



Diversity initiatives in the county of Aarhus

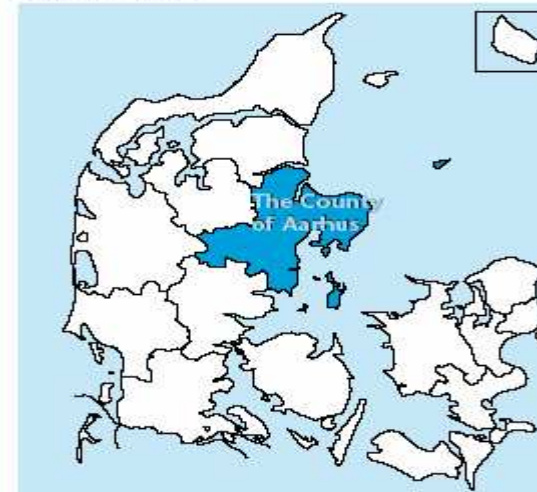
Anders K. Kristensen, Diversity Manager

THE COUNTY OF AARHUS IS HERE

Map of Europe

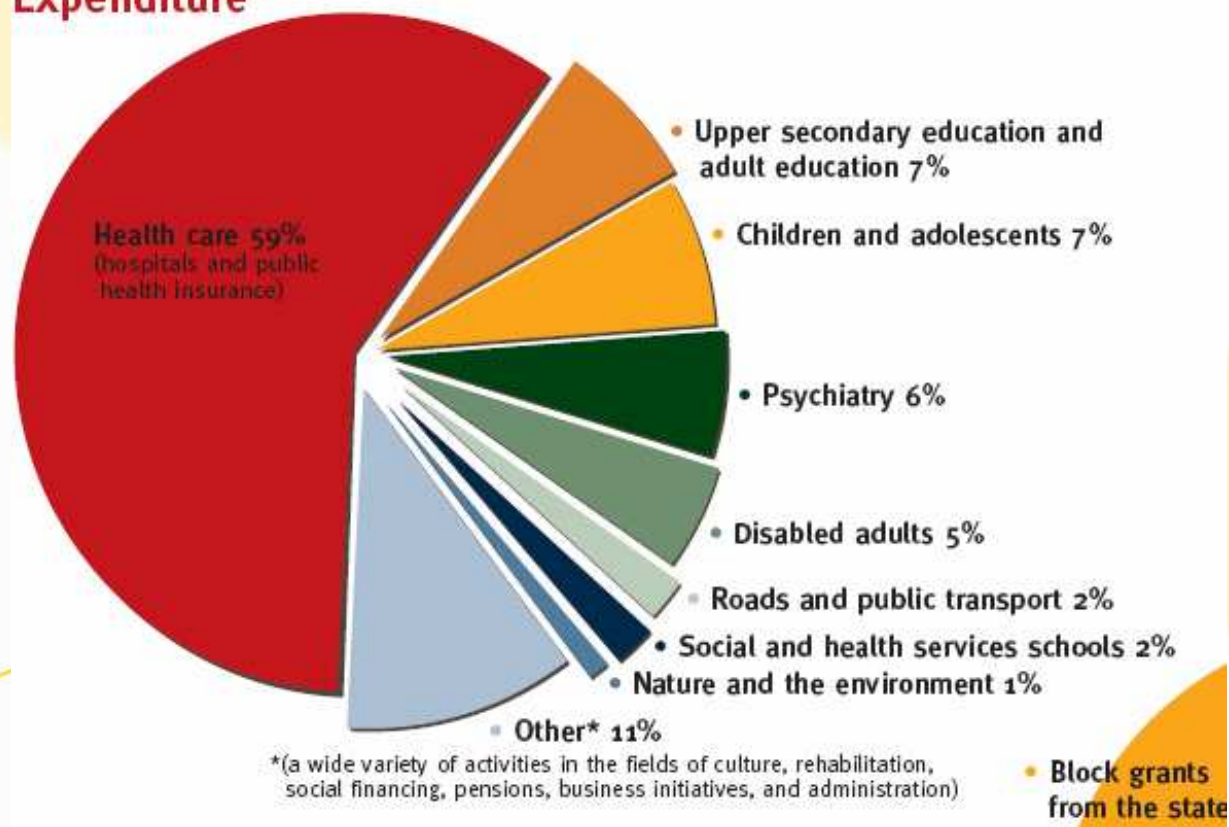


Map of Denmark



The county of Aarhus as a public employer

Expenditure



Diversity initiative in the county of Aarhus

In Aarhus County we promote diversity initiatives in SMEs, and in other public arrears as a public employer.

Aarhus County want to be a social responsibility company, with a diversity strategy for seniors, ethnic minorities, disabled etc.

The County of Aarhus was awarded the MIA Award 2006 for its diversity commitment. (The MIA award is presented by Danish Institute for Human Rights)

Aarhus County awarded the SME; “the public laundry company” the MIA Award – because the company brings the diversity politic out in the hole organization - from management to blue color workers





Practice diversity in the the public laundry company

At the start of the project we educate the workers at the Public Laundry Company to be ready to work as a “diversity ambassador” in their own company.

The next step was a lesson in understanding people with another ethnic background

The third step was training 20 unskilled workers with laundry

And finally the “diversity ambassadors” get a local award from the Aarhus County





Why diversity in the public laundry company

- A central issue for the Aarhus county is, diversity and social responsibility
- Recruiting new workers at the SMEs is a problem
- Qualifying low-skilled workers, especially ethnic minorities
- Using social responsibility and diversity as a brand
- Bringing the work with diversity, to a resource for the company
- Developing the capacity of the SMEs in the county regarding corporate social responsibility in order to (re) integrate vulnerable people/people with reduced working capacity into the labour market





RESULTS

- **14 unemployed people got a new job**
- **The management and workers think "diversity" as a goal**
- **The company is today mentor-company for other companies in the county**
- **The public SMEs is a good example for private SME's in the region**

Today we are working with diversity in:

- **The health care sector , with ethnic doctors and nurses**
- **The public transport company, training new drivers**
- **Training seminar for new "diversity ambassadors" and private SMEs**
- **Mainstreaming diversity and social responsibility**

