The Shared Societies Project:
Leadership for Dialogue, Diversity and Social Cohesion

Building a world safe for difference

Replicable example of practice

Commitment V*

Take steps to deal with economic disadvantages faced by sections of society who are discriminated against, and ensure equal access to opportunities and resources.

Suggested Approach

Introduce affirmative action schemes to ensure that individuals from groups disadvantaged groups, as a result of discrimination, develop the capacities and confidence and are encouraged to take advantage of opportunities to initiate business opportunities.

* *Examples of Good Practice by Local Administrations in Building Shared Societies.*

Engaging in Copenhagen

Location

Copenhagen, Denmark

Background

- In 2010, Copenhagen updated its local planning documents and policies for immigrant integration.
- In the process, the municipality was aware that policies and planning alone were not having much impact on the city's diversity agenda.
- The percentage of Copenhagners with an immigrant background doubled in the previous decade, jumping from 11.5% to 22.2%.
- As an employer, the City of Copenhagen appeared to have been successful in matching the diversity of its workforce to that of the city's population.
- However, a deeper analysis showed a troubling reality. The majority of these public employees were working in low skill jobs such as cleaning.
- Diversity without equity was not the commitment to inclusion that the City was looking for.

- The city challenged itself to ensure that its future work force would reflect the city's diversity across all area and levels of work. In that sense, the new plan intended to be more comprehensive, and include important sectors such as education, employment and housing, but also include the participation of non-municipal actors, such as major companies, educational institutions and cultural organizations.

Goals

- To focus on the idea that citizenship is for everyone (*I'm not a Dane, but I am a Copenhagner*);
- To engage all Copenhagners, to develop the Diversity Charter, an innovative city's roadmap for engaging business and institutional leaders.
- to strengthen the role of cities, as employers and buyers of goods and services, in being sensitive to the opportunity to model a positive approach to diversity and to provide leadership through good recruitment and diversity management practices in its own offices.
- To emphasizes the diversity advantage in business

Method

- Copenhagen's new Integration Policy (2011-2014) includes an action plan for engaging all sectors and stakeholders.
- A key component of this program is a Diversity Charter and Board that actively invites business and institutional leaders outside the local government to assist the city in its ambitious goal of becoming "the warmest and most welcoming major city in the world." In fact, the **Engage in CPH** plan stated that "*Living in Copenhagen must be easy, and Copenhagen wants to be the most inclusive city in Europe. An actively engaged city is a better city".*
- The municipality instituted the insertion of mandatory "social clauses" in any municipal contract with suppliers of goods and services that exceed the value of half a million Danish Kroner.
- Signatories to the Diversity Charter 'affirm' the three guiding principles than inform the Copenhagen approach:

    - Diversity is a strength
    - Everyone should have the chance to participate.
    - Being an involved citizen is everybody's concern.

- INNOGROWTH via Diversity offers innovation consultants to assist companies and organizations in transforming existing diversity within the work place to innovation and efficiency.

- The OPEN ARMS concept provides education workshops for service workers in principles for inclusion, equal treatment and anti-discrimination.
- Diversity in Small and Medium Organizations (SMOs) offers a series of meetings for SMOs on how to convert diversity in to growth and competitive advantages via recruitment.
- Host programme and business mentors matches newly-arrived foreigners with voluntary social hosts for a more welcoming Copenhagen, in cooperation with the Danish Refugee Council and the Association for Integration of New Danes in the Labour Market.
- The M+ project is a development project analyzing selected companies' potential for growth through diversity and counselling private enterprises on a one-to-one basis. .

Impacts

- As of October 2011, the local Diversity Charter signatories include CEOs from Microsoft (Denmark), Copenhagen Airports, the Confederation of Danish Industry, Save the Children Denmark, and the Danish Institute for Human Rights.

Enabling Conditions

- The city council is committed to building new partnerships across the city.
- As the country's largest employer, the City of Copenhagen models a positive approach to diversity at home and nationally, providing leadership through good recruitment and diversity management practices in its own offices. As an employer, the municipality has been proactive about recruiting diversity into its organization and supports its workforce with training and development opportunities.

References

http://www.blanddigibyen.dk/