



**Unternehmerversband
Norddeutschland**
Mecklenburg-Schwerin e.V.



**BRÜCKEN
FÜR VIELFALT UND
BESCHÄFTIGUNG**

Diversity in regional companies

Status Quo of a current survey of 1000
companies in Mecklenburg Western Pomerania

Das Projekt "Brücken für Vielfalt und Beschäftigung in MV" wird im Rahmen des XENOS-Programmes "Integration und Vielfalt" durch das Bundesministerium für Arbeit und Soziales und den Europäischen Sozialfonds gefördert.



The Project „Brücken für Vielfalt und Beschäftigung“

- ▶ cooperative project with 4 regional partners
 - RegioVison GmbH Schwerin
 - BiLSE Institute for Education and Research
 - VSP Association for social projects gGmbH
 - Business Association Norddeutschland Mecklenburg-Schwerin e.V.

- ▶ part of the Xenos-Federalproject „Integration and diversity“



what we want to achieve

- eliminate discrimination
- promote diversity
- integration of disadvantaged persons into the labourmarket
- equality of opportunities

→ every project partner has a concrete function to achieve this goals

who we want to adress

- long-term unemployed
- disadvantaged teenagers and young adults
- migrants
- (ex-) prisoners

→ these groups can be disadvantaged by several reasons

How we want to achieve this

The support of the people are realised through different actions

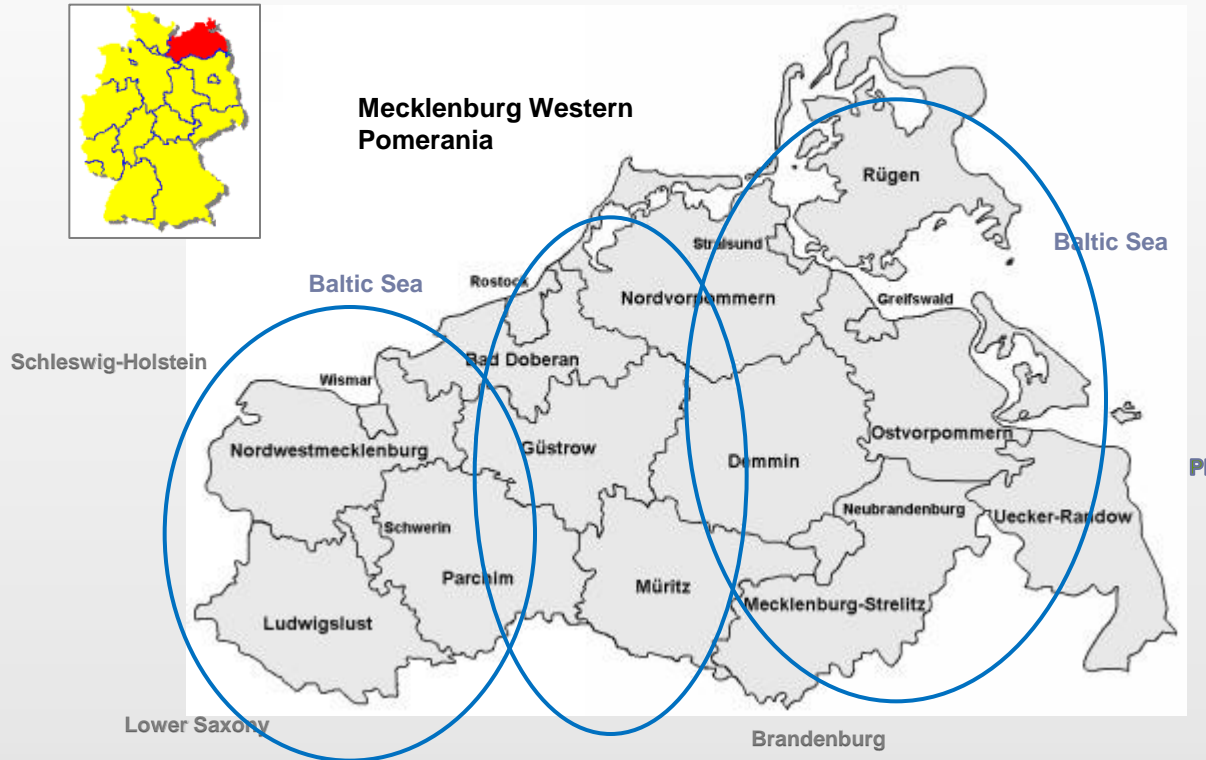
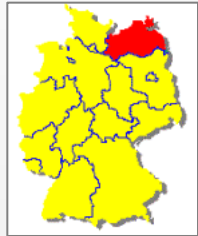
- Job Mentoring/Job Coaching
- individual integration- and advancement plans
- language courses
- Job Application Training
- placement into work or job-education
- sensitisation of the society
- sensitisation of the economy
- increase the tolerance at the job market



