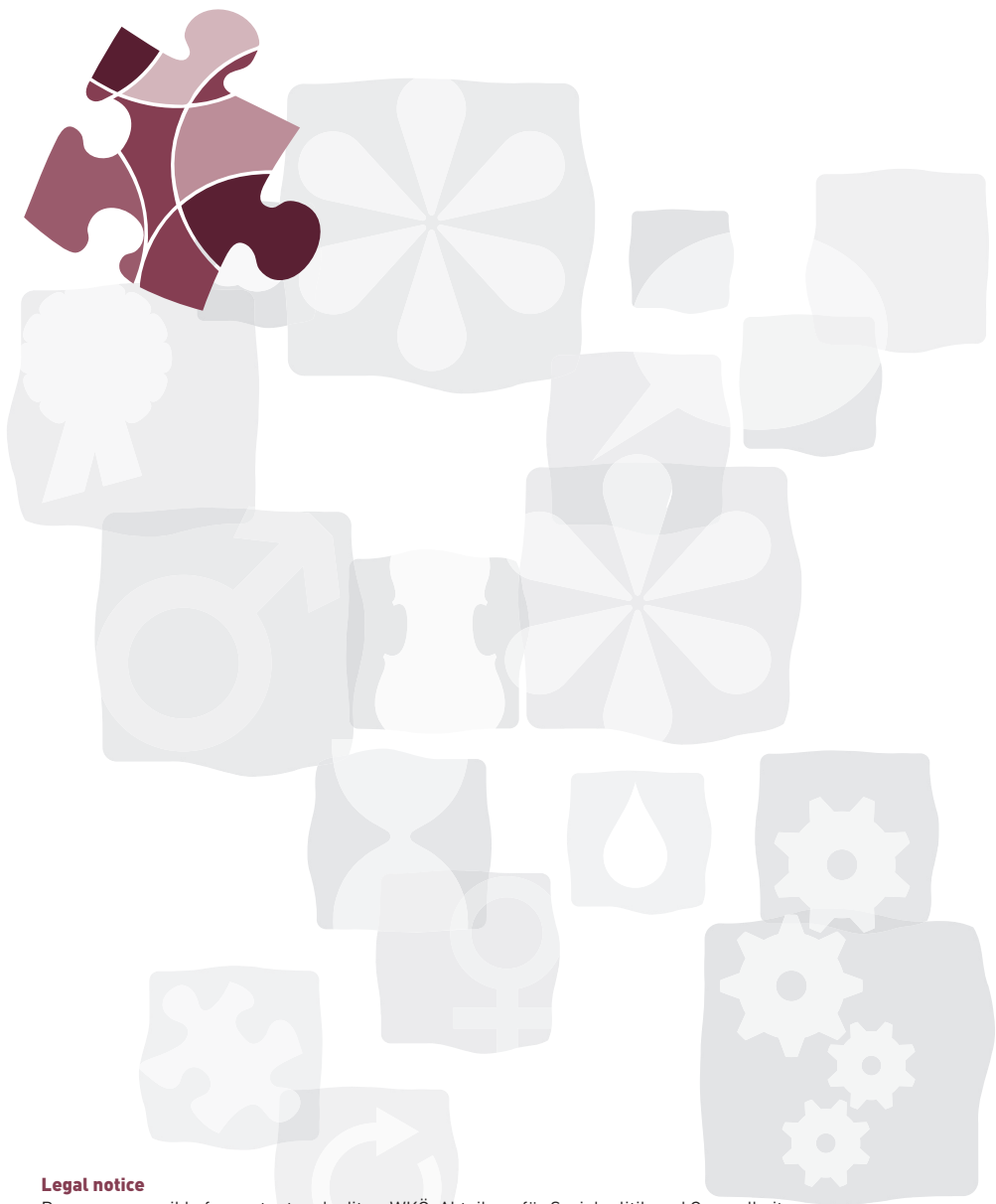


CHARTA *der Vielfalt*

**Set the standard –
benefit from diversity!**

www.charta-der-vielfalt.at





Legal notice

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An initiative of the Austrian Federal Economic Chamber and the Vienna Economic Chamber,
instigated by factor-D Diversity Consulting.

