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Are Top Companies in Europe Communicating Diversity?

By the DiversityIncBestPractices staff

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An astounding 76 percent of Europe's leading blue-chip companies mention "diversity" in their annual reports. A new survey, entitled "Survey on Diversity in Corporate Annual Reports of Stoxx 50 Companies," notes that "diversity is now a strategic success factor" that "leading companies can no longer overlook."

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The report, issued by European Diversity Research & Consulting, analyzed the annual reports of all Stoxx 50 companies looking for both the presence of diversity content and the depth and scope of the attention paid to diversity. The key areas of diversity focus parallel that of the United States, including mental or physical ability or disability, age, race/ethnicity, gender, beliefs/religion, sexual orientation, culture and work/life. Data indicates a 100 percent increase in the number of companies reporting on diversity in their annual reports.

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The report assessed diversity material according to region and industry and noted the trends. Looking at Europe by region, more than 50 percent of all regions include diversity in their annual reports. However, the United Kingdom sets the standard with 100 percent of all of its Stoxx 50 companies mentioning diversity.

By comparison, DiversityInc measures the prominence of diversity on corporate web sites of companies participating in The DiversityInc Top 50 Companies for Diversity® survey, most of which are Fortune 500 companies. We also examine the presence of diversity in their corporate vision statements.

DiversityInc has found that 86 percent of The DiversityInc Top 50 Companies for Diversity

mention diversity on the corporate web sites and 90 percent incorporate diversity into the corporate vision statements.

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