



E-LEARNING

Level 3



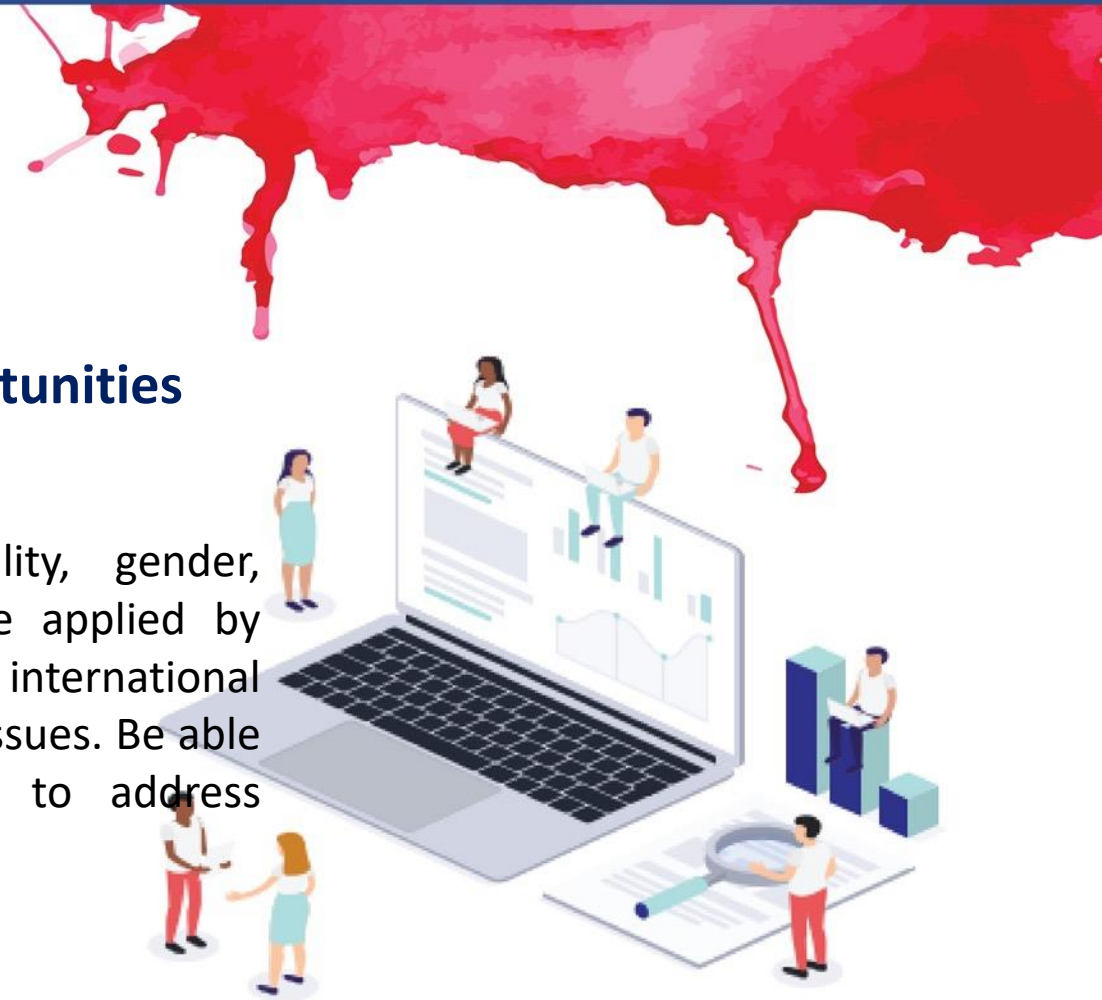
**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

