



Migrant
Integration is
Our Job



*Diversity
Charter
Ireland*

@DivCharterIRE
#DiversityEU

This booklet is a response to Action 56 of the Migrant Integration Strategy – A Blueprint for the Future.



**An Roinn Dlí agus Cirt
agus Comhionannais**
Department of Justice
and Equality

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Migrant Integration – What do we mean?

Migrant Integration is defined as “*the ability to participate to the extent that a person’s needs and wishes in all of the major components of society, without having to relinquish his or her own cultural identity*”.

(National Migrant Integration Strategy – a Blueprint for the Future)

The workplace is a critical place for integration. Apart from attracting the best talent for companies that migrant employees can bring, migrant employees can open up new global opportunities and help to develop products that meet untapped needs. This is particularly relevant at a time when labour market tightening is being experienced in some sectors. The workplace refers to a whole range of locations and settings, offices, manufacturing facilities or factories, stores, farms, out-of-doors, and in any other location where work is performed. It is no longer simply a physical location at which employees work. The proliferation of electronic communication, home offices, telecommuting work arrangements, and worldwide employment relationships mean that almost any location, including the employee’s home, may serve as and can accurately be called, a workplace.

This booklet aims to motivate you to do what you can to support the integration of migrants in your workplace.

Now is the time to start a conversation about migrant integration in your workplace.



It's Time to Act for Migrant Inclusion

There are number of assessments that we can make to check if we are doing all we can to improve outcomes in workplaces where employers are seeking to attract talent to their organisations. These generally, but not solely fall within the following six categories.

1. Attracting Migrant Applicants:

Companies who advertise their commitment to diversity also enhance their reputation with potential employees, consumers and stakeholders. With regard to migrant integration in the workplace the following questions are important.

Have you assessed your recruitment processes and considered the following:

- Is the job that you want to advertise globally recognised by the same name?
- Are the qualifications similarly recognised?
- How are you reaching out to a range of countries for your job vacancy? Does your website have a section for recruitment? If so, do you make it clear that applications are welcome from potential migrants?
- Are you advertising in a range of languages?
- Have you prepared a detailed and comprehensive job description, that has been reviewed to be clear and inviting to potential employees from migrant backgrounds? Have you contacted migrant community organisations?





2. Inclusive Onboarding Practices:

Many companies provide settlement services for new employee/s and their families as part of their package to attract talent, and some provide a 'Welcome to Ireland' pack for new workers. This could include things like, information about setting up bank accounts, tax file numbers, medical coverage, insurance, driving licences etc, a list of links to useful websites, local news, entertainment sites, sporting groups etc. Have you such a pack or range of services?

3. Inclusive Talent Management:

Many companies have a mentoring program for all new employees. Immigrant employees can be matched with someone from their own cultural background at first (when possible) and at the same time, or afterwards be paired with an Irish-born counterpart to learn how to work effectively in their company.

4. Positive Career Supports:

Investing in skill development for workers to meet the changing needs of business can help to increase productivity and drive growth across the organisation. High-quality careers support helps to engender a highly motivated workforce and ensure that employees consider their career opportunities in your company. Do you have positive career supports specifically for migrant workers?

5. Cultural Programme:

It can be a difficult for migrant workers to adapt to and influence the cultural development of your organisation. Do you consider and include migrant employees in the promotion of company events? Do you produce promotional materials in ethnic minority languages as well as English. Do you use forums and/or employees groups as a means of speaking to employees and management about culture and integration on the organisation?



Integration in the Workplace - Migrant Inclusion

Key Activities in Diversity Charter Ireland signatory companies.



SMART TEAM, SMART CLEAN.



Different perspectives help us find solutions and ensure we are constantly innovating as a business.

CCS Cleaning



CCS Cleaning is an Irish company specialising in cleaning in the retail, office, hospitality sectors. They have over 3,000 employees working across 8 European countries, with 88 nationalities and multiple diverse backgrounds in terms of ethnicity, religion, age, sexual orientation etc. The teams are extremely diverse, people speak different languages, practice various religions and represent a myriad of cultural backgrounds. Their histories and social norms are complex.

Action: The company launched a set of values that aim to support a consistent set of behaviours across each of the sites and give managers and supervisors supportive tools for managing a diverse staff base.

Purpose: To recognise the workplace as a space to promote a culture that works for all.

“We have developed a set of company values which support and promote this culture. Our way of life is to always see the best in people and expect the best, to continually focus on the positives and grow them”.

