

Bertelsmann Action Plan for Inclusion 2019 – 2024

Evaluation of the second year of implementation

Summary

Core team Action Plan for Inclusion
Gütersloh, November 2021



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

Annual evaluation

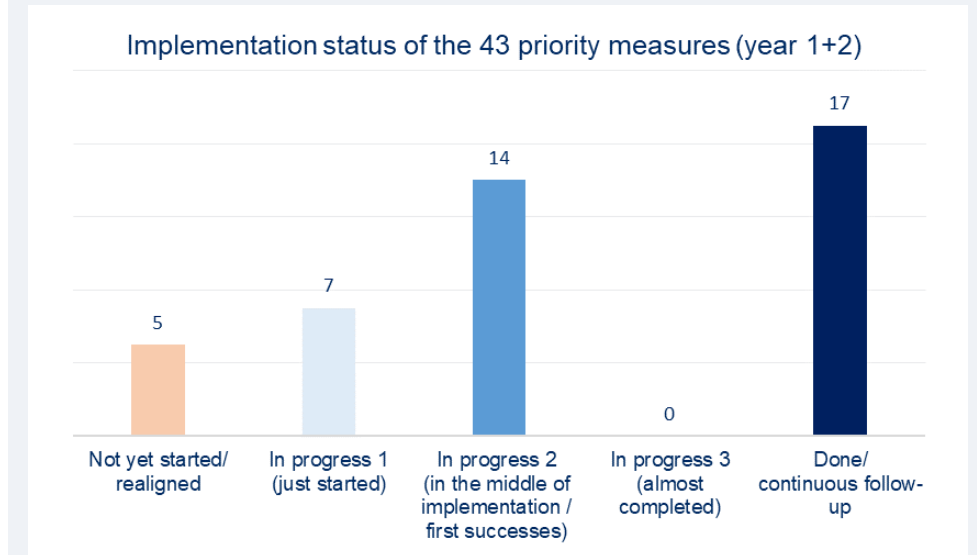
- The implementation process consists of four steps:
 - Annual **prioritization** of measures
 - **Control** of the implementation
 - Continuous **communication**
 - Annual **evaluation**
- The annual evaluation is an **important part** in order to ensure a structured and transparent implementation
-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

Evaluation of the measures during the first two years of implementation

Evaluation system

- **43 Prio** measures from the first and second year of implementation were evaluated
- Evaluation was conducted by **those responsible for measures** and **the core team** of the Action Plan for Inclusion
- **Five categories** define the degree of implementation of the measures:
 - Not yet started / on hold: Description of the cause
 - In progress 1: Just started
 - In progress 2: In the middle of implementation/ first successes
 - In progress 3: almost completed
 - Done / continuous follow-up: Depending on the measure, the continuous implementation is the goal

Results of the first two years of implementation



- Many measures cannot be completed within one year due to their scope → those are being continued
- Delays in the implementation process due to COVID-19

Examples of implementation from the Action Plan for Inclusion



Involvement of people with disabilities and Representatives for Employees with Disabilities in inclusive workplace design (measure 2 b, Workplace Design and Working Conditions): The partnership-based design of an inclusive working environment is addressed in the FAQ for managers, is part of the new Group Inclusion Agreement, and is an ongoing topic in the meetings of the Representatives for employees with disabilities.



Considering accessibility from the start (measure 2 a, Constructional Conditions): Accessibility is implemented by the head of the construction department as a Bertelsmann standard for all construction projects in the office buildings and whenever possible in the warehouse areas as well. A continuous exchange with the respective Representatives for employees with disabilities takes place for this purpose.



Use of inclusive visuals and text material (measure 2 c, Awareness-building and Communication): The new guide on diversity-sensitive language by Corporate Communications and Z-CR points out the importance of diverse visuals and text material without stereotypical depictions of any group of people.



Inclusion in the "Health Working Group" (measures 2 a, Health Management): Inclusion and the working conditions of employees with disabilities are to be regularly addressed in the "Health Working Group". The guideline "tips and guidance for the Health Working Group" has therefore been modified and supplemented to include the topic of inclusion, along with relevant tools for action, and is now being communicated.



Training on inclusion (measure 2 a, Recruitment, Qualification and Development): A free Peoplenet online collection on inclusion was developed and published in the Peoplenet training section. In addition, two trainings for new inclusion officers have already been conducted and will be continuously expanded in the future.

Outlook for the third year of implementation



43 measures from the first and second year of implementation are being continued on a regular basis or will be further implemented in the third year.

12 measures are added for the third year of implementation, e.g.

- Internal diversity award for inclusion efforts
- Creating a more inclusive recruiting process
- Anchoring the Action Plan for Inclusion, Occupational Integration Management and reintegration in all health-related training courses

55 measures of the Action Plan for Inclusion are being pursued in the third year of implementation

Contacts

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

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

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