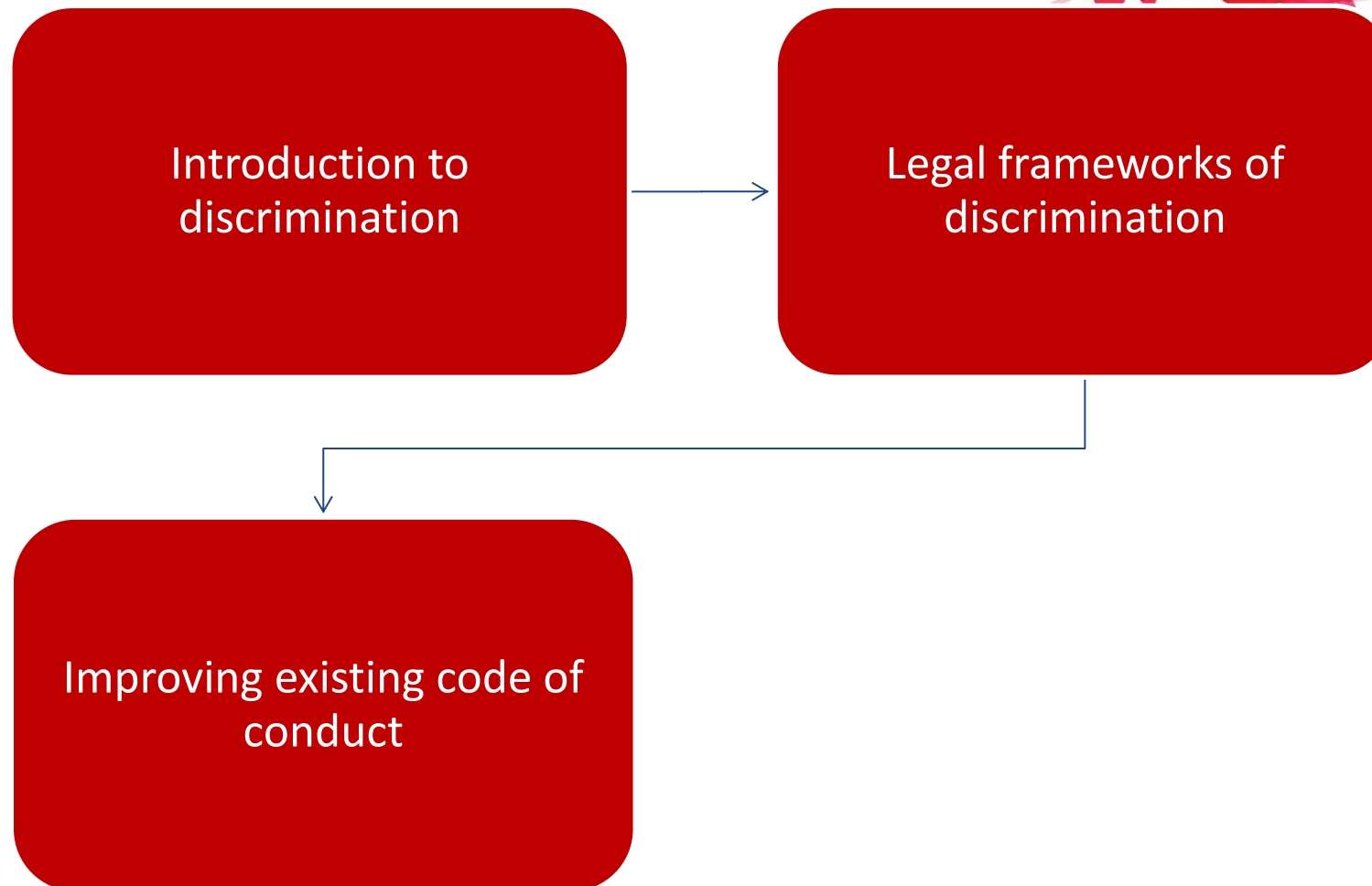
WA2: Communication and Marketing

3.2 Code of conduct, CSR: Part C, Address equal opportunities

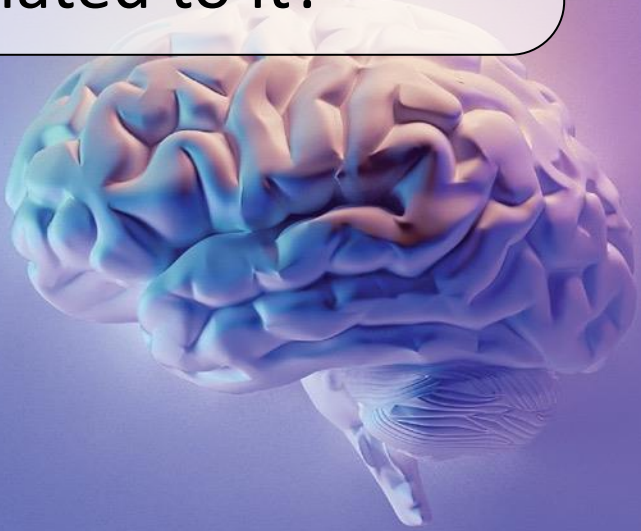
LO3.6: Explain how issues of equal opportunities, disability, gender, sexual orientation, ageism, sexual harassment and religion are applied by various institutions at local, regional, national, European and international levels. Describe how to access and address the above mentioned issues. Be able to recommend improvements in the organization's policies to address the above mentioned issues




