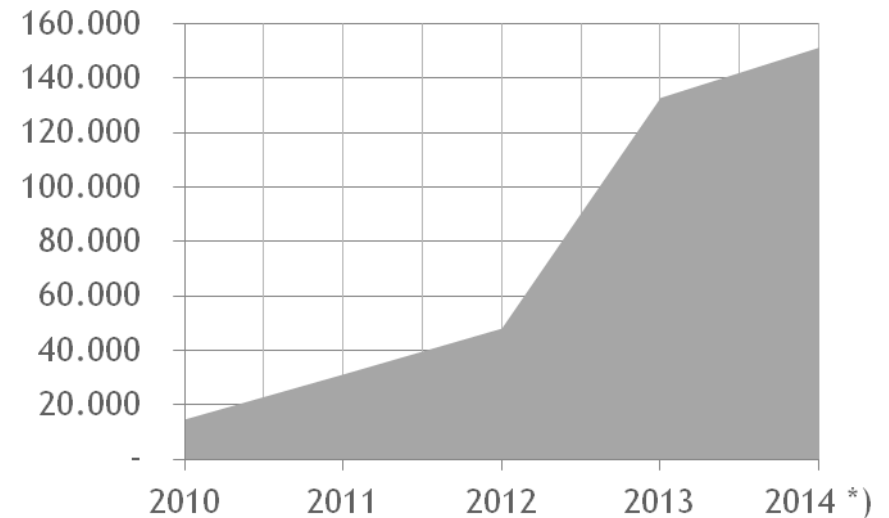
The European survey report will be published in Autumn 2014.

## Development of the Austrian Diversity Charter since 2010

**131 signatories \*)**



**>151.000 employees concerned \*)**



\*) as of May 1<sup>st</sup>, 2014.

## Design of the survey

Questions designed by	Diversity Charters EU-level exchange platform
Timeframe	Online-survey (Limequery) from May - June 2014
Number of questions (Q)	11
Contacts / number of charter-signatories <sup>1)</sup> :	131
Number of responses <sup>2)</sup> :	40
Response rate:	31%
Data evaluation & report	M. Wondrak, factor-D Diversity Consulting

1) Number of signatories as of May 1<sup>st</sup>, 2014

2) Survey fully completed

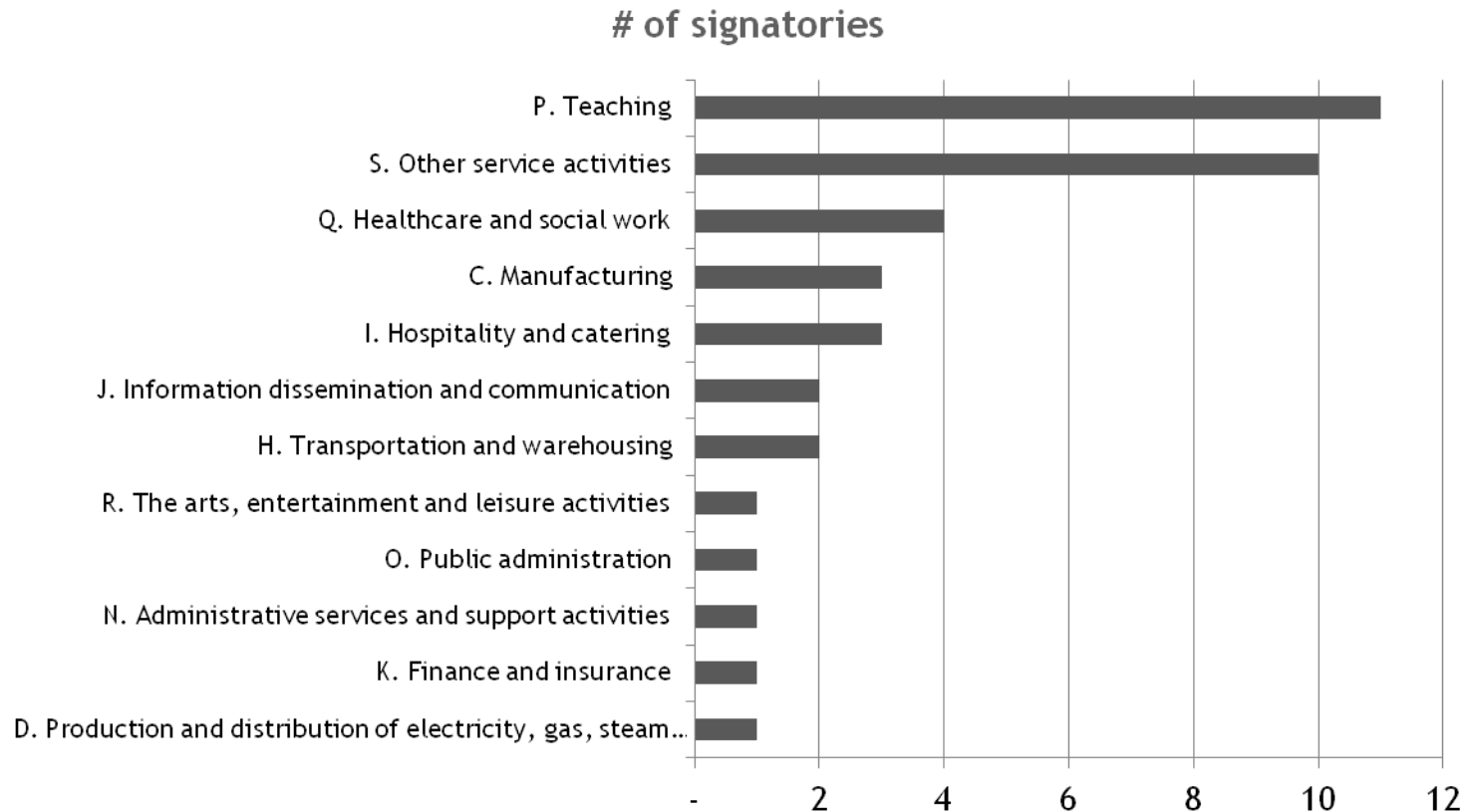
## Key Points (1)

