

What is the topic of the conversation?

Communicating Good/Positive experiences to companies

What is the essence/key insights from your work?

How to communicate and get the good experiences to companies?

→ *Challenges:*

-Medium/small size companies are not used to / or do not know how to recruit foreigners; see a risk in changing.

-Who could take the initiative to collect the stories?

-Those companies who are not interested in embracing diversity have to be pushed slightly

→ *Solutions: videos are a good way to communicate the success stories*

Who participated in the group?

Gitte H. – A; Jane; Robert; Julia Fink; Helle; Jesper Christensen; Mirella; Jesper Theil

Who called the conversation?

Helle and Jane

What are the next steps?

-Workshops

-Open source story (as a forum)

-“New in DK” – page to use as a communicator of positive stories

-Share the stories in the home pages where foreigners look first even prior to coming to DK

-#Strategy ‘International experts’

-Social Media