Route Map



- What is discrimination in the workplace?
- Any examples/experiences?
- What are the problems related to it?



Discrimination



Treating a person or particular group of people differently, especially in a worse way from the way in which you treat other people, because of their skin colour, sex, sexuality, etc. (Cambridge dictionary)

Discrimination in the work context

1. Bias or prejudice resulting in denial of opportunity, or unfair treatment regarding selection, promotion, or transfer - practiced commonly on the grounds of age, disability, ethnicity, origin, political belief, race, religion, sex, etc. factors which are irrelevant to a person's competence or suitability.
2. Unequal treatment provided to one or more parties on the basis of a mutual accord or some other logical or illogical reason.
3. Differences in two rates not explainable or justifiable by economic considerations such as costs. (*Business dictionary*)

Discrimination

1.DIRECT

2.INDIRECT



Direct discrimination

- A person is/has been less favorably treated than another person in a comparable/similar situation
- An individual receives discriminatory behavior at any stage of employment on the basis of their characteristics (e.g. skin color)
- Could be overt or covert

Indirect discrimination

- When there is a practice, policy or rule which applies to everyone in the same way, but it has a worse effect on some people than others.
- The Equality Act states that indirect discrimination puts an individual at a particular disadvantage. (Citizen's Advice)

Methodological Tool I



Case Studies: Is it direct or indirect

E-EUPA_LO_3.6_M_001

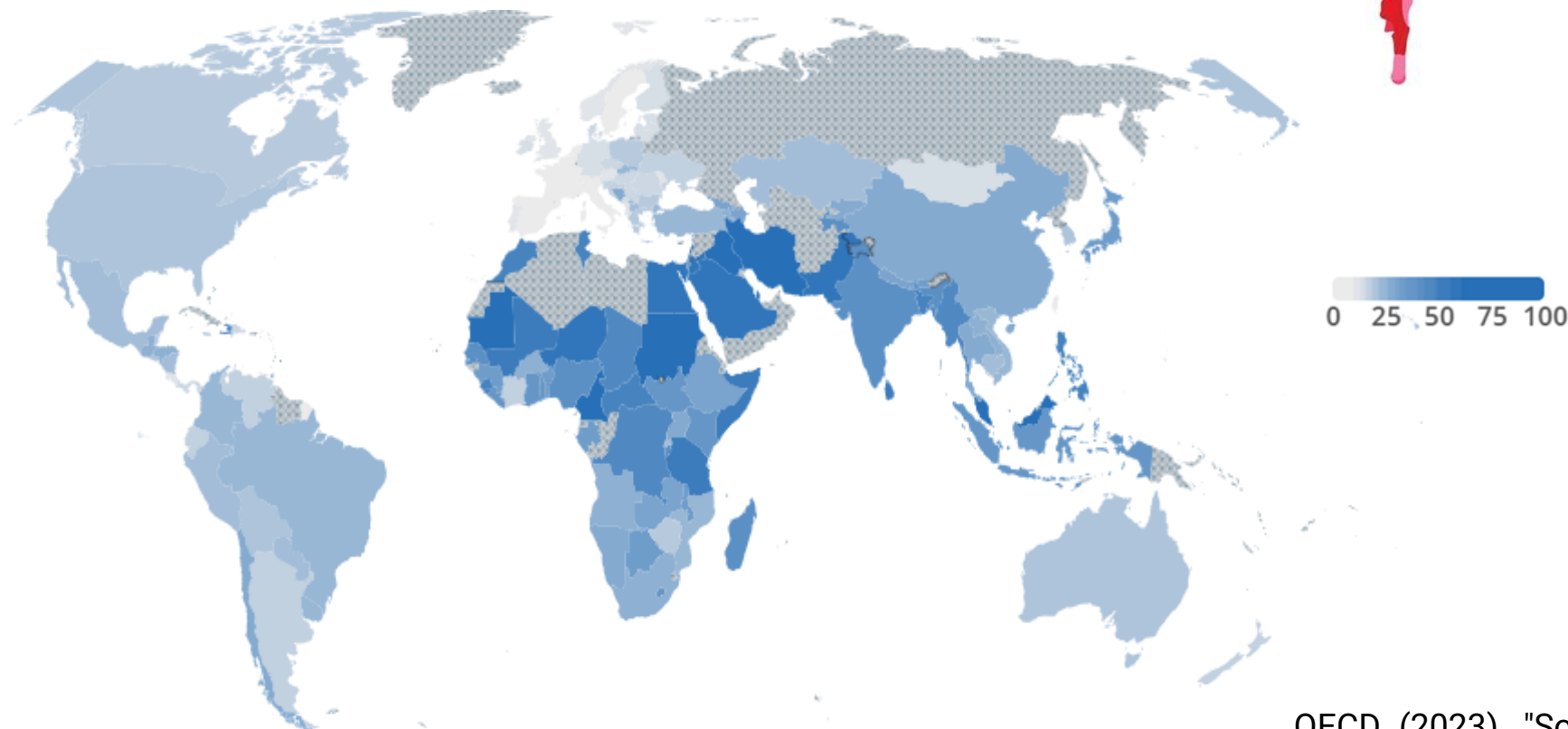


Methodological Tool II



Case Studies: Is this discriminative
E-EUPA_LO_3.6_M_002

Discrimination based on gender (Social Institutions and Gender Index - SIGI)

