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**WORLD.COM**  
Public Relations Group

# The Worldcom Diversity Map of Europe and Africa

A guide to the attitudes to diversity  
in different countries





# Introduction

Diversity, Equity and Inclusion (DEI) has been the business topic with the highest levels of engagement on the Worldcom Confidence Index (WCI) for the last year. As the WCI is tracking what over 100,000 CEOs and other C Suite executives around the world are sharing online, we decided to see if diversity is viewed the same way in 20 countries in Europe and Africa.

To do so we analysed online coverage over a six month period in 20 countries, to see which of seven diversity dimensions were receiving the most attention. The results are shared in this report. We do not claim that this an exhaustive analysis of the topic but offer the insight from what appears in online coverage as an indicator of the DEI dimensions that are seen as most important in each country.

We provide a regional view and a view by country. By highlighting similarities and differences to the regional average based on what was identified in the coverage, we hope we will encourage organisations to consider how to adapt their DEI policy to the needs of each country and to recognise where local cultures and prejudices may need to be addressed via internal and external communications. We hope you find the report useful in guiding the way your business approaches this very important topic.

## The countries covered in this report are:

- Belgium
- Bulgaria
- Czech Republic
- Finland
- France
- Germany
- Hungary
- Ireland
- Italy
- Morocco
- Netherlands
- Norway
- Poland
- Portugal
- South Africa
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom



## The seven diversity dimensions covered in this report are:

- Age
- Disabilities
- Gender
- Nationality
- Race/Ethnicity
- Religion
- Sexual orientation.





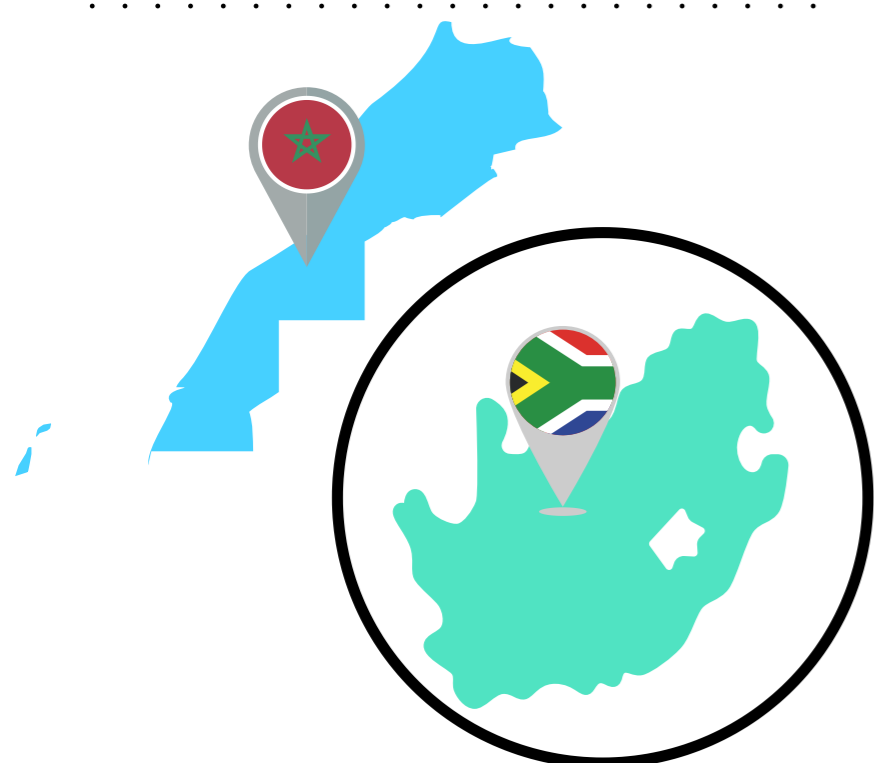
# DIVERSITY MAP OF EUROPE AND AFRICA\*

\*Based on the %age share of content recorded in each of the 20 countries researched for each of the DEI dimensions

**Highest DEI dimension scores in the 20 countries in the research**

- GENDER IDENTITY
- SEXUAL ORIENTATION
- DISABILITIES
- RACE / ETHNICITY
- RELIGION
- NATIONALITY
- AGE

\* Poland, Ireland, and Sweden, have two DEI dimensions with the highest scores



- |  |                       |  |                 |  |                     |  |                       |
|--|-----------------------|--|-----------------|--|---------------------|--|-----------------------|
|  | <b>BELGIUM</b>        |  | <b>GERMANY</b>  |  | <b>NETHERLANDS</b>  |  | <b>SPAIN</b>          |
|  | <b>BULGARIA</b>       |  | <b>HUNGARY</b>  |  | <b>NORWAY</b>       |  | <b>SWEDEN*</b>        |
|  | <b>CZECH REPUBLIC</b> |  | <b>IRELAND*</b> |  | <b>POLAND*</b>      |  | <b>SWITZERLAND</b>    |
|  | <b>FRANCE</b>         |  | <b>ITALY</b>    |  | <b>PORTUGAL</b>     |  | <b>TURKEY</b>         |
|  | <b>FINLAND</b>        |  | <b>MOROCCO</b>  |  | <b>SOUTH AFRICA</b> |  | <b>UNITED KINGDOM</b> |



# Share of DEI Dimensions

When we analysed the coverage by dimension for the Region covered by the 20 countries, the dimension that featured most often (18.2%) was Gender – see chart 1. This appeared 64% more often than Nationality (11.1%).

Sexual orientation was the second most commonly occurring topic (17.6%), followed by Disabilities (14.7%), Race/Ethnicity (14.2%), Religion (13.6%), Nationality (11.1%) and Age (10.7%).



While Age and Nationality had the lowest share, the fact that they appear so frequently shows that any DEI policy should take account of all these dimensions, especially in the light of people working longer and increases in economic migration.

## Share of DEI dimensions

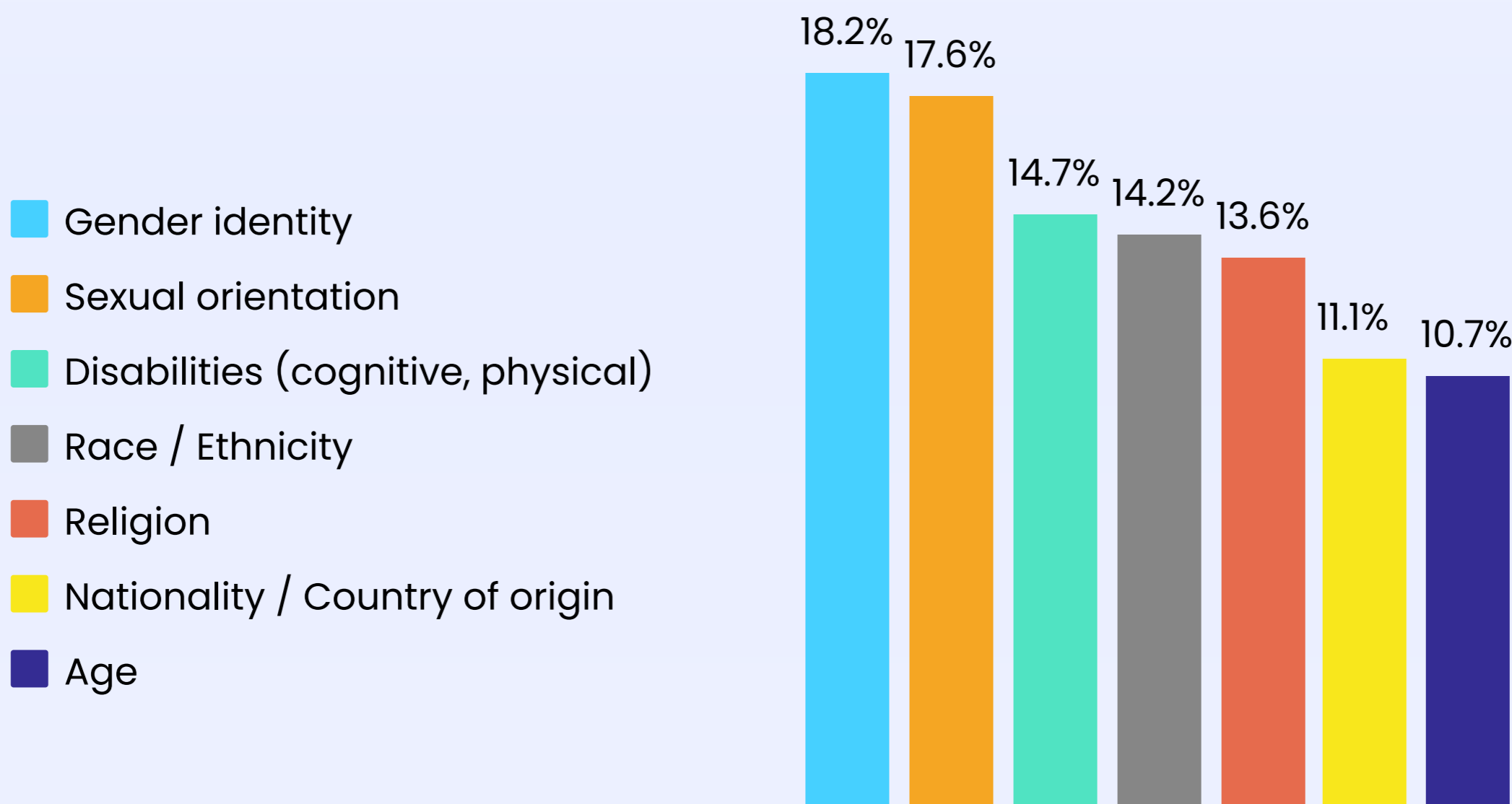


Chart 1

## Dimensions with Top position at a country level

Chart 2 shows the frequency with which each dimension appeared as the most commonly occurring at a country level. It would be wise to take note of the countries where religion, race, nationality and age feature as the top dimension.

## Frequency of Top (#1) positions

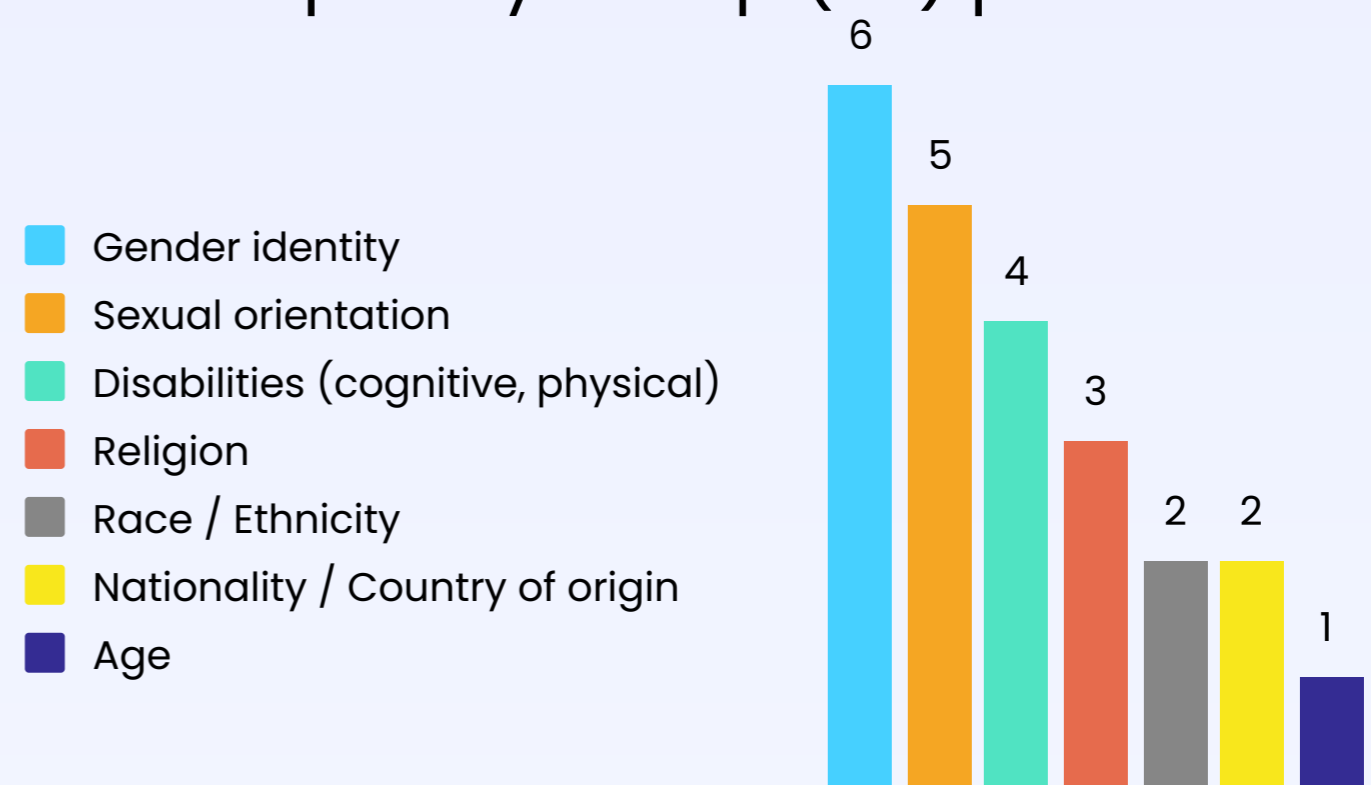


Chart 2



Chart 3 shows the number of countries where the dimension did not appear in the top three.

### Zero of Top 3 positions

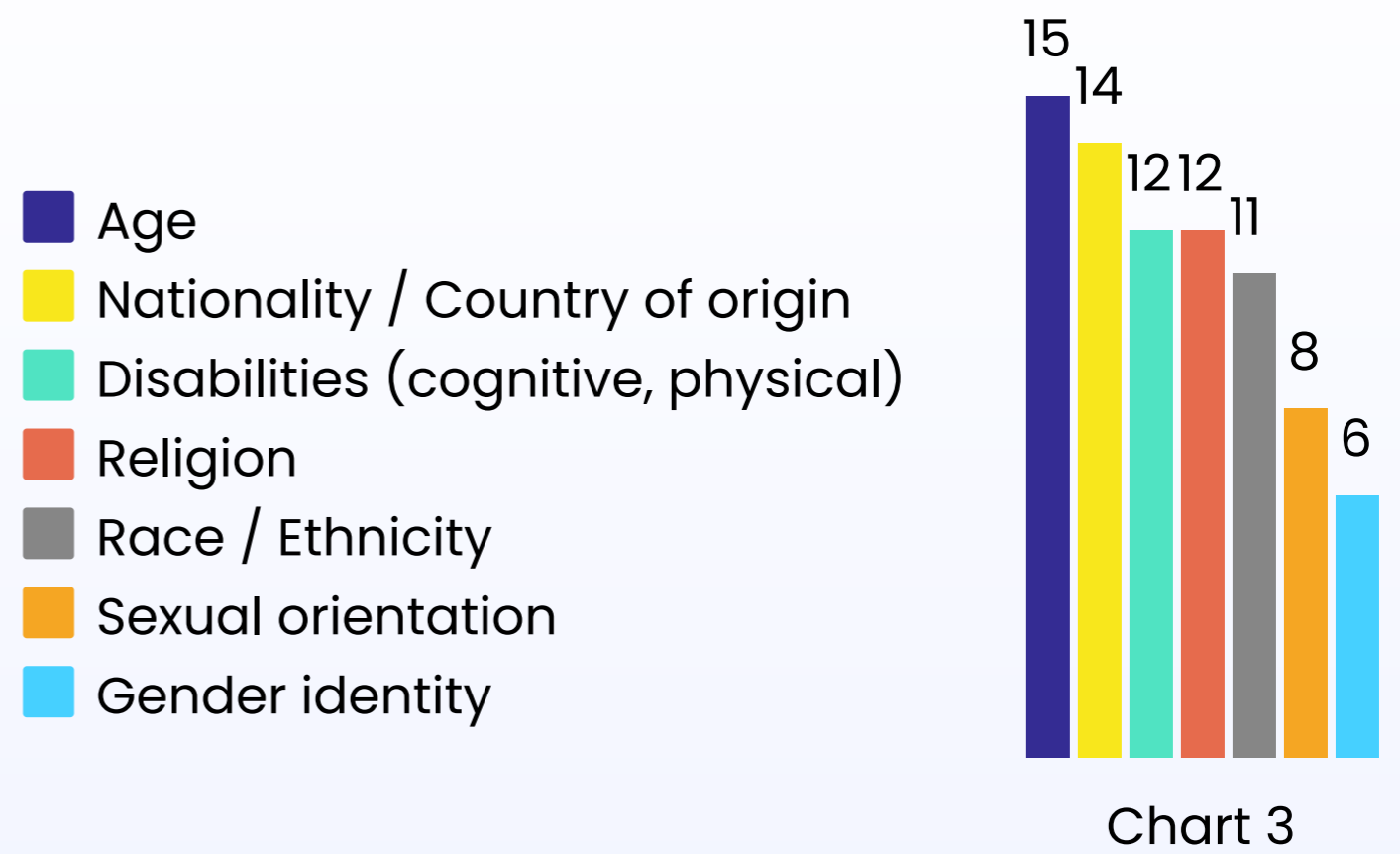
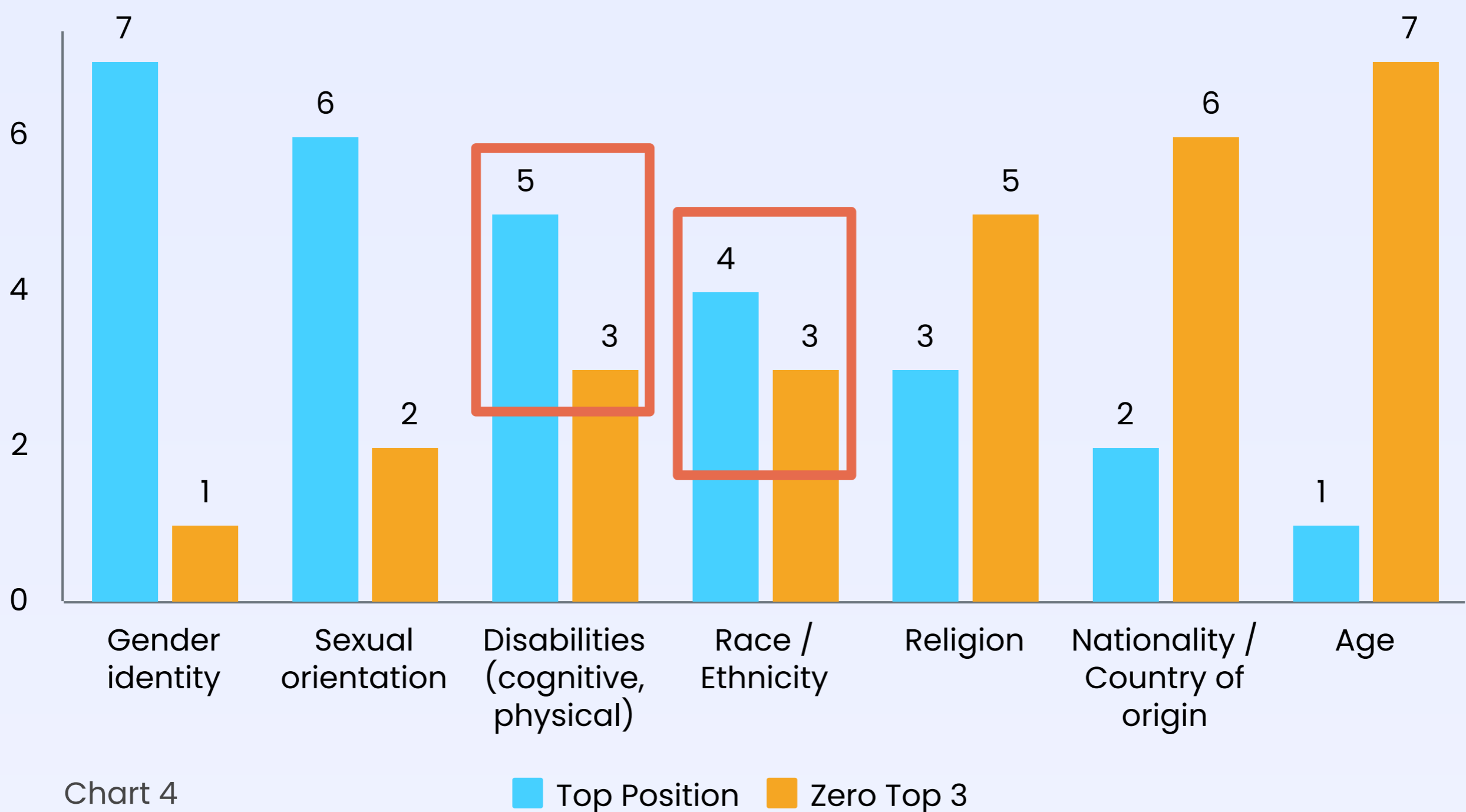


Chart 4 compares chart 2 with chart 3 (seven points were allocated for the top dimension down to 1 for the bottom dimension). As can be seen, there is a slight mismatch between the reality and what might have been predicted. This suggests that special attention should be given to disabilities and race ethnicity when developing a DEI policy.

