



6. Innovation Forum

Promoting Diversity in small and medium-sized companies

Webinar for companies, municipalities, economic development agencies, start-ups, students and researchers

14th June 2022 from 4:00 - 5:30 pm

Online via ZOOM¹

The labor market in the Euregio increasingly changes from an employer market to an employee market. In this light, working conditions and corporate culture play a growing important role in the competition for most suitable candidates. In this context, attention should also be paid to newly arrived immigrants in the wake of major refugee movements in the past few years.

In order to develop the potential of a diverse workforce in the best possible way global players have their own diversity departments which ensure that employees are promoted and supported as comprehensively as possible in terms of their needs and opportunities, too. But also small and medium-sized companies without similar resources can take measures to present themselves as attractive employers on the one hand, and to improve cooperation within their multicultural, diverse teams on the other.

The sixth "Innovation Forum" exemplifies how innovative euregional institutions can support and advance the social innovation process of small and medium-sized enterprises.

Join our digital event on 14th June 2022

Please register by clicking the following link:

> **04:00 - 05:30 pm**

After registration, you will receive a confirmation email with access data.²

Participation in the event is free of charge.

Dr. Ann-Marie Krewer, head of *Social.Concepts – Institut für Forschung und Entwicklung in der Sozialen Arbeit* (SO.CON, Hochschule Niederrhein), will talk about “**Promoting diversity in small and medium-sized companies**”. First, a definition of the term “diversity/inclusion” will be presented, followed by two tools which can also be used by small and medium-sized companies to review their corporate strategy and policy with regard to diverse workforces.

Then, Henny Mulders, Occupational psychologist and consultant at *Centre of Expertise for Inclusive Organizations* (CIAO) of Maastricht University, will present the “**Inclusive Work Redesign Model**”, which has been applying in the Netherlands since 2010. It aims to adapt work to the individual and thus prevent incapacity for work, for jobseekers and current staff. Furthermore, he will show a best practice of inclusive work redesign in the health sector.

The presentations will be held in German (slides are in English).

Agenda

Time	Topic	Speaker
3:45-4:00 pm	Sound and Video Check (for companies)	
4:00-4:10 pm	Welcome	Prof. Dr. Angelika Krehl (<i>NIERS</i> , Hochschule Niederrhein)
4:10-4:40 pm	Promoting Diversity in small and medium-sized companies	Dr. Ann-Marie Krewer (<i>SO.CON</i> , Hochschule Niederrhein)
4:40-5:10 pm	Inclusive Work Redesign Model – Best practice in the health sector	Henny Mulders (<i>CIAO</i> , Maastricht University)
5:10 - 5:25 pm	Discussion	Prof. Dr. Angelika Krehl
5:25 - 5:30 pm	Closing statement	Prof. Dr. Angelika Krehl

Contact

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¹ <https://www.hs-niederrhein.de/fileadmin/dateien/it-support/datenschutzhinweise/zoom.pdf>

² https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme_Webmeeting-HN.pdf