Practices – Support a culture based on explicit values

At CCS, diversity is our way of life and not something to be managed or tokenised. CCS invests in a policy culture that builds from the ground up. Many of their managers started careers in their cleaning teams, going on to lead these very teams and contribute to the rich diverse culture that is C.C.S. Cleaning.

“It’s our job to ensure a consistent message is received by all staff members across the organisation and that they are given the practical and cultural tools to succeed in their roles”.

Activities:

- Every one of the 350+ supervisors has attended face to face training on people management including values and managing a diverse team;
- The senior management team have attended diversity training;
- Every new staff member must watch our Values video which talks about respect and inclusion and we have rolled out a diversity video to all staff;
- We have developed a Diversity tool box talk to be used when required;
- On-going social media campaign which shows the diverse group of people we have working for us

Benefits: This has really helped us highlight positive inclusion and led to a more positive work environment.



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Integration in the workplace is good for business as it enables the contribution of all employees, providing a more innovative work environment, and ensuring employee retention.

Dublin Bus

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Dublin Bus, as the main public transport provider for the city and county of Dublin and neighbouring areas, employs over 3,500 people and has a fleet of over 1,000 buses. 18% of employees are from outside Ireland originally, from 70 different countries of origin. It carries 150 million passengers each year and transports 70% of all public transport commuters into Dublin during peak times.

Action: The company developed a Diversity and Inclusion Strategy and develops an annual action plan led by Human Resources and involving all departments within Dublin Bus.

Purpose: Integration at Dublin Bus is designed to ensure an efficient and fulfilling work environment for the employees.

“Dublin Bus employs an Equality and Diversity Officer, develops annual action plans, provides equality and diversity training for employees, collaborates with other public sector organisations in our pursuit of good practice. We are one of the founding Irish signatories of the Irish Diversity Charter”.

Practices – Implement an integrated annual action plan

The annual action plans promote an inclusive workplace for the diversity of our employees, helps to provide a diversity-friendly service to our customers and communicate our commitment to equality, diversity and non-discrimination to the companies we work with and to the wider communities.

“It’s our job to meet the changing needs of the customers and underpin the quality of their experience with Dublin Bus, and to deepen the connection to the diversity of the communities that they serve”.

Activities:

- We lead initiatives and projects arising from the annual action plan that cover the 9 grounds identified in equality legislation, and that challenges stereotyping;
- Communicate and implement procedures that are effective in responding to any complaint from employees of discrimination or harassment.
- Our induction programmes include a module on Diversity and Inclusion which includes accessibility, disability, ethnic minorities, LGBTQ+ etc. and a module on our internal policies including Dignity and Respect, Workplace Gender Transition Policy and Guidelines.
- Celebrate action on diversity and inclusion through our Community Spirit Initiative.

Benefits: By celebrating diversity we sustain a workplace culture that fosters teamwork and inclusiveness.



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Through Diversity Charter Ireland, we commit to effective diversity management, the prevention of discrimination and the promotion of equality in the workplace.

E-Frontiers
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E-Frontiers are an Irish-owned recruitment company specialising in sourcing candidates across a broad ethnic background. E-Frontiers have over 15 nationalities speaking over 20 languages employed in the company. Today, e-Frontiers is very much an international affair, with consultancy operations in Dublin, Madrid, London, New York and Bucharest. Its international operations have also assisted in building a strong network of candidates that are interested in opportunities across the various countries e-Frontiers operates in.

Action: Hiring and training multi-lingual consultants because when you hire someone you want them to grow and this helps us grow.

Purpose: Multilingual Consultants including a number of native speakers across a wide range of European languages gives us exposure and access to different markets and languages.

“E-Frontiers policies and measures are about maintaining a diverse and integrated workforce. By having different nationalities and backgrounds in the organisation, it helps us better understand different cultures and markets”.

Practices – Inclusive On-Boarding

We have developed a new on-boarding process for all staff to enable staff to hit the ground running, become part of the organisation and succeed in their jobs.

“It’s our job to maintain diversity in our organisation, have different cultures and nationalities creating a multicultural environment.”

Activities:

- Extra training and career support for staff in order for them to develop professionally and personally;
- Additional training in order for all staff to be confident in their role;
- Financial assistance if staff want to do courses that are relevant to the role;
- Continue to help and support all staff in career development.

Benefits: More confident staff are more secure and successful in their role.





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We believe that our diverse workforce enriches the organisation and plays a role in the realisation of our business goals in the workplace and with our customer.

