

DANISH INSTITUTE FOR HUMAN RIGHTS DIVERSITY LAB

- Diversity Lab was launched by DIHR in 2008. Every year, 15 new companies are invited to join forces in experimenting with tools and methods to increase, retain and leverage diversity.
- The Diversity Lab process begins with a workshop in each participating company, to map out current diversity policies and experiences, as well as needs and competences for working strategically with diversity. In the workshop each company also formulates its own objectives for increasing, retaining and leveraging diversity which they aim to achieve through participation in Diversity Lab.
- Companies are supported in this strategic work and dialogue by our diversity and anti-discrimination model action plan, an intuitive tool that visualizes diversity strategy as a roadmap.
- Every company is represented in the Lab by 3 individuals:
 - a top management ambassador – to drive implementation of new methods and learnings
 - a department manager – who will experiment and test new diversity tools and methods in his or her department in the testing periods
 - a human resource manager, to assist and support the department manager in each of these experiments and ensure that the experience can be rolled out across the organization.
- After engaging in their individual initial workshops, participating companies meet 3 times over the next year for Diversity Lab sessions. At these meetings, companies are introduced to new knowledge and tools addressing the areas of increasing, retaining and leveraging diversity – and they commit to testing one of these tools. Consultants from the Danish Institute for Human Rights guide and advise the companies throughout the testing process.
- Participating companies exchange on different tools and approaches, and develop best practices. The final Diversity Lab of each annual cycle takes place in London, with the Danish companies visiting UK-based companies, and the UK companies are invited to attend Diversity Lab 3, to share experiences and discuss challenges in achieving excellence in diversity management.

In 2010 Diversity Lab is targeting small and medium sized enterprises (sme's) and inviting 15 sme's to become members of the Diversity Lab Network. In connection with this project DIHR will develop a Diversity Tool Box for sme's which will be disseminated in Danish and English to all interested sme's.

Here are some of the companies that have participated in Diversity Lab in 2008 and 2009:
Arla Foods, Ballerup Municipality, DR (Danish Broadcasting Service), LEGO Group, Mc Donald's, METRO Cash & Carry, Novo Nordisk, Novozymes, Nykredit, Odense Municipality, State Serum Institute A.P. Moeller Maersk, The National Police, Danske Bank, Dong Energy, Dansk Supermarked, Microsoft Danmark, COWI, Region Seeland.

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