

# Bertelsmann Action Plan for Inclusion 2019 – 2024

## Evaluation of the first year of implementation

Summary

Core team Action Plan for Inclusion  
Gütersloh, November 2020



# The Action Plan for Inclusion and its evaluation

## What is the Action Plan for Inclusion?

- Practical concept for the implementation of the “**Convention on the Rights of Persons with Disabilities**” (UN-CRPD) at Bertelsmann
- **Joint project** of the Human Resources division of the Executive Board and the Group Representatives for Employees with Disabilities for all German Bertelsmann companies
- Development through an **inclusive process** together with supporters from different fields and divisions
- Published in September 2019 with a validity period of **five years until 2024**
- Identification of 27 goals and 69 corresponding measures in five different action areas:



Workplace Design and Working Conditions



Constructional Conditions



Awareness-building and Communication



Health Management



Recruitment, Qualification and Development

## Evaluation of the Action Plan for Inclusion

- The implementation process consists of four steps:
  - Annual **prioritization** of measures
  - **Control** of the implementation
  - Continuous **communication**
  - Annual **evaluation**
- The annual evaluation is an **important part** in order to ensure a structured and transparent implementation
- Development of a detailed **evaluation report** accessible to all project supporters and stakeholders

# Evaluation of the measures from the first year of implementation

## Evaluation system

- Evaluation of **34 priority measures** from the first year of implementation
- The evaluation was conducted by **those responsible for the measures** and the **core team** of the Action Plan for Inclusion
- **Five categories** define the degree of implementation of the measures
  - Not started: Description of the cause
  - In progress 1: Just started
  - In progress 2: In the middle of implementation / first successes
  - In progress 3: almost completed
  - Completed / continuation: Depending on the measure, the continuous implementation is the goal

## Results in the first year of implementation

Out of a total of **34 priority measures** for the first year of implementation,...

- **10** have been completed or are being continued in an ongoing process
  - **13** are in progress 1 or in progress 2
  - **11** have not been started yet
- Many measures cannot be completed after one year due to their scope → those are being continued
- Delays in the implementation process due to COVID-19 and short-time work

# Beispielhafte Umsetzungen aus dem Aktionsplan Inklusion



**FAQ for managers** (measure 1 a, Workplace Design and Working Conditions): A FAQ document on inclusive workplace design has been prepared and published in order to raise awareness among managers. In the next step, it will be widely communicated and included in the leadership trainings.



**Campaign of the company's suggestion scheme** (measure 3 a, Constructional Conditions): A campaign in which employees can submit suggestions for accessibility was carried out in the Corporate Center (CC) Gütersloh. Instructions for the implementation of the measure at other locations were assembled and communicated. A working group in the CC was also formed as a side result from the campaign.



**Guidelines** (measure 4 und 6 b, Awareness-building and Communication): Guidelines on the topics of accessible events (analog & digital) and accessible documents have been created. In the second year of implementation, these will be communicated and implemented.



**Trainings for the Occupational Integration Management (OIM)** (measure 3 a, b, c, Health Management): A concept for the OIM-trainings was developed. These take place regularly and across the group (with 231 participants so far).



**Representatives for employees with disabilities in the application process** (measure 1 b, Recruitment, Qualification and Development): The information in career portals on the support options offered by the representatives for employees with disabilities in the application process has been optimized.

# Outlook for the second year

---

**31 measures** from the first year of implementation are regularly continued or will be implemented in the second year

**9 additional measures** will be added for the second year of implementation, such as

- Connection of health working groups for inclusion
- Linking of job advertisements in job portals for people with disabilities
- More inclusive visual material in communication

**40 measures from the Action Plan for Inclusion** will be processed in the second year of implementation

## Adaptation in implementation

- Maintaining a **Germany-wide implementation** at all Bertelsmann locations
- Greater involvement of **the representatives for employees with disabilities** and **inclusion officers** in the implementation
- **Continuous communication and exchange** with supporters and organizations, e.g. through webinars

# Contacts

---

We look forward to receiving your ideas, questions and feedback on the project:

**Nora Müller**

Diversity Management

[nora.mueller@bertelsmann.de](mailto:nora.mueller@bertelsmann.de)

Tel.: +49(5241) 80 79086



Further information about the Action Plan Inclusion are available [here](#) on the BENET

**Gabriele McNab**

Representative for Employees with Disabilities

[gaby.mcnab@bertelsmann.de](mailto:gaby.mcnab@bertelsmann.de)

Tel.: +49(7221) 5040 4440



Further information on the topic of inclusion can be found [here](#) on the BENET