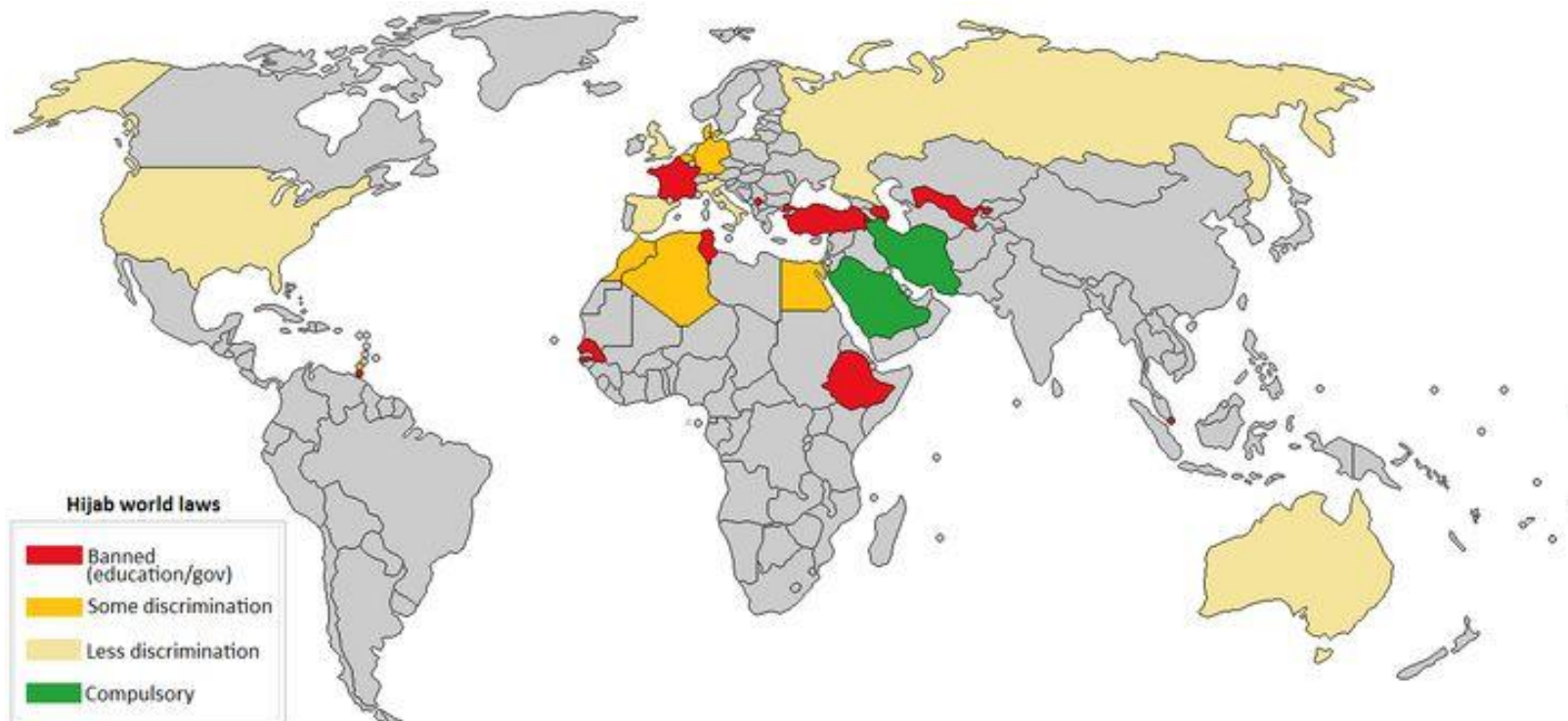


OECD (2023), "Social Institutions and Gender Index (Edition 2023)", *OECD International Development Statistics* (database), <https://doi.org/10.1787/33beb96e-en> (accessed on 21 June 2023).

