



Diversity Guide

for entrepreneurs WITHOUT diversity
background knowledge

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Use this guide if you want to start gaining knowledge on the subject of diversity and want to develop an **understanding** of **impact-orientated** corporate management.



What is diversity?

Diversity of individuals in terms of **gender, gender identity, sexual orientation, ethnicity and skin colour, age, visible and invisible disabilities, social background, religion and worldview.**

Each person can harbour several aspects of diversity (intersectionality). This results in different patterns of privilege and discrimination. Legislation protects the majority of these characteristics, as these are aspects of our identity that we do not choose and should not be discriminated against for. (Links: [UN Menschenrechtscharta](#) , [Gleichbehandlungsgesetz Österreich](#), [Behinderteneinstellungsgesetz Österreich](#))

You can find out more about the dimensions of diversity at [Charta der Vielfalt Europa](#).



Entrepreneurship and Diversity

People who have different experiences in this world bring different perspectives and problem-solving techniques to an organisation. Find out more at: [Diversity of Thought](#).

Cross-cutting issue with effects beyond the workforce → on products and services → on collaboration with external stakeholders → on the value chain.

Diversity at project level

- How is the product designed? Who can use it?
- Who has access to the product?
- Who was involved in the development? Were different needs taken into account during development?
- Which needs are addressed?
- Whose knowledge/expertise flows into the product?
- Who is the specific target group? And how should it be reached?

Diversity at a strategic level

Diversity has a strategic component in the corporate context and should be seen as part of sustainable organisational development.



Focus on the workforce

- How diverse and inclusive is the workforce and the HR lifecycle?
- How diverse are management positions? Who has the decision-making power in your organisation? Who is hired for which positions and with which expertise?
- What HR processes are required to achieve and retain a diverse workforce?
- Is diversity addressed in your job advertisements and internal communication?
- What activities could be implemented to sensitise the workforce to the topic of diversity?
- (Where) could discrimination occur and how do you plan to deal with it?
- How is diversity utilised as a resource?



Focus on the value chain

- How can your company ensure that fair conditions prevail in its own value chain and that processes are transparent?
- From whom are materials/resources sourced?
- What ecological, economic and/or social impact do suppliers have in their communities?
- What principles are the suppliers committed to?
- What does the company demand from its suppliers? (Code of Conduct etc)



Focus on communication

- What is my external image/communication like?
- How can the attractiveness and credibility for customers, cooperation partners, investors and target groups be sustainably created?
- How can potential customers and cooperation partners be addressed more directly and immediately?
- What messages need to be placed in order to stand out from the competition and tap into new target groups?
- Are the messages/images/language used authentic and in line with the rest of my activities?



What are the advantages?

Entrepreneurial relevance

- Easier access to financing, subsidies and public tenders
- Competitive advantage in government regulations (ESG reporting)
- Business development & innovation (development of new products, tapping into new target groups, e.g. through inclusive design (example video by TU Wien))
- Marketing (brand reputation) & customer loyalty (e.g. through ethnic marketing)
- Positioning as an attractive employer & employee retention (e.g.: reduction of staff turnover)
- Attractiveness for international employees (expats)
- Increased company performance & innovation potential of diverse teams (see studies)
- Strengthening Vienna as a business location

Social relevance

- Promoting equality and social justice (e.g. jobs with fair & transparent pay, closing pay gaps and promotion gaps)
- Inclusion of marginalised groups by promoting diversity (e.g. accessible workplaces, multilingual offerings)
- Improving health and well-being in the workplace (reducing absenteeism)
- Raising of awareness and forming of consciousness
- Community engagement & development (e.g. volunteer days as a team event)
- Promotion of an inclusive city (City of Vienna 2030)



Reflections and next steps

- What is already working well and what is not yet working so well?
- What has already been done?
- What can be improved in the future?
- In which topics are there possibly still blind spots or too little knowledge?
- How and where could this knowledge be acquired?
- What specific measures can still be taken in the next 6 months?
- What specific measures can still be taken in the next 12 months?
- What path must be taken to achieve the vision?
- What milestones are there along the way?



Links to further information

- Dimensions of diversity ([Charta der Vielfalt Europa](#))
- Sustainable Development Goals: [SDG](#)
- Strategy of [Stadt Wien 2030](#)
- [Förderangebot zu Arbeit und Behinderung](#)