### Top Position vs Zero Top 3



The position of each dimension changed at a country level. And it is these shifts in emphasis between countries that international brands need to take account of when they are developing their DEI and communications strategy in 2023.



# Dimension by country

## Gender identity

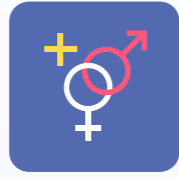


Chart 5 shows the relative importance of gender identity by country. Nine countries have a higher proportion than the region average. Four countries are significantly higher, Finland, Spain and Italy, with Belgium having almost double the region average at 35%. Whereas Sweden has half the region average, at 9%.

## Gender identity

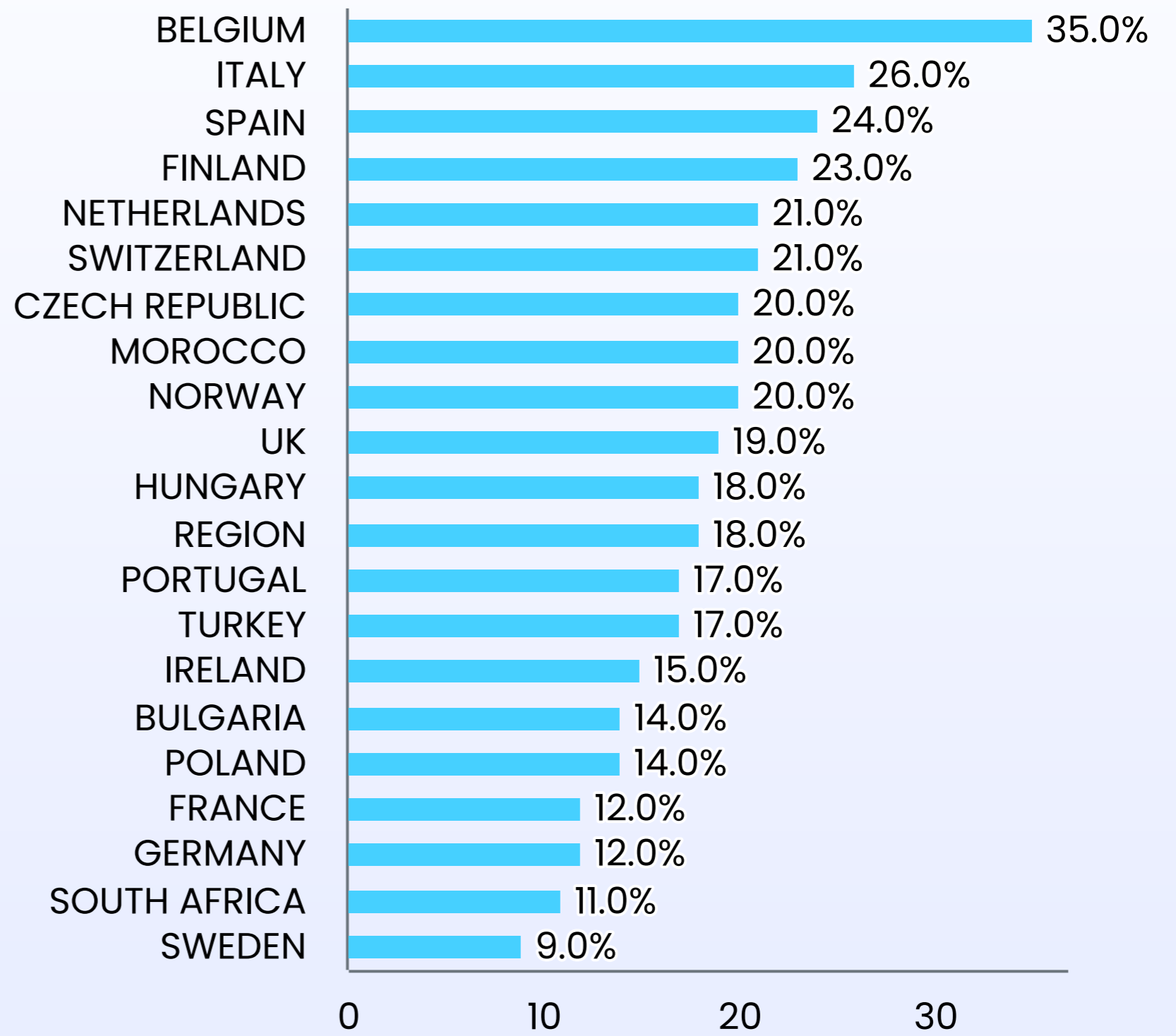


Chart 5

## Sexual orientation



Chart 6 shows the relative importance of sexual orientation by country. Seven countries have a higher proportion than the region average. Three countries are significantly higher, France and Germany, with Norway having almost double the region average at 33%. Whereas Belgium has half the region average at 9%. And Netherlands even less, at 8%. So, although sexual orientation is the number one dimension across the region, its importance varies a lot by country, and it would therefore be wrong to give it priority in a country-specific DEI policy.

## Sexual orientation

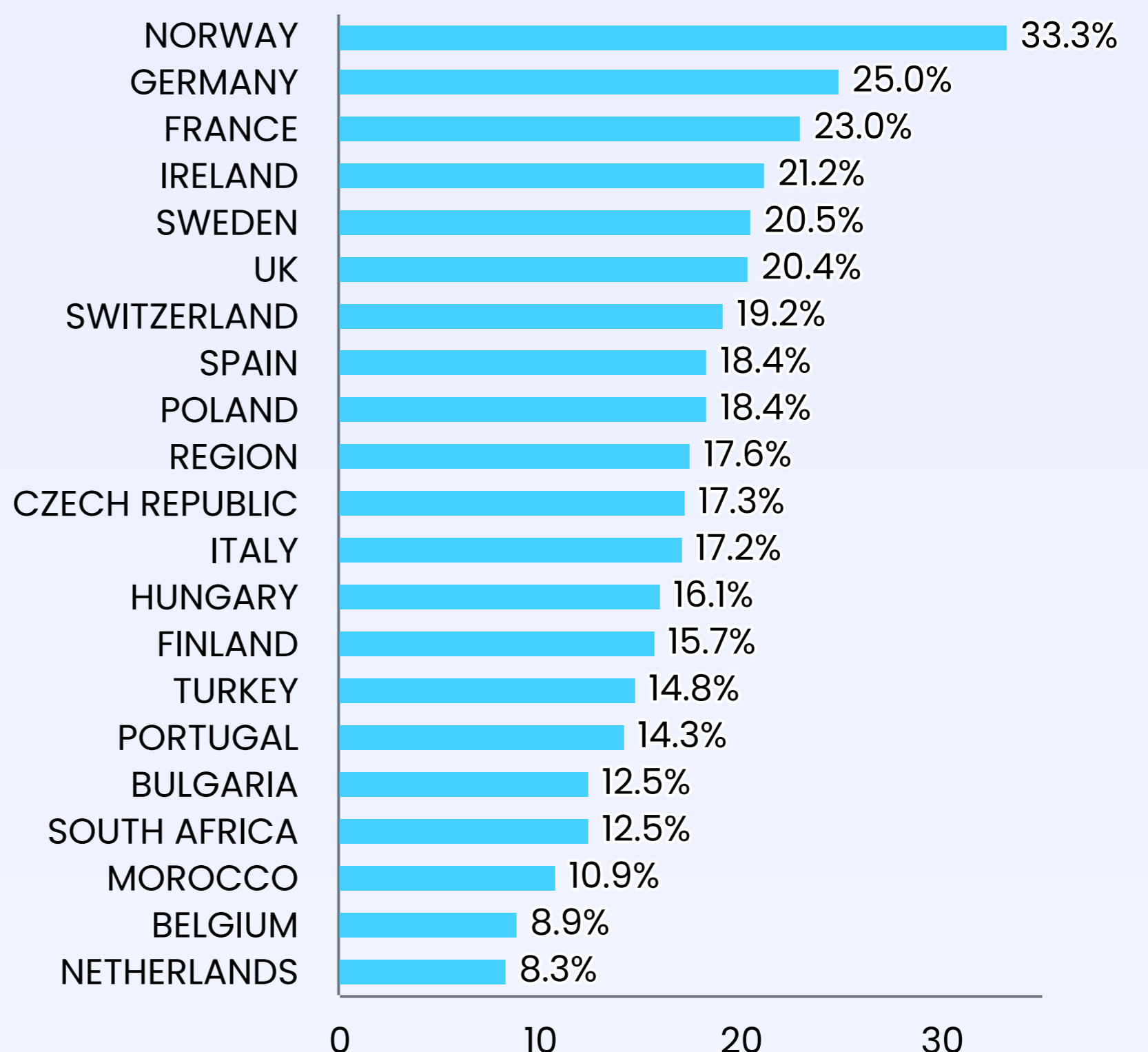


Chart 6



**Disabilities – cognitive and physical**



Chart 7 shows the relative importance of disabilities (both cognitive and physical) by country. Nine countries have a higher proportion than the region average. Four countries are significantly higher, Ireland, Sweden and Hungary, with South Africa having double the region average at 31%. Whereas the UK has less than half the region average, at 6%.

**Disabilities**

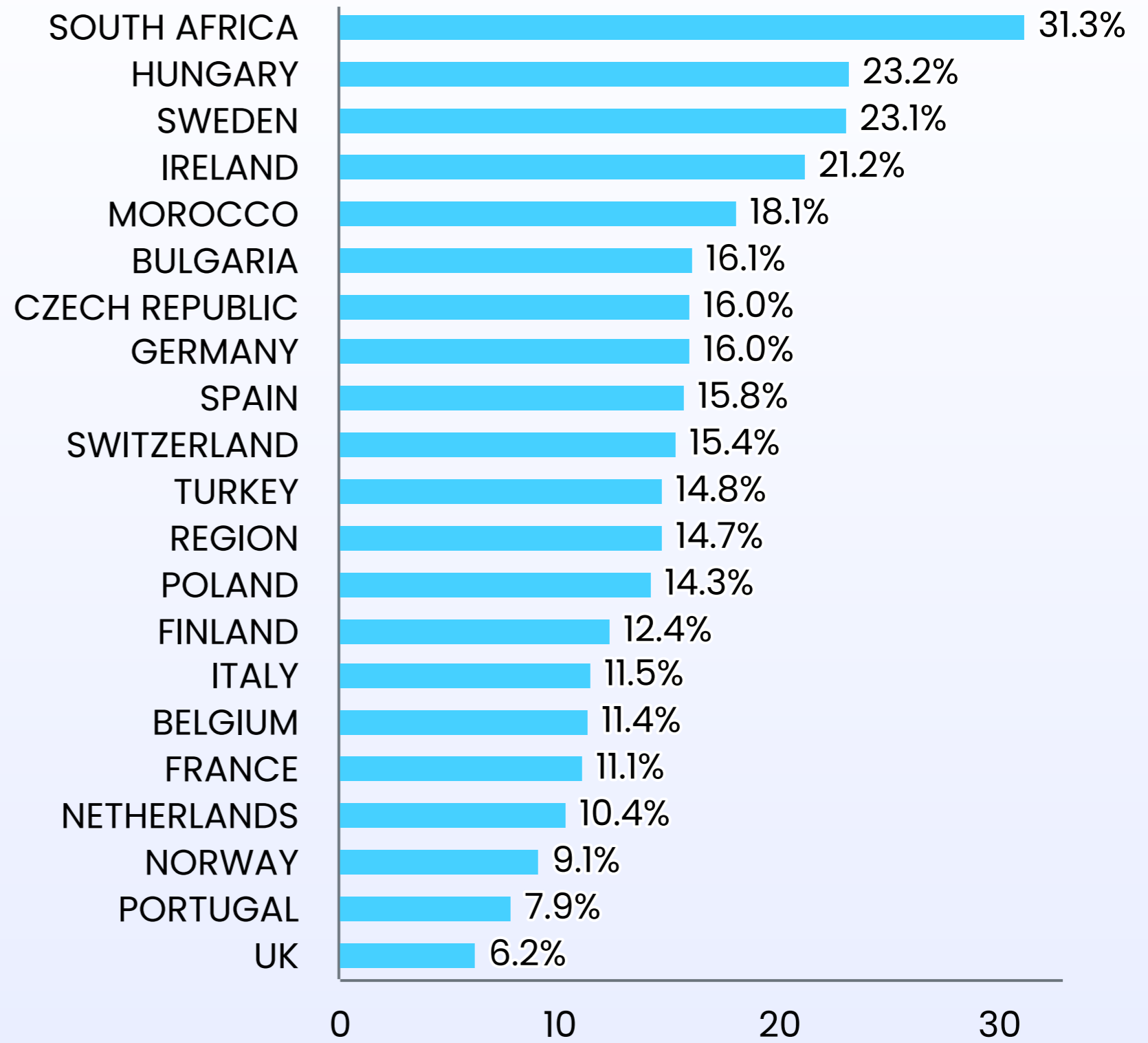


Chart 7

**Race / Ethnicity**

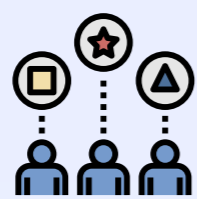


Chart 8 shows the relative importance of race or ethnicity by country. Eleven countries have a higher proportion than the region average. Three countries are significantly higher, Belgium and Netherlands, with Finland having almost three times the region average at 38%. Whereas the UK has less than half the region average, at 6%. And Sweden about one fifth of the average, at 3%.

**Race / Ethnicity**

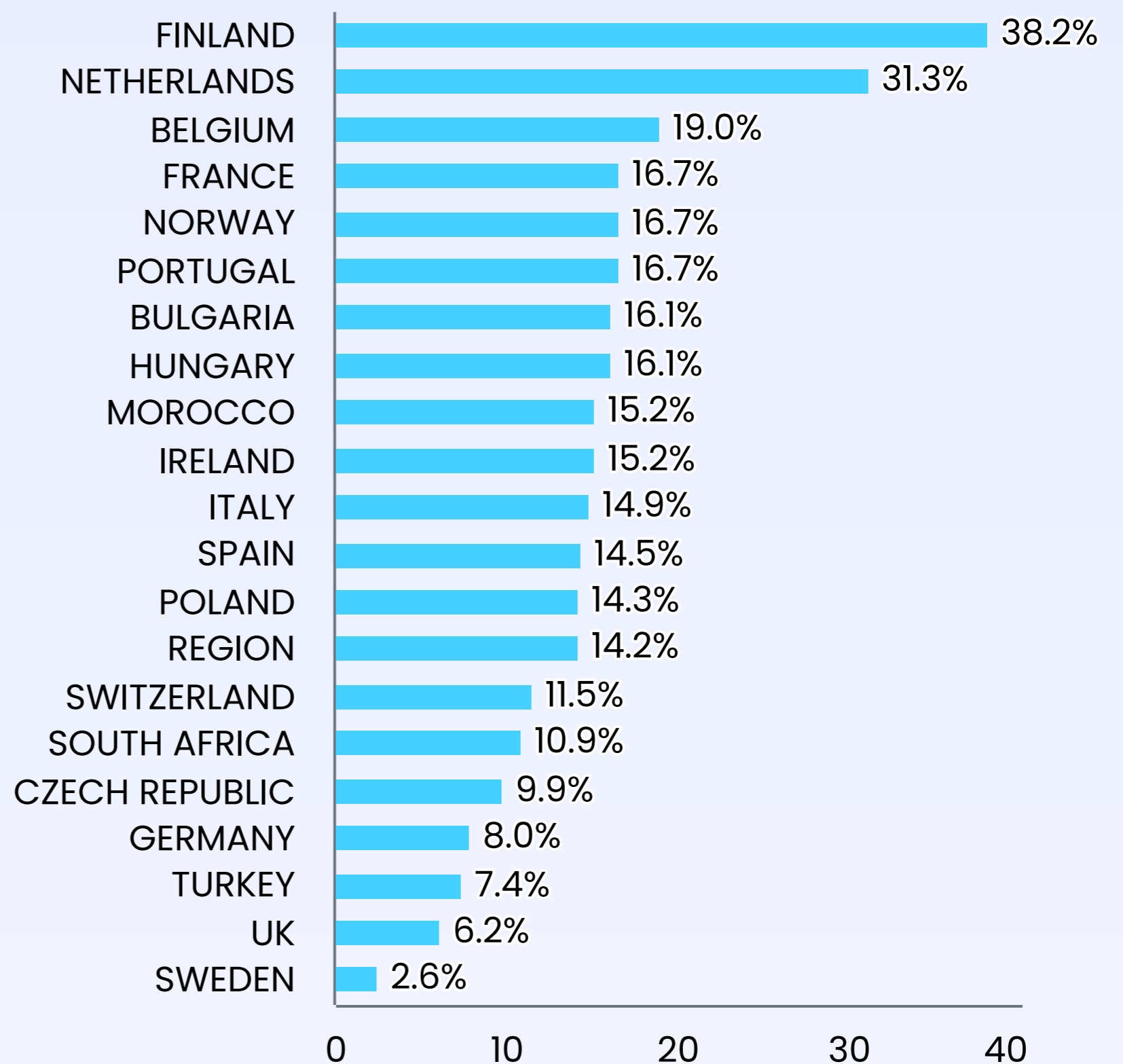


Chart 8



Religion



Chart 9 shows the relative importance of religion by country. Ten countries have a higher proportion than the region average. Three countries are significantly higher, Turkey and the UK, with Sweden having almost one and a half times the region average, at 23%. Whereas Switzerland has one seventh of the region average, at 2%. And Germany even less, at just 1%. So, while the majority of countries are clustered around the average, there are some significant outliers when it comes to religion.

Religion

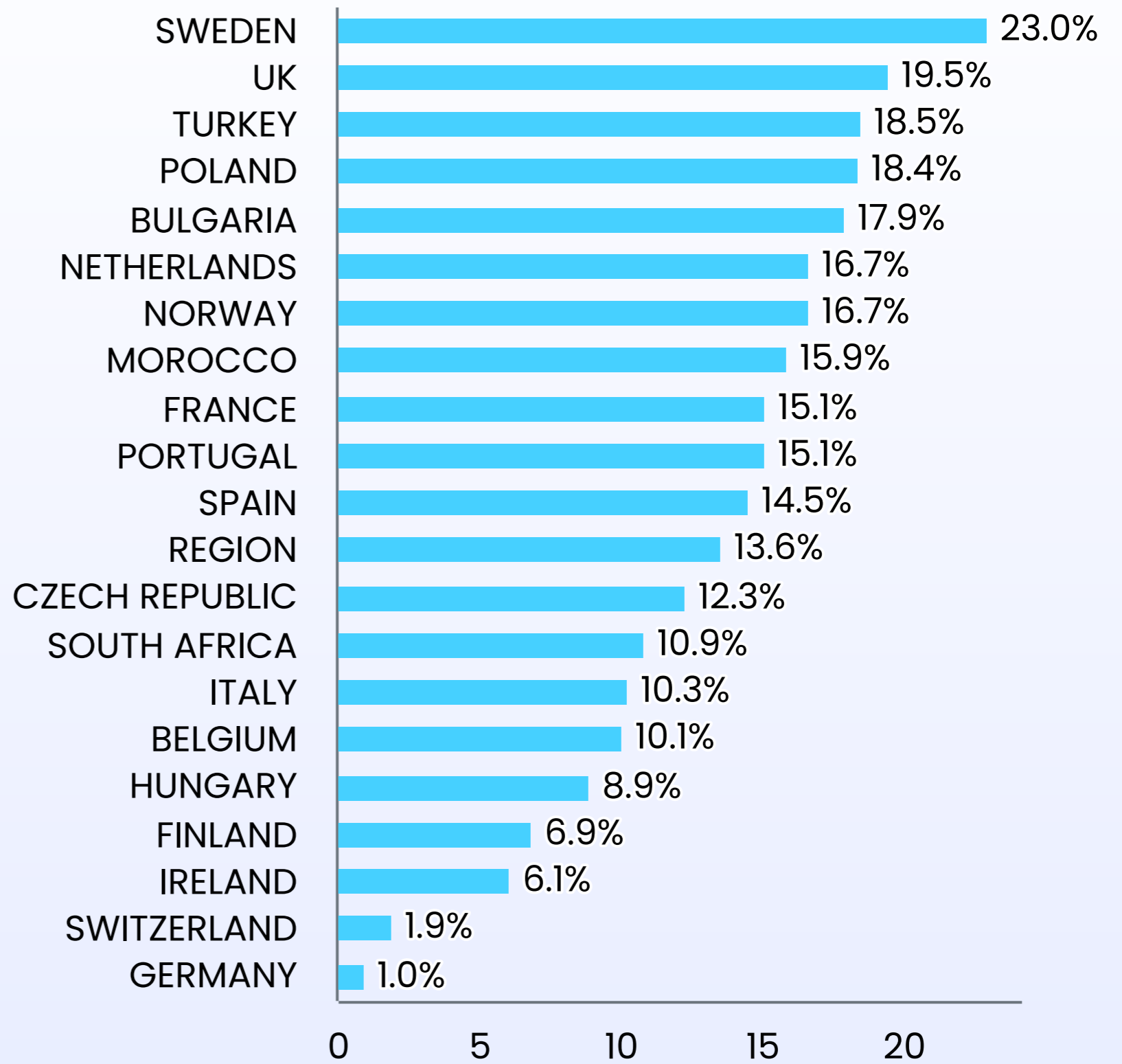


Chart 9

Nationality



Chart 10 shows the relative importance of nationality – as distinct from race/ethnicity – by country. Six countries have a higher proportion than the region average. Three countries are significantly higher, Germany and Portugal, with the UK having double the region average at 23%. Whereas Finland has only one eleventh the region average, at 1%. And nationality did not feature in the Norwegian and Hungarian samples.