Note: No data available for the dashed countries

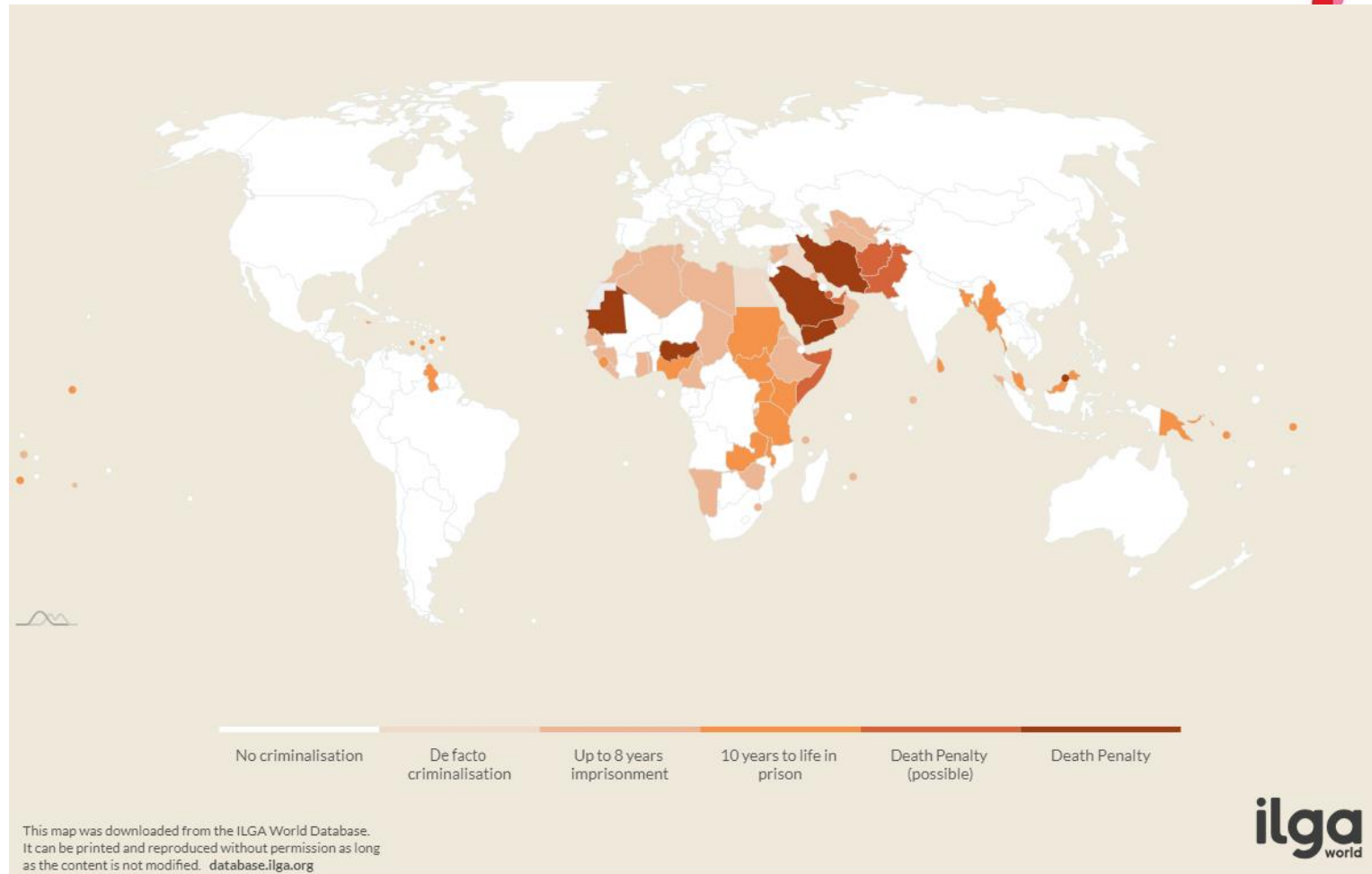
Legal frameworks: International level

Map of the world, viewing the world laws of the hijab (Wikipedia)



