



# DIVERSEcity COMMUNITY RESOURCES SOCIETY 13TH ANNUAL CULTURAL DIVERSEcity AWARDS FOR BUSINESS – APRIL 3, 2008

## FAQS FREQUENTLY ASKED QUESTIONS

### WHY THIS EVENT WAS STARTED:

The Cultural DIVERSEcity Awards for Business (CDA) was launched in 1995 with the purpose of recognizing those businesses in the **Surrey, Delta** and **White Rock** communities that have excelled in successfully implementing culturally diverse initiatives into their workplaces.

The organization behind the event – DIVERSEcity Community Resources Society (DIVERSEcity) formerly known as Surrey Delta Immigrant Services Society – recognized over a decade ago that “it makes good business sense to embrace diversity”. As an organization that supports Canadians in becoming contributing citizens, DIVERSEcity recognizes the value of working with and supporting those businesses that are making a difference in their community every day. Incorporating culturally competent practices into everyday business allows a company to employ and retain a diverse workforce, expand their customer-base to include new consumers, adapt their marketing strategies to reach more customers and engage with their customers and clients by sharing meaning and values. It is the essence of building an identity as a socially responsible corporate citizen.

Over the past twelve years the event has gained a reputation as a premier event. And, interest from other municipalities, has led the leadership council to expand the nomination call to include the neighboring municipalities of **Burnaby, Richmond** and **Vancouver** for the 2007 event.

### WHAT IT TAKES TO BE RECOGNIZED:

This event recognizes businesses for their forward-thinking and culturally competent business practices. This recognition focuses on unique criteria that may be part of the company's good corporate citizenship and may often go unnoticed.

In order to be considered for this recognition, companies may submit a nomination package (not exceeding 10 pages) directly to DIVERSEcity. (*details available at: [www.dcrs.ca](http://www.dcrs.ca)*)

By referring to the information in “HOW a nominee highlights their strengths”, the nominee describes their company's culturally competent business practices and highlights achievements or initiatives they have used to attain this level of performance.

### WHAT IS IN IT FOR BUSINESS?

Businesses that promote cultural diversity can:

- increase their customer base
- attract and retain employees with diverse skill sets
- receive peer recognition
- attract customers who recognize their corporate social responsibility
- be acknowledged as a globally-aware employer and a leader in a changing economy

### WHAT IS IN IT FOR THE COMMUNITY?

The community benefits through:

- expanded public recognition possibilities
- increased hands-on business participation and support
- raised social capital and community pride
- elevated awareness of common values including respect for all citizens, as well as the attraction of new people and business participants

### JUDGING CATEGORIES

1. Business 1-25 employees
2. Business 26 & over employees
3. Corporate
4. Not-for-profit
5. Youth Entrepreneurs
6. Public Institutions

The Cultural DIVERSEcity Leadership Council reviews all nominations at a pre-event judging session, and nominees are informed of their standing in advance. Final results are announced at the event, held each year in March.

Winners of the Cultural DIVERSEcity Awards for Business demonstrate leadership in embracing cultural diversity through one or more of the following criteria:

- **Cultural expertise:** the organization recognizes, acknowledges and embraces the values of cultural diversity.
- **Community participation:** the organization participates in community activities.
- **Employee initiatives:** the organization enhances the working environment to retain people from culturally diverse communities and/or the employees reflect the diversity of the community in which they serve.
- **Marketing strategies:** the organization's marketing successfully reaches culturally diverse communities while recognizing different cultural norms, values and languages.



#### FOR MORE INFORMATION, PLEASE CONTACT:

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### **HOW A NOMINEE HIGHLIGHTS THEIR STRENGTHS:**

Nominees may elaborate on one or all of the strengths listed below in their nomination package.

#### **CULTURAL EXPERTISE**

- show how the company/organization provides training to staff on cultural diversity
- explain how staff members comfortably engage with customers/ clients from different cultures
- relay the company/organization's vision statement and/or business plan showing that it includes a commitment to diversity
- describe the position in the company/organization (ie: committee or person) responsible for focusing on diversity issues and/or developing policy

#### **COMMUNITY PARTICIPATION**

- list the events in which the company/organization and/or staff participate in that focus on celebrating diversity in the community
- detail staff and/or client/stakeholder events hosted by the company/organization that are focused on diversity
- explain how the company/organization hosts committees or events that invite input from culturally diverse stakeholder groups

#### **EMPLOYEE INITIATIVES**

- show how the company/organization has adapted its work environment to accommodate cultural differences
- explain how the company/organization's employee demographic (including management) is reflective of the community it serves
- tell how diversity is considered in the company/organization's succession planning
- detail how retention initiatives include an accommodation and respect of cultural needs

#### **MARKETING STRATEGIES**

- explain how clients/customers locate multi-lingual staff
- tell how the company/organization advertises in ethnic media to reach a broader audience
- provide an overview of the company/organization's marketing strategy that includes an assessment of other cultural values
- tell how the company/organization has adapted its service delivery or product lines to appeal to different cultures



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