



# Boost your business by making it fair for everyone and embracing diversity

Improve business performance by supporting equally the potential contribution made by everyone in your workplace, regardless of sex, race, disability, sexual orientation, age, religion, union membership or belief.

## Why?

- Creating a workplace that is seen to be fair will improve staff morale and productivity.
- Managing in a spirit of equal opportunities will improve the way all staff is managed.
- Greater diversity of employees can bring innovative business and marketing ideas.
- A diverse workforce has the ability to better reflect the diverse needs and requirements of an organisation's customers.
- You will help to avoid claims of unlawful discrimination from staff or customers.

## Why is this important?

- According to a 2016 Eurostat report, the gender pay gap in Ireland stands at approximately 14%.<sup>i</sup>
- 41% of EU SMEs have an environmental policy but only 13% have a diversity policy.<sup>ii</sup>
- 63% of Irish people believe that disabled people do not receive equal opportunities in the workplace.<sup>iii</sup>

## How to get started in a small way

- Understand the legal requirements for equal opportunities and non-discrimination - [http://www.citizensinformation.ie/en/employment/equality\\_in\\_work/equality\\_in\\_the\\_workplace.html](http://www.citizensinformation.ie/en/employment/equality_in_work/equality_in_the_workplace.html)
- Develop a policy towards diversity and equal opportunities, covering all elements of equality (sex, race, disability, sexual orientation, age, religion, union membership and belief).
- Take a look at this guide from the European Commission that includes best practice of SMEs successfully implementing diversity measures - [http://ec.europa.eu/justice/discrimination/files/diversity\\_sme2015\\_en.pdf](http://ec.europa.eu/justice/discrimination/files/diversity_sme2015_en.pdf) .
- Talk to staff about how things are working in practice and encourage them to raise with you any examples of unfairness or disadvantage.
- Consider what changes, such as flexible working, will help people with particular needs.
- Think about where you advertise vacancies and how to reach a wider pool of recruits.

<sup>i</sup> [http://ec.europa.eu/ireland/node/684\\_en](http://ec.europa.eu/ireland/node/684_en)

<sup>ii</sup> CSR Europe

<sup>iii</sup> National Disability Authority