Legal frameworks: International level

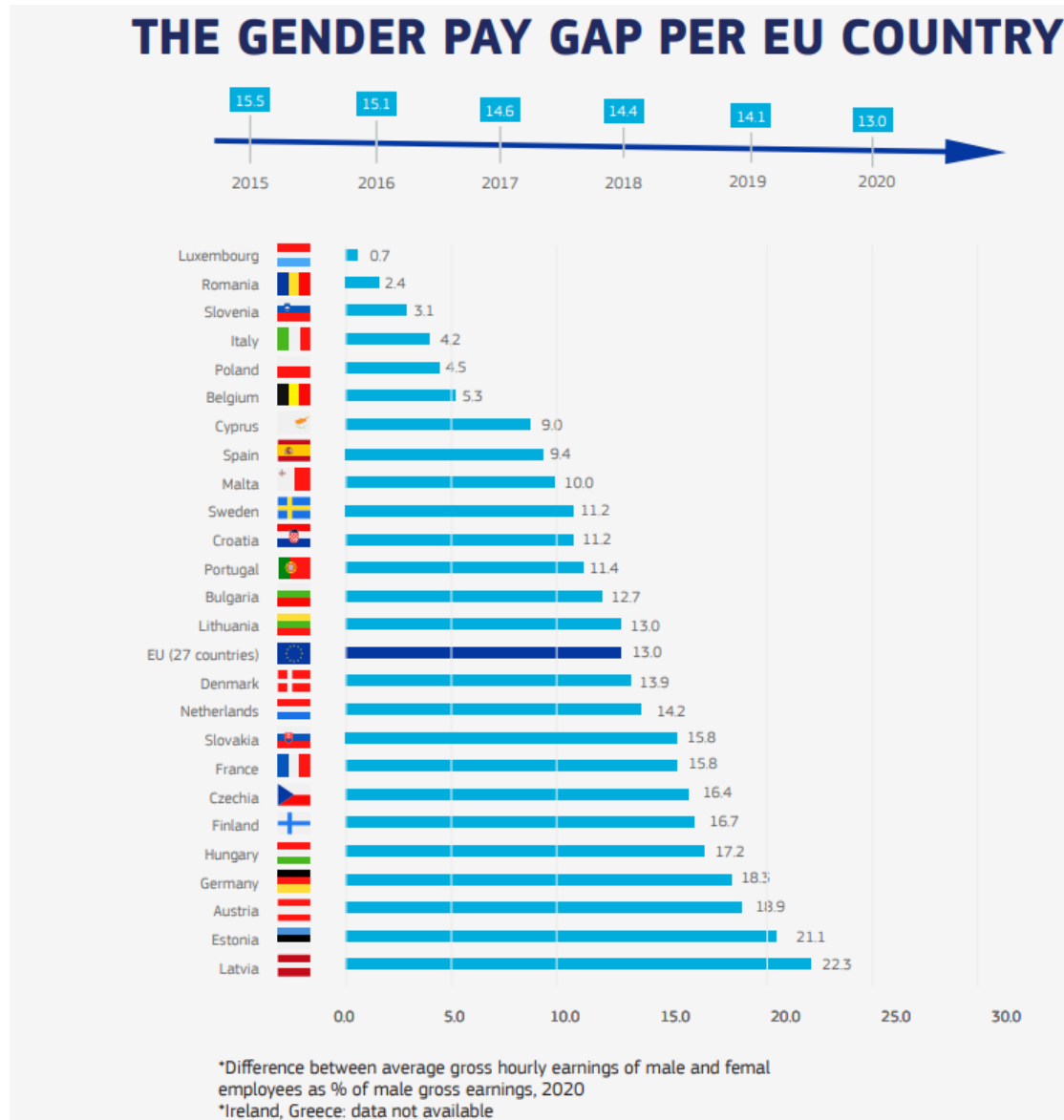
World sexual orientation laws – Example: Criminalisation of consensual same-sex sexual acts (data current as of April 2023)



