

# 12th German Diversity Day

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**That was 28 May 2024**

Inga Giest, Project Lead German Diversity Day,  
Charta der Vielfalt e. V.



# AGENDA

- The 12th German Diversity Day
- Actions for #DDT24
- Media response
- Outlook 2025

# The 12th German Diversity Day

All facts and figures at a glance

Our motto: #VoteForDiversity

# The 12th German Diversity Day

#VoiceForDiversity



Under the motto #VoteForDiversity, the 12th German Diversity Day impressively demonstrated that diversity is firmly anchored in the German workplace! Over 800 organisations registered more than 2,330 activities for the 12th German Diversity Day, sending a strong signal for diversity in the workplace on 28 May 2024. Many others also took part without formally registering an action. A big thank you to everyone for their inspiring and creative contributions, which made #DDT24 a unique and impressive day for diversity.

#DDT24 #VoiceForDiversity

# The 12th German Diversity Day

#VoiceForDiversity

- **Over 820 organisations\*** have registered an action nationwide
- More than **2,330** implemented **campaigns\***
- Media reach of **more than 700 million contacts\***
- **More than 7,000 social media interactions\***
- Around **1,800 media reports\***

# The 12th German Diversity Day

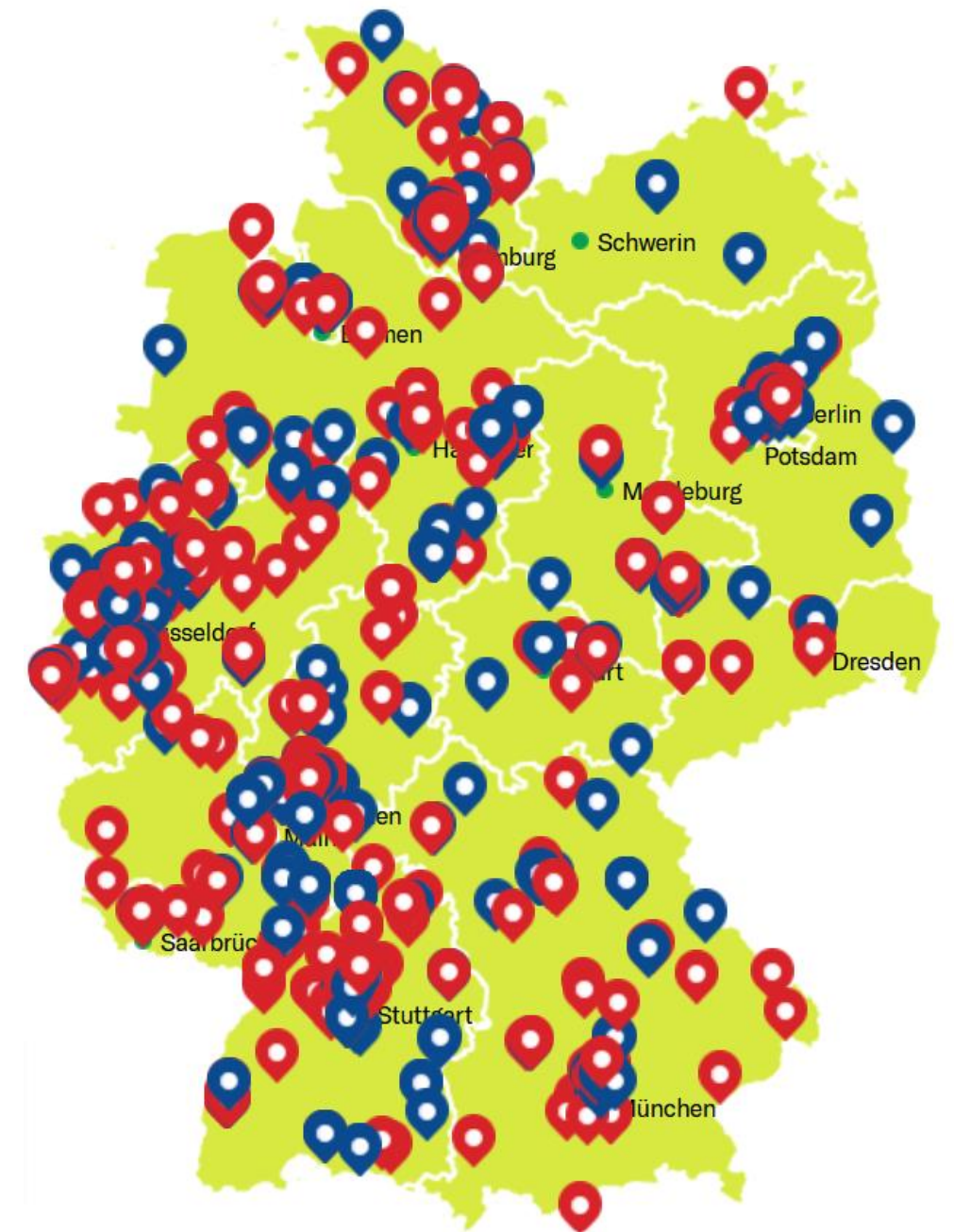
#Federal commitment

- Actions in all federal states
- German companies, organisations and institutions are participating in #DDT24 almost across the board

Internal actions



Public actions



# The 12th German Diversity Day

#Our support for every need

- New edition of the interactive online learning format [Doing Diversity](#) in English and German
- New edition of the [online diversity quiz](#) in two versions in English and German
- New edition of [the Diversity Factbook](#) & [Factsheet](#)
- Numerous digital [materials and print templates](#) for creative activities

# Actions for #DDT24



# Actions for #DDT24



Image: Instagram, studierendenWERK Berlin

Under the motto "**Strengthening diversity and democracy**", studierendenWERK BERLIN, Berliner Wasserbetriebe, the fire brigade, BVG and BSR organised a joint week of action this year for #DDT. Over the course of three days, seven activities took place in the city aimed at strengthening employees' democratic stance and sensitising them to populism and extremism.



Picture: Charta der Vielfalt e. V., Audi AG

