

Press Release

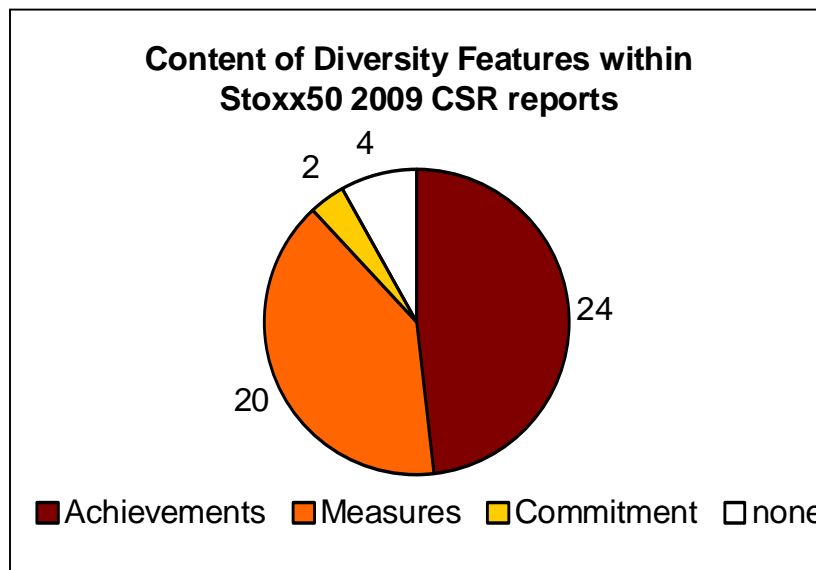
## **STOXX50 CLAIM THE REWARDS FOR THEIR DIVERSITY MANAGEMENT**

### All UK and BeNeLux Stoxx 50 companies feature Diversity in their Annual Reports

Cologne, 8 October 2010: 80% of the Stoxx50 companies cover Diversity in their 2009 Annual Reports, 92% in their CSR Reports. These figures show an increase of 4% in annual reporting in comparison to 2007. These are results of the 2010 edition of a study on Diversity in Stoxx50 Corporate Reporting by European Diversity Research and Consulting. “The pro-active approach that organisations are continuing to adopt towards Diversity reinforces the significance of consciously propelling diverse potential in the changing business landscape”, states Michael Stuber, owner and manager of European Diversity. Findings also show that there is an ongoing trend by organisations to cover Diversity in CSR Reports more extensively than in Annual Reports.

It is surprisingly apparent that in comparison to 2007, the actual scope of Diversity coverage within 2009 annual reports has decreased: Only five companies now publish a full page or more, compared to nine in 2007, the analysts found. However, Diversity coverage in the 2009 CSR reports has grown substantially with 22 companies now dedicating a whole chapter, this is over three times that of 2007. The study also shows that the nature of many reports has significantly changed: since 2007, the number of companies discussing achievements as a result of previously implemented Diversity programs has increased, whilst subsequently the presentation of mere activities has fallen. “These figures do not just show the increased robustness of Diversity coverage”, says Diversity expert Stuber, “but also the success organisations are having by implementing programmes”. They now claim the rewards for their Diversity management.

The study’s regional comparison shows that **all sub-regions possess at least a 65% coverage rate of Diversity within Stoxx50 Annual Reports**. The **UK, which was** the only region to have 100% in 2007, has now been joined by **BeNeLux** cluster which also has **100%** Diversity coverage. However, the analysis shows that this increase in the BeNeLux region has had an adverse effect on the CSR reporting on Diversity, with it falling to 75% in 2009. CSR reporting on Diversity has also dropped in the French-Italian-Spanish cluster: from 100% to 87%.



In total, the analysis show that Corporate Reporting leverages the business benefits of Diversity in Investor Relations and even more so in Public Relations.

**Methodology:** In this qualitative and quantitative analysis, the Project Team of European Diversity Research & Consulting first obtained and processed the Annual Reports of all Stoxx50 companies. The Project Team then expanded the report to include the CSR Reports of all Stoxx50 companies. Analyses were first according to the presence of Diversity content, and then according depth and scope of Diversity material. Data was then processed according to region, industry and trends. Finally, data and analyses from the Annual Reports and CSR reports were compared.

**European Diversity Research & Consulting:** With 13 years of experience in helping international companies in EMEA build effective, high-impact diversity and inclusion initiatives, this pan-European service provider is centred on adding value in the field of Diversity Management and Marketing. In previous years, the research and consulting firm has produced ground-breaking surveys and studies such as the International Business Case Report (IBCR) in 2009 or the Work/Life Practice Survey (WLPS) in 2007, and a number of short studies on current trends and themes.

For a complete copy of the summary report with detailed methodology, complete results and a number of graphs and tips, contact European Diversity with your request at the below information.

Any additional questions, comments or requests for interviews can be directed to the information listed below.

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