



# Promoting diversity, unlocking potential

Offers and activities of the Business Scouts for Development  
programme with a focus on diversity

On behalf of



Federal Ministry  
for Economic Cooperation  
and Development

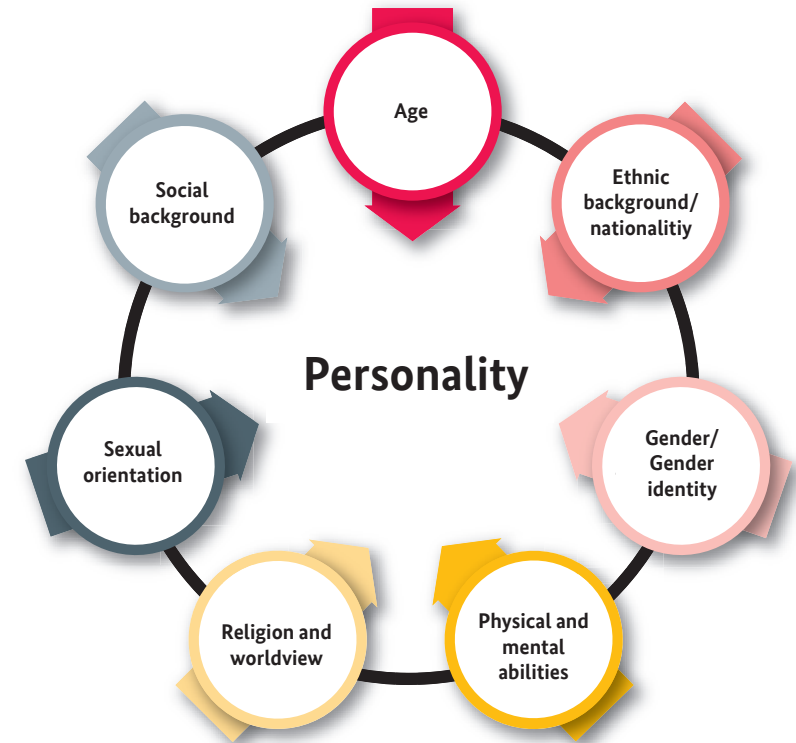
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## The importance of diversity for the world economy

Excluding people from the labour market because of characteristics such as **gender, sexual orientation, ethnicity, or age** violates human rights. Especially in developing and emerging countries, big parts of the population are still denied access to **formal employment due to discrimination**. These countries, however, offer companies **new opportunities** - be it as a location for investment, for sourcing or as a new sales market. Yet, this potential can only be unlocked when everyone is given **support, training and inclusion**. While there is an increasing shortage of skilled labour, discrimination, at the same time, impedes the discovery of new perspectives and

innovative solutions, thus generating a loss for the global economy. If, for example, women had equal participation in the labour market, it is estimated that the global gross domestic product would increase by **15 percent**. One of the most important priorities of German development policy is therefore to redesign economic systems in such a way that equal opportunities are promoted and discriminatory structures are dismantled - especially with regard to gender equality. The Business Scouts for Development program supports this goal of a **feminist development policy** with an advisory service for the private sector.



The seven dimensions of diversity.

## Business Scouts foster diversity

To promote diversity, Business Scouts for Development support companies in implementing projects and investments in developing and emerging countries and in **recognising and avoiding discrimination**, aiming to give everyone equal access to vocational training and the labour market.

factors of gender and ethnic background, **five other dimensions**: Age, religion and world view, sexual orientation, physical and mental abilities, and social background. Often, **several dimensions overlap** and people are faced with discrimination based on various factors ("intersectionality").

The understanding of diversity of the Business Scouts for Development programme covers various dimensions. These include, in addition to the more well-known





## Services for companies

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### Consulting


- Business Scouts offer **access to funding and financing offers of German development cooperation** for projects on the various dimensions of diversity. They also point out opportunities for **successful cooperation between the private sector and development cooperation**.

### Qualification and certification

- Collaborating with partners, Business Scouts develop and implement **training programmes** for women in various sectors in developing and emerging countries. These include, for example, trainings in the information and communication technology sector or the renewable energies sector.
- Business Scouts design **courses and certification** programmes together with companies and partners, for example on the prevention of violence against women in the workplace or diversity management in companies and institutions.

### Networking

- Through a **mentoring programme**, Business Scouts match women entrepreneurs in Germany and currently three African countries so that they can mutually benefit from their different experiences. The matchmaking is supported by the digital partner platform WEGA – Women Entrepreneurs in Germany & Africa.
- **Webinars and conferences**, e.g. on female entrepreneurship or the inclusion of persons with disabilities, bring together partners and interested entrepreneurs.

A world map with a light gray background. Several countries are highlighted in a vibrant red color. These include Mexico, Brazil, Argentina, Germany, India, and South Africa. The rest of the world's landmasses are shown in a light gray tone.

## Cooperation projects with a focus on diversity

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### Examples from practice

#### **Women going Digital (Brazil, Argentina, Peru, Namibia)**

This online training, originally developed with the German-Brazilian Chamber of Commerce and Industry in São Paulo, offers women in-depth content on topics of digital transformation, e.g. blockchain, agile working or cloud computing, in a virtual learning environment.

#### **AHK Prevention (Bolivia, Ecuador, Zambia)**

Developed jointly with the German-Ecuadorian Chamber of Commerce and Industry, the online modules enable companies to take measures to prevent violence against women in the workplace. The content is explicitly aimed at employees in the companies. Completion of the modules leads to the certificate "Empresa segura".

#### **Diversity Manager (India, Mexico)**

Together with the German Chambers of Commerce Abroad in India and Mexico, a toolkit on diversity management for chambers and companies is being developed. The expansion of this offer to other countries is planned.

#### **Female Shift (Germany, Namibia, Rwanda, South Africa)**

Within the framework of the Female Shift project, women entrepreneurs from Germany and various African countries are brought together for mutual mentoring. This not only allows for the transfer of knowledge, but also offers opportunities for new cooperation.

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**Business Scouts  
for Development**

Business Scouts for Development work as experts for development cooperation in around 30 countries across the globe. On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), they advise companies from Germany, Europe and the project countries on funding instruments and business opportunities in developing and emerging countries. In addition, in cooperation with companies, they initiate and design projects as well as innovative solutions that aim at contributing to a socially just and ecological transformation of the economy. The Business Scouts for Development work closely with partners from the private sector, TVET organisations, foundation organisations and social partners worldwide.