

The Sweden 2000 Institute in co-operation with the Equality Foundation and the Centre for Diversity and Business invite you to an international conference

Diversity Management - A bridge to Business Excellence

**20th May 2003
Radisson SAS Scandinavia Hotel
Gothenburg, Sweden**

There is a compelling business case for leaders to consider the new set of skills they require to meet the challenges of an increasingly diverse workforce and market. As the business environment becomes more global, organisations also have to cope with changing societal values and expectations and unlock the hidden potential that leads to commercial success.

Diversity is one of the largest challenges for organisational management today and, properly understood, offers businesses and institutions opportunities for developing better practices and improving their competitive edge.

This event will provide a unique opportunity to learn about successful diversity strategies and methods. The event will also introduce you to the new European legal framework on discrimination.

Brought to you by the Equality Foundation, Centre for Diversity and Business & the Sweden 2000 Institute



Programme

20th May 2003

Moderator: Johan Hiller, Captus Consult, Stockholm, Sweden

08.00–09.15 **Registration**

09.15–09.30 **Welcome and introduction**

The Sweden 2000 Institute, Gothenburg, Sweden

09.30–10.30 **“Diversity is in our Jeans“**

Alan Christie, Vice President of Corporate Affairs Levi Strauss & Co, Brussels, Belgium

The commitment to diversity at Levi Strauss & Co. is fully integrated in the mission and value of the company. Alan Christie will present the history of this commitment and the way it has been renewed and reinforced to meet the contemporary challenges facing Levi Strauss & Co.

10.30–11.00 Coffee/Tea/Networking

11.00–12.00 **The challenges in implementing Diversity**

Olu Olanrewaju, Managing Director, Midland Area Housing, Birmingham, UK

Olu Olanrewaju will present the business case for diversity in Midland Area Housing. Olu Olanrewaju will also share the challenges the organisation has faced in the process of implementing diversity.

12.00–13.30 Lunch

13.30–14.30 **Diversity Management as part of the Business Strategy**

Randi Jerndal, Strategy Co-ordinator, Volvo Car Corporation

During this session Randi Jerndal at Volvo Car Corporation, will present how Volvo has linked diversity management to its business strategy in a change project called DISI – Diversity in the Swedish Industry.

The project is co-funded by the European Social Fund within the Equal-programme. Volvo Car Corporation together with 5 Swedish suppliers are working to realise the objective of the project: that diversity will become part of the companies' business strategy.

- 14.30–15.30 **The New European Legal Framework**
Graham Shaw, Managing Director
The Centre for Diversity and Business, London, UK
- Between 2003 and 2006 businesses operating in the European Union will be faced with the introduction of a common legal framework on discrimination and the equal treatments of groups in the labour market.
- This session will focus on:
- What are the main features of the new legislation?
 - What areas of impact can we foresee for European companies and organisations?
 - What can organisations do to effectively prepare for the new environment ?
- 15.30–16.00 Coffe/Tea/Networking
- 16.00–17.00 **The Art of Diversity Management**
Ade Ajadi, Managing Director
the Equality Foundation, Bristol, UK
- This presentation reviews and challenges the assumptions that underpin widely held understanding of diversity on which many current initiatives are based. It delivers a critic as to why many initiatives even when they initially work rarely deliver the desired long term outcomes. It will propose alternative consciousness and approach that are more likely to deliver sustainable outcomes.
- 17.00–17.15 Closing

General information

Venue

The conference will be held at:
Radison SAS Scandinavia Hotel
Södra Hamngatan 59-65
Gothenburg, Sweden

Registration fee

The conference fee is 1,450 SEK (VAT excluded).
The conference fee will be invoiced.

Registration

The registration is made through enclosed registration form sent to:

Sverige 2000-institutet
Bror Nilssons Gata 5
417 55 Gothenburg, Sweden

Registration can also be e-mailed to ah@sverige2000.se or mv@sverige2000.se

Latest date for registration is 19th of April 2003.

Language

The conference language is English.

Information

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