Nationality

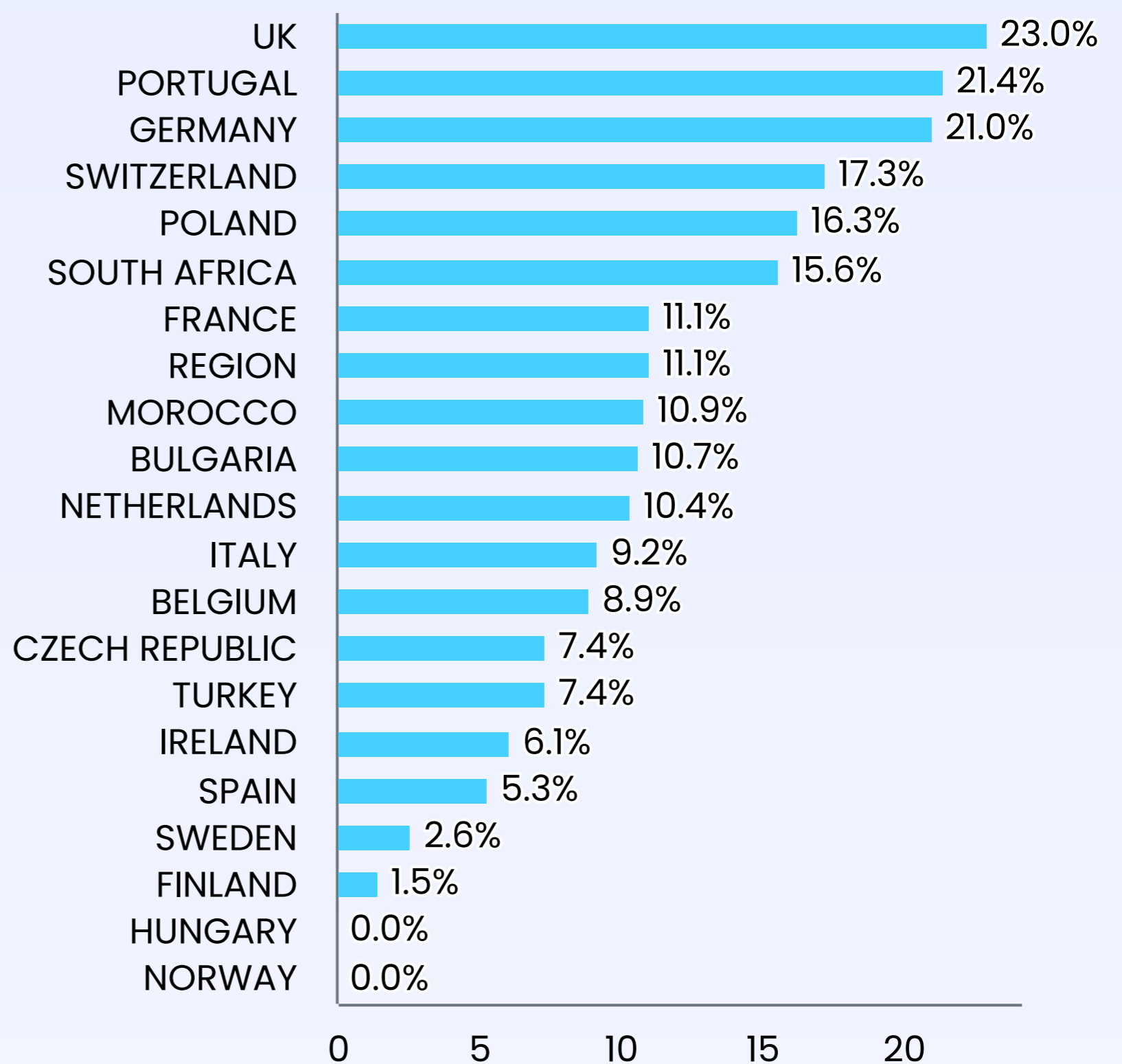


Chart 10





Age

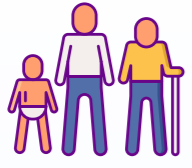


Chart 11 shows the relative importance of age by country. Eight countries have a higher proportion than the region average. Five countries are significantly higher, Germany, Czech Republic, Hungary, with Sweden and Turkey having almost double the region average at 20%. Whereas Finland and the Netherlands has less than one fifth, at 2%.

Age

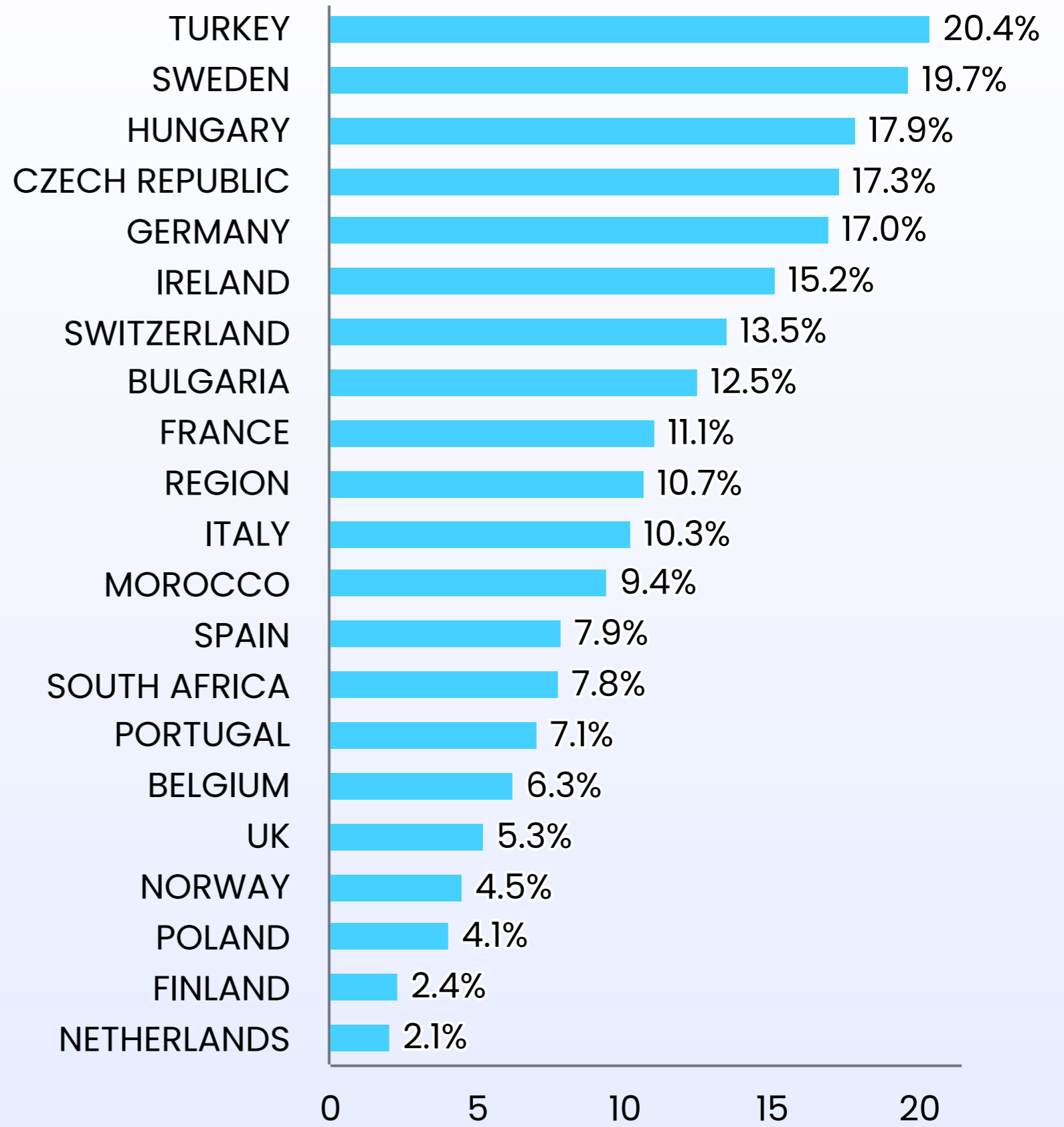


Chart 11

## Main differences between countries

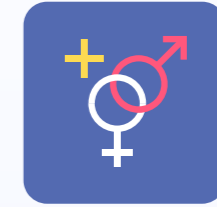
This section of the report shows the main results for each country and the differences to the regional average. Some countries have many similarities with the regional average, but others can be significantly different. We have identified the significant differences to highlight where a regional DEI strategy may need to be adapted to local circumstances.

You can see these on pages 9-28.



# Belgium

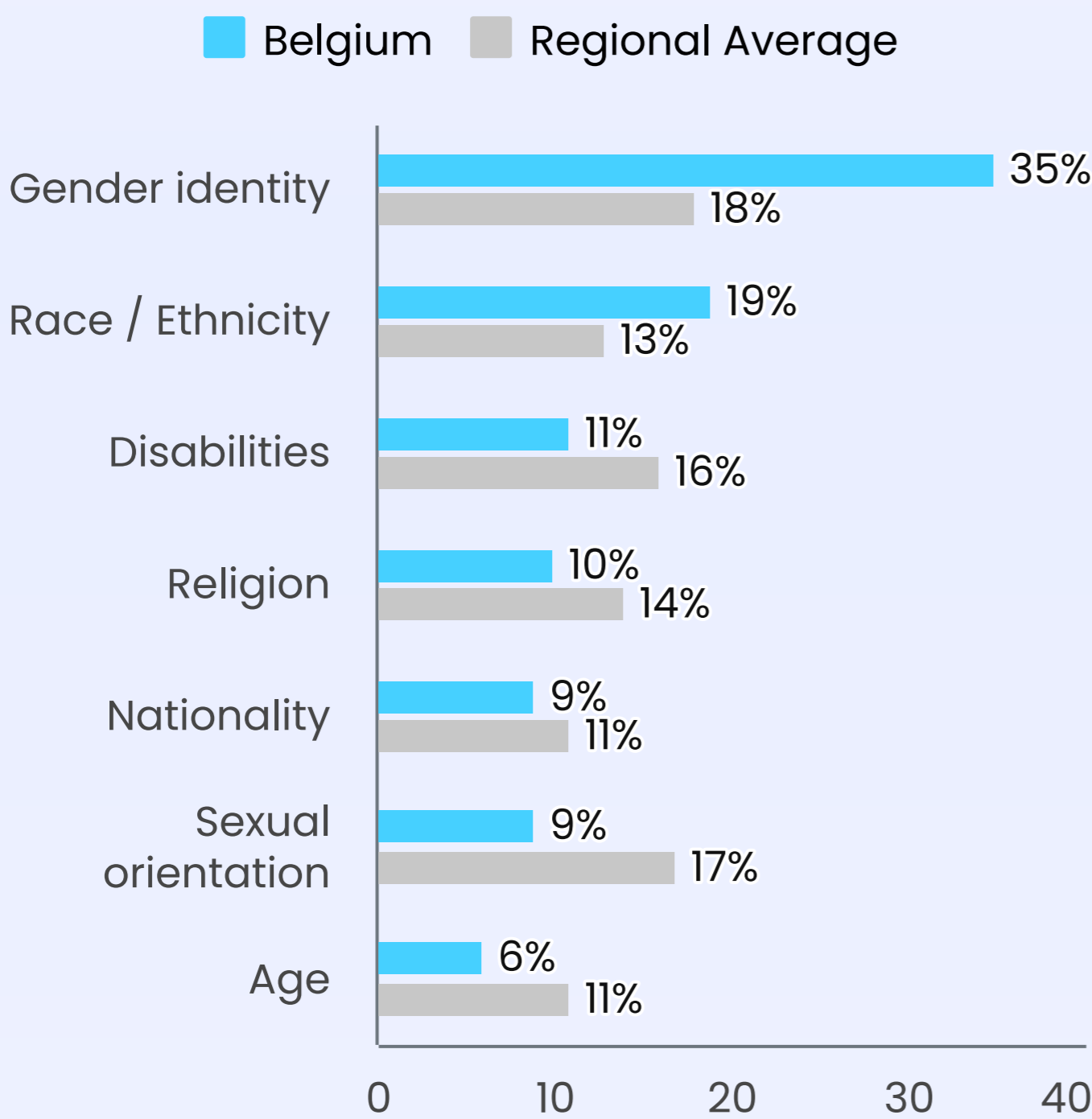
Belgium has the highest score of the 20 countries for Gender identity and the second lowest score for Sexual orientation



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Belgium vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

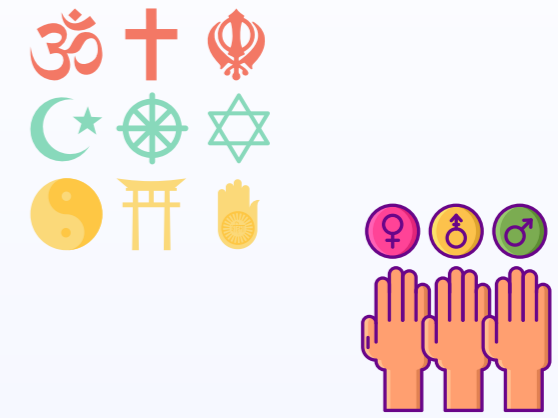
Gender identity	<b>35%</b>	17%	more content than regional average
Race / Ethnicity	<b>19%</b>	6%	more content than regional average
Sexual orientation	<b>9%</b>	8%	less content than regional average
Disabilities (cognitive, physical)	<b>11%</b>	5%	less content than regional average

Belgium has similar proportions to the average for one of the dimensions. When developing a DEI policy in Belgium, special attention needs to be given to the significant outliers of Gender identity which is almost double the average and Sexual orientation and Age which are about half the average.



# Bulgaria

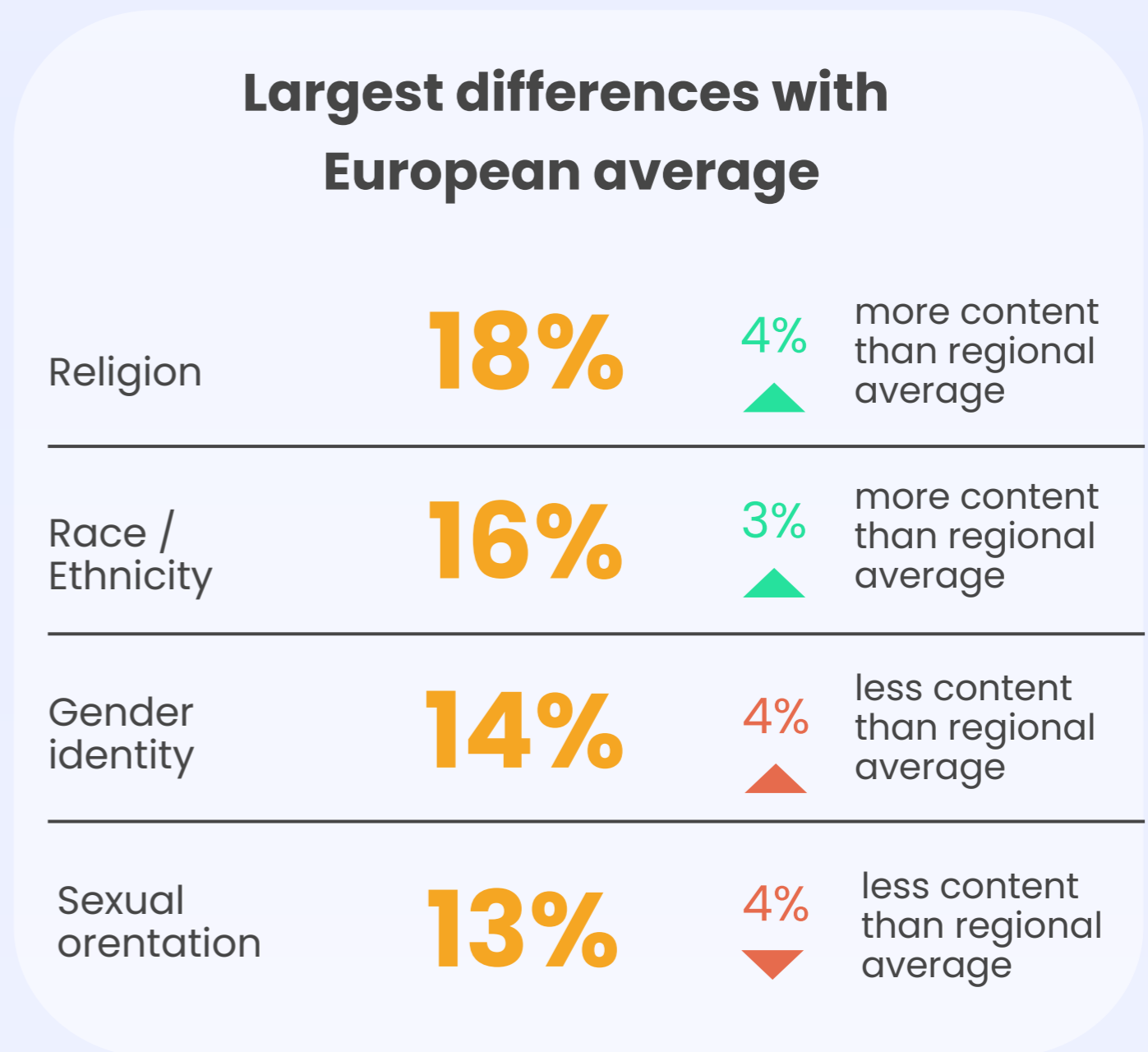
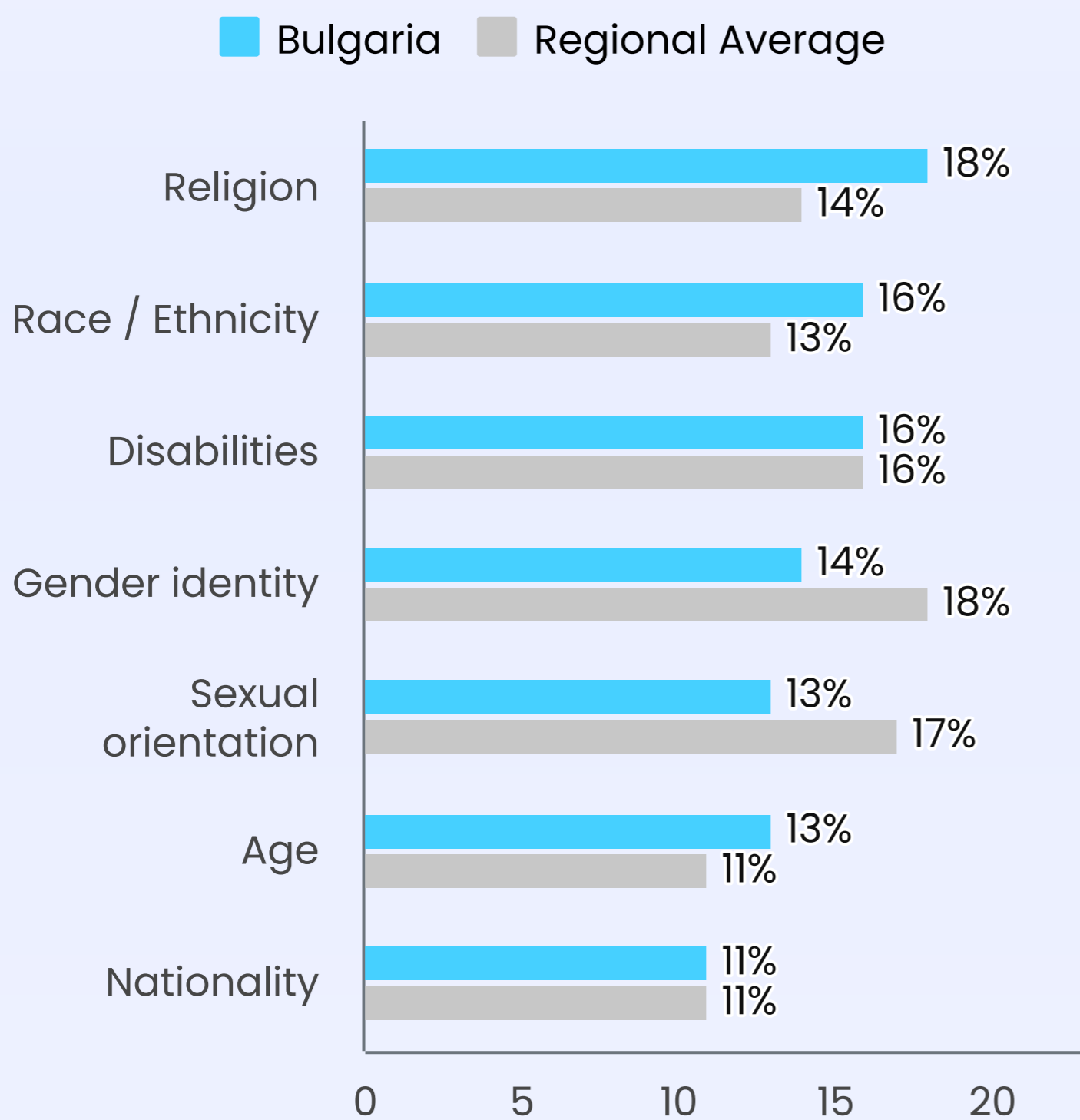
Bulgaria has the fifth highest score of the 20 countries for Religion and the fourth lowest score for Sexual orientation



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Bulgaria vs Regional average\*\*

\*\*Europe & Africa

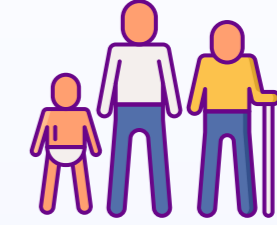


Bulgaria has similar proportions to the average for four of the dimensions. When developing a DEI policy in Bulgaria, special attention needs to be given to the outliers of Religion, Gender and Sexual orientation.



