

blu media network agrees into diversity as an opportunity

The diversity of modern society, influenced by globalization and demographic change, is shaping economic life in Germany. We can only be economically successful if we recognize and utilize the existing diversity. This applies to the diversity in our workforce and the diverse needs of our customers and business partners.

The diversity of our employees with their different abilities and talents opens up opportunities for innovative and creative solutions.

The implementation of the "Diversity Charter" in our organization aims to create a working environment free of prejudice. All employees should be valued - regardless of gender and gender identity, nationality, ethnic origin, religion or belief, disability, age, sexual orientation and identity. The recognition and promotion of this diverse potential creates economic advantages for our organization.

Within the framework of this charter we will:

- -cultivate an organisational culture characterised by mutual respect and appreciation of each and every individual
- -We create the conditions for both managers and employees to recognise, share and live these values. In doing so, managers and supervisors have a special obligation.
- -we review our human resources processes and ensure that they do justice to the diverse abilities and talents of all employees and our performance standards.
- -we recognize the diversity of society both within and outside the organization
- -we appreciate the potential it offers and use it profitably for the company or institution
- -we make the implementation of the charter a topic of internal and external dialogue
- -we inform our employees about diversity and involve them in the implementation of the charter.