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# EIMD NEWS

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**Instituto Europeo para  
la Gestión de la Diversidad**

## Introduction by the President

*Myrtha Casanova, EIMD Founder and President*

Dear EIMD members and network,

As all of you are probably aware, the EIMD Network plays an important role in facilitating knowledge exchange between its members and promotes collaboration and support on international level. In order to continue developing and supporting efficient collaboration mechanisms, and tools that encompass our wide variety of skills that endorse our cutting-edge position in the area of D&I, innovation is a key factor to our sustainable success. As a result, we have decided to develop new projects that aim at leveraging and improving our members' participation and our outreach as a network.

As we have already announced, Michael Stuber has taken on the role of EIMDs Vice-President of International Affairs. His first initiative was to contact all of you to capture your thoughts and better understand your work focus. Together, we have developed a strategy to increase the network's visibility and effectiveness. Michael will present and discuss the ideas with you, starting with this update. Also, Johanna Pineda, who has joined the EIMD for a 6 months part-time internship, will be working with him to design the new projects and implement some of the tools. She is based in Michael's Cologne office.

This EIMD update has been created on their initiative, and will be occasionally sent out over the next 6 months to communicate progress. Additional input will be sought after on a one-on-one basis.

We are very glad to see this new initiative and we are looking forward to your involvement in each of the projects.

Kind Regards,

Myrtha

## News from the Network

We are glad to announce that a number of EIMD members are now involved in the new EU Project: Support for Voluntary Initiatives Promoting Diversity Management at the Workplace Across the EU. The project delivers 3 tasks: A platform for charter organisations, a European Award, and a European Benchmarking system. On the overall project level, Michael Stuber serves as Deputy Project Manager as he has won the contract together with Media Consulta, a large communications agency. Also on the project team, there is Marie-Thérèse Claes, who is mainly involved in co-developing the European Benchmarking System. Myrtha Casanova is involved as the representative of the Spanish Charter, and Margareta Eklund for the Swedish Charter to be launched November this year. We are also looking for ways to involve Gonzalo Sánchez in the area of Benchmarking. The involvement of EIMD members is obviously a great asset for us, and it also presents business opportunities for our network since the development of existing and new diversity charters, and the creation of a European Diversity Award and a Benchmarking System will increase the need for consulting from all or us.



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## Network Development

In September 2009, we started to reach out to all members and the wider network in order to identify existing and maybe untapped potential. Now, we would like to take the opportunity to thank the following members and network associates for their responses on the Business Development Questionnaire:

EIMD members: Anne Collette (Denmark), Frances Tsakonas (Greece), George Coyle (UK & Ireland), Ivan Burger (Slovakia), Marie Thérèse Claes (Belgium), Michael Stuber (Germany), Myrtha Casanova (Spain), Pawel Walawender (Poland)

Extended network associates: Alina Mockute (Lithuania), Antonija Petricusic (Croatia), Baiba Baika (Latvia), Christine Lester (UK), Edite Kalnina (Latvia), Elmo De Angelis (Italy), Gordana Trajceska (Macedonia), Ilhan Ozturk (Turkey), Jivka Marinova (Bulgaria), Joan O'Rourke (Turkey), Mariana Hudrea (Romania) and Shan Ashton (UK).

The responses have shown us that we have great experts in many areas of D&I, especially cultural and gender diversity. In terms of outreach, through our members we manage 4,000 corporate and non-corporate contacts. Thanks again for your feedback, which is of great value, and very much appreciated.

In order to increase our effectiveness as a network we are now working on a few concrete projects for which we will seek your input and, if you are interested, your contribution. During this process, we will also have the opportunity to get to know each other better and thus combine our great knowledge and understanding on Diversity as a source of expertise for our external partners and clients.

## Next Steps



The approach that we are following consists of two arms: Quality and Publicity. With the quality initiatives, we want to leverage our unique selling proposition of providing a pan-European network resource of experienced experts. The publicity aspect is about fostering our image as a European level of turn-to service providers. The following projects have been identified as key building blocks and will be developed over the next six months.

### Quality:

- Creation of a checklist on how to select a diversity consultant, trainer or service provider. This tool for companies will be of benefit to all of EIMD as it will create a sense of self-confidence about our capabilities, and it will improve the search and selection of vendors, thus directing more potential clients to us.
- Set up a project on quality standards for Diversity consultants, based on an idea by Margareta Eklund. Key ideas include not only quality criteria but also further education and potential certification to secure a high level of quality in our network and beyond in order to create a unique selling proposition. We will put together a proposal and apply for funding.

### Publicity & Visibility:

- Investigate the feasibility of an e-zine for EIMD. Such would be an excellent gateway for all of us to contribute in our areas of expertise and gain visibility. Also, there is no quality publication on the European level as of yet, and we could leverage our resources and also generate revenues. We will put together a proposal and look for co-funding for the start-up phase.
- Set up an outline proposal for a book on Diversity in Europe. Similar to the previous point, the book presents an opportunity to leverage our network to compile specific regional information on Diversity and the implementation of D&I across Europe/EMEA. We will put together a proposal and look for a publisher.

As you can see, three of the four projects will be projects to be submitted to potential partners including financial sources, and they all will provide opportunities for you to contribute and participate. Already at this stage, we want to ask you for information you may have on each of the four areas – please submit to Johanna Pineda: [research@europeandiversity.com](mailto:research@europeandiversity.com)

## Words from your Editorial Team

The success of these projects depends on your active participation and involvement in the development and implementation. In order to keep you informed on the progress, every couple of weeks, you will receive an update. This bulletin also intends to provide a space for you to share your highlights with the network. Please send us the information that you would like to share.

During the next weeks, you will receive a first draft of the proposed checklist to search a Diversity vendor. We will then ask for your thoughts and input to increase its quality. It shall be launched and sent to all our contacts by end of March.

Europeanly Yours

Michael Stuber and Johanna Pineda

*Coming together is the beginning. Keeping together is progress. Working together is success.  
Henry Ford*

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## Contact us!

Please send us your comments and suggestions to:

[Research@europeandiversity.com](mailto:Research@europeandiversity.com)

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