

Working with the business sector – the MIA Award

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The MIA Award – for Diversity in the Worklife

- Financed partly by EU's PROGRESS program under "National Awareness Raising Activities" and partly by the Ministry of Employment
- Budget total: 200.000 Euro (Project costs: 70.000 Euro, salary costs: 130.000 Euro)
- The objective of the award is to implement and raise awareness about the anti-discrimination legislation on the labour market in Denmark

The jury:

The jury is composed of representatives from employer and employee organizations as well as both the private and the public sector. The jury members are (Danish acronyms in parenthesis):

- [Danish Confederation of Trade Unions](#) (LO)
- [Confederation of Danish Industries](#) (DI)
- [The Danish Chamber of Commerce](#)
- [The State Employer's Authority](#)
- [The Ministry of Employment](#)
- [The Municipal System in Denmark](#) (KL)
- The Council for Human Rights' Equal Treatment Committee

We want to engage these organisations in the work on diversity and equal treatment

Target groups of the MIA Award

Primary target group – the three categories:

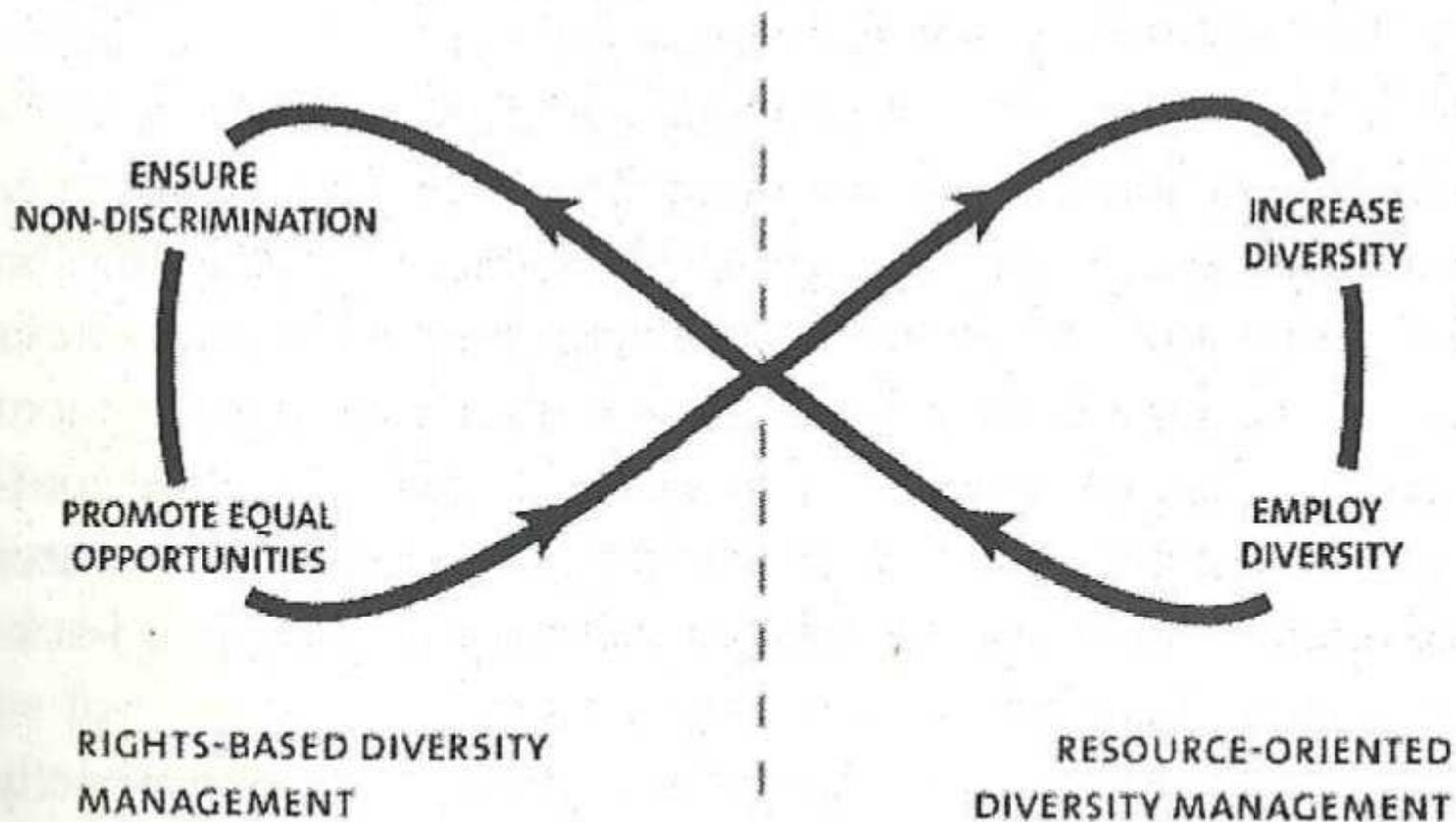
- Small and Medium Sized Companies (up to 500 employees)
- Large Public Companies (over 500 employees)
- Large Private Companies (over 500 employees)

Secondary target group:

- Policy makers (the jury organisations)
- Stakeholders in the field of equal treatment and the broad public

MIA-model

THE MIA MODEL FOR DIVERSITY MANAGEMENT



The 3 Diversity Principles

- evaluation criteria for the MIA Award

THE RIGHTS PRINCIPLE (Legislation translated into a principle):

Ensure equal opportunities and prevent discrimination for all employees in all phases of their employment - regardless of gender, age, religion, ethnic origin, sexual orientation or disability.