Iarnrod Éireann
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Iarnród Éireann (Irish Rail) employs over 3,800 employees from 24 Countries in addition to Ireland who are diverse and work in diverse roles. The company recognises that diversity is the presence of many unique people in the workplace and this uniqueness supports the organisation in developing and maintaining a positive working environment. We believe that valuing our staff, contractors and the services they provide to the customer supports our mission, vision and values. On this basis we will continue to develop an environment that respects the diversity of staff, contractors and customers.

Action: We have placed advertisements with an organisation who produce booklets for distribution to colleges, schools and bodies representing minority groups.

Purpose: The talents of our diverse workforce assist in delivering a first class service to our customer.

“Iarnród Éireann believes one of the important aspects of a successful organisation is its capability to deploy and include a range of talents and competencies in an effective manner towards the attainment of organisational goals”.

Practices – Inclusive Talent Management

We identify individuals in the organisation to attend programmes such as our leadership and mentoring programme.

“It’s our job to provide and develop policies that ensure fairness, equality, dignity and respect for all in their organisation, whether temporary, part-time or full-time”.

Activities:

- We deliver training that focuses on our commitment to an inclusive workforce. This is underpinned by the nine equality grounds in equality legislation.
- Our ‘Company Training Centre’ is a dedicated talent management centre that supports the progression of all staff, offering skill development opportunities to all employees through our Duaisciem programme.
- Induction programmes cover all aspects of the organisation including polices on Dignity and respect, disability, diversity, social media and transgender, etc. where required individuals receive training in customer care, accessibility and communications skills.

Benefits: Our diverse workforce enriches the organisation and plays a role in the realisation of our business goals in the workplace and with our customer.





What can YOU do to Support Action in the Workplace

Implement Action 56 of the Migrant Integration Strategy – a Blueprint for the Future.

- a. Make diversity strategies and positive to diversity visible to all who look at their organisations website.
- b. Ensure the person designated as the Diversity and Inclusion Lead in the organisation is accessible, both through information in the front pages on the organisations website and the provision of direct contact information.
- c. Use social and other digital platforms to promote positive and diverse imagery and company measures.
- d. Ensure that languages used is plain English and accessible, in all advertising, especially in recruitment drives.
- e. Ensure that all imagery used reflects the diversity among staff and reflects a diverse customer base.
- f. Conduct an in-house diversity audit/review to ascertain what can be done to attract, recruit and retain the best skilled employees.
- g. Consult with migrant organisations to address any gaps and design best practice measures that will target migrant workers specifically.
- h. Ensure that all training, induction/onboarding, upskilling and technical training programmes address cultural diversity, company values and enhances understanding of expectations of employer and employee.
- i. Ensure mentoring, leadership and talent management strategies are inclusive of employees from a migrant background.
- j. Ensure equality and diversity policies are all up-to-date and promote best practice.
- k. Display Diversity Charter Logo to highlight the companies commitment and values. This EU partnership branding will help to improve the reach to migrants as potential employees.



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Diversity Charter Ireland

There are 56 signatories to Diversity Charter Ireland who engage as a community of Diversity and Inclusion practitioners and leaders. We are uniquely placed to support each other in delivering best practice in promoting diversity and inclusion in enterprises in Ireland. The Charter is a public commitment, voluntarily signed by leaders in the organisation to act within a framework for diversity and inclusion work in enterprises that is tailored to the Irish context.

Diversity Charter Ireland is actively involved in the EU Diversity Charter Platform, a project funded by the EU Commission. Over five and half thousand companies and public institutions have signed diversity charters in twenty countries across Europe. See link here:

https://ec.europa.eu/info/policies/justice-and-fundamental-rights/combating-discrimination/tackling-discrimination/diversity-management/diversity-charters-eu-country_en

Diversity Charter Ireland is distinctive in structure and approach. We are business led partnership that seeks to improve the implementation of diversity and inclusion measures. We collaborate to build the competencies of all stakeholders and promote the benefits of diversity and inclusion for business, in Ireland and Europe.

We estimate that over 130,000 people work in the enterprises that have signed Diversity Charter Ireland. Activities include Irish National Diversity Days, with a range of diversity activities in enterprises, good practice networking meetings and signatory events.

