



# Employing the Roma: Insights from Business

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# Outline

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- Business and vulnerable groups
- Why business should be interested?
- E&Y report: Process
- E&Y report: Results/Recommendations
- E&Y report: Follow-up activities
- Global Compact/CSR



# Business and vulnerable groups

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- Businesses are drivers of employment
- Labour market integration activities by government and civil society
- Businesses can complement efforts
- Business case
- Lack of practical guidance



# Why business should be interested?

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- Reputational Risk
- Waste of human resources and productivity
- Sales increase with higher incomes
- Social tensions
- Investment opportunities





# E&Y report: Process

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- E&Y as trusted intermediary to companies
- Open interviews with selected companies that have equal opportunity measures in place
- Cost/benefit analysis
- Recommendations for companies



# E&Y report: Results

- Positive case studies about equal opportunity measures implemented in companies
- Diversity policy important but not sufficient
- Managerial leadership
- Training and transportation packages
- Multisectoral cooperation, local partnerships
- Promote role models
- Share experiences with other businesses



# E&Y report: Follow-up activities

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- Equal opportunity strategies on companies' agenda
- Roma employment is a priority: re-launch in Hungary and other countries and implementation in volunteering companies
- Regular business forum to share and discuss experience and strategies



# Global Compact/CSR

- Global Compact as a platform for companies to embrace, support and enact a set of core values in the areas of human rights, labour standards, environment and anti-corruption
- EC focus: Diversity at the Workplace (age, ethnicity, sex, disabled)
  - CEE countries lag behind EU-15
  - Increased competition -> raise to top (CSR opportunities)
  - Companies interested, need support





# Thank you!

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<http://www.unglobalcompact.org>



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