THE RESSOURCE PRINCIPLE:

Make diversity an asset and strive actively to engage the benefits of diversity into all aspects of your business and in all levels of the organisation.

THE RESULTS PRINCIPLE:

Develop a strategy and a results oriented process that engages both minorities and other target groups and the employees in general.

Operationalised as concrete questions in the application form

Why should NEBs consider such initiatives?

- A concrete initiative to promote equal opportunities and prevent discrimination on the labour market
- A good way to help implement the anti-discrimination legislation into practice, and get companies interested in equality issues
- Create a positive perspective around discrimination issues by focusing on disseminating best practice
- Get the attention of a target group not easily reached by or motivated by legislation (Danish workplaces)

Benefits of involving the business sector:

- You reach institutions and organisations that relate to large parts of the population (65,4 % of the population in Europe had a job in 2007).
- Working with the “bad guys” or the potential “discriminators” gives you an opportunity to change their bad practice and encourage them to improve on their diversity work. This gives direct impact on everyday practice for a lot of employees.

Communication in the MIA Award:

- To companies to get them interested (focus of today's presentation)
 - Direct contact to companies
 - Through networks and partners
- Press work targeting both companies and the broad public
 - Press releases
 - Get as much attention in the media as possible at three stages:
 - When the competition opens – mostly web based
 - When the nominees have been selected – newspapers and web
 - When the winners are found at the award ceremony (most intense for the press officers) – TV, newspapers and web

How to attract companies and collaborate effectively with them?

Attract:

- Use networks – the jury organisations and other stakeholder networks.
- A lot of phone calls and visits trying to get companies interested (easiest with the large well known companies)
- Staying in contact over time with the same companies – personal networking of the MIA employees
- SMEs – always a challenge to reach them – we use regional CSR network

Collaboration:

- The application phase and the feedback phase where DIHR visits the applying companies
- Collaboration on press work at the time of the award ceremony
- The further *in depth* collaboration happens through other Diversity in the Workplace-projects (Diversity Lab, Diversity Training, etc.)

How to develop and convey the message to companies?

Key lesson: learn the business language and translate your message into terms easily understood by the target group

Example of a way of communicating to companies: “The business case for diversity”

- Diverse Recruiting: Attracting the best talents
- Diverse Representation:
 - Access to new markets – increasingly important in a globalised world
 - Access to new customers
 - Improving service to clients
- Improved knowledge:
 - Diversity and innovative behaviour – open up for all employees’ full talent
- Improved inclusion at the workplace can give you:
 - Better wellbeing among the employees
 - Lower absense due to illness
 - Lower employee turnover

Using ambassadors:

Identify key messages that you want to communicate, and get the target groups to speak for you. This is a win-win situation since they can also promote themselves doing something good:

Global Competition



‘Respect for human rights and active promotion of diversity are part of our values. This applies to patients, suppliers, cooperation partners and our own employees. And as a globally oriented company, it also affects our ability to understand and act in the markets where we operate.’

Lise Kingo, executive vice president of Novo Nordisk, winner of the 2005 MIA Award.

Innovation

‘As an international organisation with offices throughout the world, it is obvious that diversity is a fundamental prerequisite to constantly delivering the best and most innovative solutions to our customers.’

Lars Mikkeldgaard-Jensen, general manager of IBM Denmark, winner of the 2006 MIA Award.



Business



‘Diversity is an important resource for our company, and diversity management is an integrated part of the way we do business. Our customers are very diverse, and our employees represent these differences so that everyone can feel welcome with us. Winning the MIA Award is a great recognition of our work on diversity. I am very proud and happy because it proves that our work in the restaurants is right and important and it encourages us to continue.’

Kristian Scheef Madsen, CEO of McDonald’s Denmark, winner of the 2009 MIA Award.

Microsoft Denmark

“The work of promoting diversity is a central and integrated part of Microsoft’s business strategy. It is anchored at top management level and runs through our entire company. The diversity work is central to our business success because diversity contributes to the development and the delivery of innovative and value creating solutions to our customers. We have come a long way in this work, but at the same time we are aware of the fact that the work with diversity is a never ending process. We can always gain more knowledge and improve in the way we use our employees’ diversity.”



Charlotte Mark, CEO for Microsoft Development Center Copenhagen and Jørgen Bardenfleth CEO for Microsoft Denmark

Conclusions:

- Translate the message of anti-discrimination and equal treatment into the vocabulary of the target audience you want to reach, and get to know this vocabulary well
- Website communication: keep it simple, the LIX test 😊
- Use others to get your message through

Read more on www.miaaward.info or contact:

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