



# Rethinking Migration: Diversity Policies in Societies of Immigration

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# Key features of our conference

- Defining diversity and framing controversial debates on diversity
- Comparison of diversity politics and strategies of innovative cities from an international and national German perspective
- Implementing diversity-strategies in different fields of action



## Defining Diversity

- Diversity describes the actual condition of an increasingly heterogeneous society
  - Diversity refers to a set target, that is the possibility to shape the existing diversity or plurality
- concept of diversity has no clear definition
  - the definition of diversity differs from person to person, from organization to organization, and from author to author



# Defining Diversity

Diversity is used in different social contexts:

- as a catchword in order to upgrade a certain image
- as a management concept
- as label to bring forward economic interests
- as a strategy against xenophobia and racism
- or as an alternative political concept opposing the concept of (immigrant) integration



# Concept of diversity - no clear definition

- Diverse and diverging concepts of diversity
- Different and diverging programs and ways to implement diversity (called “diversity management” and “diversity mainstreaming”)

BUT:

- Common characteristic: Emphasis on the positive character of a diverse society or group of people
- „Diversity is not about the others – it is about you „



## Historical Background:

### From „affirmative action” to “affirming diversity”

- Civil rights movement and anti-discrimination movement in the USA of the 1950s and 1960s
- Economic value of diversity strategies (“Workforce”-report in 2000)
- European and German anti-discrimination and equality legislation
- German equality law: Allgemeines Gleichbehandlungsgesetz, August 2006



## Contradictions and critical questions

- Plurality – organizational development strategy
- Profit maximation – equal treatment
- Question I: Is utilization of human resources compatible with antidiscrimination goals?
- Question II: How can the contradiction between the economic and social agenda be solved?



## Chances of Diversity

- Promotion of equal access opportunities
- Focus on plurality of differential lines and not ethnic distinctions
- Emphasis on resources and not on deficits
- Addressing invisible structural barriers
- Overcoming of fragmented departmental policies



## Limits of Diversity

- Neglecting socio-economic backgrounds and power relations
- Flowery phrase due to theoretical vagueness
- Umbrella term for a conglomeration of measures
- Existing differences are leveled out
- Depoliticizing of special profiles of social movements
- Selective application and risk to homogenizing organizational culture



## Empirical Evidence – More open questions than answers

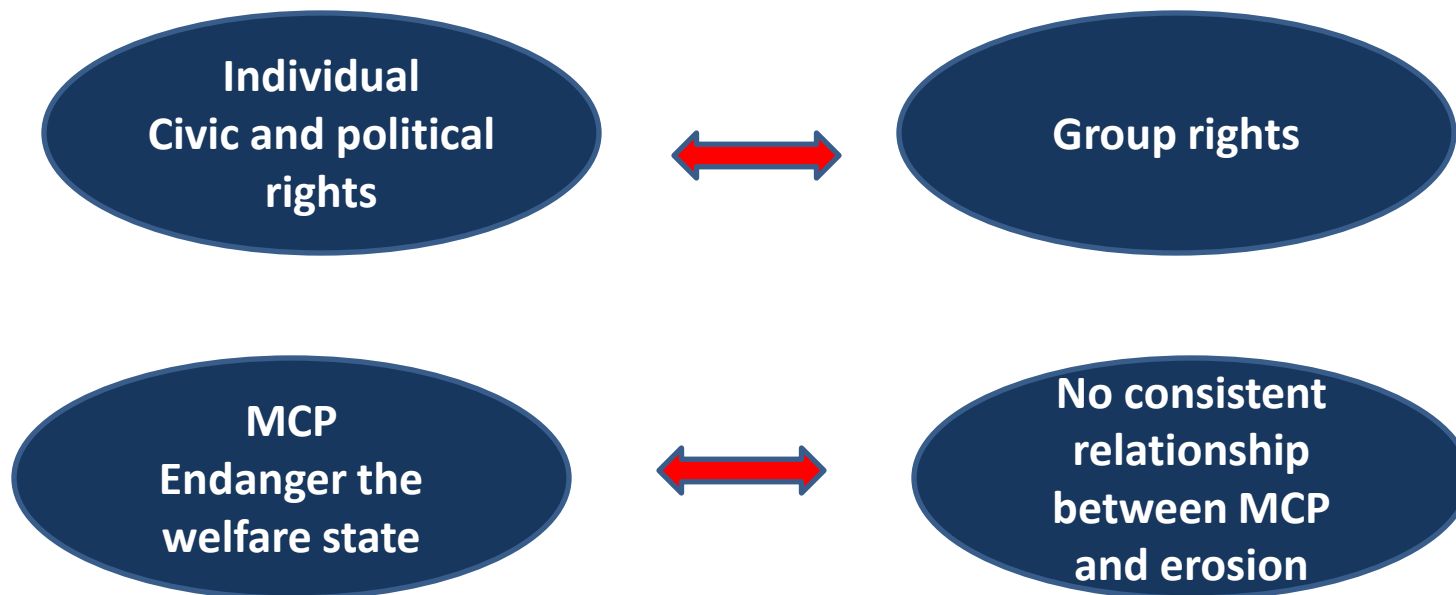
- Are heterogeneous groups more creative and productive than homogenous ones?
- Which instruments does diversity management need?
- How can impacts of diversity programs be measured?
- Successful diversity management requires political will and both top-down and bottom-up approaches



