

Valuing diversity – Indicator 4: Encouraging others to maximise the diversity advantage

You may wish to consider our tools that provide information on [business and diversity](#) including diversity connectors for start-ups, tools for rating diversity in business and assessment tools for local governments supporting the design and implementation of economic policies consistent with the principles of equal treatment, integration and diversity management. The EU diversity charter may also be interesting in this context. With regards to communication, you may also wish to consider looking again at your communication strategy, or developing one if you have not done so. You could also look at the Council of Europe's [guidelines on community media](#). Finally, the policy brief [Migration and integration – which narratives work and why](#), may also be of interest with regard to the narratives created.

Inspiration from cities

The [Montreal Work Training Project](#), Canada, aims to speed up the integration of newcomers in the job market, while supporting the largest Montreal employers in testing and assessing innovative processes for recruiting, integrating and retaining newly arrived skilled workers in Quebec. The City of Montreal, which is responsible for project co-ordination, follow-up, and assessment, proposes training in intercultural communication to sponsors, participants, managers, and human resources advisers.

[Bergen](#), Norway, has established a high-level working group on increasing migrant participation in business and employment. The working group is made of political leaders, representatives from companies, the leader of the Chamber of commerce, the Director of the Norwegian Labour and Welfare service in Hordaland and other stakeholders. “Trainee vest” is a training programme which has already trained 1,200 graduates in the region. Special support is given to migrants and refugees with a masters’ or higher degree to ensure they also can enter the programme. Moreover, a specific work fair for people with migrant background is organised every year with employers of the city.

On communication strategy there is a good example from [Sabadell](#), Spain, where the city highlights diversity as an advantage as well as running a monitoring programme for social and other media. This includes the [Tenerife Antirumours Group](#) which has an awareness-raising campaign to counter cyber-racism and intolerance spreading out through the internet and social media. [Ansan City](#), Republic of Korea also has some excellent media practices to share including supporting diverse media through blogs and newspapers.

[Turin](#), Italy, has as the first municipality in Italy declared the heritage of antiracist actions and practices as a common citizens’ asset. The city launched a public call to collect contributions and expressions of interest to start a co-planning process in which fifty-eight civic subjects participated, including a trade union, second-level networks, neighbourhood centres, youth centres, religious and cultural associations, migrant communities, informal groups and cultural institutions. As a result, the city approved the “Pact of Common Goods”: a document containing actions, projects, mutual commitments and that guarantees for the first time a unified and strategic approach and a direct involvement of communities and people of different backgrounds and origins in the phases of conception, implementation and evaluation of policies.



INTERCULTURAL CITIES BUILDING BRIDGES, BREAKING WALLS

The planned activities have been grouped in five lines of action: Events and Initiatives; Spaces; Empowerment; Access to Services; Education; and Culture. Together, the city and the civic actors commit to: plan and organise events and initiatives in the intercultural and antiracist field, giving back a voice to people and communities who suffer several forms of discrimination on a daily basis; provide tools and guidance for accessing city goods and services, in particular registry and civic services, issuing calls for tenders for municipal spaces, and ensuring health services with a gender perspective; train city employees and operators, and volunteers of civil society; set up round tables and forum for discussion and exchange in the field of human rights education and antidiscrimination; design and make visible safe spaces free from racism, fascism and sexism; co-design and seek funds and financing for the implementation of activities and projects. The city will support these actions also through specific resources from its budget. For the co-management of the activities and the coordination of the initiatives, the City Council and the civil society will also set up a permanent working table, which will not only be a tool for the evaluation of the Pact's progress but also a real space of confrontation and guidance for public policies. You can find these and other examples of good practice on our [website](#).

This is an extract from the guide “[How intercultural is your policy or project](#)”. For all indicators, checklists, and good practice, please see the full guide.