1. The majority (95%) of charter members said that the signature of the charter has had a mid-range impact on the development of their diversity policies and activities (arithmetic mean of 2.85 in a scale of 1 (=no impact) to 5 (strong impact)). Large companies noticed a stronger impact (average 3.0) than SMEs (2.7) or Micro-Enterprises (2.8).
2. Regarding the target groups the main focus of diversity activities is on gender equality (72.5%), racial or ethnic background (70%), seniors (65%) and disability (63%). Different sexual orientations are given less attention (45%). Large enterprises focus more often on gender equality (94%), SME's main target group is racial or ethnic background (89%).
3. In the estimation of about every second organization the proportion of the target groups could be increased. The values range from +28% in trained persons over +25% in employees registered disabled to +11% for sexual orientation.
4. Diversity management activities lead to raising the most awareness raising and training (72.5%), the review of HR process with regard to non-discrimination (62.5%) and the involvement of internal stakeholders (47.5 %). However, only 5% of respondents are of the opinion that diversity is fully anchored in the corporate culture.

## Key Points (2)

5. Overall, signatories have noticed comprehensive improvements in different areas, ranging from a better image and reputation (50% of companies), more respectful behavior patterns (43%) up to opportunities in new markets (15%). Large enterprises experienced significant improvements in image (75%) and attraction of talented people (56%). Micro-enterprises noticed gaining greater access to customers (diversity of clientele 40% and response to the expectations of clientele 33%).
6. 68% of surveyed organizations have a designated person responsible for diversity. They usually work directly with top management (35%) or to HR (33%). A total of 48% reports directly to the Board.
7. The work of EU-level Diversity Charters Platform is considered very valuable. Approval rates of the individual activities (providing good examples, networking opportunities, tools etc.) reached over 70% each.

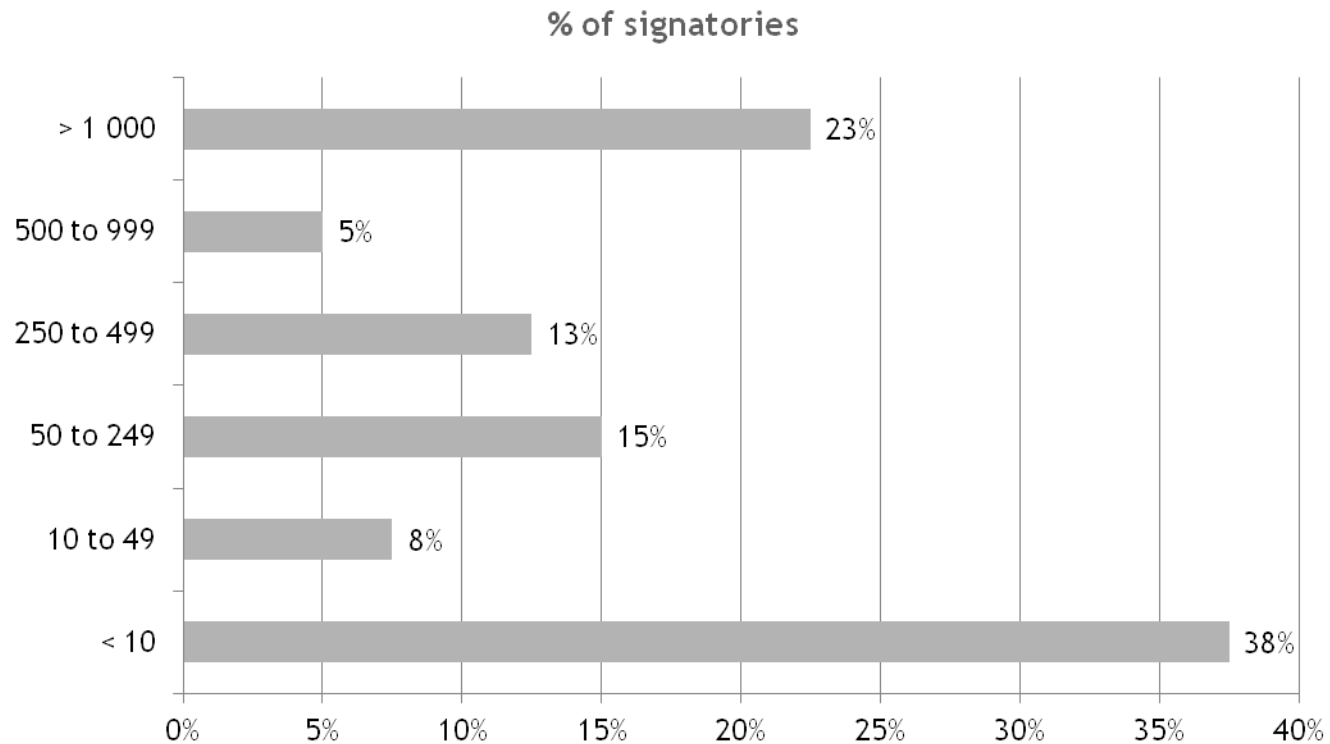
## Q1: What is the sector (NACE-code) of your activity?



Adjustments made for 10 signatories which stated sector „others“:

5 = Other service activities, 2 = Teaching, 1 = Transportation, 1 = Information dissemination, 1 = Hospitality and catering.