# The entanglement with the debate on multiculturalism

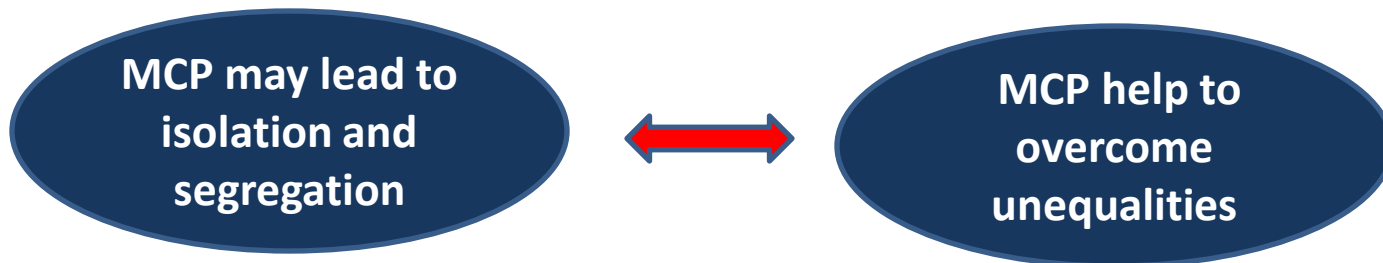
Principles of the debate on multiculturalism