Under the title "**Challenging times - D&I is the key**", the Audi Group, with brands such as Bentley, Ducati and Lamborghini, is offering around 60 digital sessions in eight languages as well as local face-to-face events for the #DDT. All employees were able to put together their own individual programme and load it directly into their calendar. **In this way, Audi aims to create targeted touchpoints for Diversity & Inclusion.**



Image: iQ Network, West German Chamber of Skilled Crafts

Every two years, the West German Chamber of Skilled Crafts and the chambers of skilled crafts in North Rhine-Westphalia honour member companies for their outstanding integration achievements with the "Integration Award for Skilled Crafts". On German Diversity Day, **this award provides an insight into the diverse stories of committed people**, many of whom have a history of immigration themselves.

# Actions for #DDT24



Image: Charta der Vielfalt e. V., KiKA

On German Diversity Day 2024, KiKA presents the results of its second **study on inclusive and gender-equitable language** for children aged six to 13. The presentation was made internally to employees and publicly at the re:publika society conference in Berlin.



Picture: IKEA

As part of #DDTs24, we at IKEA took part in an employer campaign **to show that diversity and inclusion are core values for us**. In YouTube videos, employees with a refugee background shared their experiences of everyday working life. In addition, our Equality, Diversity & Inclusion Manager provided insights into our stance on diversity, inclusion and equal opportunities.

Signing the **Diversity Charter** can also be an action: By the #DDT in May 2024, around **6,000 organisations** had signed, a record high in 2024.

# Actions for #DDT24



Image: Charta der Vielfalt e. V., Our Common Garden

Open garden days in "Our Common Garden" 2024: **We garden and work together to celebrate the cultural diversity in our community garden in the east of Leipzig.** Everyone was welcome to come along and discover the garden. No previous knowledge was necessary - just the joy of learning new things and experiencing diversity!



Image: LinkedIn, Diversity Network Rhine-Ruhr

**"Diversity instead of diversity - it starts in the mind!"** Under this motto, the Diversity Network Rhine-Ruhr has been organising an established series of events on German Diversity Day for years. The network is an association of regional companies, including Deutsche Telekom, DHL Group, E.ON, ERGO, Ford, GEA, Henkel, Hewlett Packard Enterprise, Hogan Lovells, ISS Deutschland, LANXESS, RWE, thyssenkrupp, TÜV Rheinland and Vodafone Deutschland.