The Diversity Charter

The **Diversity Charter** is a public, voluntary commitment by Austrian companies, institutions and organisations that enables them to declare their appreciation of the diversity of people, regardless of their gender, age, background and skin colour, sexual orientation, religion and world view, or of their physical and mental capacities.

The **Diversity Charter** aims to motivate companies to recognise and utilise the diversity of their stakeholders (employees, customers and co-operation partners). In this way, "diversity" will become a business case.

The **Diversity Charter** also serves as an information and discussion platform for the signatories, which offers (exclusive) events and the opportunity to exchange experiences.

The full wording is available at www.charta-der-vielfalt.at.



Dr. Christoph Leitl
President of the Austrian Federal Economic Chamber
Diversity Charter Patron

Diversity stimulates growth – "anyone who uses differences to their advantage opens up their company to opportunities in growth markets, creates space for innovations and stimulates profitable change processes. Through this initiative, we are bringing the benefits of diversity, particularly in a globally competitive environment, to the fore".



The signatories

The Austrian Diversity Charter was launched in 2010 by the Austrian Federal Economic Chamber and the Vienna Economic Chamber, at the instigation of factor-D Diversity Consulting. Eleven companies signed the Diversity Charter at the very beginning. Since then, numerous signatories have come along, whether they be EPU, SMEs, large companies or other organisations, and are sending a clear signal that they are open to all people and all economic and social groups.

A list of all signatories to the Charter can be found at www.charta-der-vielfalt.at. Practical examples and interviews with signatories can also be found there.

Businesses can use the Charter platform to access up-to-date information and suggestions relating to diversity within companies, and are also able to benefit from the experience of others. This promotes existing and new initiatives within the company. At the same time, the Charter helps the signatories to position themselves appropriately in the public view.

The international network

The **Diversity Charter** maintains contact with the Charters in other European countries, such as those in France, Italy, Belgium, Spain, Germany, Sweden, Poland, Finland and Luxembourg, by means of the international EU exchange platform. "Diversity" is a theme that is relevant to the whole of Europe.

The European Commission supported the implementation of this "EU Diversity Charters Platform". This enables the Diversity Charters of the individual countries to meet at regular intervals to share their experiences and to develop shared instruments.



"Diversity brings innovation and success! Diversity secures our leading position as an international competitor and makes us particularly attractive as an employer. Staff diversity is therefore not just accepted, it is actively encouraged. For this reason, we were one of the first companies in Austria to sign the "Diversity Charter", and we want to encourage others to do the same!"

Tatjana Oppitz

IBM Austria, Secretary General

"Diversity forms an integral part of our business model. Western Union is active in more than 200 countries and territories - a deep understanding of the identity and living environment of our customers is essential to enable us to cope with this cultural diversity. The Diversity Charter provides our company with a platform that not only allows us to learn from other companies, but also allows other companies to benefit from our experiences".

Peter Bucher

Western Union International Bank, Vienna, CEO



One of the greatest achievements is that more than 7,100 institutions, including companies, public facilities and non-governmental organisations, have already signed the various Charters. This encompasses more than 13.6 million employees.

The signing of the Diversity Charter brings positive effects: A survey carried out via the EU exchange platform between May and June 2014 in all 13 Charter countries revealed that 95% of all signatories to the Charter had seen an effect on the development of their diversity strategies and activities as a result of signing the Charter. In addition: The longer a country has a Diversity Charter, the stronger the influence of the Charter itself. The benefits for the signatories included the improved image and reputation of the company, an increase in attractiveness as an employer for qualified workers and more opportunities to branch out into new markets.



Walter Ruck (D.Ing.)

President of the Vienna Economic Chamber

"Diversity forms one of the riches of society and is of central importance to Vienna, as a business location. However, only those who know that their personal circumstances are accepted are able to utilise their full potential. That is why the "Diversity Charter" is also an important manifesto for the Vienna Economic Chamber, not just to recognise diversity as an opportunity, but also to make it a reality in our city".



