



Our Company Culture: Diverse, Digital, Sustainable



Code of Conduct

Editorial principles and standards

Comply with laws

Handling data with care

Always act in the interest of DW

Transparent communication

SUSTAINABLE

Sustainability and security

Live values and diversity

Against Discrimination (Sexism, Racism, Antisemitism)

Economy and efficiency

Journalistic Guidelines

Independence
Due diligence
Transparency
Respect
Plurality of opinion
Diversity
...

WE WORK

New flexibility and spaces for real collaboration

Make DW a digital workplace

A bold future - digital, creative, agile

Our MISSION

As an unbiased, German media organization, we provide news and information to people worldwide, giving them the freedom to make up their own minds.

DIVERSITY
needs **EQUITY**
for **INCLUSION**

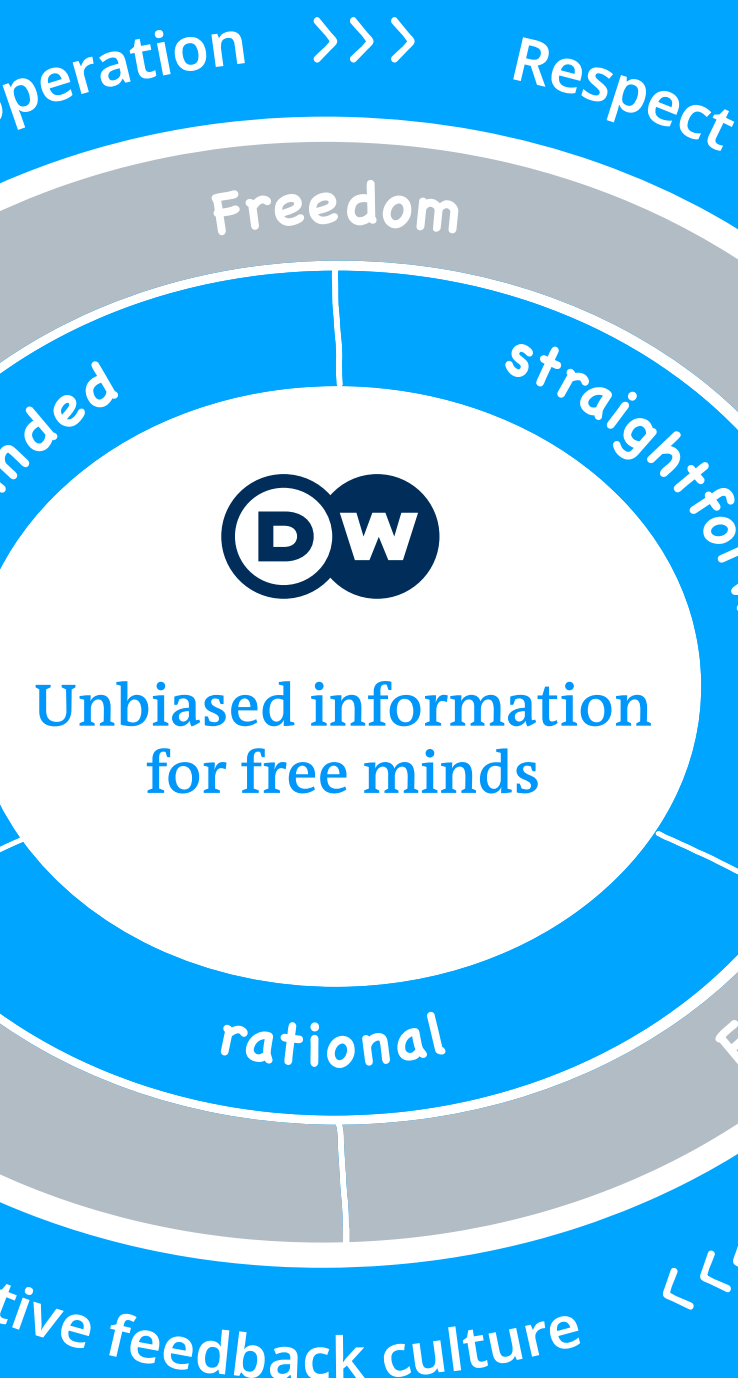
Diversity of perspectives

DIVERSITY

Equity

Innovation

LEADERSHIP VALUES AND Working TOGETHER



Our VISION

By 2025, DW will become an essential source of digital information that inspires its target groups with regionally-relevant, on-demand content that encourages dialogue. DW Akademie will be the leading European institution for media development.

Employees...

...work **independently**

...are **open** to new ideas

...work **collaboratively** and are **user-oriented**

...share and expand their **knowledge**

...communicate **transparently, appreciatively** and **directly**

Management...

...define the **decision-making framework**

...are **role models** and drivers of cultural change

...create the framework for **interdisciplinary teams**

...are **enablers** who activate resources

...communicate **transparently, appreciatively** and **timely**

DIGITAL LEADERSHIP AND COLLABORATION