Image: Charta der Vielfalt e. V., STIFT Thüringen

We are convinced that whether STEM education, research and science transfer or start-ups - **innovative ideas and ground-breaking developments arise from the exchange of different perspectives and diversity in thinking and problem-solving.** Innovation thrives on the foundations of democracy, sustainability, diversity, tolerance, cosmopolitanism and exchange. With the #Innovationneeds campaign, we wanted to send a strong signal at #DDT24 and emphasise in postings that **diversity is the basis for innovation.**

**#Media response**

## Reach of social media

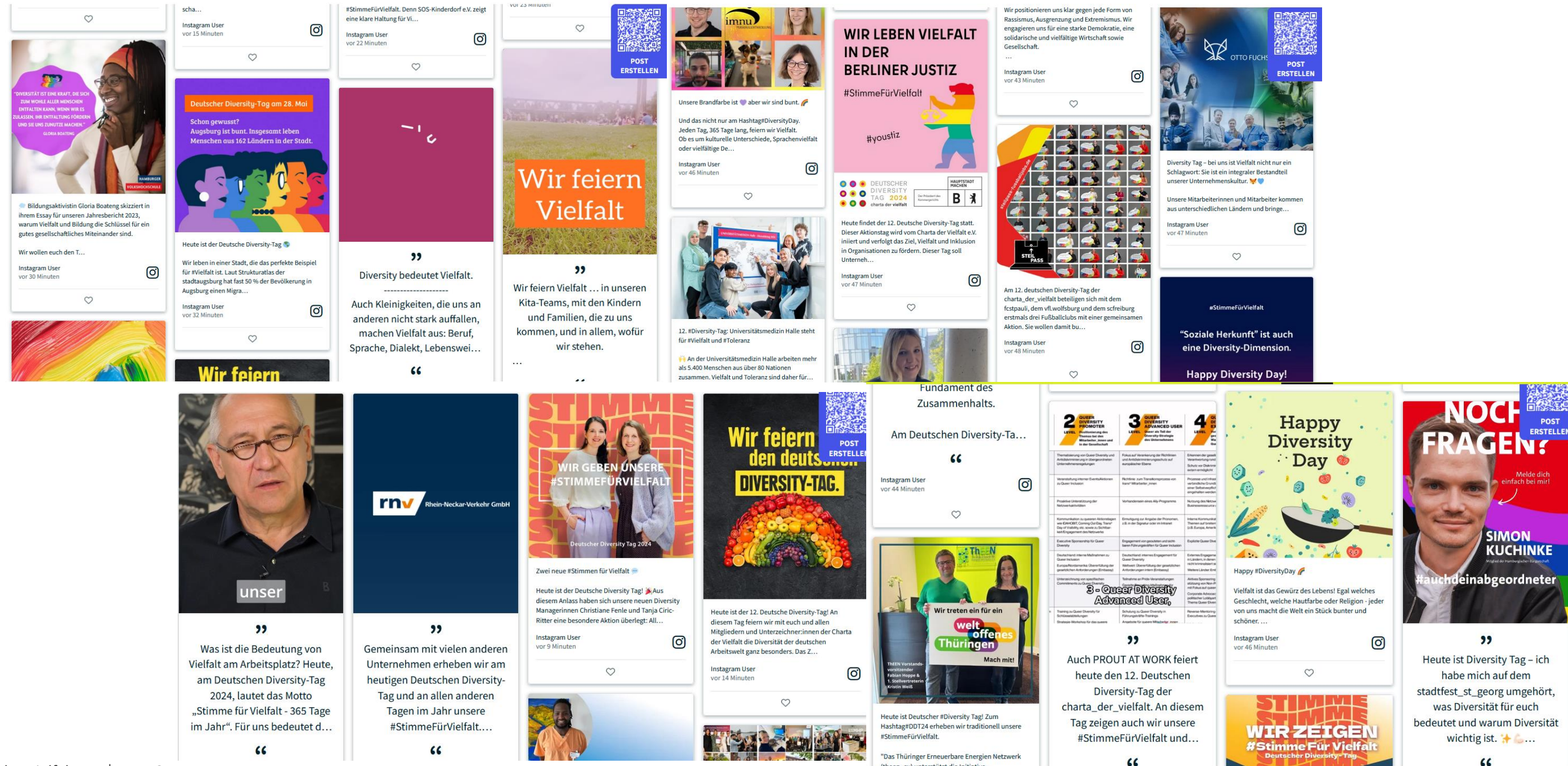
With the hashtags #DDT24 and #StimmeFürVielfalt, a total reach of more than 225,000 contacts\* was achieved.