"The promotion and appreciation of diversity amongst employees is an integral part of the corporate culture at Novartis. As an inaugural signatory, over the years the Diversity Charter has provided us with a profitable platform, which enables mutual exchange between its members, and continually provides stimuli to promote diversity within companies".

Mag. Doris Madlberger

Head of Communications & Patient Relations Novartis Oncology

Why diversity?

The appreciation and promotion of diversity as part of corporate culture has an influence on the company's image and economic success:



Diversity promotes innovative ability and creativity

Like-minded people generally produce compatible results. Diversity within the workforce means different views. These give rise to new ideas and promote creative thinking, outside of the box. Diversity can also contribute to effective decision-making and problem-solving.

Diversity creates a long-term bond between the employees and the company and increases efficiency

Employees who are valued by their managers and colleagues are more satisfied and more motivated. They have a stronger commitment to "their" company. This results in lower staff turnover, meaning that savings can be made on recruitment and training costs.



"True diversity management involves the recognition of the individual value of every single person within the scope of our activities. This strengthens our relationship with our employees and customers. As a Diversity Charter member, we want to make it clear that diversity represents an important feature of our society and business community."

Franz Schweidler

Schweidler&Comfort4all, Company Management

Diversity supports talent acquisition

Diversity strategies can broaden the pool of potentially suitable workers. This provides a competitive advantage in gaining the "best minds". At the same time, diversity measures increase the attractiveness of the company and enable it to attract talents (positioning as an employer of choice/employer branding).

Diversity also attracts new customers and helps companies to branch out into international markets

It is not just technical knowledge that employees with international roots bring to a company. They also possess market and cultural knowledge relating to their native region, as well as language skills. This is a huge advantage when it comes to branching out into new markets or opening up new customer groups.

Diversity improves the image of a company

A company that recognises and values the diversity of its employees and customers will in return be appreciated as a socially responsible company by the general public. This provides the company with an extra boost, as well as positive employer branding.

"Diversity represents an important element within the Erste Group company strategy. By signing the Diversity Charter, we at the Erste Group are expressing our appreciation and respect for the diversity that exists within our group, and we are making public our intention to promote diversity within our group by means of both internal and external measures."

Vera Budway-Strobach, M.A.

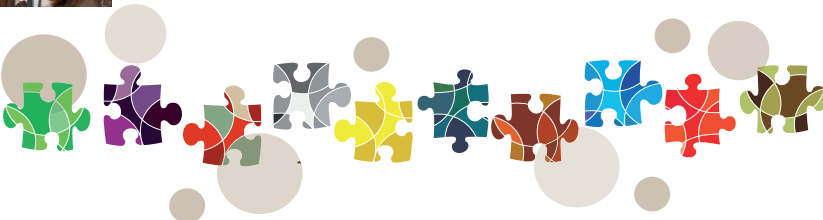
Erste Group Bank AG, Group Diversity Manager



"By signing the Diversity Charter, I am confirming my ambition to promote diversity, both at work and in my everyday life."

Alexandra May

Perspektiven Mensch & Wirtschaft, Company Management



Sign the Diversity Charter!

The benefits for you:

- You will be issued with a certificate confirming that your company is a signatory to the Diversity Charter
- You will be able to display the Diversity Charter logo on your website
- You will be named as a signatory on the website www.charta-der-vielfalt.at
- You may be featured as a practical example on the website
- You will be able to participate in at least one free Diversity Charter event per year
- You will receive invitations and preferential rates for various special events, as well as conferences and seminars

Companies, institutions and organisations can take part, regardless of their size, industry or legal form, as long as they are prepared to fulfil the aims and basic principles of the Charter. The Vienna Economic Chamber is available to assist with your participation as well as with the operational handling of the Diversity Charter in Austria. Contact us, and we will send you the documents.

After you have signed, you will be issued with a copy of the Diversity Charter, and you will be able to benefit from the Diversity network.

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A one-off contribution of EUR 200 will be charged to sign the Charter.

Single-person companies can request funding, which will allow them to sign for free. For this, they simply need to complete an application form (posted out or downloaded from the website).

There is also a premium membership option. This requires a one-off payment of EUR 2,500, or EUR 500 for companies with 10 or fewer employees, and includes a broader offering.