## Q2: Number of employees as of Jan. 1<sup>st</sup>, 2014?

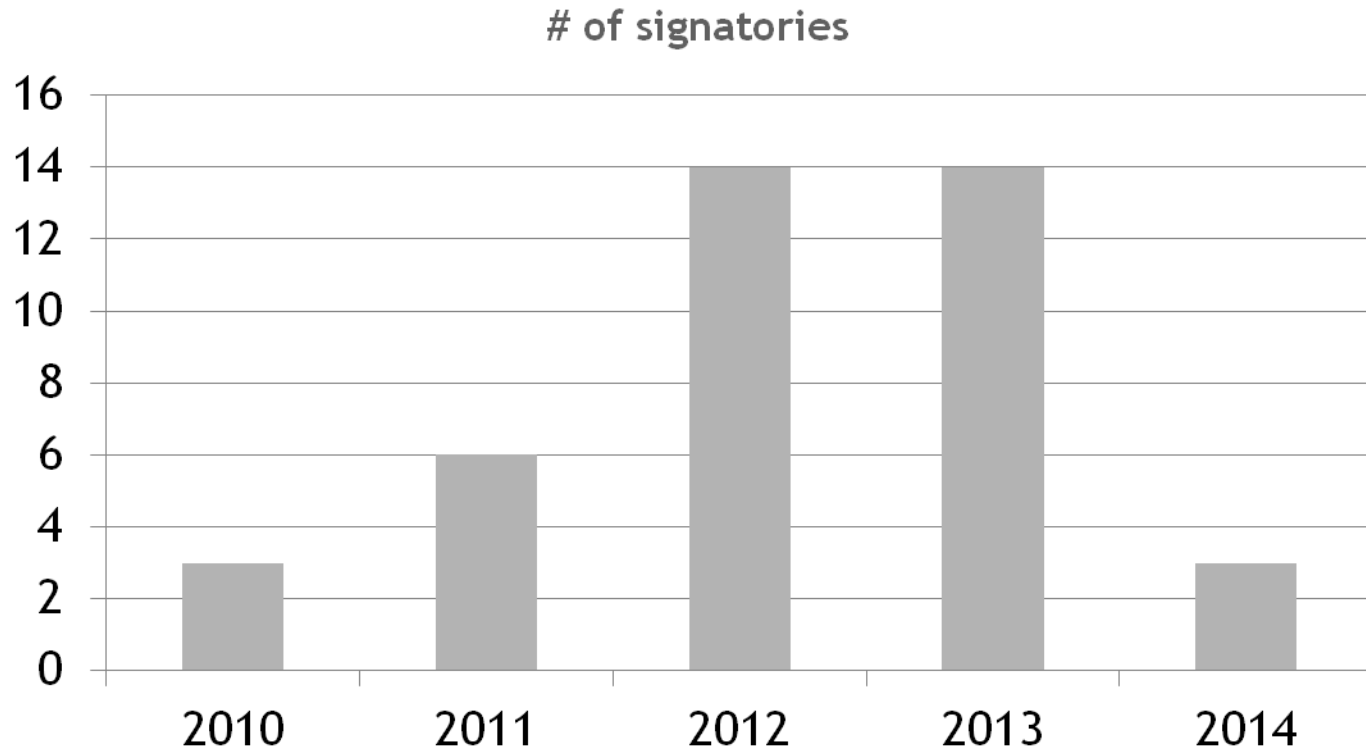


Structural Business Statistics Austria (2011) - % of enterprises with X persons employed (Source: WKO Beschäftigungsstatistik - Aktualisierung März 2014):

>250 persons: 0.3% of total enterprises / 50-249 persons: 1.3% of total enterprises / 10-49 persons: 6.3% of total enterprises / <10 persons: 92.2% of total enterprises



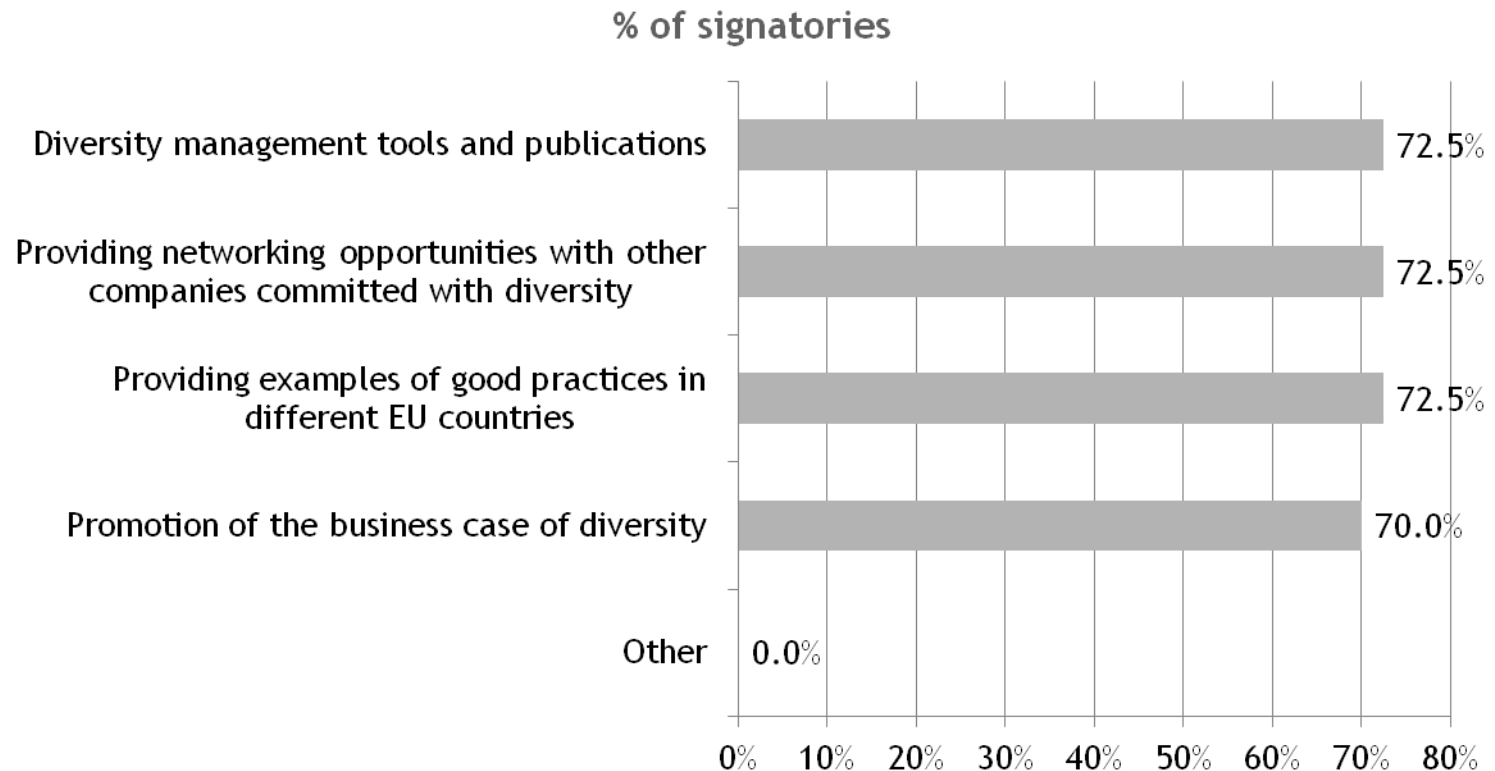
## Q3: In what year did you sign the Charta?



