

## fair.versity Austria 2014: Erste Group signs “Diversity Charter“

Within the scope of fair.versity, Austria’s only career fair dedicated to diversity and held yesterday at the Vienna city hall, Andreas Treichl, CEO of Erste Group Bank AG, signed the “Diversity Charter” on behalf of the banking group.



CEO Andreas Treichl, Diversity Managing Budway-Strobach © Credit Daniel Auer

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“Many studies have proven that companies with a commitment to diversity and integration achieve higher customer satisfaction, have more committed employees and generally have a better image. By signing the Diversity Charter, Erste Group pays due respect to the various aspects of diversity within the Group and makes a public commitment to observe and promote diversity and integration by taking internal and external measures within the Group,” stressed Diversity Manager Vera Budway-Strobach. Within Erste Group, Steiermärkische Bank und Sparkassen AG have already signed the Diversity Charter and Česká spořitelna has signed its own national Charter.

Erste Group thus joins the ranks of around 130 domestic and international companies in Austria, including Accenture, Allianz, Hewlett-Packard, IBM, Microsoft, Novartis Pharma, ÖBB, SAP, Sodexo, TNT Express and Verbund that have signed the “Diversity Charter”.

The Austrian “Diversity Charter” is an initiative of the Austrian Federal Chamber of Commerce and of the Chamber of Commerce of Vienna. It is an official and voluntarily signed statement according to which companies and organisations agree to take measures to prevent discrimination at the workplace and promote equal opportunities for all persons regardless of gender, age, race or ethnic origin, disability, sexual orientation, religion or values. The Austrian “Diversity Charter” originated in the EU Diversity Charters Platform created in 2005. Since then many European countries and regions have taken this initiative and implemented its policies.