# Czech Republic

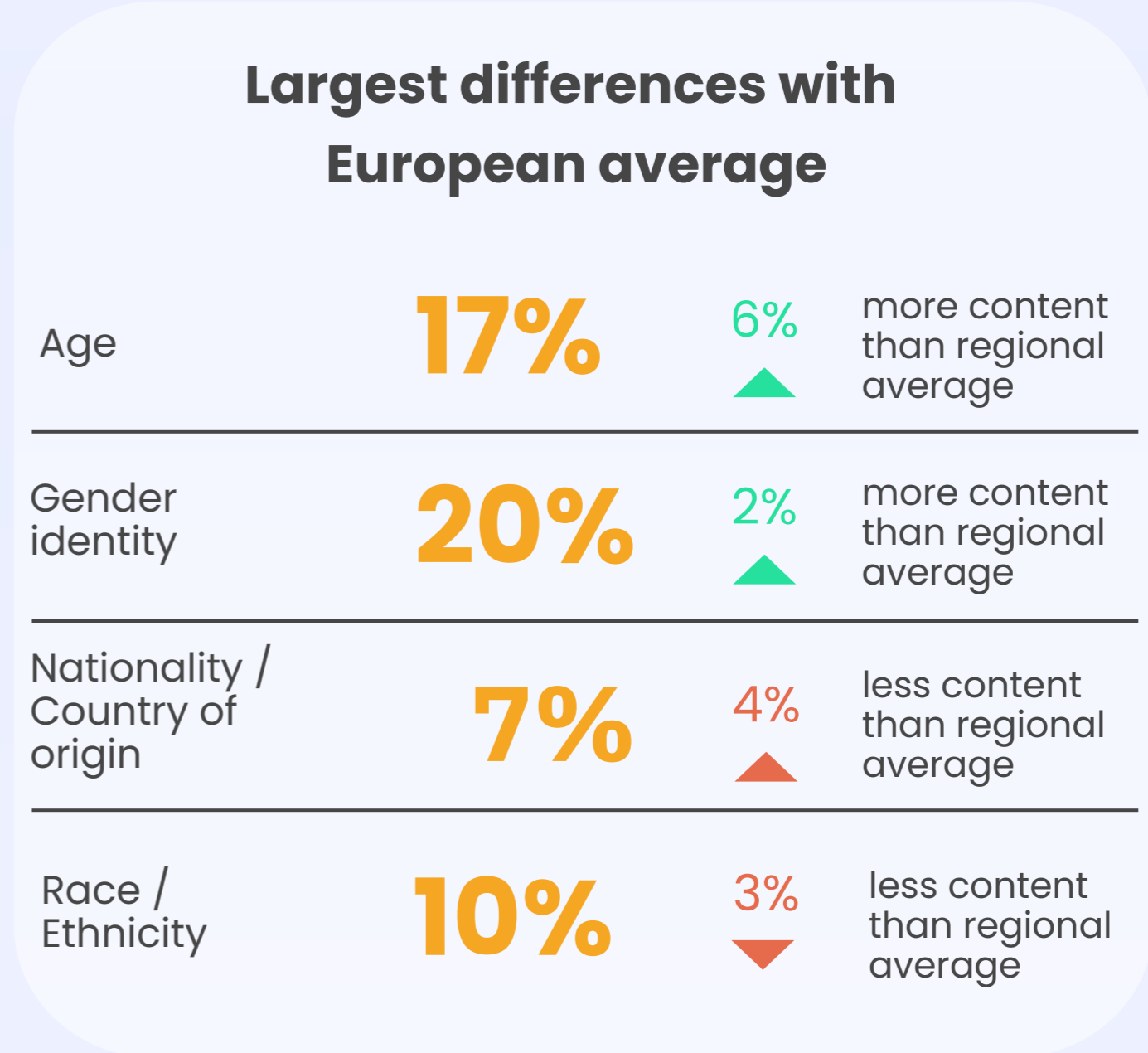
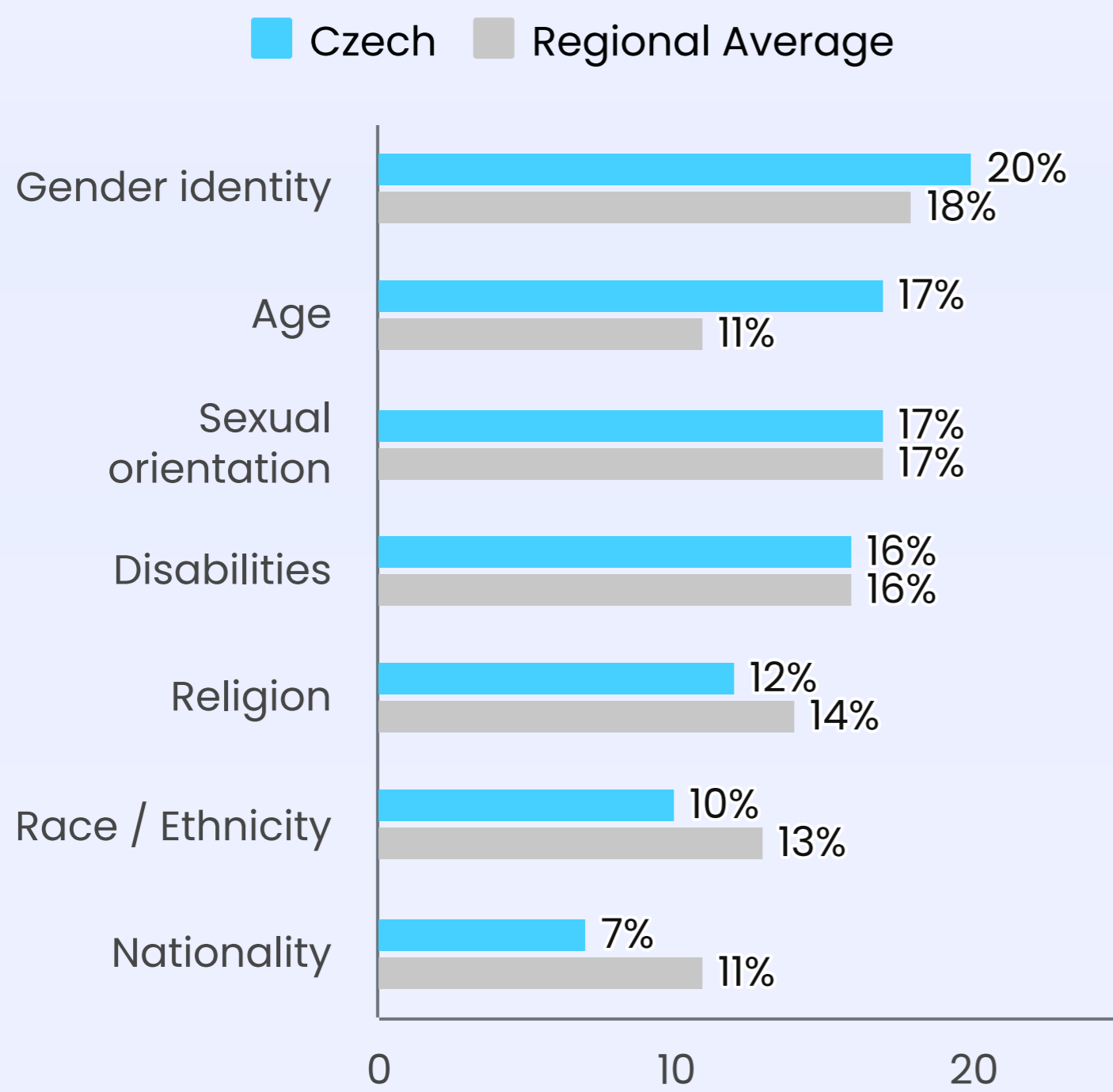
The Czech Republic has the fourth highest score of the 20 countries for Age



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Czech Republic vs Regional average\*\*

\*\*Europe & Africa



The Czech Republic has similar proportions to the average for four of the dimensions. When developing a DEI policy in the Czech Republic, special attention needs to be given to the outliers of Age which is significantly higher than the region average, and Race and Nationality which are both significantly lower.



# France

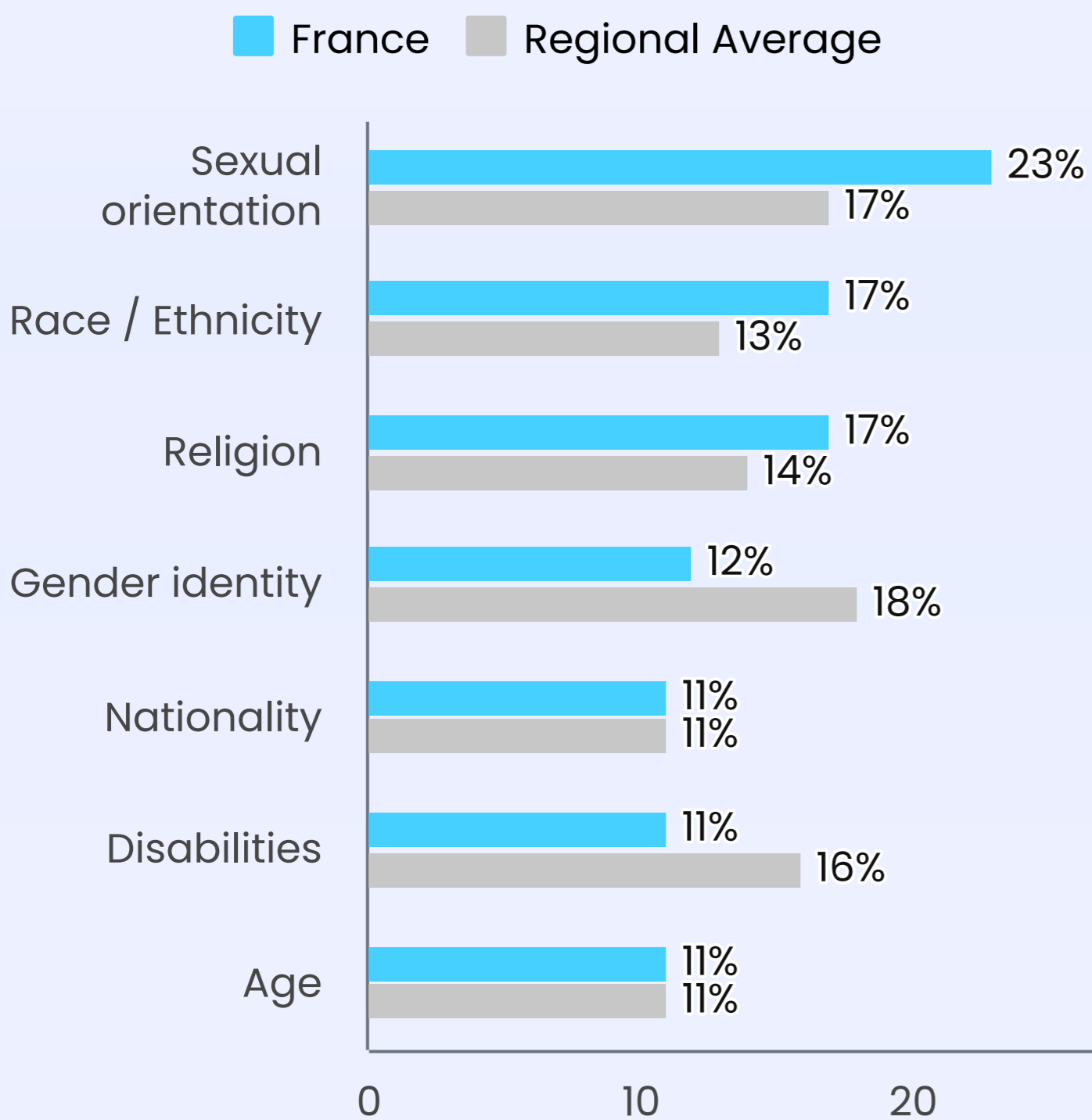
France has the third highest score of the 20 countries for Sexual orientation



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in France vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

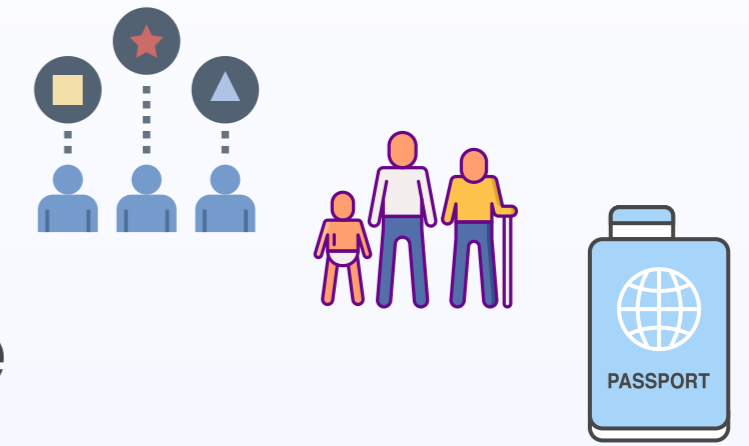
Sexual orientation	<b>23%</b>	6% ▲	more content than regional average
Race / Ethnicity	<b>17%</b>	4% ▲	more content than regional average
Gender identity	<b>12%</b>	6% ▼	less content than regional average
Disabilities (cognitive, physical)	<b>11%</b>	5% ▼	less content than regional average

France has similar proportions to the average for three of the dimensions. When developing a DEI policy in France, special attention needs to be given to the outliers of Sexual orientation which is significantly higher than the region average and Gender and Disabilities which are significantly lower.



# Finland

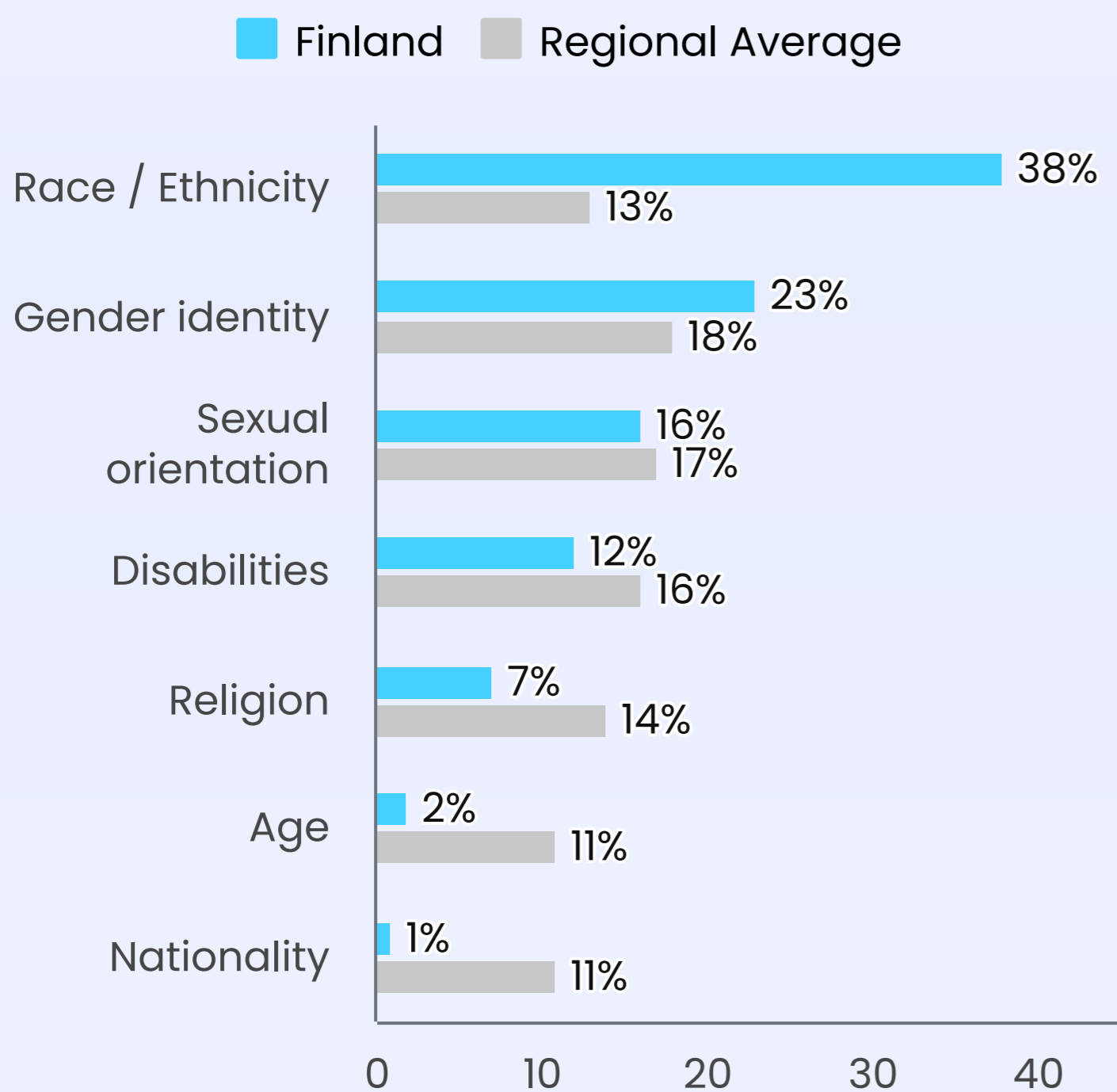
Finland has the highest score of the 20 countries for Race / Ethnicity and the second lowest for both Nationality and Age



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Finland vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Race / Ethnicity	<b>38%</b>	25%  more content than regional average
Gender identity	<b>23%</b>	5%  more content than regional average
Nationality / Country of origin	<b>1%</b>	10%  less content than regional average
Age	<b>2%</b>	9%  less content than regional average

Finland has similar proportions to the average for only one of the dimensions which is different to many of the other countries. When developing a DEI policy in Finland, special attention needs to be given to the outliers of Race/ethnicity which is almost three times higher than the region average, Nationality and Age which are significantly lower than the region average.