The Charta der Vielfalt in Austria was launched on November 30<sup>th</sup>, 2010.

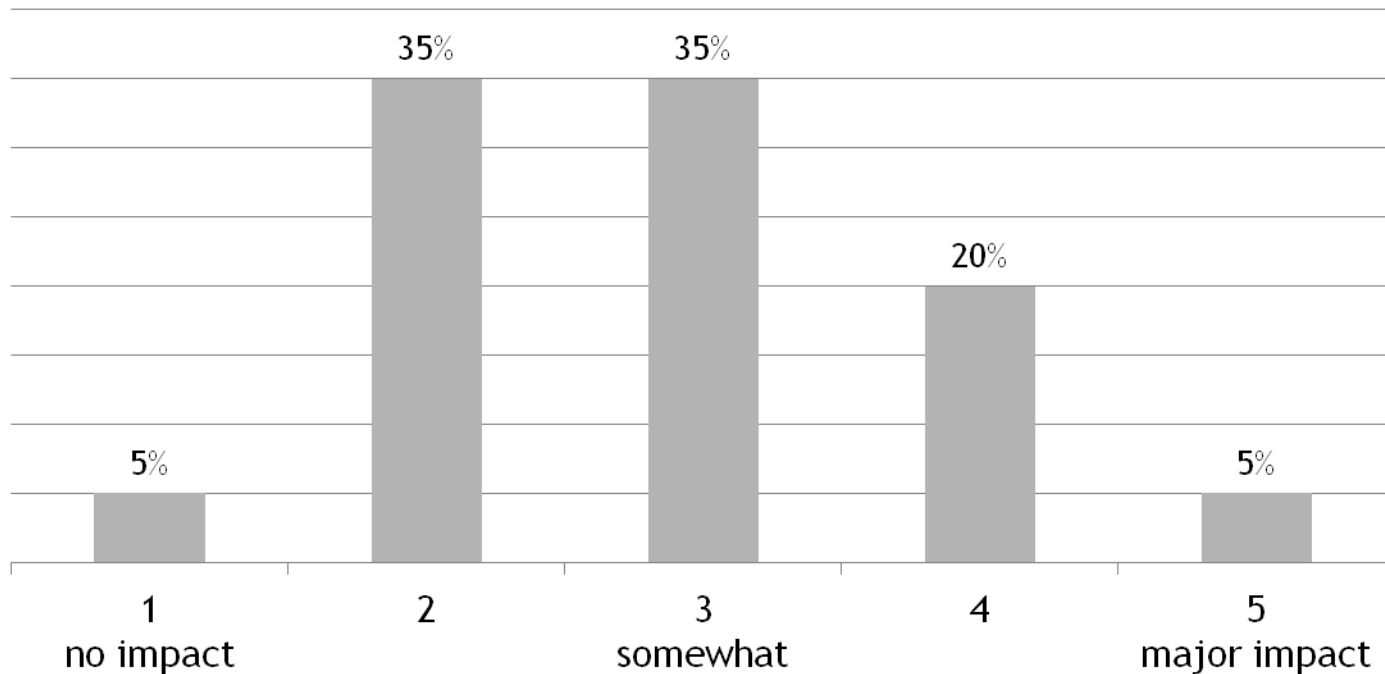
Eine Initiative der Wirtschaftskammer Österreich und der Wirtschaftskammer Wien, angeregt durch factor-D Diversity Consulting.

