



Equal Treatment in Working Life

EIGHT EXAMPLES





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Eight examples

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STEAL OTHERS' IDEAS!

The European Social Fund supports hundreds of projects around Sweden in pursuit of a specific goal – work and new opportunities for all.

The Thematic Group on Equality is one of the Fund's theme groups and its task is to collect, analyse and disseminate know-how gained from projects. Here, we present a number of successful examples. Be inspired by them, and don't be afraid to steal an idea should it suit your particular activity!



Read more: www.femalikaBehandling.se





EQUAL TREATMENT – WHAT DO WE KNOW?

Equal treatment in working life is a broad subject area. It covers many different types of initiatives designed to prevent discrimination and to make workplaces more inclusive. The goal is to ensure that all enjoy the same rights and opportunities in working life regardless of their sex, age, ethnicity, sexual orientation, sexual identity or sexual expression, disability, religion or other belief.

There are several good reasons for focusing on equal treatment issues. Not being discriminated against is a human right. There is a law in Sweden that places demands on employers. There are also examples showing that equal treatment work is profitable and beneficial for companies and organisations engaging in it.

So how is it done? There is no unequivocal answer to this question. Further research is needed, but certain factors have been identified by a number of different studies:

- A systematic approach is vital: from surveys and analyses to follow ups and evaluations.
- The work must be established at different levels in the organisation.
- The active involvement of managers prepared to highlight the issue and to effect change is essential.
- A long-term perspective is needed – the work is time-consuming and requires both economic resources and a clear division of responsibilities.





NO MORE 'GUT INSTINCT'!

The main purpose of Diversity and Recruitment was to enhance and ensure quality in the Municipality of Gävle's recruitment process and thereby reduce the risk of discrimination.

How have you worked?

We produced a web-based tool to improve our recruitment work, the goal being to eliminate discrimination. Managers, HR officers and union representatives were all given training to make them more aware of discrimination issues and equal treatment in relation to the recruitment process.

What results have you seen?

A closer understanding of discrimination and equal treatment issues among recruitment managers, HR people and union representatives. The project has made us more aware of ourselves, how we are influenced by our own unconscious norms, and what 'gut instinct' means in the recruitment process.

Describe some success factors!

The project proceeded from actual needs and injected an equal treatment perspective into our regular operation. Participation was broad at all levels, with management's support.



Diversity and recruitment

Project manager: Moa Hjertson

Conducted by: The Municipality of Gävle

Contact: Annica Lidén, Staff Manager, Municipality of Gävle, tel +46 (0)26-17 84 96

Project period: 2009

Read more: www.gavle.se

MENTORS OPENS JOB DOORS

The aim of MINE – Ethnic Diversity in Business is to develop practical models for tackling diversity issues. We have a mentorship programme, for instance, where we match people already employed in the Swedish labour market with people born abroad.

How have you worked?

During the project we have established a mentorship concept whereby we train, match and follow up mentors and mentees. The participants have attended sessions centring on job-related activities of various kinds, such as speednetworking.

What results have you seen?

Mentors taking part tell us that people at their workplaces have become more aware of what diversity involves. The project has given the mentors themselves a chance to develop as discussion partners, and also of course to meet people from other parts of the world. And many mentees have gained entry to the labour market, either as employees or in work experience positions.

Describe your foremost success factor!

The commitment shown by companies, by managers and staff alike, has been important in giving the mentees both a sense of the workplace and access to the mentors' networks.



MINE – Ethnic Diversity in Business

Project manager: Tom Magnusson

Conducted by: MINE – Ethnic Diversity in Business

Project period: 2009–2011. Contact: Maher Akob,
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MAKE DEMANDS WHEN PURCHASING!

The project Pilot Model for Occupational Health in Jämtland County seeks to identify new work forms and processes that make the gender perspective a natural part of industrial health efforts. Here, industrial health refers to the interaction between organisation, productivity, work environment and health.

How have you worked?

Gender mainstreaming has been made a requirement both when procuring external suppliers to the project programmes and when procuring the municipality of Krokom's external suppliers of industrial health services.

What results have you seen?

With the advent of a gender perspective, we are now able to analyse sickness-related absence and rehabilitation needs in the municipality much more closely. We have noted an imbalance in resource distribution and are now working to correct it. Sickness rates are falling, which shows we are on the right track.

Describe your foremost success factor!

Focusing on the gender perspective in occupational health has been an innovative move. The project has attracted national attention as a result, and has also led to new contacts that municipal staff in Krokom have benefited from.



Pilot Model for Occupational Health in Jämtland County

Project manager: Agneta Sunder

Conducted by: The Municipality of Krokom

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Project period: 2009–2011.

Read more: krokom.se, temalikabehandling.se

DIVERSITY BENEFITS BUSINESS

Entrepreneurship, diversity and business development is a project that seeks to help small businesses achieve greater profitability by using diversity as a tool.

How have you worked?

We have used three parallel methods: two training courses – tandem working and growth forum – and a counselling programme. All three have combined business benefit and pro-diversity thinking. In general, they have involved the participants challenging their own and others' prejudices and perceptions so as to gain a better understanding of customers, networks, selling and the market.

What results have you seen?

We see that the participants have begun to examine their basic company values and to regard diversity as a competitive advantage. They may for instance target a new customer group for their product or service, start to cooperate with unexpected partners, make their websites accessible for people with disabilities, or the like.

Describe your foremost success factor!

The fact that our process leaders and guest speakers are able to communicate the interaction between diversity and business benefit.