Legal frameworks: EU level

- A framework strategy for non-discrimination and equal opportunities for all (2005)
- Ensuring effective legal protection against discrimination
- Directive 2000/78/EC against discrimination at work on grounds of religion or belief, disability, age or sexual orientation.
- Directive 2000/43/EC against discrimination on grounds of race and ethnic origin.
- Directive 2006/54/EC equal treatment for men and women in matters of employment and occupation.
- A special effort to protect disadvantaged ethnic minorities

Legal frameworks: EU member states



- ✓ The Gender Pay Gap in the EU is **13%**.
- ✓ Women would need to work **1.5 extra months** to make up the difference
- ✓ Women on average earn **0.87€** for every **1€** earned by men
- ✓ Progress is steady but **slow**
- ✓ The gap decreased by only **2.8% pp** in **10 years**

Legal frameworks: EU member states

LGBTQ rights in EU states



Occasions where issues related to equal opportunities may arise

- Interviews/recruiting,
- Harassment in the workplace,
- Over- or underrepresentation of males vs. females in managerial positions
- One race/ethnicity vs. the other,
- Age-groups
- And more

Improving existing code of conduct regarding discrimination I

A. Description and rationale

- Anti-harassment and anti-discrimination policies: harassment and discrimination will not be tolerated, and set standards and expectations for behavior.
- Anti-harassment or anti-discrimination policy: It should describe the types of behaviour that are discriminatory or harassing, and send the message that these issues are taken seriously

Improving existing code of conduct regarding discrimination II

B. Considerations

- Separate policies for harassment and for other forms of discrimination.
- Anti-harassment and anti-discrimination policies set out expectations and standards, while complaint procedures set out how potential violations of these policies will be addressed

Improving existing code of conduct regarding discrimination III

C. Elements to be included

1. Organization commitment

A clear statement of the organization's commitment to creating and maintaining respect for human rights, and fostering equality and inclusion

2. Policy objectives

Objectives, such as promoting human rights, preventing harassment and discrimination, and defining principles and standards for behaviour

3. Applying the policy

Setting out the activities involved and to whom it applies

Improving existing code of conduct regarding discrimination IV

4. List and explain protected grounds

5. Define key concepts

Consistent with human rights law and policy - provision of examples to clarify the concepts and definitions of related concepts, such as racism, heterosexism, ageism, etc.

6. Roles and responsibilities

The roles and responsibilities of the various parties present in the organization.

Benefits – Question in Moodle forum

- 
- What will be the benefits, in your opinion from improving the code of conduct concerning discrimination?

Why improving code of conduct?

- Better performance
- Motivation
- Interactions

All these will improve as employees will feel safer and respected



Social and cultural challenges

- When is it likely that policies regarding discrimination and equal opportunities will need improvement?
- When the organization faces radical changes, e.g.

New employees from a different culture

New department in another country

Entering a new market
(e.g. exporting to Australia)

When society goes through changes

Revision Questions

1. What are the two forms of discrimination?

- A) Direct and Indirect
- B) Immediate and proximal
- C) Straight and indirect
- D) Linear and non-linear

2. What are the main elements to be included into a code of conduct document regarding harassment and discrimination?

- a) Option 1
- b) Option 2
- c) Option 3

Module Key points

- Discrimination can be both direct and indirect
- In direct discrimination a person is being less favorably treated than another person
- Indirect discrimination is when a practice, policy or rule has worse effect on some people than others
- A framework strategy for non-discrimination and equal opportunities for all (2005) ensures effective legal protection against discrimination.



WELL DONE!

You have completed Unit 3.2 Part C



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

