

Projekt „Zainwestuj w różnorodność”  
współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego.  
**CZŁOWIEK – NAJLEPSZA INWESTYCJA**

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*Are you trying to stay an attractive employer for outstanding people? Is your business like a magnet for new talents and that is thanks to your management skills? Do you know how to keep experienced employees and enjoy having a great image as a employer? Do you have a need of increasing an efficiency and creativity of teams?  
We would like to invite you to take part in our project "Invest in diversity", which is co-financing from European Union resources within European Social Found.*

**Find out more:** [www.diversity.com.pl](http://www.diversity.com.pl)

The differences between people influence their behaviour, actions and the way how they are perceived. They also affect the way how they work. By taking these differences into consideration, it helps organisations to use capacity and skills, which are in possess of employees.

**Diversity Management it is all kind of organization activities, which heads for consideration and optimal application of diversity at work place.**

From one side, it is a development of awareness for leaders, managers and workers and on the other side, it is implementation of procedures in the range of recruitment, structure changing, trainings and career development programs, which aim for increment of employees diversity.

**Diversity Management it is a versatile, management process, which heads for creation of the type of work environment, where everyone can benefits from.**

Also women! Diversity Management issues are closely related to a matter of gender.

*Diversity – the way to gain the advantage over competitor*

Businesses and institutions, which favour only one gender, they resign from potential of diversity. Women, with their unlike point of view are capable to bring different kind of experience into a team, thereby they contribute to increase the quality of decision making and also they enable to reach varied groups of clients. Employer, who resign from hiring women or prevent them from development, he can voluntarily deprive himself of the best employees. Hiring women in higher management departments, it is no longer only a demand of European Union instruction or fashion but it is a logical business decision, which might be an element of advantage over competitors.

**Your organization can also become a part of a partnership which propagate the diversity management idea.** Organization, which make an effort to introduce diversity management, will cope with global, demographic and work environment changes quicker than competitors. Within the project „Invest in diversity“ we are interested in co-operations with businesses, local government units, social partners and non-governmental organization from Lower Silesian voivodship.



**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

 **ZAINWESTUJ W RÓŻNORÓDNOŚĆ**

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY



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**We are also keen to co-operate outside of Lower Silesian voivodship – in exchange of opinions and experience.**

Stages of our project:

- creating 3 local partnerships ( region of Wrocław, Wałbrzych/Kłodzko, Jelenia Góra) and 1 regional partnership, which aim for propagation of diversity management idea in Lower Silesian Voivodship, with special attention for women potential and it's application in business, engineering and distribution services /august 2010/
- weekends workshops dedicated to practical aspects of introducing diversity management idea, which aim for preparing the partnerships for work on local strategies /august-october 2010/
- conference with participation of international guests- forerunner in diversity management in Europe /november 2010/
- elaboration with experts of local strategies in regards to introducing diversity management methods related to applying women potential in Lower Silesian businesses and institutions /november-december 2010/
- elaboration and publicizing new solutions for applying women potential and regional strategy of introducing diversity management in Lower Silesia /january-march 2011/

Duration of the project: from 01.03.2010- 31.03.2011

**All of those interested in experience exchange we invite to contact the project office:**

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Project Partner:

The Agency of Innovation and Development

ul. Ostródzka 38, 54-116 Wrocław

[www.aridotacje.pl](http://www.aridotacje.pl)

Project Leader:

„Krzyżowa“ Foundation for Mutual Understanding in Europe

Krzyżowa 7, 58-112 Grodziszczce

[www.krzyzowa.org.pl](http://www.krzyzowa.org.pl)

**INVEST IN DIVERSITY!**



**LIDER PROJEKTU**

**BIURA PROJEKTU**

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**PARTNER PROJEKTU**