# Germany

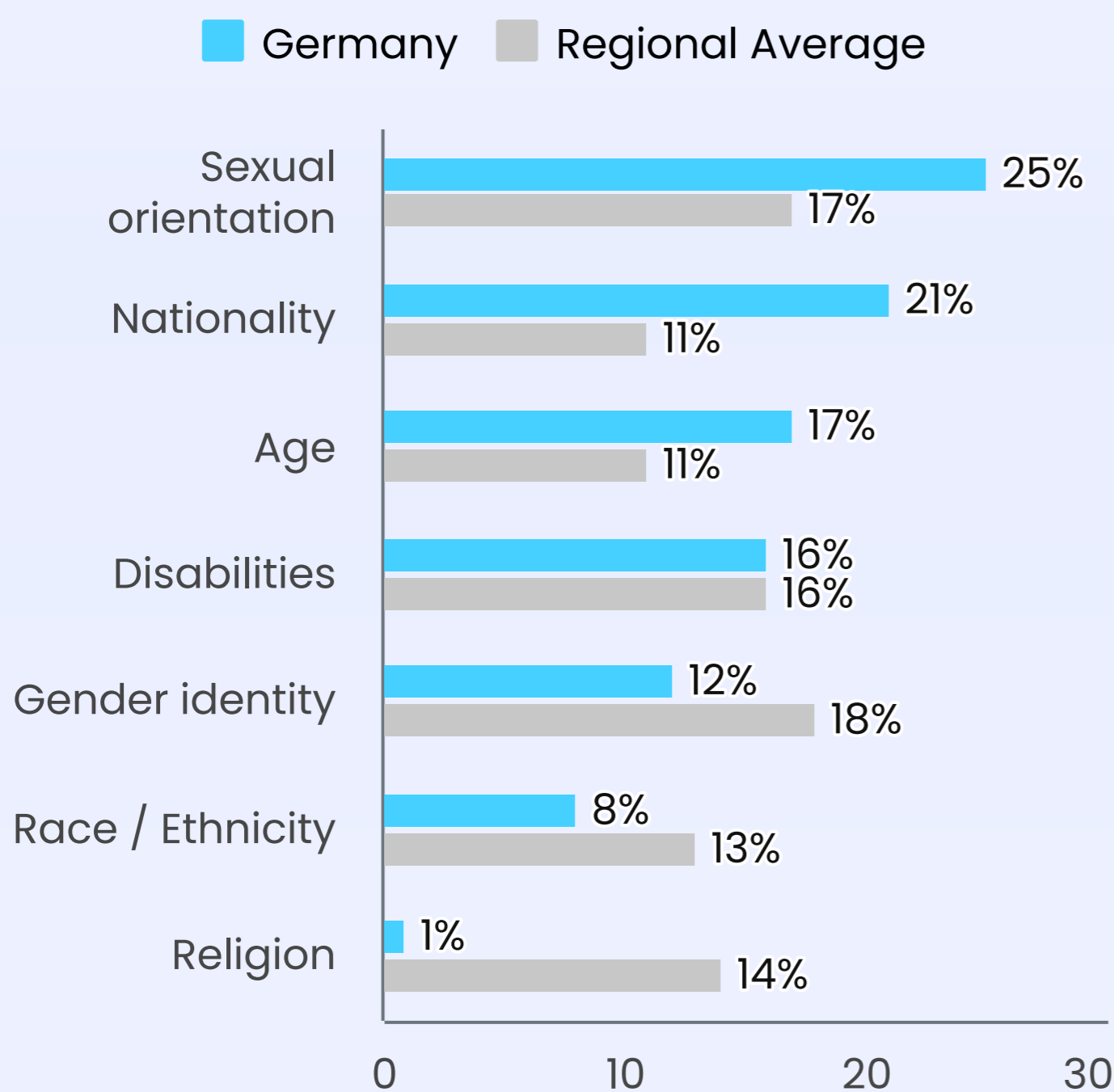
Germany has the second highest score of the 20 countries for Sexual orientation and lowest score for Religion



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Germany vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Nationality / Country of Origin	21%	10% ▲	more content than regional average
Sexual Orientation	25%	8% ▲	more content than regional average
Gender identity	12%	6% ▼	less content than regional average
Race / Ethnicity	8%	5% ▼	less content than regional average

Germany has similar proportions to the average for only one of the dimensions. When developing a DEI policy in Germany, special attention needs to be given to the outliers of Sexual orientation, Nationality and Age which are higher than average and, Gender and Race which are lower than average. Religion stands out as a dimension that hardly features in the sample.



# Hungary

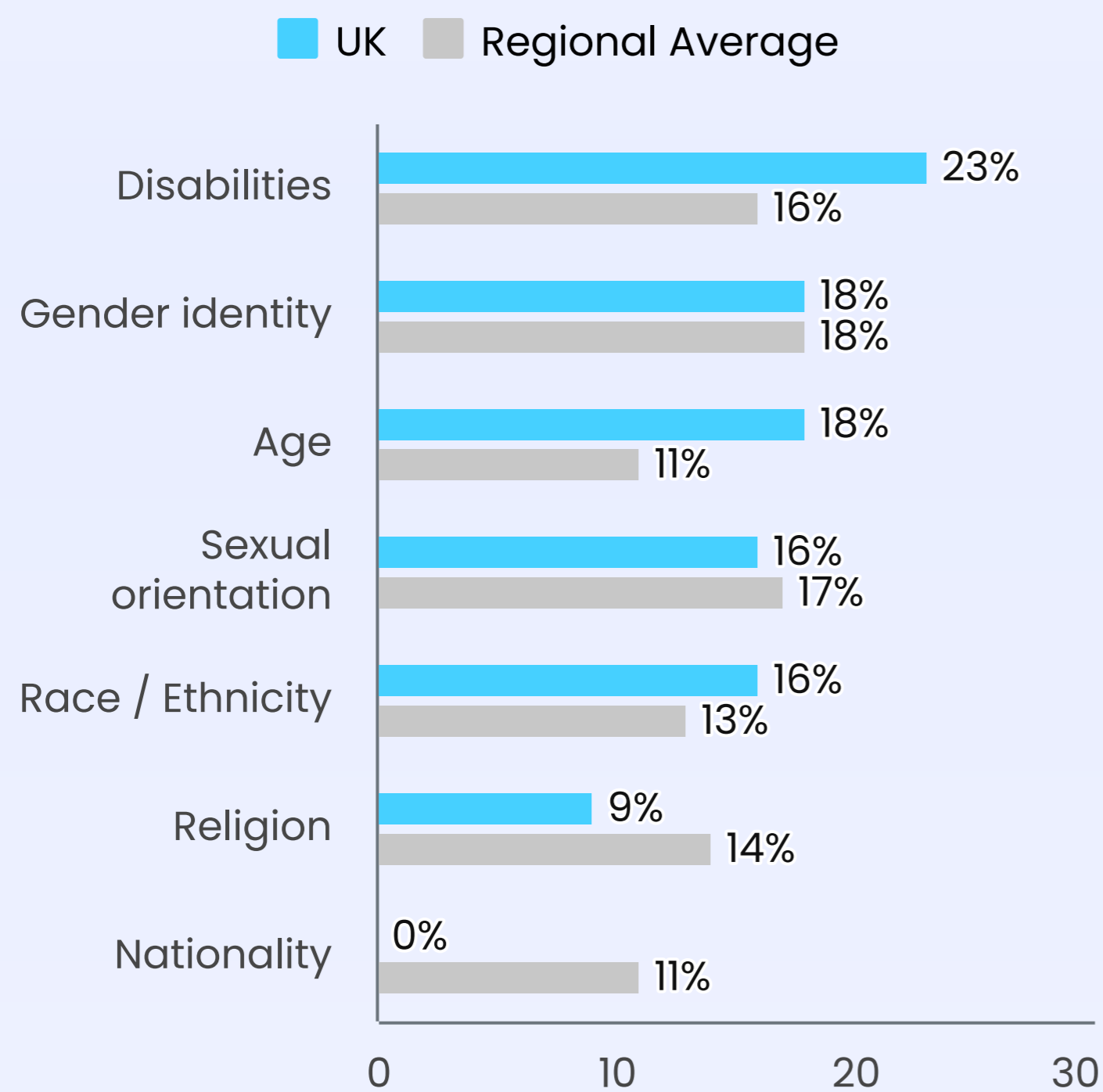
Hungary has the second highest score of the 20 countries for Disabilities and the lowest score for Nationality



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Hungary vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Disabilities (cognitive, physical)	23%	7%	more content than regional average
Age	18%	7%	more content than regional average
Nationality / County of origin	0%	11%	less content than regional average
Religion	9%	5%	less content than regional average

Hungary has similar proportions to the average for three of the dimensions. When developing a DEI policy in Hungary, special attention needs to be given to the outliers of Disabilities and Age which are significantly higher than the region average and Religion which is significantly lower. Nationality did not feature in the sample.





# Ireland

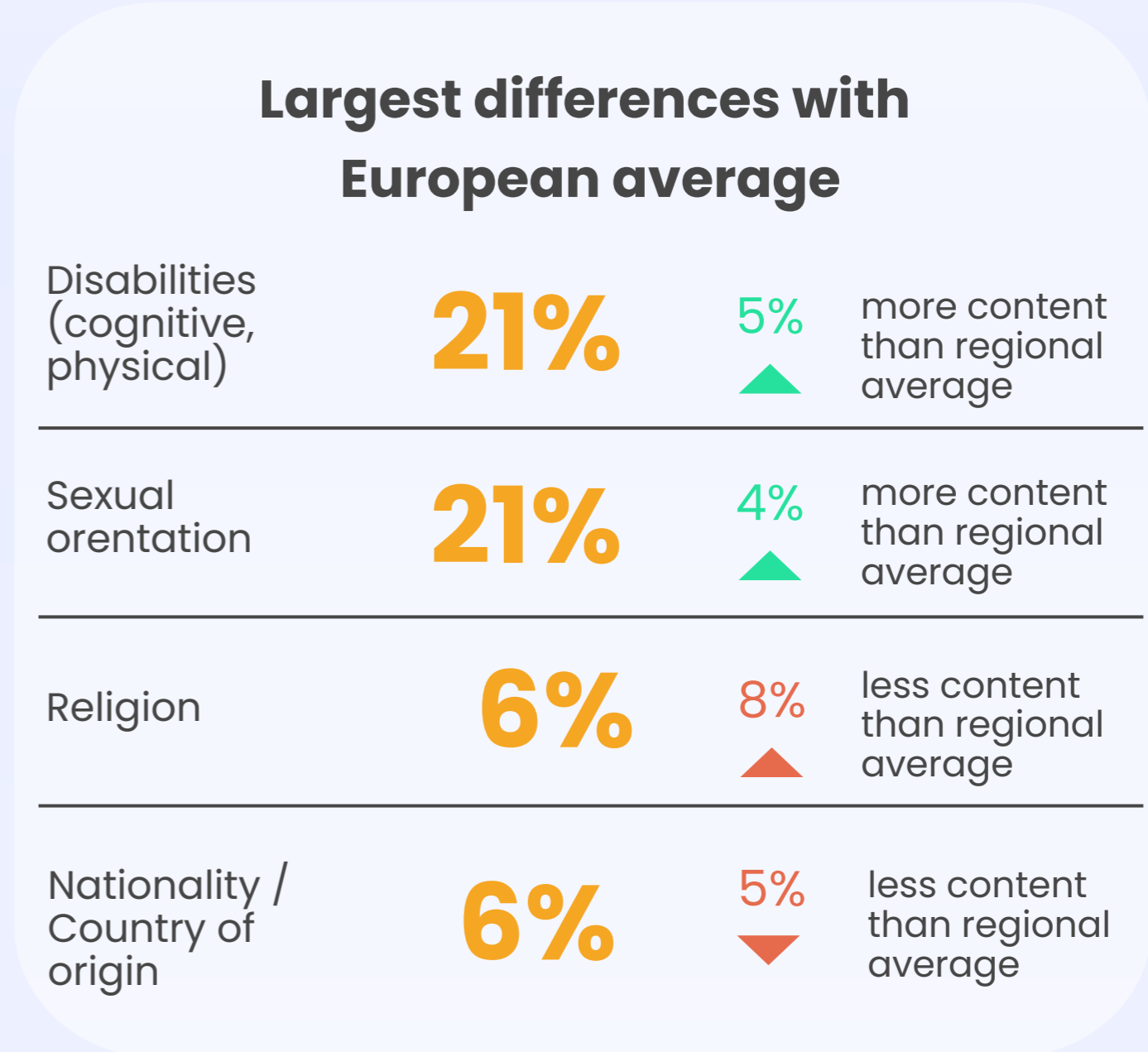
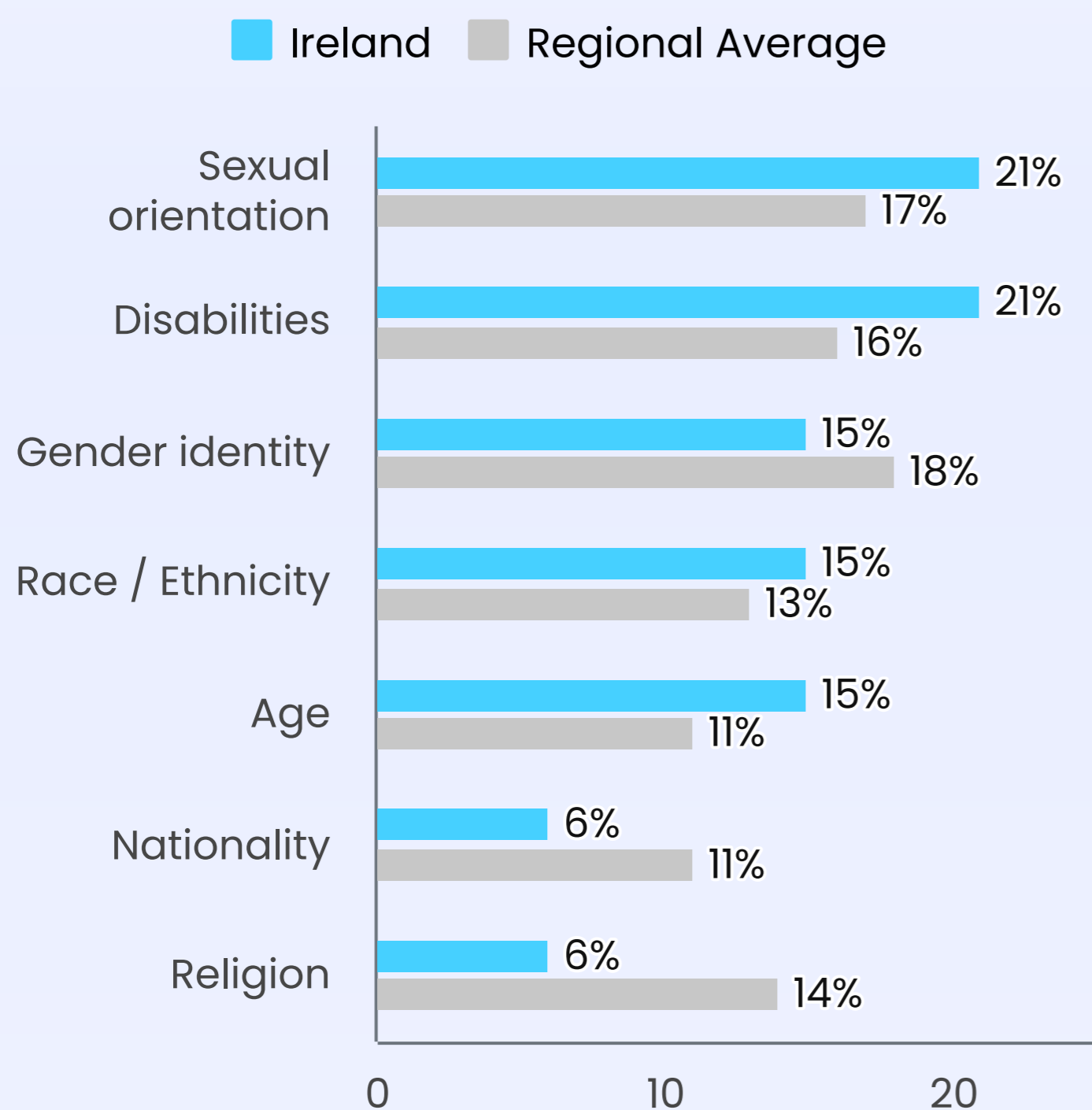
Ireland has the fourth highest score of the 20 countries for both Sexual orientation and Disabilities, and the third lowest score for Religion



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Ireland vs Regional average\*\*

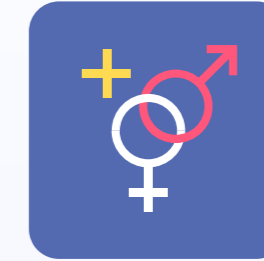
\*\*Europe & Africa



Ireland has similar proportions to the average for two of the dimensions. When developing a DEI policy in Ireland, special attention needs to be given to the outliers of Sexual orientation, Disabilities and Age which are higher than the region average and Religion and Nationality which are significantly lower than the average.



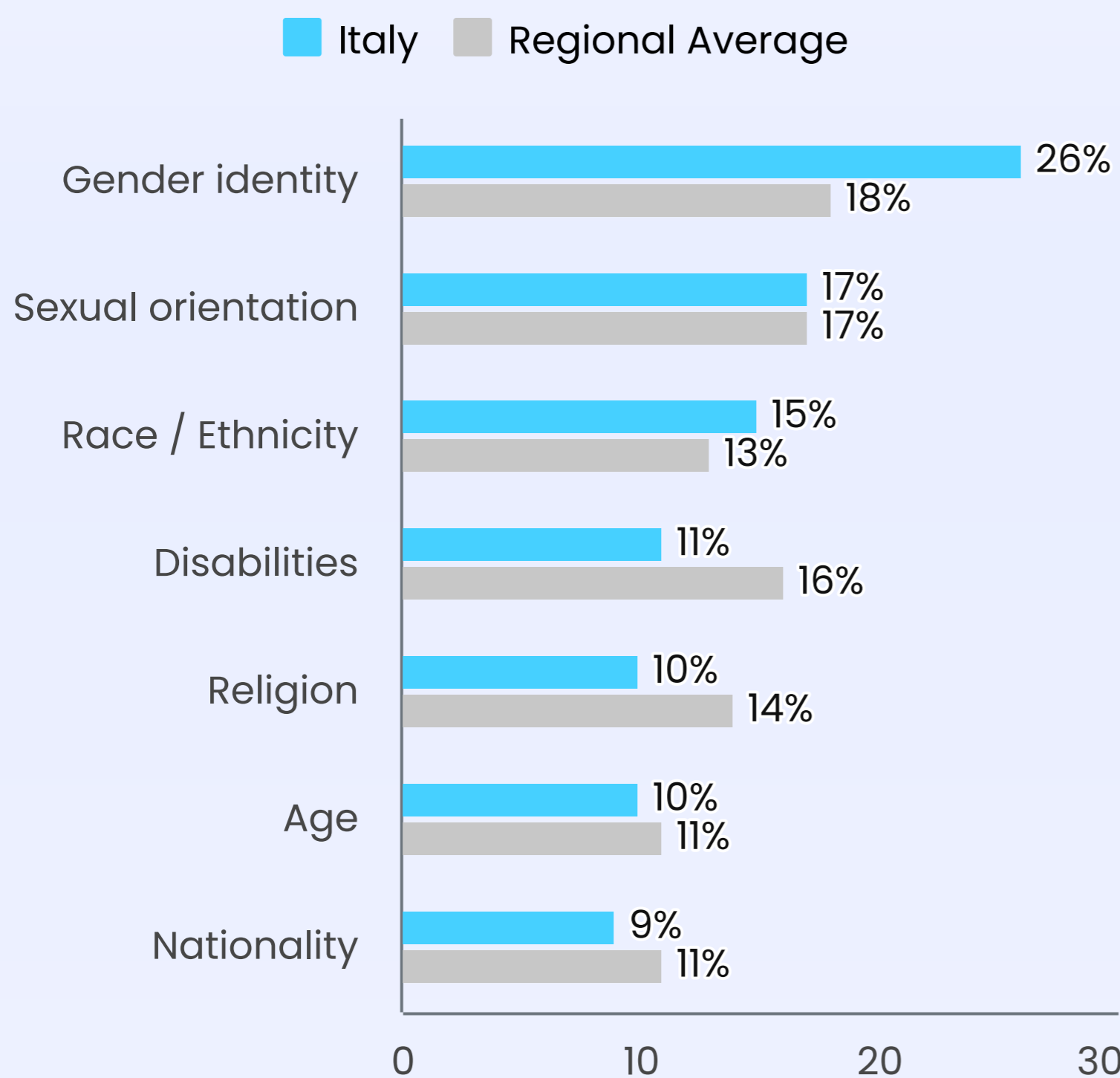
Italy has the second highest score of the 20 countries for Gender identity



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

**Share of DEI dimensions in Italy vs Regional average\*\***

\*\*Europe & Africa



**Largest differences with European average**

Gender identity	<b>26%</b>	<b>8%</b> more content than regional average
Race / Ethnicity	<b>15%</b>	<b>2%</b> more content than regional average
Disabilities (cognitive, physical)	<b>11%</b>	<b>5%</b> less content than regional average
Religion	<b>10%</b>	<b>4%</b> less content than regional average

Italy has similar proportions to the average for four of the dimensions. When developing a DEI policy in Italy, special attention needs to be given to the outliers of Gender, Disabilities and Religion.