sustainable integration of disadvantaged persons

- **personal conversations with leadership and management staff in 1000 companies in Mecklenburg Western Pomerania**
 - enhance the visibility of disadvantaged groups and their potential in the companies
 - collection of statistical data concerning the status quo of diversity in companies as well as opinions, experiences and attitudes
 - reduce existing prejudices and insecurities/barriers
- findings and results will be summarized and published

The region of the project



simultaneous sensitisation of
companies in the following
regions

- Schwerin
- Rostock
- Vorpommern

In this way comprehensive and representative data for whole Mecklenburg Western Pomerania can be collected

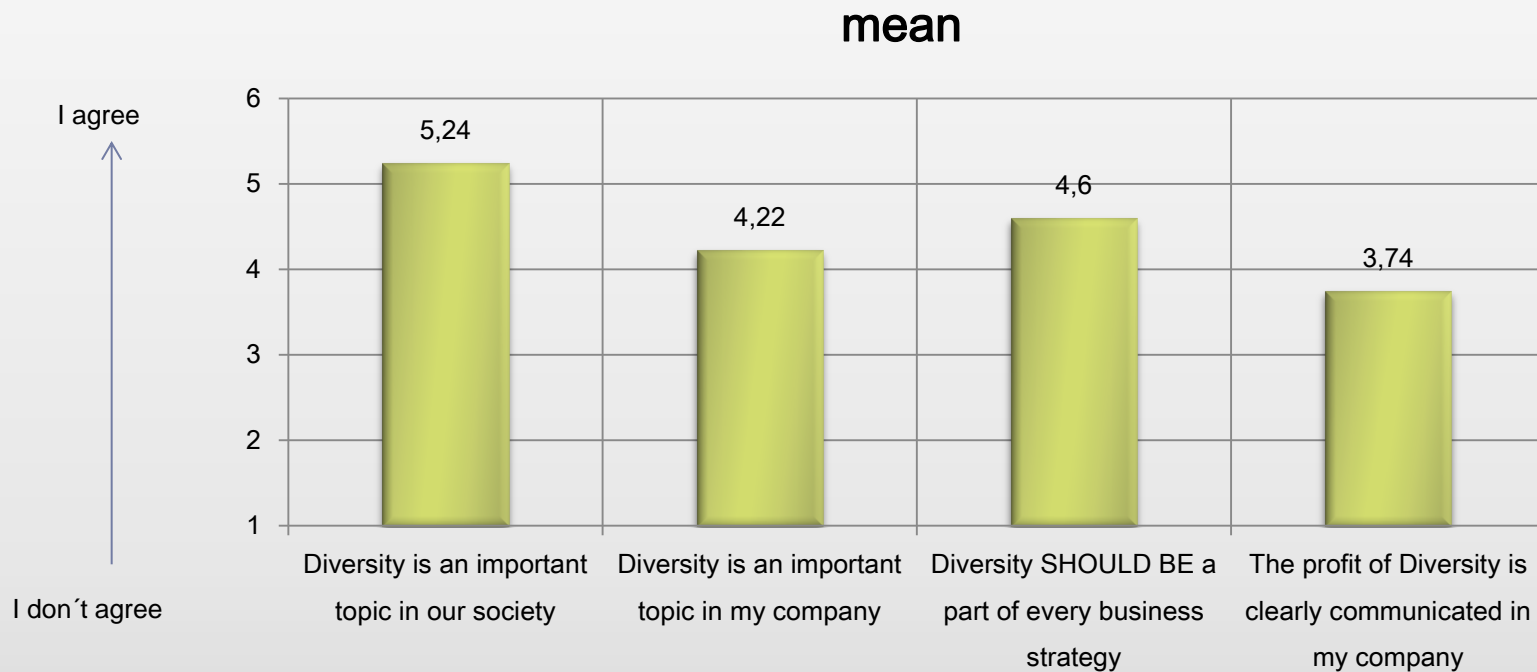
- ▶ size of the dataset: 493

- ▶ interviewees: female: 26,2%
male: 73,8%

- ▶ size of the companies:
 - 1-9 employees 41,8%
 - 10-49 employees 36,1%
 - 50-249 employees 17,8%
 - 250+ employees 4,3

Some results

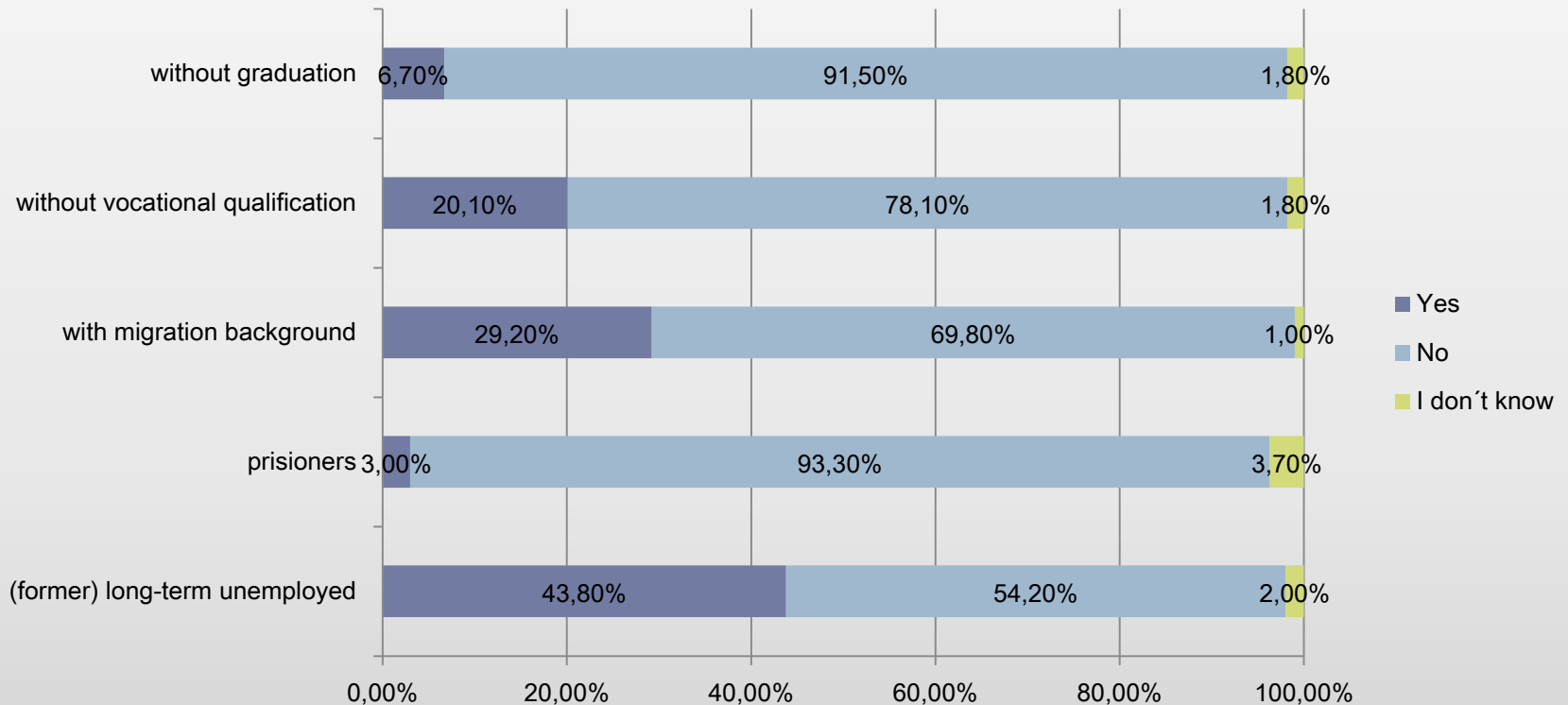
► „How do you agree with these statements?“