## Q4: Which activities of the EU-platform would be valuable for your organisation?



## Q5: Impact of Charta on diversity policies and activities?

% of signatories



Arithmetic mean for all enterprises = 2.85

Arithmetic mean for large enterprises = 3.0, SME's = 2.7, Micro = 2.8

## Q6a: Impact of diversity policy on proportion target groups?

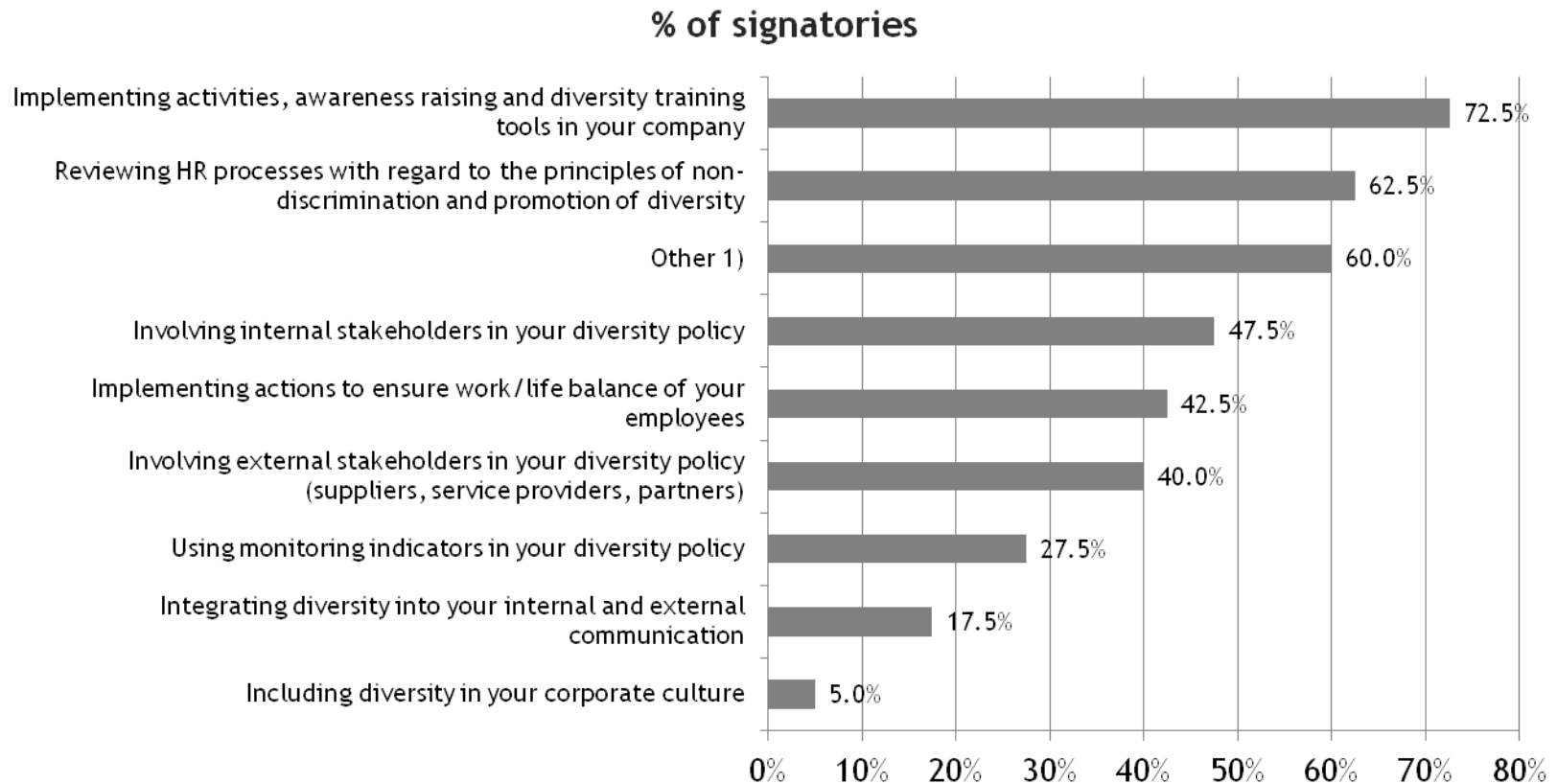
	Estimated average increase	% of signatories answered
Persons registered disabled	+25%	55
Senior employees (> 50 years)	+19%	65
Young people (aged unter 26)	+17%	50
Female employees	+21%	53
Female in managerial staff	+20%	50
Female in executive management	+20%	43

## Q6b: Impact of diversity policy on proportion target groups?

	Estimated average increase	% of signatories answered
People involved in work-life balance programs	+17%	43
Persons hired (m/f)	+13%	38
Persons trained (m/f)	+28%	50
LGBT people	+11%	22
Ethnic minorities <sup>1)</sup>	+20%	48

1) Ethnic minorities mentioned: Ex-Yugoslavia (1 company)

## Q7: Which concrete activities have you implemented?



- 1) Other activities mentioned: Legal Counselling for staff and students implemented (1 signatory). sensitizing to this topic (1 signatory).no specification (22 signatories).

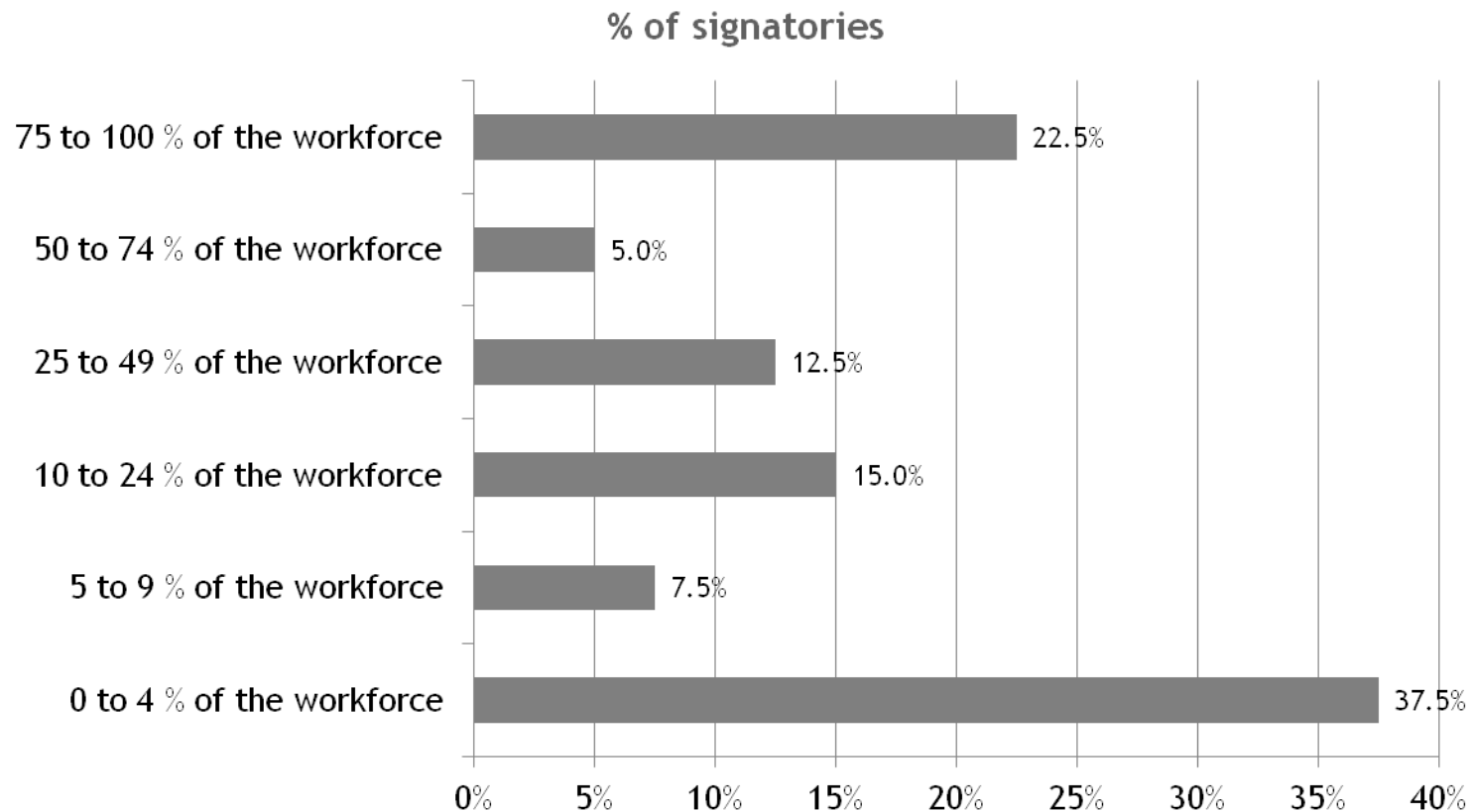
## Q7: Which concrete activities have you implemented?