# Morocco

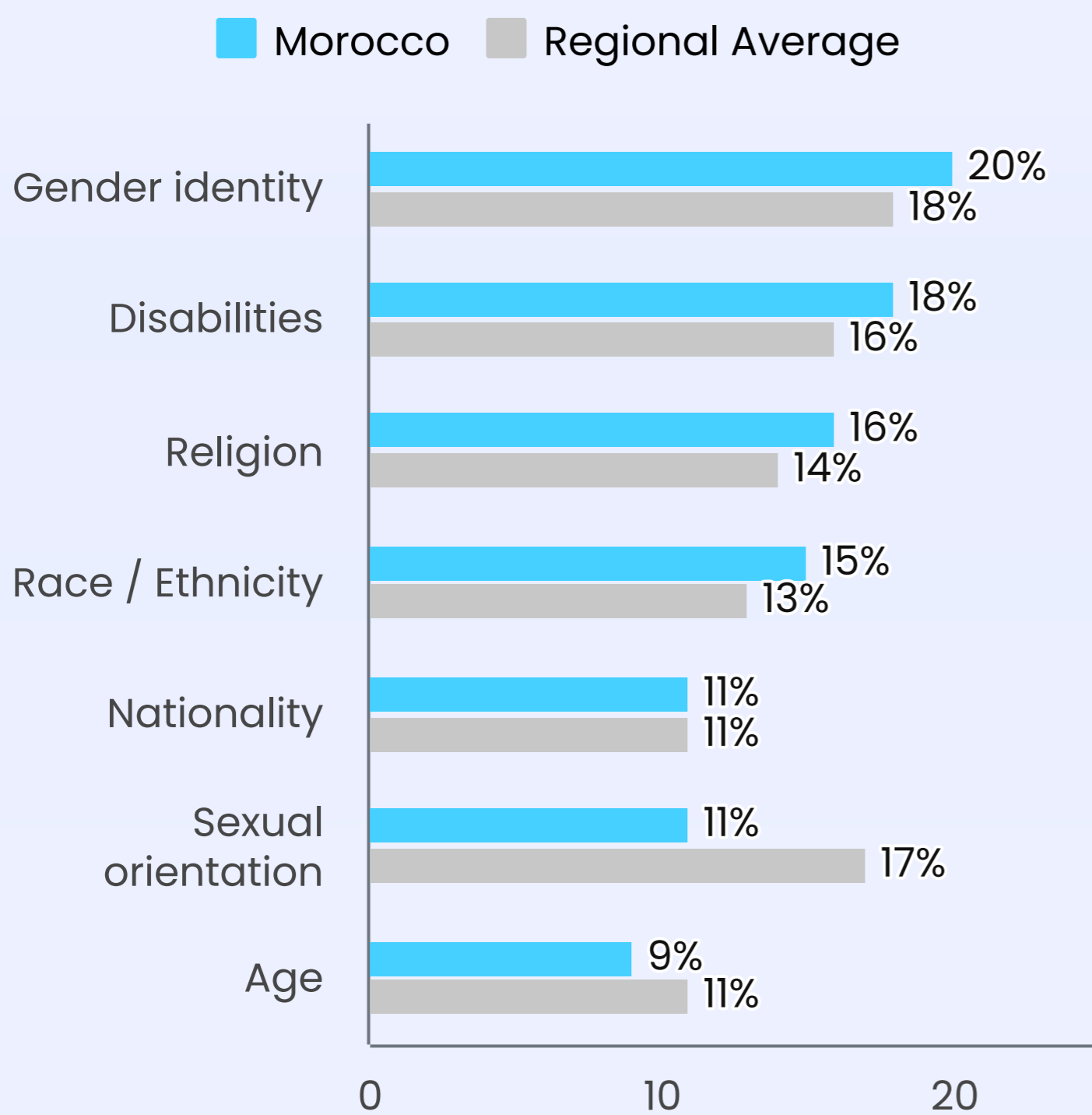
Morocco has the third lowest score of the 20 countries for Sexual orientation



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Morocco vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

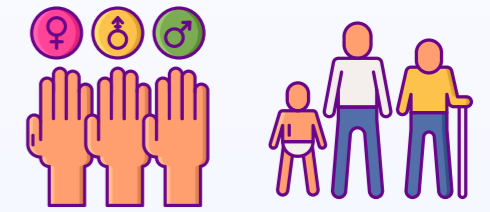
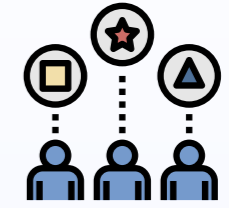
Gender identity	20%	2%	more content than regional average
Disabilities (cognitive, physical)	18%	2%	more content than regional average
Sexual orientation	11%	6%	less content than regional average
Age	9%	2%	less content than regional average

Morocco has similar proportions to the average for six of the dimensions. When developing a DEI policy in Morocco, special attention needs to be given to the outlier of Sexual orientation.



# Netherlands

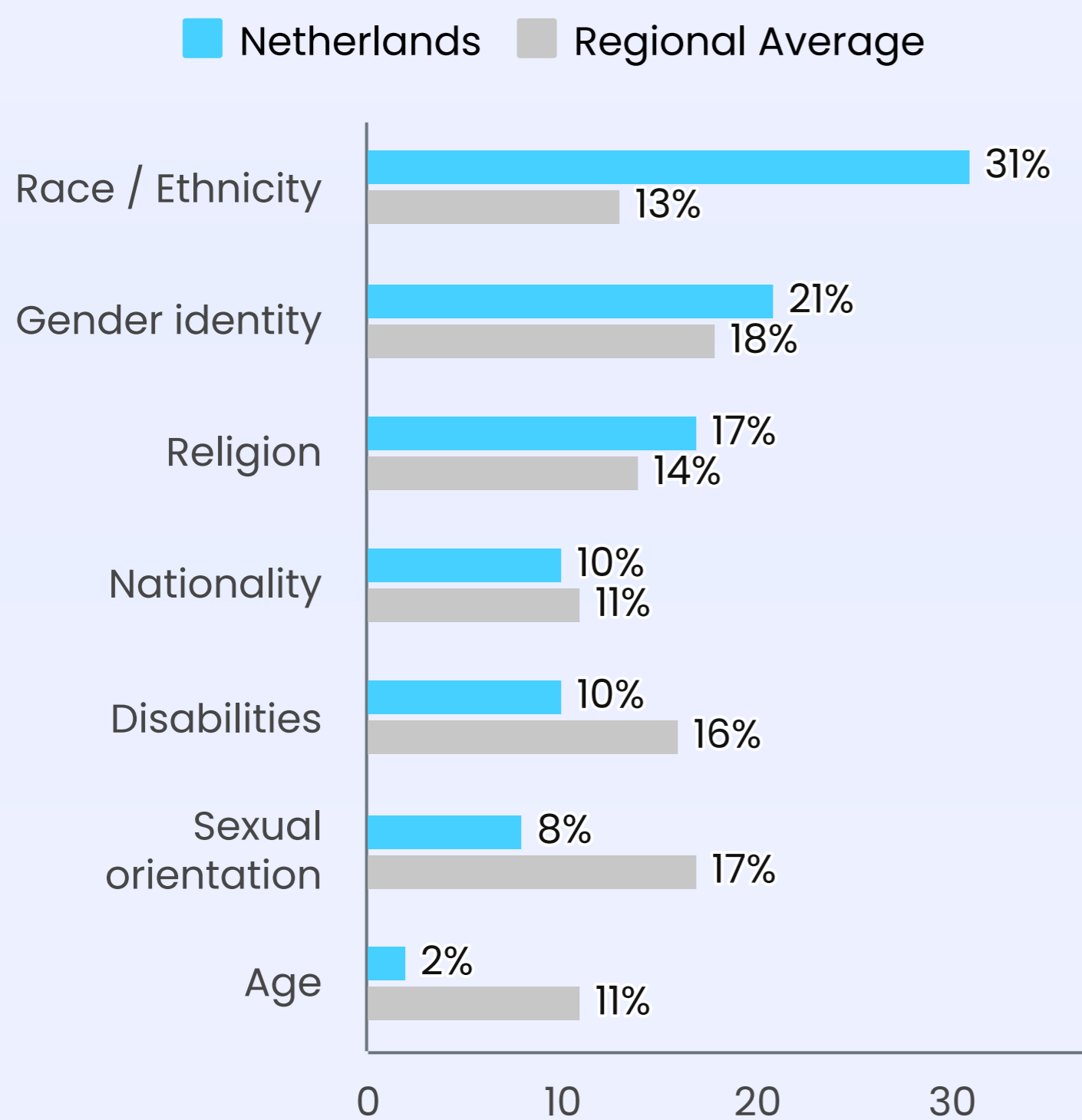
The Netherlands has the second highest score of the 20 countries for Race/Ethnicity and the lowest score for both Age and Sexual orientation



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Netherlands vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

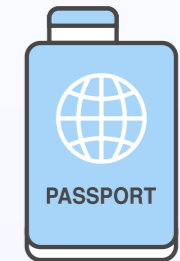
Race / Ethnicity	31%	18%	more content than regional average
Gender identity	21%	3%	more content than regional average
Sexual Orientation	8%	9%	less content than regional average
Age	2%	9%	less content than regional average

The Netherlands has similar proportions to the average for three of the dimensions. When developing a DEI policy in the Netherlands, special attention needs to be given to the significant outliers of Race/ethnicity which is almost two and a half times higher than average and, Disabilities, Sexual orientation and Age which are all significantly lower than average.



# Norway

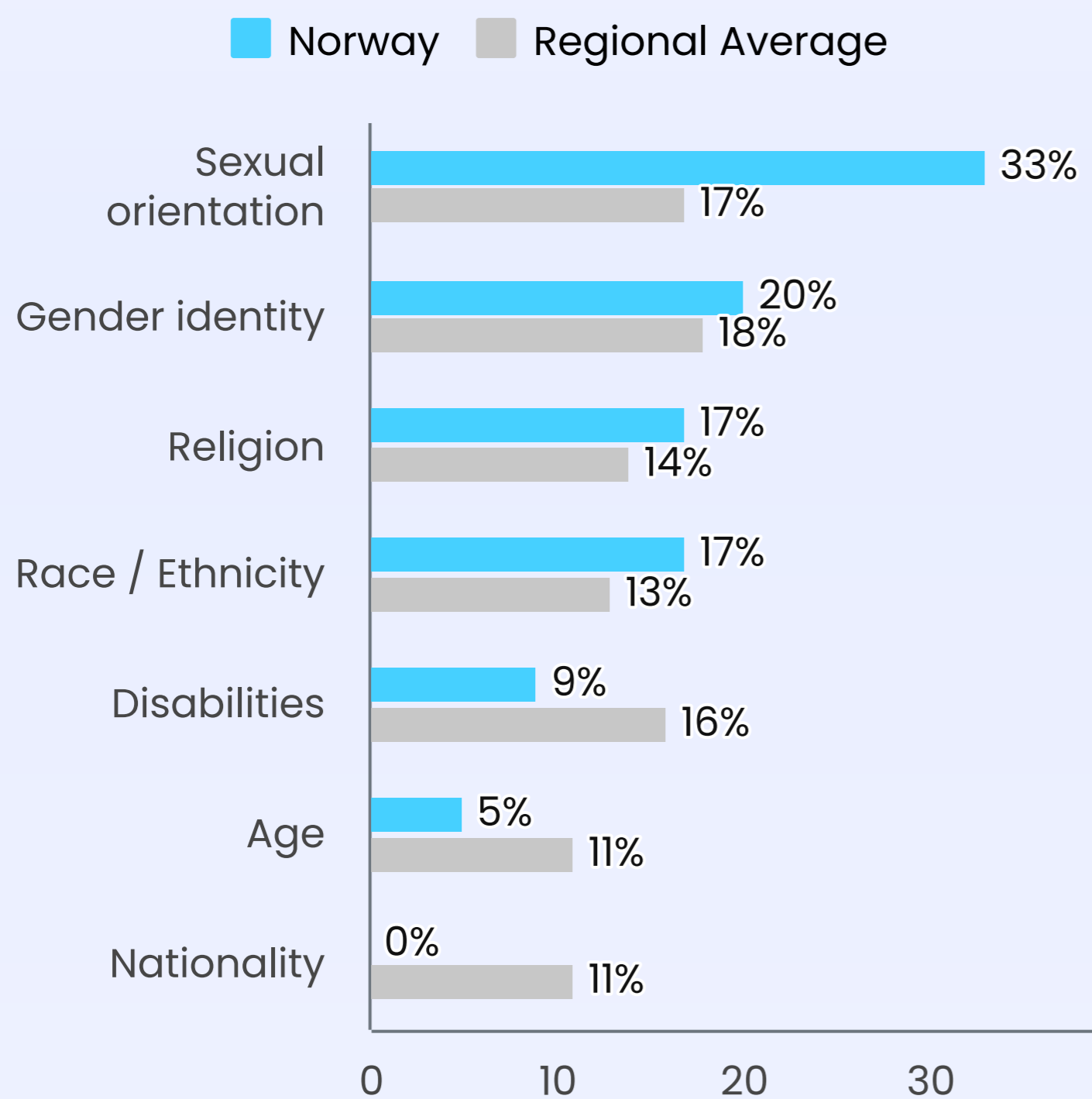
Norway has the highest score of the 20 countries for Sexual orientation and the lowest score for Nationality



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Norway vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Sexual orientation	<b>33%</b>	16%	more content than regional average
Race / Ethnicity	<b>17%</b>	4%	more content than regional average
Nationality / Country of origin	<b>0%</b>	11%	less content than regional average
Disabilities (cognitive, physical)	<b>9%</b>	7%	less content than regional average

Norway has similar proportions to the average for two of the dimensions. When developing a DEI policy in Norway, special attention needs to be given to the outliers of Sexual orientation which is almost double the region average, Disabilities and Age which are about half the average and, Nationality which did not feature in the sample at all.



# Poland

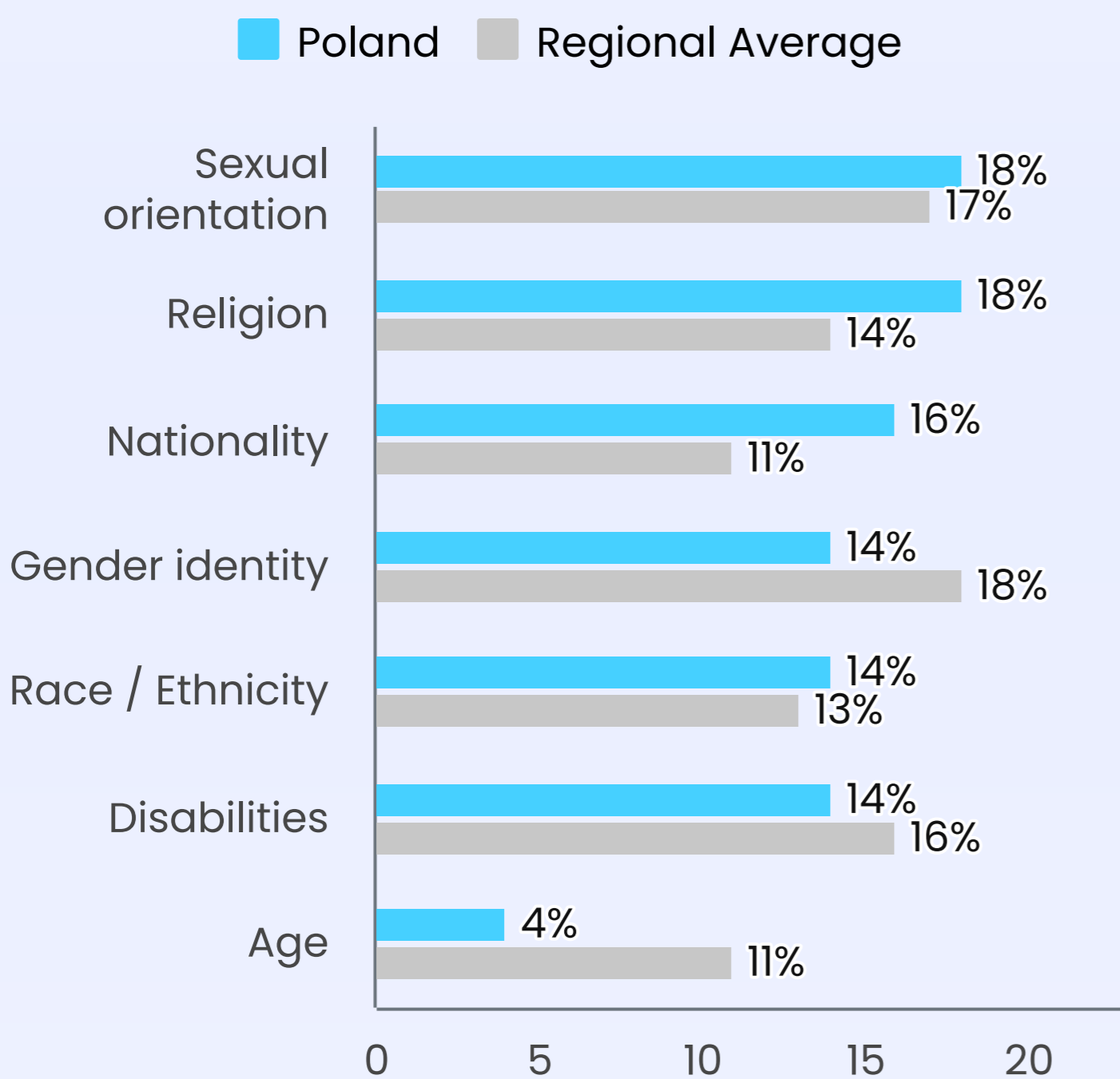
Poland has the fourth highest score of the 20 countries for Religion and the third lowest score for Age



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Poland vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Nationality / Country of Origin	16%	5%	more content than regional average
Religion	18%	4%	more content than regional average
Age	4%	7%	less content than regional average
Gender identity	14%	4%	less content than regional average

Poland has similar proportions to the average for three of the dimensions. When developing a DEI policy in Poland, special attention needs to be given to the outliers of Religion, Nationality, Gender and Age.



# Portugal

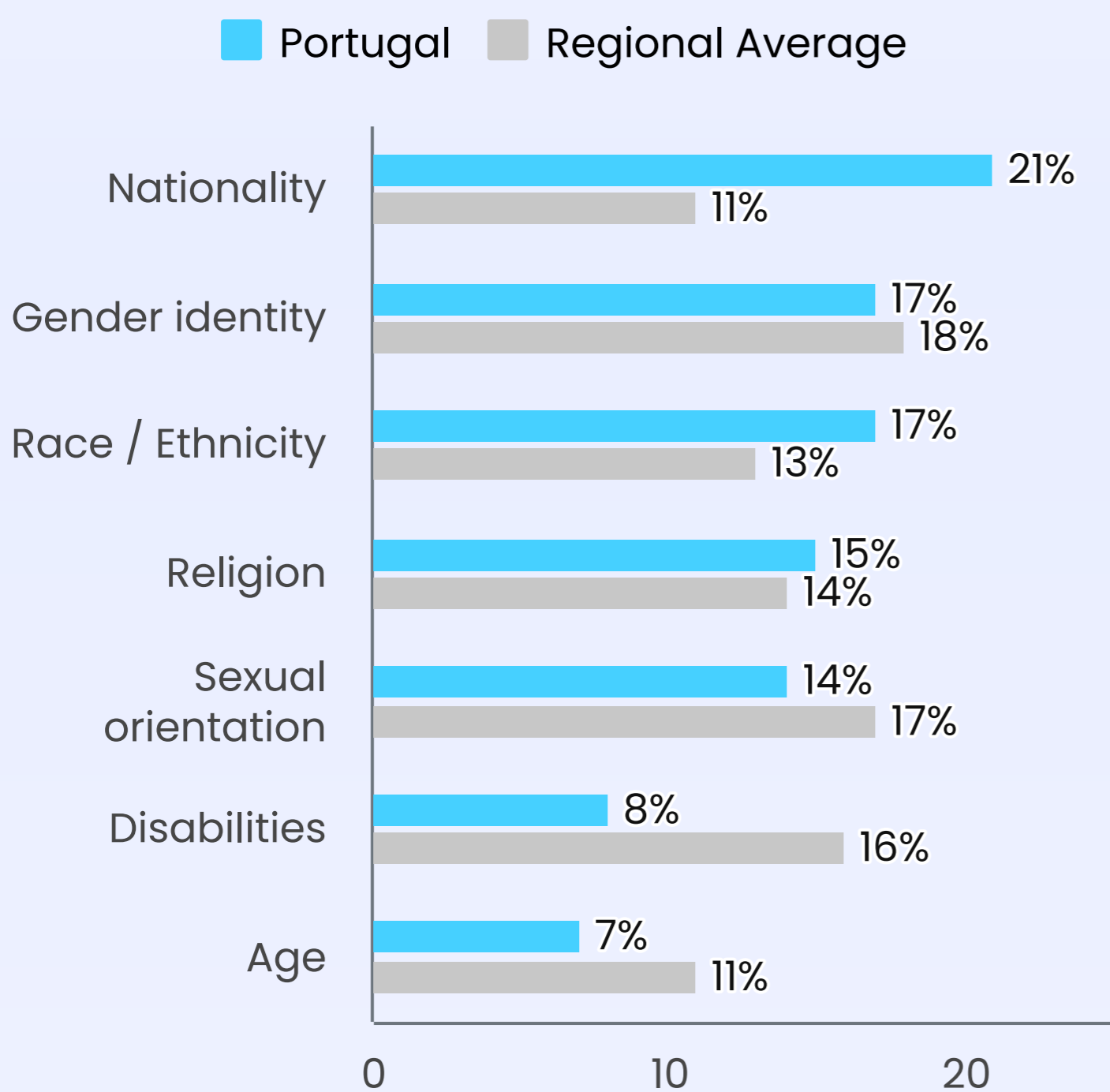
Portugal has the second highest score of the 20 countries for Nationality and the second lowest score for Disabilities



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Portugal vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

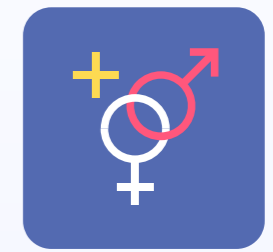
Nationality / Country of Origin	21%	10%	more content than regional average
Race / Ethnicity	17%	4%	more content than regional average
Disabilities (cognitive, physical)	8%	8%	less content than regional average
Age	7%	4%	less content than regional average

Portugal has similar proportions to the average for two of the dimensions. When developing a DEI policy in Portugal, special attention needs to be given to the significant outliers of Nationality which is almost double the average, and Disabilities which is half the average.