Diversity Charter Ireland Signatories February 2019

3M	Ernst & Young (EY)
Aer Lingus	ESB
AIB	Eversheds Sutherland
Allianz Worldwide Care	Fidelity International
An Post	Fine Gael
Arthur Cox	Google
ATOS	Hidden Hearing
Bank of Ireland	Iarnrod Eireann
Bord Gais Energy	IBEC
BNY Mellon	IKEA
Brown Brothers Harriman	Institute of Technology Blanchardstown
Bus Eireann	KPMG
Camfill Ireland	Lloyds Pharmacy
Central Bank of Ireland	Medtronic
CCS Cleaning	National University of Galway
Cisco	Northern Trust
Citi	Paypal
Comfort Keepers Sodexo	Permanent TSB
CPM Ireland	Rehab Group
Dell	Sodexo
Dublin Bus	SSE Airtricity
Dublin City University	State Streety
Dublin Institute of Technology	Tata Consultancy Service
eBay	Telefonica
E-Frontiers	Tesco
Equality Strategies Ltd	Trinity College Dublin
Eir	University of Limerick
Enable Ireland	Valeo Vision
Ericsson	Vodafone



Diversity in Ireland contributes to the richness, resourcefulness and innovation that make society flourish. As people we collaborate in organisations to deliver successful business outcomes, and diversity is key to our success. By signing the Diversity Charter Ireland we in _____ are demonstrating our commitment to effective diversity management, the prevention of discrimination and the promotion of equality in the workplace.

In so doing we will:

- Retain and attract the best talent to our organisation;
- Ensure all employees contribute their best to the organisation;
- Attract the diverse range of customers needed to support our business development model;
- Comply with the legal requirements to prevent discrimination and promote equality; and
- Build awareness and understanding of the benefits of promoting equality and diversity.

We will:

- i. Continually work to ensure we have a corporate culture that is characterised by respect and appreciation for each person's diversity;
- ii. Promote our commitment to diversity in the workplace by training management and employees involved in recruitment, promotion, training, career development and supervision of employees to ensure equality and diversity are harnessed;
- iii. Respect and promote the application of all aspects of the principle of non-discrimination at every stage of human resources process, in particular in the recruitment, training, promotion and career development of employees;
- iv. Endeavour to reflect the diversity of society and our customers at every level of our organisation;

- v. Involve our employees, customers and suppliers in the development, review and monitoring of our diversity and equality initiatives and action plans and keep all informed of the practical results of this commitment;
- vi. Reflect, where appropriate within company reports, our commitment to non-discrimination and diversity including details of the measures and initiatives implemented, our internal procedures, the results achieved and plans to build on our progress; and
- vii. Participate in Diversity Charter Ireland, and other networks including EU networks to build awareness of and share best practice of the benefits of diversity.

Signed:

Title:













EU Diversity Charter Platform












In 2010, Diversity Charters from across Europe came together to create an EU-level platform funded by the European Commission under the project ‘Support for voluntary initiatives promoting diversity management at the workplace across the EU’.



The platform now consists of 24 Diversity Charters from the following countries:

Austria, Belgium, Czech Republic, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

 <p>Diversity Charter Austria</p>	<p>Diversity Charter Brussels-Capital Region</p>	 <p>Diversity Charter Czech Republic</p>
 <p>Diversity Charter Croatia</p>	 <p>Diversity Charter Denmark and local Charters of Copenhagen, Aarhus & Odense</p>	 <p>Diversity Charter Estonia</p>
 <p>Diversity Charter Finland</p>	 <p>Diversity Charter France</p>	 <p>Diversity Charter Germany</p>
<p>Diversity Charter Greece</p>	 <p>Diversity Charter Hungary</p>	 <p>Diversity Charter Ireland</p>

 <p>Carta per le pari opportunità e l'uguaglianza sul lavoro</p> <p>Diversity Charter Italy</p>	<p>Diversity Charter Latvia</p>	 <p>Diversity Charter Lithuania</p> <p>Diversity Charter Lithuania</p>
 <p>CHARTÉ de la DIVERSITÉ LETZEBURG</p> <p>Diversity Charter Luxembourg</p>	 <p>KARTA RÓŻNORODNOŚCI Koordynowana przez Forum Odpowiedzialnego Biznesu</p> <p>Diversity Charter Poland</p>	 <p>DIVERSIDADE E INCLUSÃO CIVIL SOCIETY</p> <p>Diversity Charter Portugal</p>
 <p>CARTA DIVERSITĂȚII DIN ROMÂNIA</p> <p>Diversity Charter Romania</p>	 <p>Charta diverzity</p> <p>Diversity Charter Slovakia</p>	 <p>LISTINA RAZNOLIKOSTI SLOVENIJA</p> <p>Diversity Charter Slovenia</p>
 <p>FUNDACIÓN DIVERSIDAD Iniciativa por Fundación Alares</p> <p>Diversity Charter Spain</p>	 <p>Diversity Charter Sweden</p>	 <p>DIVERSITEIT IN HEDER</p> <p>Diversity Charter the Netherlands</p>

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