



Made for minds.

Informationen for trainers

- Diversity, Equity and Inclusion

From March 2024

Diversity, Equity and Inclusion at DW



- With employees from over 60 nations and a wide variety of backgrounds, diversity is a central topic of corporate culture and reporting and is anchored in both the company's objectives and its own diversity strategy.
- As a **cross-cutting** issue that is to be systematically implemented at all levels, Deutsche Welle's Diversity, Equity and Inclusion Management focuses on **three clusters** when expanding DEI: employees (**People**), workflows and corporate culture (**Processes**) and work results (**Products**).
- Our triad is: "We are diverse", "We work diversely" and "Our products are diverse". Where different perspectives come together, **complexity**, friction and potential for conflict naturally arise. Achieving these goals is therefore always a **joint effort**. In this context, cooperation with our **Antidiscrimination Officer, the staff representatives, People, our Equal Opportunities Officers, as well as with our Compliance and Conflict Management departments at DW is particularly important**.
- Successful diversity, equity and inclusion management (DEI for short) recognizes, promotes and values the diversity of the workforce in order to create **more equal opportunities and fairness** and to be effective in the long term.

For further information, please visit: <https://corporate.dw.com/en/diversity/s-57420255>

Diversity strategy until 2025

In 2025, DW is not only one of the most diverse media organizations in Germany, but also one of the most inclusive. It embraces diversity both internally and externally. This is our declared overarching goal. To achieve our goal, we pursue a holistic and intersectional diversity management approach.

Our strategic goals:

- Strategic objective I: We are diverse - increasing representation at all levels of the workforce
- Strategic objective II: We work diversely - strengthening an inclusive corporate culture
- Strategic objective III: Our products are diverse - representing the diversity of perspectives of our target groups worldwide

Our focus / priorities in 2024:

- Conducting diversity-relevant and intersectionally designed training measures for managers & employees
- Expanding diversity skills throughout the organisation
- Further strengthening diversity as a cross-cutting topic in DW processes and services

Promotion of DIE in the DW | Examples

- Participation in the traveling exhibition "[Dialogue in the dark](#)" as part of the Innoklusio model project,
- Participation in German Diversity Day (DW celebrates diversity 2024),
- Various training, exchange and information formats for employees and managers (including [Employers for Equality](#)),
- DW has been a member of the **Diversity Charter** since 2011. DW has been a **media partner of the Diversity Conference** organized by the Diversity Charter and the Tagesspiegel since 2020
- The establishment of a DW-wide **diversity working group** (the first workshop was held with participants from this working group in the fall) as well as smaller diversity working groups and exchange rounds in individual areas (since December 2021 also in the People area),
- Member ARD Diversity Circle + Together with ARD, ZDF, Deutschlandradio, Mediengruppe RTL and ProSiebenSat.1 Media SE, DW launched the new "Media for Diversity" alliance at the beginning of 2021,
- Introduction [BBC 50:50](#) – The Equality Project in the News and Current Affairs department
- [Pride Champion Index Seal in Gold by the UHLALA Audit](#) as an **LGBTIQ+ - friendly employer**

Diversity in reporting

You can find examples of diversity in reporting on our homepage:

<https://www.dw.com/en/diversity/t-58166411>



If you have any questions, please get
in touch with your contact person at
Learning and Development