# South Africa

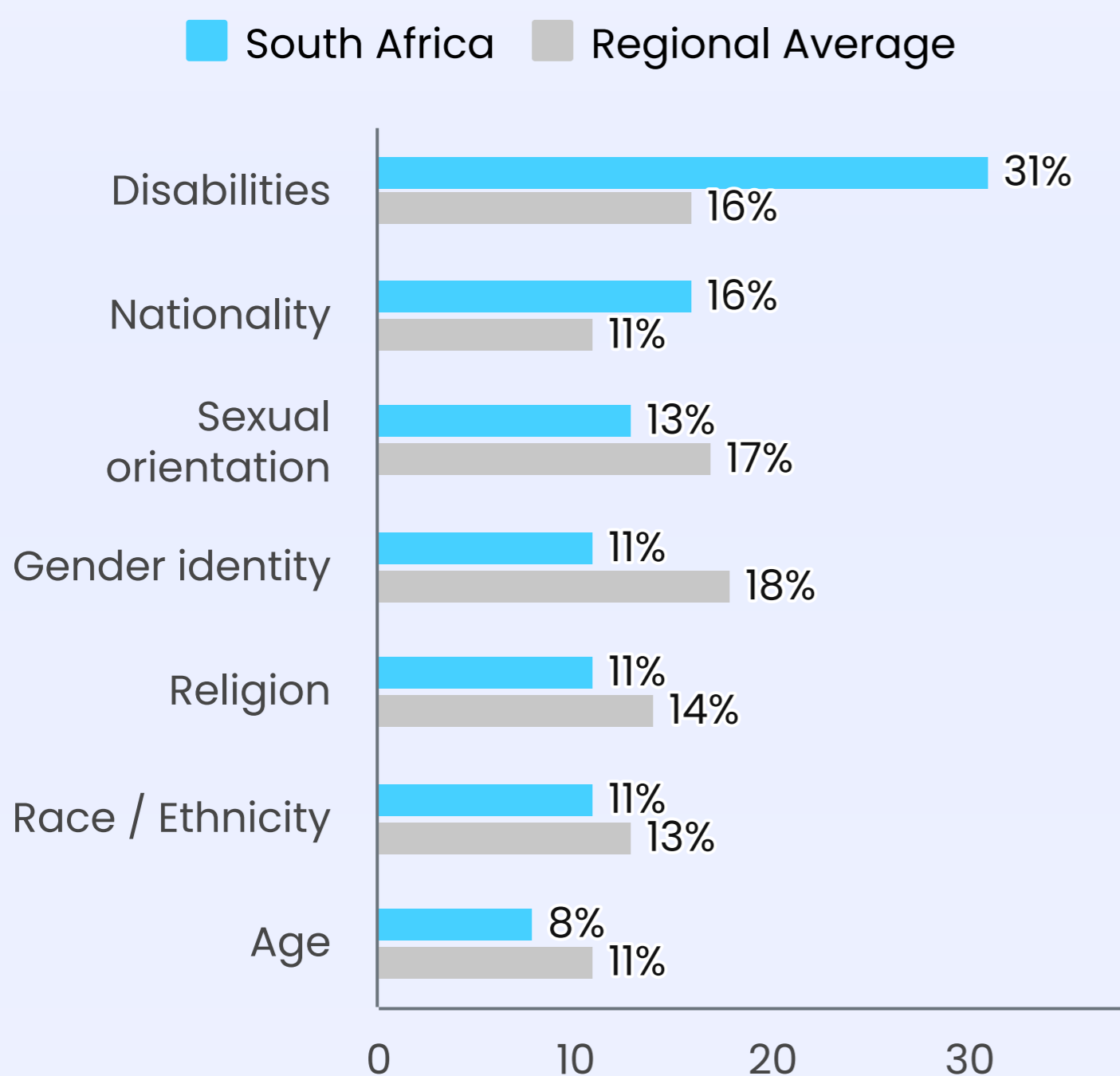
South Africa has the highest score of the 20 countries for Disabilities and the second lowest score for Gender identity



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in South Africa vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

Disabilities (cognitive, physical)	31%	15%	more content than regional average
Nationality / Country of origin	16%	5%	more content than regional average
Gender identity	11%	7%	less content than regional average
Religion	11%	3%	less content than regional average

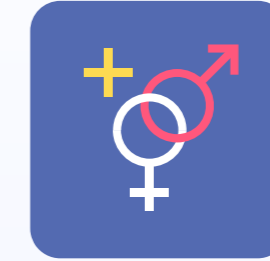
South Africa has similar proportions to the average for three of the dimensions. When developing a DEI policy in South Africa, special attention needs to be given to the outliers of Disabilities which is almost double the region average, and Nationality, Sexual orientation and Gender.





# Spain

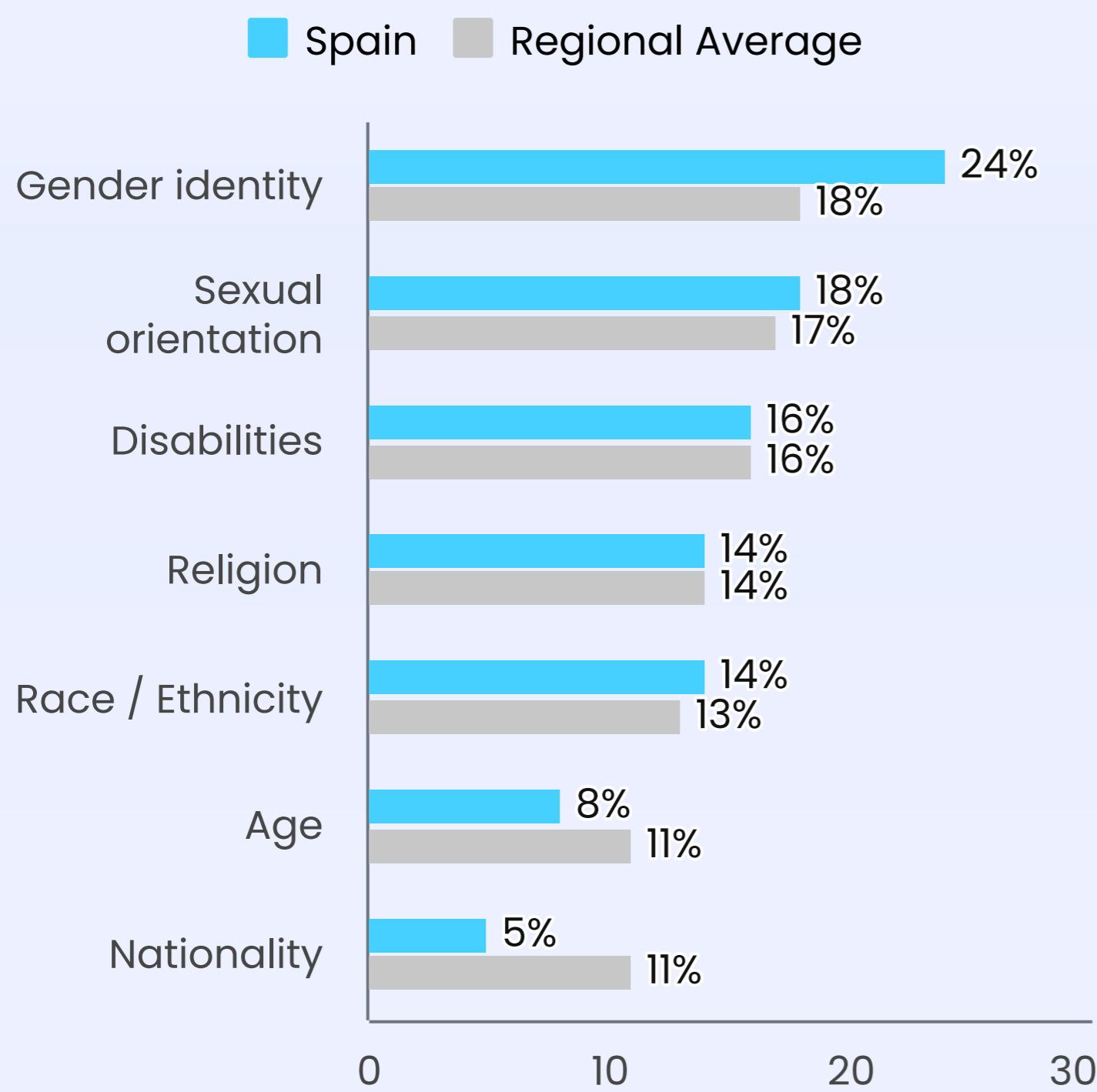
Spain has the third highest score of the 20 countries for Gender identity



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Spain vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

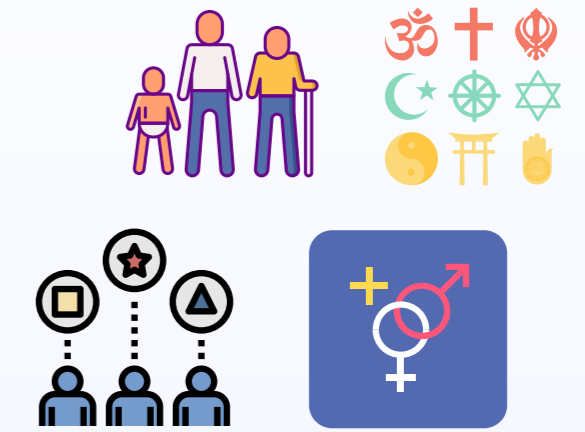
Gender identity	24%	6%	more content than regional average
Sexual Orientation	18%	1%	more content than regional average
Nationality / County of origin	5%	6%	less content than regional average
Age	8%	3%	less content than regional average

Spain has similar proportions to the average for four of the dimensions. When developing a DEI policy in Spain, special attention needs to be given to the outliers of Gender, Age and Nationality.



# Sweden

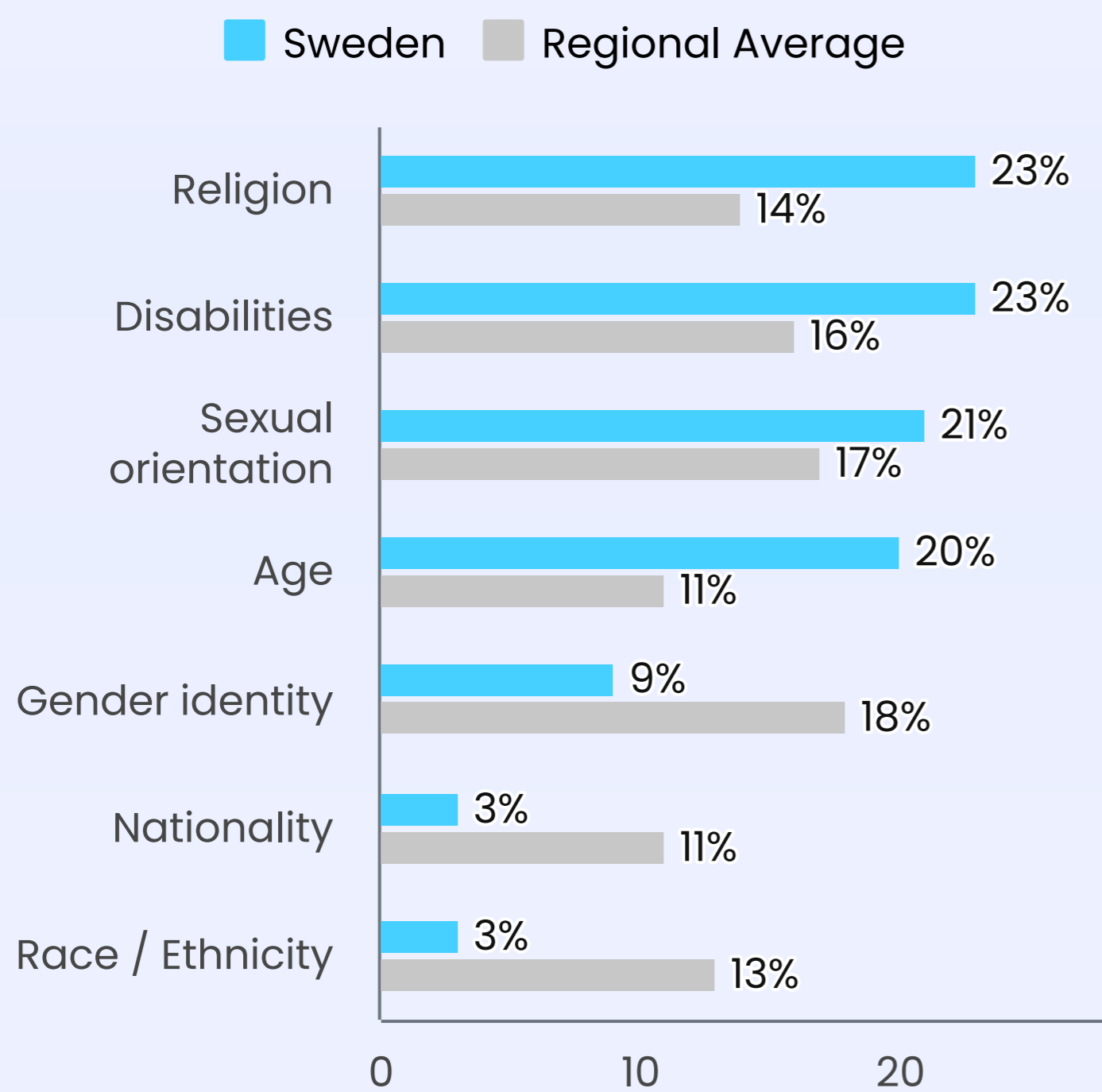
Sweden has the highest score of the 20 countries for Religion, the second highest score for Age, and the lowest score for both Gender identity and Race / Ethnicity



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Sweden vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

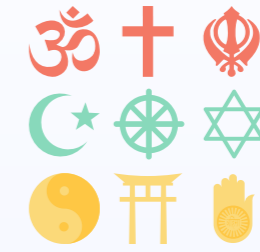
Religion	23%	9%	more content than regional average
Age	20%	9%	more content than regional average
Race/ Ethnicity	3%	10%	less content than regional average
Gender identity	9%	9%	less content than regional average

Sweden has similar proportions to the average for none of the dimensions which is very different to most other countries. When developing a DEI policy in Sweden, special attention needs to be given to Religion, Age and Disabilities which are significantly higher than the region score, and Gender, Nationality and Race which are significantly lower.



# Switzerland

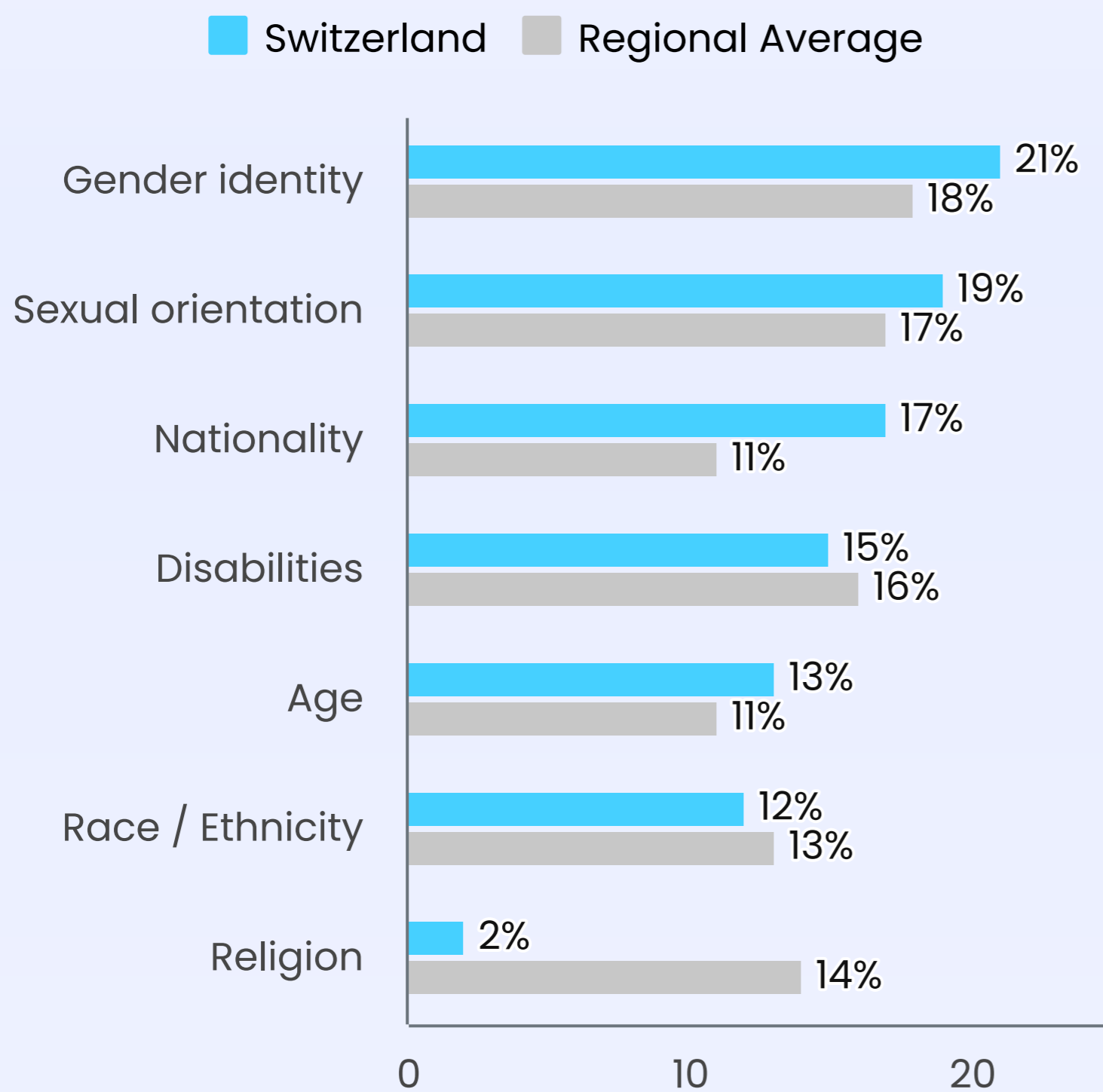
Switzerland has the second lowest score of the 20 countries for Religion



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Switzerland vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with European average

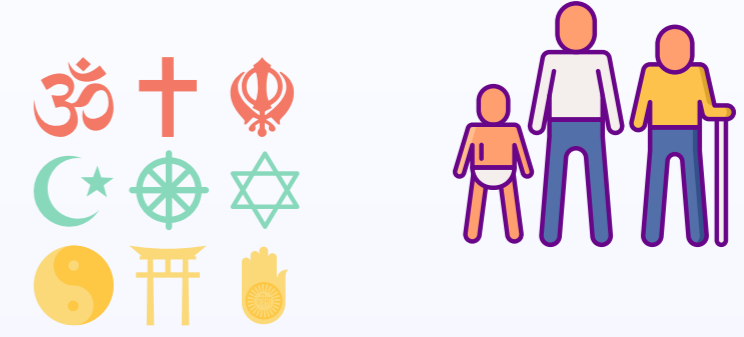
Nationality / Country of Origin	17%	6%	more content than regional average
Gender identity	21%	3%	more content than regional average
Religion	2%	12%	less content than regional average
Age	13%	2%	less content than regional average

Switzerland has similar proportions to the average for four of the dimensions. When developing a DEI policy in Switzerland, special attention needs to be given to the outliers of Religion, Nationality and Gender.