The adoption of multicultural policies has been controversial from the outset





Principles of the debate on multiculturalism



## Rethinking concepts: Section one

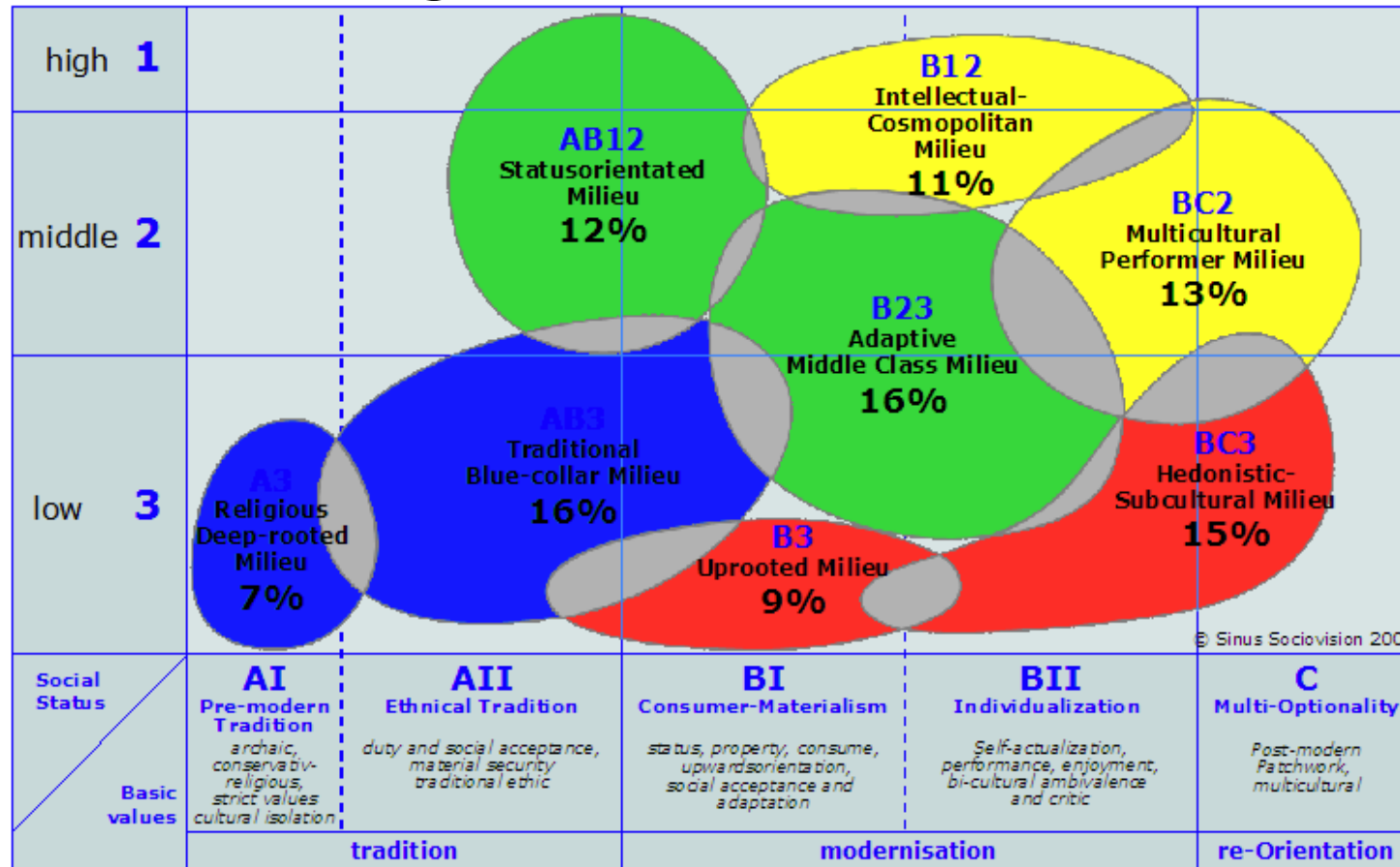
In nearly all European immigration societies mixed forms of multicultural approaches

## Rethinking international cases: Section two



# A „potato diagram“ and its consequences

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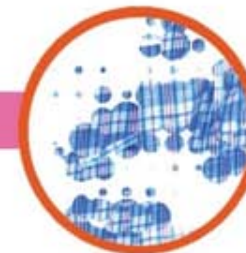
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■ middle-class migrant milieus

■ traditional-rooted migrant milieus

■ ambitious migrant milieus

■ lower migrant milieus



## No declared multicultural policies in Germany, but elements of it

Year	Measures
2006 Integration summit	Enhancement of education dialogue
2007 National integration plan	Integration courses, empowerment of women and girls, integration into education and employment
2008 Integration summit	Continuation of the programmes, establishment of a structured discourse
2010 Integration action plan	Formulation of criteria for evaluation and the strengthening of integration success Measures to integrate more migrants in public services