n=493

Some results

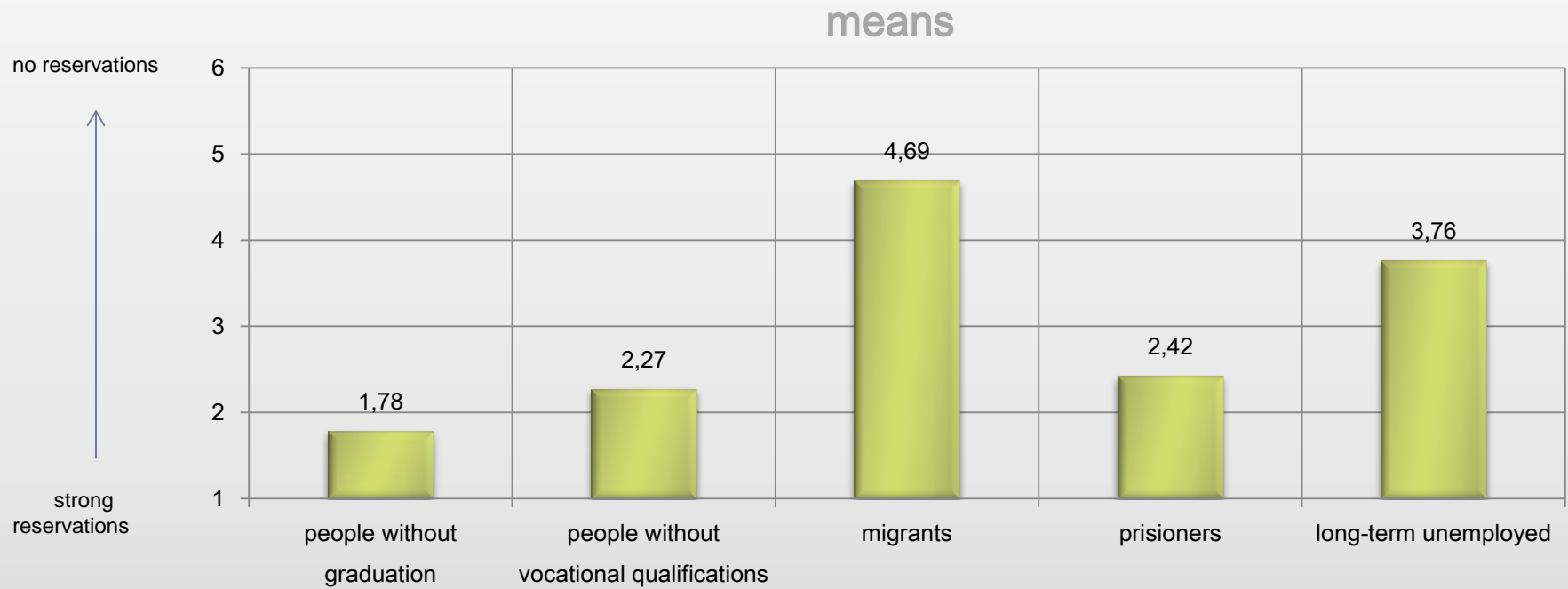
- ▶ „Do you employ people with the following characteristics at the time?“