# Turkey

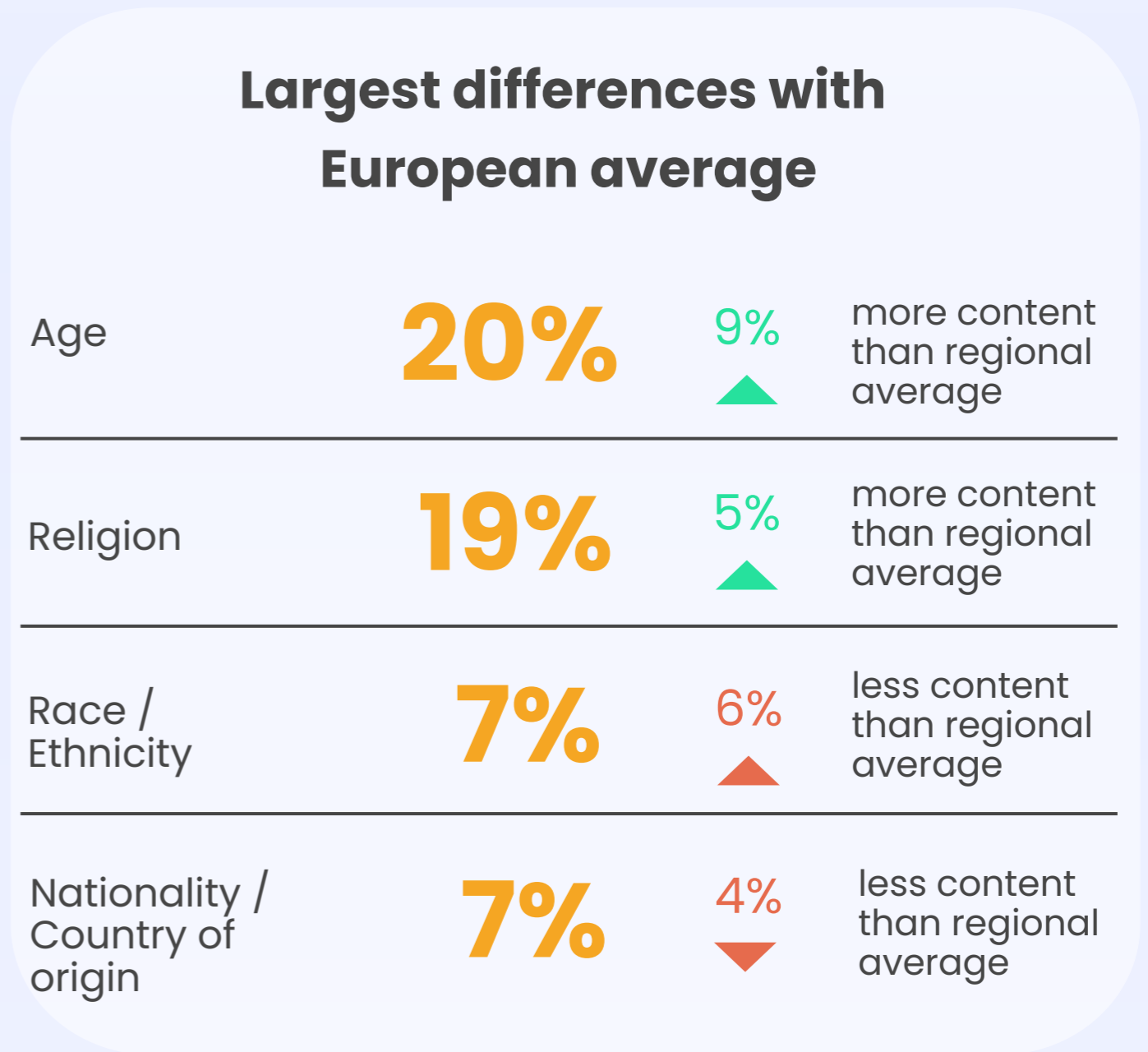
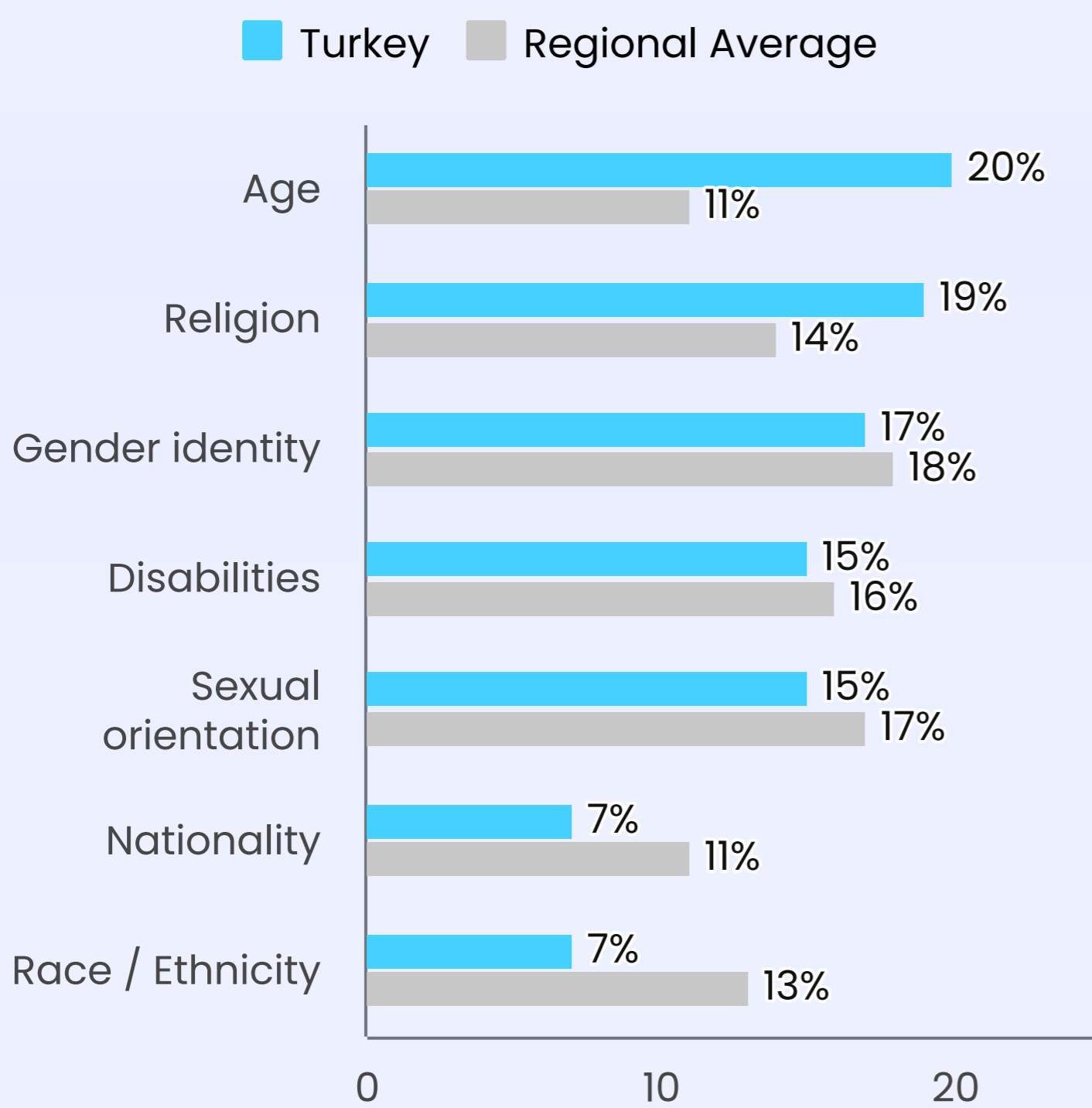
Turkey has the highest score of the 20 countries for Age and the third highest score for Religion



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in Turkey vs Regional average\*\*

\*\*Europe & Africa



Turkey has similar proportions to the average for three of the dimensions. When developing a DEI policy in Turkey, special attention needs to be given to the outliers of Age and Religion which are significantly higher than average and Nationality and Race/Ethnicity which are significantly lower.



# United Kingdom

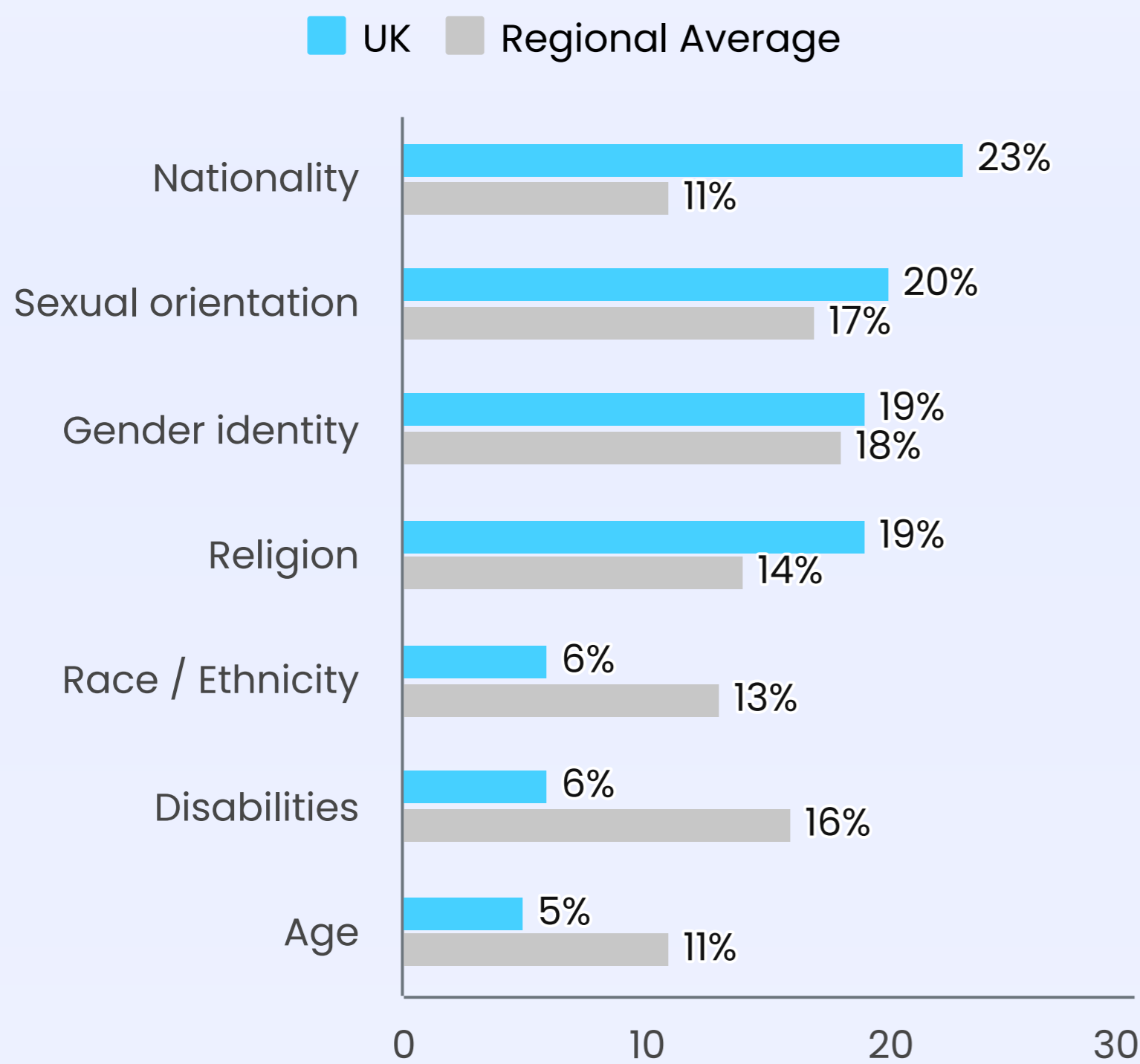
The UK has the highest score of the 20 countries for Nationality, second highest for Religion, and the lowest score for Disabilities



\*Based on the %age share of content recorded in each country for each of the DEI dimensions

## Share of DEI dimensions in the UK vs Regional average\*\*

\*\*Europe & Africa



### Largest differences with regional average

Nationality / Country of Origin	23%	12% more content than regional average
Religion	19%	5% more content than regional average
Disabilities (cognitive, physical)	6%	10% less content than regional average
Race / Ethnicity	6%	7% less content than regional average

The UK has similar proportions to the average for three of the dimensions. When developing a DEI policy in the UK, special attention needs to be given to the outliers of Nationality, Race, Disabilities and Age.



## Advice from our experts

We asked a number of Worldcom's communications experts from across the region to provide some advice about DEI. We hope you find the following helpful.



### Germany



#### Helen Mack

Account Director & ESG, [HBI PR & MarCom](#)



PR & MARCOM

#### Use diversity as a resource

Diversity defines our society. When international companies enter the German market, they should keep in mind that Germany has been an immigration country for decades. Every fifth citizen has a migration background, which explains the high share of dimension in the category "Nationality / Country of Origin".

The lack of skilled workers is currently one of the biggest business risks. In many sectors, such as construction or IT, you will find more and more workers from Eastern Europe or Asia.

Create a culture of inclusion and capitalise on the benefits of diversity. Diversity means new ideas and innovations. Companies that embrace the "diversity of nations" have an advantage in the competition for skilled workers. Also, various studies show that companies gain from having people from different cultures working on the same project. "Diversity" is therefore increasingly crystallising as a competitive advantage in Germany.

#### Diversity should be part of the management culture

Diversity is a fundamental value of corporate culture and must be lived in the company. Diversity management should be considered in every decision, from the management level to the individual employee. It is especially important to understand diversity as a leadership task. Make your managers aware of the advantages diversity brings to the company. Formulate diversity targets, promote active networks such as for LGBTQIA+ and formulate diversity metrics such as generation diversity or disability metrics. This should be complemented by events and various external partnerships. Don't forget to communicate your successes in this area!

#### Make a decision for gender-sensitive language

If you operate in Germany, gender-sensitive language and inclusive wording for minority groups is necessary! Especially in corporate communication, implementation can be complex. A guideline for all employees is a must and should serve as a basis for being inclusive in all texts. If the younger generation is one of your stakeholders, you should handle the topic very sensitively, because sexual orientation is a big issue here! Implement the rules in all external texts (e.g. press releases and material, blogposts, newsletters, social media, invitations etc.) but also in internal communication. Don't forget the spoken word, e.g. in audio/video interviews, panel discussions or podcasts. Special training is highly recommended. And give it time! Correct gendering requires practice.



## Netherlands



### Serge Beckers

Managing Partner, Wisse Kommunikatie

Discussions about race and ethnicity have seen a boost because of the recent and increased attention for Dutch colonial history. Descendants from people in former Dutch colonies living in the Netherlands now experience more positive reinforcement and more understanding for the situation their ancestors faced. As a target group for communication, they become increasingly important because their identity is gradually becoming stronger.

Gender identity and gender expression are important topics: choose your words wisely, and make sure to leave no one out of the conversation.

In the Netherlands, the facilities for older adults are probably of higher quality than in other countries. Older adults tend to live at home longer and have become an important target group for 'diy care', such as smart assistants, smart lights, personal trackers, and so on.



## Czech Republic



### Patrik Schober

Managing Partner, PRAM Consulting



Many companies have become signatories to the Diversity Charter, thereby voluntarily and publicly committing themselves to developing the principles of openness, a fair working environment, anti-discrimination and, of course, diversity and inclusion in the workplace.

Companies should increasingly address the issue of age management, which can be defined as a way of managing with regard to the age, abilities and potential of their employees that takes into account the course of a person's life stages in the workplace.

Companies that have learnt how to work remotely during the pandemic increasingly consider it important to have a balanced representation of women in management positions and to support parents in the workplace. According to surveys, up to 80% of companies consider it necessary to allow their employees to work in generally tolerant working conditions. In addition, a total of 76% of firms and companies perceive parenthood as a major milestone in the lives of employees, and up to 90% of them try to accommodate working parents. Companies do not want to lose experienced employees and should therefore try to offer conditions that encourage parents to return to work and combine work and family.



## Hungary



### Andras R. Nagy

Managing Director, Probako Communications

Companies communicating in Hungary should pay special attention to the issue of disabilities – both content and technical aspects. A wide range of legislation helps disabled people e.g. television channels have to provide subtitles for hearing impaired people.

Hungarian society is showing ageing trends. This is why ageing is also a special issue in this market. Companies have to be especially careful when communicating to or about elderly people.



## Bulgaria



### Plamena Koeva

PR Manager, Janev and Janev



### Equity is essential

The first campaign in a company must necessarily focus on equality. It is essential to place equity before diversity. Set clear corporate goals toward greater equity and then develop internal initiatives and programs popularizing the equity culture.

### Internal long-term strategy

Developing a real DEI agenda with programs and initiatives tailored to the organization itself and the team that works in it. The initiatives have to be focused on specific groups and contexts in which diversity, equity, and inclusion play out for the individuals.

### Act from small to large departments

Integrate DEI by building a greater team and individual capability, starting with small departments. It is essential to engage leaders of all departments in the company and conduct special training on important DEI topics that supports them in their work and real-life, day-to-day interactions.





LF CHANNEL



## Spain



### Imma Folch-Lázaro

CEO and Founder [LF Channel](#)  
DEI EMEA Chair Worldcom PR Group

#### Diversity in a global world

Although diversity is a global concept, its application and integration in corporate policies is not uniform, as it varies according to the cultural and social context of each country. The case of Spain is representative due to the nature of its language, in which there is no neutral gender. Therefore, the use of conventional Spanish does not integrate men and women in the same way and favors inequality between both groups. For this reason, the use of inclusive language in communication strategies is essential to be able to appeal to all audiences. In our case, one of the most important aspects for me and for the people in my team is to promote and give a voice to inclusive communication.

Nor can we forget the internal context of companies. Communication with our teams must also be responsible from a diversity and inclusive perspective. Moreover, the pandemic has generated an increase in the scope of internal communication. With the implementation of remote working, business interactions are no longer relegated to the office. Each person's personal circumstances are unique, so we must understand diversity as part of the DNA of our relationships.

#### Companies with a purpose

Achieving diversity is not a stand-alone objective but is integrated within a common denominator: generating brand engagement. Beyond offering services or selling products, companies seek to represent values, and consumers want to engage with brands with a clear purpose. In this sense, it is no longer enough to talk about sustainability or corporate social responsibility: now the key concept is ESG policies. Those companies that take into account environmental, social and corporate governance factors will be the ones that position themselves ahead of the pack.

We are on the right track, but it is important to make a continuous review of our actions in order to identify stereotypes or clichés that we have been assuming throughout our lives and that perhaps, analyzed from the point of view of diversity and inclusion, need to be changed. It is challenging, but we must assume the individual responsibility that each one of us has in this change.



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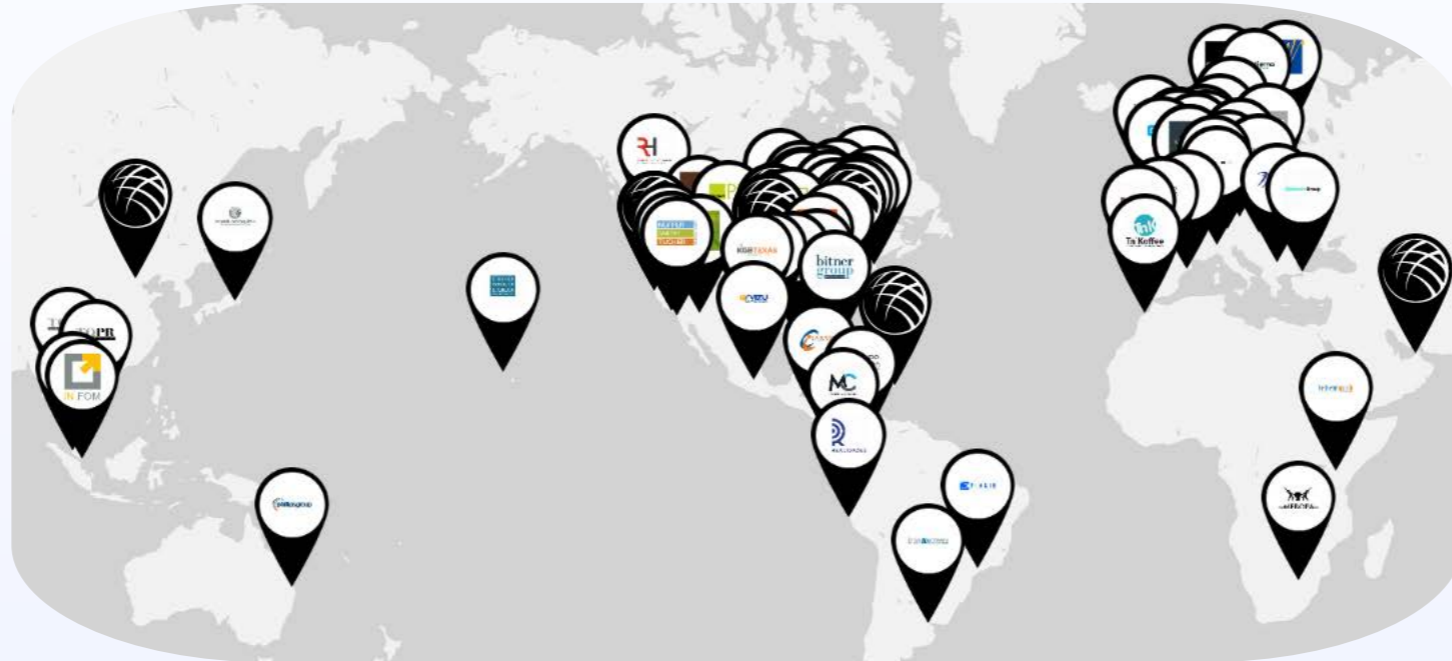
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