Entrepreneurship, diversity and business development

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Project period: 2011–2013

Read more: www.mnc.se

A BOOST FOR ACCESSIBILITY

The Dala Boost is a skills enhancement project designed to help entrepreneurs meet current and future challenges. One of the focus areas is accessibility for people with disabilities.

How have you worked?

We provide training courses all over Dalarna in strategically important subjects, on the entrepreneurs' own terms. Accessibility is a crucial part of our work since employers in Dalarna are going to require at least 7 000 workers over the next five years. Accessibility is a mandatory component, both on our courses and on our website, and also in our other work material.

What results have you seen?

To date, The Dala Boost has attracted some 200 companies with around 600 employees. Our courses have made Dalarna's entrepreneurs think, and given them fresh insights. We believe this will lead to broader recruitment and help companies to move in new directions.

Describe your foremost success factor!

That we make clear the advantages of changing attitudes and viewing accessibility in both a human and an economic light.



The Dala Boost (Dalalyft)

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Read more: www.dalalyft.se



HOW PRESCHOOLS IMPROVED

Cultural Inclusion in Preschools is a project that seeks to establish a new and more inclusive perception of culture, language and identity at preschool level.

How have you worked?

We have sought to strengthen mother-tongue teachers both as a group and as individuals. Our method involves training, reflection and method development for the group as a whole, as well as in-depth discussions with each individual teacher. We have also focused on selected preschools, where the director's level of commitment has been crucial.

What results have you seen?

The mother-tongue teachers now have a completely different role in the operation, both at the pilot preschools and in some other departments. Many feel a part of the work group and their self-confidence has increased. Several preschools have revised their activities and adopted new working methods.

Describe your foremost success factor!

That we have worked at different operational and strategic levels – with individuals, working groups and the organisation.



Cultural Inclusion in Preschools

Project manager: Kenneth Ritzén

Conducted by: The Municipality of Uppsala

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Project period: 2008–2011

Read more: www.temalikabehandling.se

EDUCATE AT ALL LEVELS!

The aim of More Diversity – Gender Equality Always has been to enhance knowledge and awareness about diversity and gender mainstreaming among the politicians, managers and staff of the Municipality of Sollefteå.

How have you worked?

The project has pursued three training approaches: one for politicians, one for managers and one for staff. The politicians have attended seminars and developed guidelines for how the diversity and gender equality perspectives are to be mainstreamed into the municipal operation. The managers have received process training, surveyed their activities and developed an action plan. Staff have taken part in a workplace programme including practical exercises and discussions.

What results have you seen?

People have gained a better understanding of how the operation can be improved through diversity and gender mainstreaming, and they have learnt what tools can be used in this work. Also, there is now a greater willingness to incorporate these two perspectives into the operation.

Describe your foremost success factor!

That the project has tackled the issues systematically at all levels.



More Diversity – Gender Equality Always

Project management: Ulrika Auno and Madeleine Wikstén

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Project period: 2009-2011

Read more: www.solleftea.se

HOW DO WE TREAT PEOPLE BEST?

The two projects Diversa and Directa set out to ensure that individuals seeking the services of Sweden's employment offices are given the support they are entitled to. Staff must be skilled in providing such support and must treat people with due respect and consideration.

How have you worked?

Diversa offers all staff general training in matters relating to equal treatment and discrimination, and also provides needs-based skills enhancement courses. The focus in Directa is on personal encounters. Communication and participation are emphasised to help individuals influence their introduction into society/the job market. Diversa and Directa formulate proposals for new approaches and tools that can be tried out in the employment offices' regular operation.

What results have you seen?

Access to communication – i.e. language support – is crucial to a person's chances of participating, and therefore of vital importance for individual outcomes!

Describe your foremost success factor!

That we train staff and develop new methods in parallel.



Diversa/Directa

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Project period: 2011–2013

Read more: www.temalikabehandling.se



A FEW WORDS ABOUT US

The Thematic Group on Equality is one of the European Social Fund's five national thematic groups.

We seek to ensure that the knowledge gained from hundreds of projects run under European Social Fund auspices is placed at the disposal of the labour market's actors. We do so by analysing, systematising and disseminating project results. The aim in this is to secure a more long-term impact than can be achieved by individual projects.

The Thematic Group on Equality is run by the Working Life Forum in cooperation with the Public Employment Service, the Equality Ombudsman, the Swedish Disability Federation, the Swedish Agency for Disability Policy Coordination, Linköping University, the Swedish Trade Union Confederation, the Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights, and Swedbank.

Our principal issues:

- Methods for equal treatment in working life
- Skills enhancement relating to all grounds of discrimination
- Gender mainstreaming
- Accessibility for people with disabilities



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THE THEMATIC GROUP ON EQUALITY IS RUN BY:

THE WORKING LIFE FORUM

The Working Life Forum (Arbetsmiljöforum) is a media and education company that targets both the private and the public sector. It aims to be a leading forum for information, knowledge and debate in pursuit of a sustainable working life.

The Working Life Forum is responsible for:

- The journal Du&jobbet
- Training programmes
- WorkingLife theme days
- A network for working life activists

Read more at www.arbetsmiljoforum.se
and www.duochjobbet.se



THE THEMATIC GROUP ON EQUALITY IS RUN BY:

THE SWEDISH ESF COUNCIL

The Swedish ESF Council is a government agency under the Ministry of Employment, responsible for administering European Social Fund and European Integration Fund activities in Sweden.

The Social Fund is the prime EU instrument for creating more and better jobs in Europe.

In Sweden, over SEK 12 billion is being invested during the period 2007–2013 to help women and men enhance their skills and improve their employment prospects.

Read more at www.esf.se



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