**% of signatories - results by classes „persons employed“**

	All	Large > 250 persons	SME 10-249 persons	Micro <10 persons
Implementing activities. awareness raising and diversity training tools in your company	72.5%	75.0%	55.6%	60.0%
Reviewing HR processes with regard to the principles of non-discrimination and promotion of diversity	62.5%	62.5%	44.4%	66.7%
Other 1)	60.0%	68.8%	55.6%	40.0%
Involving internal stakeholders in your diversity policy	47.5%	56.3%	55.6%	26.7%
Implementing actions to ensure work/life balance of your employees	42.5%	62.5%	55.6%	0.0%
Involving external stakeholders in your diversity policy (suppliers, service providers, partners)	40.0%	50.0%	44.4%	6.7%
Using monitoring indicators in your diversity policy	27.5%	18.8%	44.4%	20.0%
Integrating diversity into your internal and external communication	17.5%	25.0%	11.1%	6.7%
Including diversity in your corporate culture	5.0%	0.0%	0.0%	13.3%

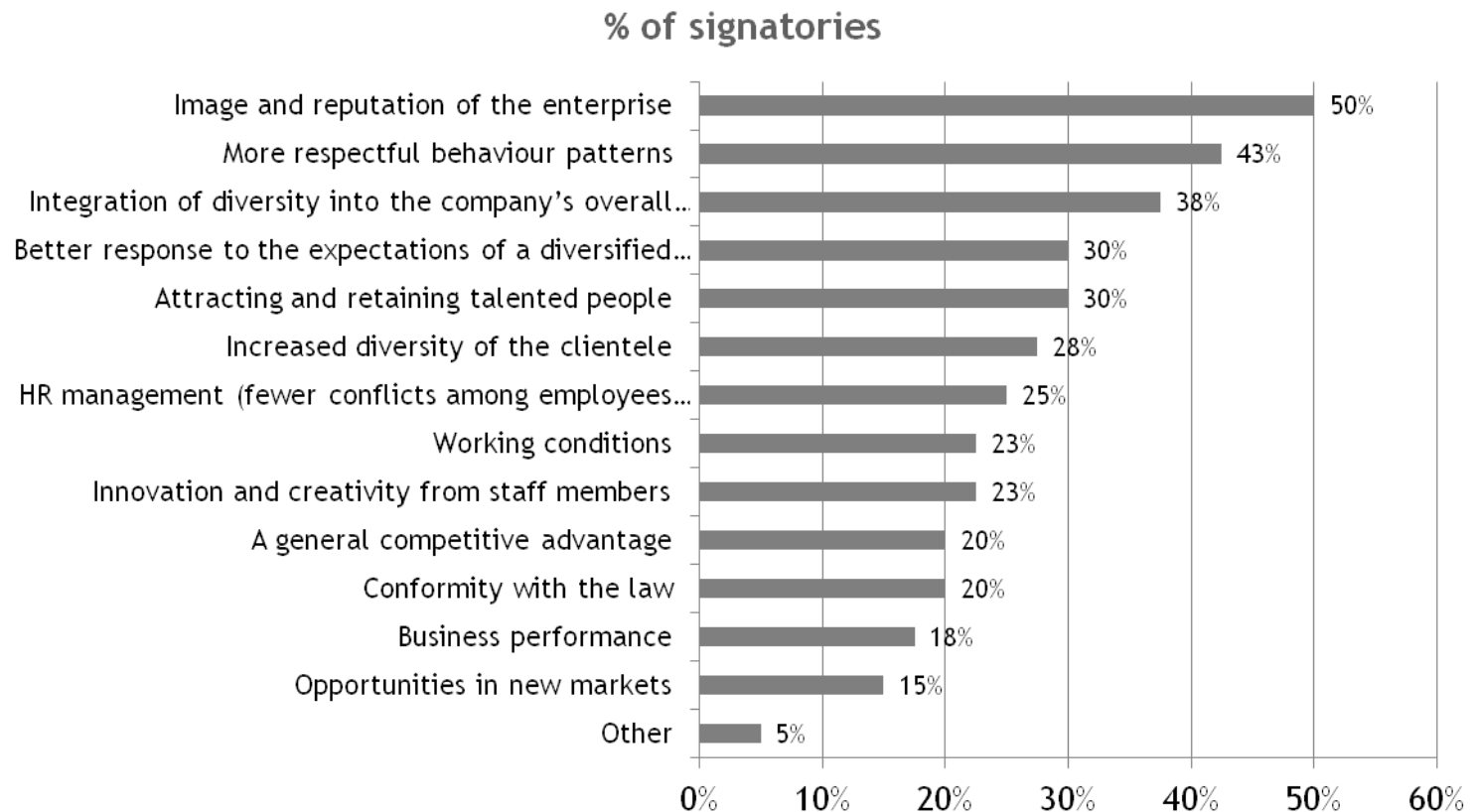
1) Other activities mentioned: Legal Counselling for staff and students implemented (1 signatory). sensitizing to this topic (1 signatory). no specification (22 signatories).

