



Product 1

Gender/Diversity knowledge management system



*„Knowing is an act of participation,  
knowledge is more a living process than  
acquisition of an object.“*

*<http://denham.typepad.com/>*

# Content

1. Key elements of the product
2. Motivation/background
3. Involvement of DP partners
4. Objective of the product
5. Main target groups
6. Implementation

# 1. Key elements of the product

- ↪ Internet based publicly accessible knowledge management system
  
- ↪ Contains
  - ↪ International know how and experience on gender diversity
  - ↪ Presentation of the DP (DP Website)
  - ↪ Sector for communication
  - ↪ Internal sector for DP and transnational communication
  - ↪ Image raising pr for companies and institutions co-operating with the DP

## 2. Motivation/background

- ↪ Lack of knowledge and experience of the issue in Germany
- ↪ Only big companies embark on diversity management
- ↪ Small/medium sized companies often have
  - ↪ no knowledge about gender diversity management
  - ↪ no idea how to cope with Anti-discrimination law

### 3. Involvement of DP partners

- ↪ Co-ordination
  - ↪ All partners
  - ↪ Partners form companies and institutions
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- ↪ WORKSHOP

## 4. Objective of the product

- ↪ Spread knowledge and information
- ↪ Propagate good practice on business cases of gender diversity
- ↪ Make sure that gender, diversity and integration are disseminated and mainstreamed

## 5. Main target groups

- ↪ Companies
- ↪ HR management in companies
- ↪ Marketing people in companies
- ↪ Public institutions
- ↪ Schools
- ↪ Institutions working for Gender Mainstreaming, Diversity and Anti-Discrimination
- ↪ Public at large



## 6. Implementation – Technical aspects

- ↪ Choice of a CMS/Platform for the system
  - ↪ Open Source
  - ↪ Easy to administer
  - ↪ Based on PHP/MySQL
  - ↪ Extensible
  - ↪ Support for forums, calendars, chats, wikis, weblogs
  - ↪ Suitable for teaching programming in our sub-project

## 6. Implementation – Creating content

- ↪ Presentation of DP
- ↪ Contents provided by EP Berlin DiverCity
- ↪ PR for companies and institutions co-operating with the DP
- ↪ Projects by participants of our sub-project diversity knowledge and competence management
  - ↪ Internet research
  - ↪ Expert interviews
  - ↪ Learning diaries
- ↪ Participation of all target groups in interactive sections
- ↪ Focus on flexibility and adaptability of the system

*Thank you!*