n=493

Some results

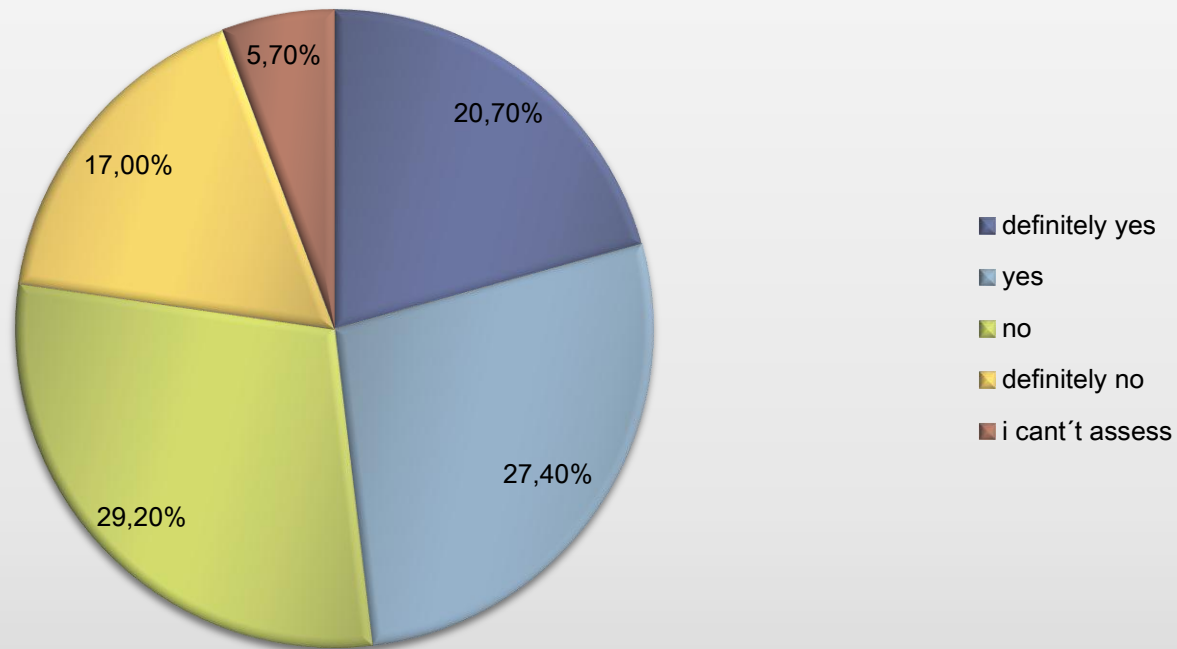
- „When you are looking for new employees, how strong would your reservations be to...“



n=493

Some results

- ▶ „Do you find enough skilled workers at the regional employment market?“



n=493

Some findings

- ▶ The thought and profit of Diversity has arrived at the most of the employers
- ▶ especially a good mix between older and younger employees is an important part of the everyday working life
- ▶ implementation of Diversity-managment in personnel policy have limits
 - small size of companies
 - offer of employees



Thank you



**Unternehmerverband
Norddeutschland**
Mecklenburg-Schwerin e.V.



**BRÜCKEN
FÜR VIELFALT UND
BESCHÄFTIGUNG**

Anika Zahlmann
bfvb@uv-mv.de

Unternehmerverband
Norddeutschland
Mecklenburg-Schwerin e.V.
Gutenbergstraße 1, Schwerin
0385 / 56 93 33

Das Projekt "Brücken für Vielfalt und Beschäftigung in MV" wird im Rahmen des XENOS-Programmes "Integration und Vielfalt" durch das Bundesministerium für Arbeit und Soziales und den Europäischen Sozialfonds gefördert.