## Q8: Employees made aware of diversity issues?





## Q9: In which areas have you noticed improvements?

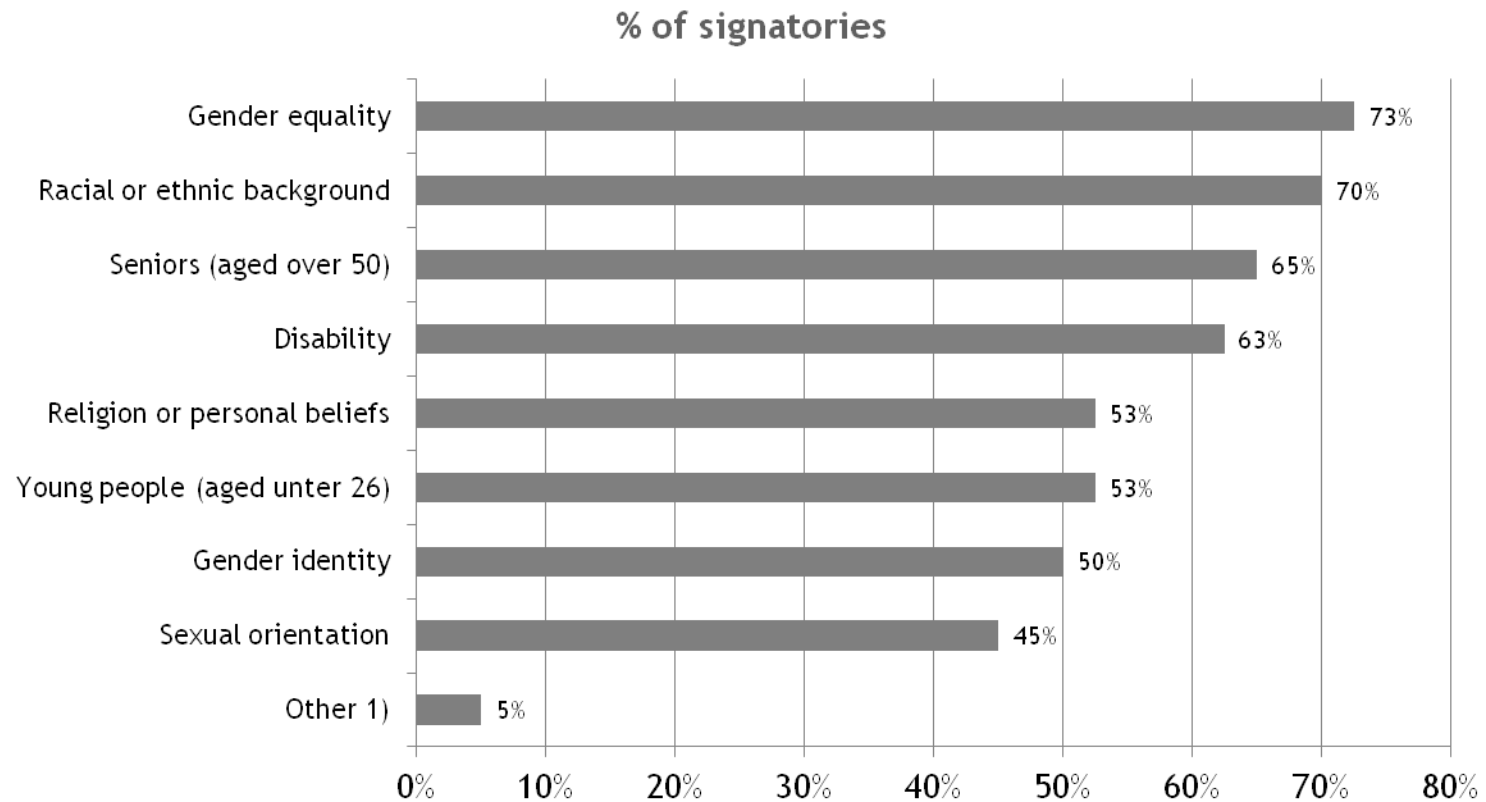


## Q9: In which areas have you noticed improvements?

% of signatories - results by classes „persons employed“

	All	Large > 250 persons	SME 10-249 persons	Micro <10 persons
Image and reputation of the enterprise	50	75	33	33
More respectful behaviour patterns	43	56	56	20
Integration of diversity into the company's overall CSR policy	38	63	44	7
Better response to the expectations of a diversified clientele	30	31	22	33
Attracting and retaining talented people	30	56	11	13
Increased diversity of the clientele	28	19	22	40
HR management (fewer conflicts among employees)	25	31	33	13
Working conditions	23	31	44	0
Innovation and creativity from staff members	23	38	22	7
A general competitive advantage	20	25	0	20
Conformity with the law	20	25	33	7
Business performance	18	19	33	7
Opportunities in new markets	15	13	11	20
Other	5	0	0	13

## Q10: Your diversity initiative concerns?



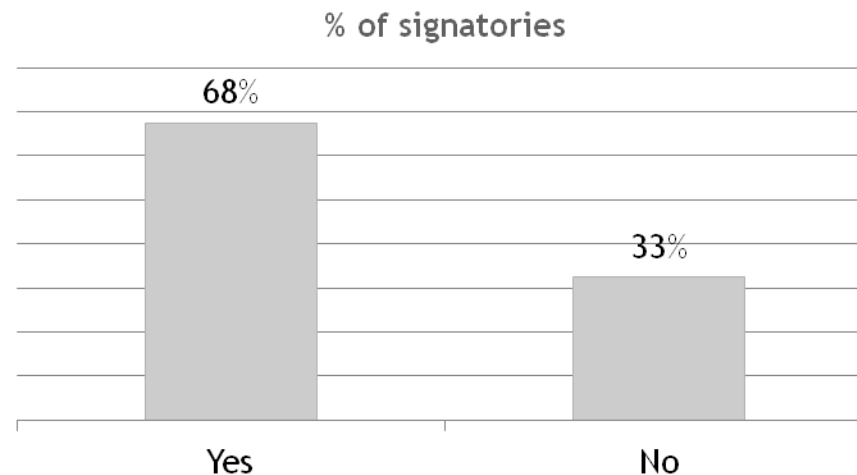
1) Other mentioned: Education. marital status. single parents etc. (1 signatory)

