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REDIVE

RECRUITMENT FOR EFFECTIVE
EUROPEAN CULTURAL
WORKFORCE DIVERSITY

www.redive.eu

REDIVE is a project financed by the Erasmus Programme under the Lifelong Learning Programme from the European Commission.

This project aims at improving the multi-cultural recruitment processes in European companies to increase the effectiveness of workforce diversity.

WE WANT TO DO THIS BY ADDRESSING THE FOLLOWING CHALLENGES:

- // Lack of awareness on the incorporation of workforce diversity in corporate strategy
- // Limited skills and knowledge on culture and diversity by HR and recruitment professionals
- // Gap in the market with regard to training on culture and workforce diversity

Based on an initial extensive and in-depth research in partnership with several European Business Schools and HR professionals across Europe, we propose developing and running an extensive training program for effective recruitment across cultures. This will ultimately help ensuring the effectiveness of workforce diversity, enhancing competitiveness and reducing recruitment and retention costs. It can also support the effectiveness of programs like Erasmus and induce workforce mobility and successful diversity in EU.



OBJECTIVES & OUTCOMES



Understand the current situation in EU with regard to workforce diversity and recruitment.

How?



Extensive survey with European executives and HR professionals. Qualitative interviews with executives and HR professionals. Case studies.



Prepare and test a Training Program on multi-cultural recruitment across Europe.

How?



Multi-cultural Recruitment Training Program that contributes to the development of Key Multi-cultural Recruitment Competencies (KRC), both technical and behavioural, essential to enable successful culture driven recruitment.



Valorisation of results, raising impact of the project.

How?



Dissemination strategy and support materials. National Seminars. Social media. International Conference.

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