**Instagram**  
**17.632**

**LinkedIn**  
**211.775**

With our social media campaign this year, we were able to mobilise many organisations who told us how they demand and promote diversity.

## A selection of social media reports



### Reach by news media

With over 1,800 mentions in various news portals, we have set a new personal record.

#### Our top 3:

Daily news: 128M

NDR Norddeutscher

Rundfunk: 95.6M

SWR radio: 87.1M




We have outdone ourselves again this year: With a reach of over 700 million\*, we have achieved an impressive increase of around 500 million compared to the previous year.

## A selection of media reports



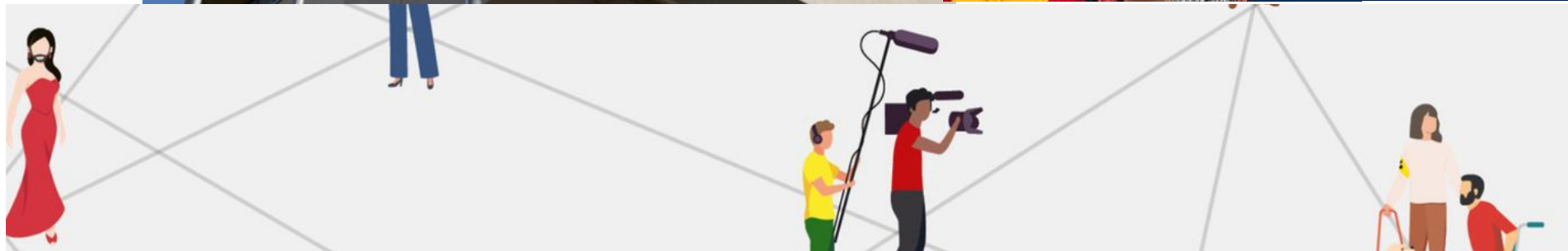
SWR» AKTUELL

Suchen Wetter Verkehr

Teilen:   

**Im Landtag von Baden-Württemberg sitzen 154 Abgeordnete - fast 70 Prozent davon sind Männer. Präsidentin Muhterem Aras fordert deshalb: Das Parlament muss jünger, weiblicher und diverser werden.**

Nach Ansicht von Landtagspräsidentin Muhterem Aras (Grüne) bildet der Landtag von Baden-Württemberg die Vielfalt des Landes nicht genügend ab. Sie forderte anlässlich des Diversity-Tags am Dienstag, das Parlament müsse jünger, weiblicher und diverser werden.



### Diversity-Tag 2024 in der ARD: Gemeinsam-sind-wir-Vielfalt

Die ARD rückt zum 28. Mai 2024 wieder Vielfalt und Diversität in den Mittelpunkt ihrer Programme. Unter dem Titel "Gemeinsam sind wir Vielfalt" setzten die öffentlich-rechtlichen Medienhäuser einen Schwerpunkt auf die Themen Inklusion und Leben mit Behinderung.



# Outlook 2025

# The 13th German Diversity Day

The **#DDT25** will take place on **27 May 2025!**

Plan your action now and show once again **#VoteForDiversity**

We are looking forward  
to **your actions!**

Living diversity - **365**  
**days** a year: You can still  
register your campaigns  
for **#DDT24** now!

This was the 12th German Diversity Day

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**See you soon!**

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