## Q10: Your diversity initiative concerns?

% of signatories - results by classes „persons employed“

	All	Large > 250 persons	SME 10-249 persons	Micro <10 persons
Gender equality	73%	94%	56%	60%
Racial or ethnic background	70%	69%	89%	60%
Seniors (aged over 50)	65%	88%	56%	47%
Disability	63%	69%	56%	60%
Religion or personal beliefs	53%	50%	67%	47%
Young people (aged under 26)	53%	81%	33%	33%
Gender identity	50%	63%	33%	47%
Sexual orientation	45%	50%	56%	33%
Other 1)	5.0%	7%	0%	7%

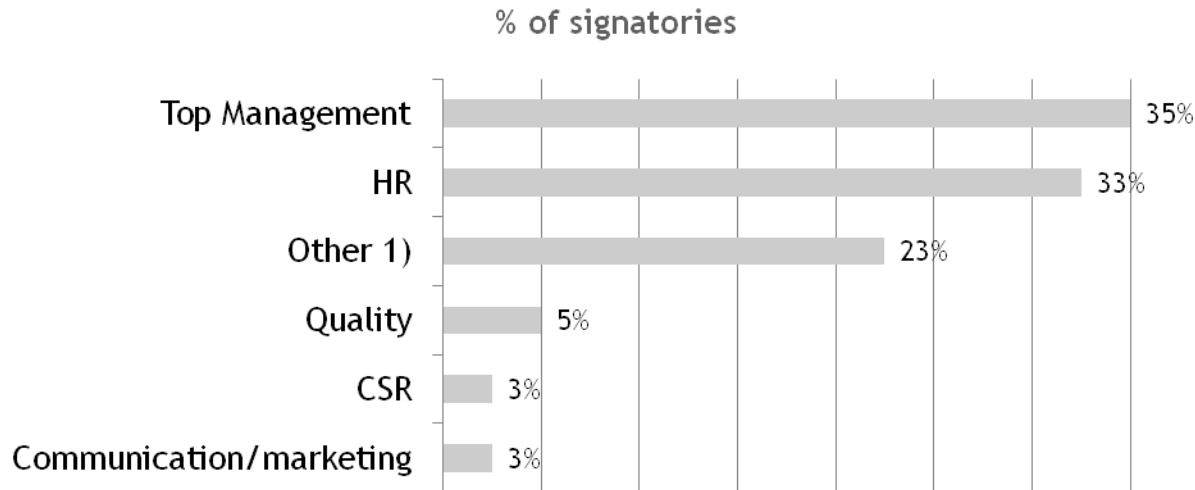
## Q11a: Do you have a person in charge of Diversity?



Comments made:

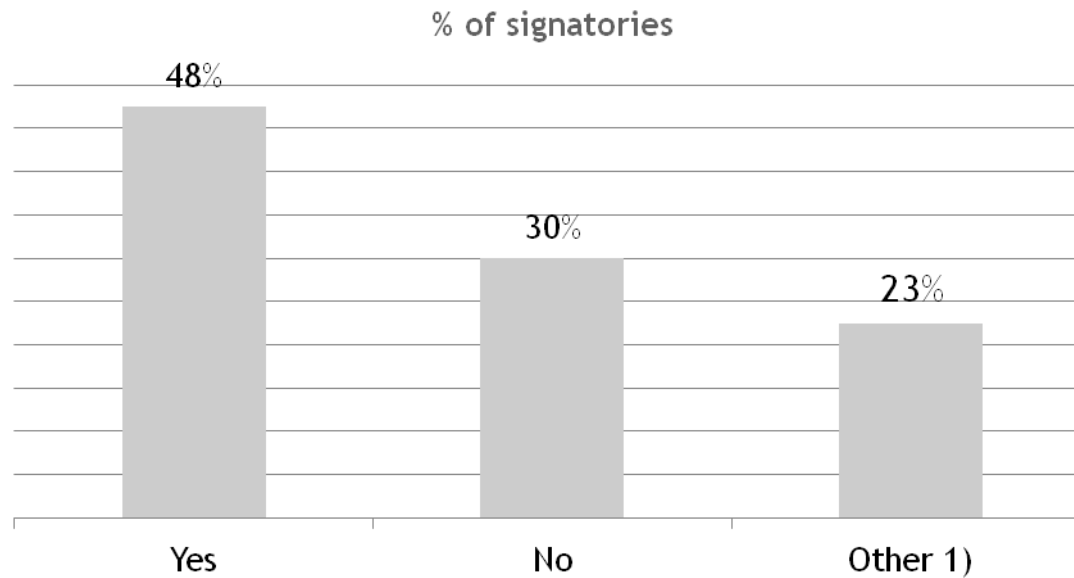
- As part of the Corporate Affairs function everyone is responsible for DiM.
- Entire Management Team is Sponsor, HR Mgr. is "spokes person".
- General Manager/HR Director
- HR Business Partner are more or less responsible for it
- not a person but a department: HR Development department
- There are no employees in my Company (Consulting and Training). I am doing business in other companies in Training their staff. employees and/or other Trainers in Diversity Management.
- There are two people in charge but they are doing it on top of their daily work in HR development. No explicit headcount.
- We have a department for Gender and Diversity Management
- we have at least to persons in charge
- we have implemented a gender & diversity management conference (8 internal experts) as a staff unit of the CEO/general assembly

## Q11b: If yes, what department is he/she attached to?



- 1) Other:
- Production
  - Diversity Department
  - Corporate Affairs
  - Arbeitsassistentz

## Q11c: If yes, is there a direct reporting to the board?



- 1) Other
- through head of HR
  - on corporate level yes
  - person in charge is CEO



## Contact

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