

diversify
COME AS YOU ARE

ANNUAL REPORT DIVERSIFY 2020



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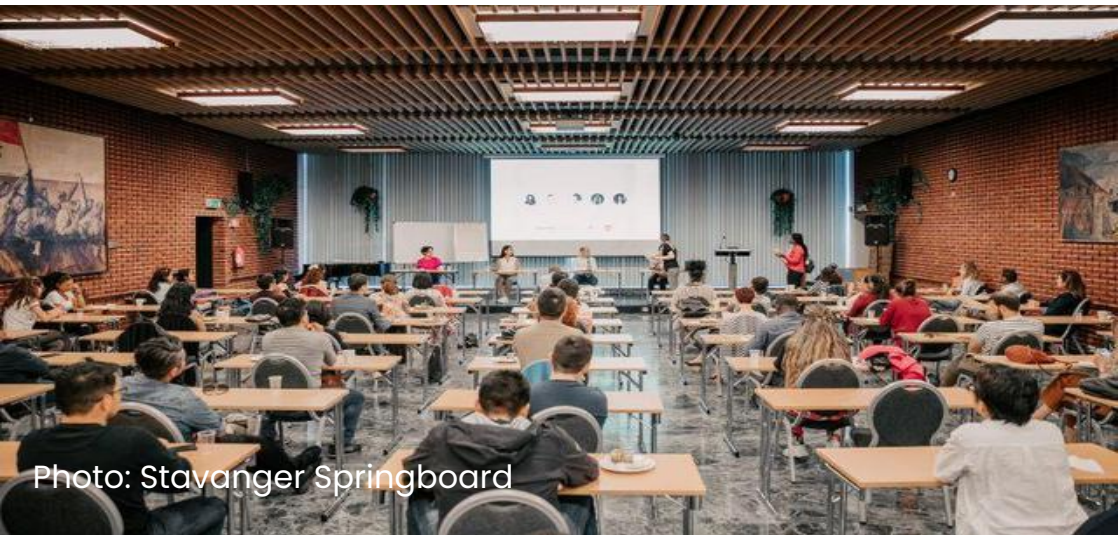


Photo: Stavanger Springboard

NOTE FROM THE BOARD

The year 2020 was an unique year in history. Businesses across the world and in Norway were challenged in the wake of COVID-19 and the impacts of the pandemic on our lives. We have all learned to adapt to a new normal and this meant a complete change in routines as they relate to work and personal lives. Now more than ever, our resilience has been tested and proven. While our lives have been altered, we have found new ways to sustainably forge ahead with an untarnished spirit.

It is in this spirit that we can proudly report that in 2020, we strengthened our position and work on diversity, inclusion, employment opportunity, business skills acquisition, community building, and mental health and wellness. We achieved and surpassed all the goals we set. We succeeded in securing our own physical meeting place (offices and event location) accessible to the public, with a strong focus on women. We launched a national project (“Springboard”) in six cities across Norway including Bergen, Oslo, Trondheim, Kristiansand, Stavanger and Baerum-Asker regions that provided resources for immigrants across Norway to start their own businesses, learn, and increase their networks. We also developed projects targeted at professional development, community building and integration. We collaborated with organizations, individuals and koimmunes across the country.

We focused a significant part of our efforts on the following: Skills training to promote entrepreneurial and employment

opportunities for immigrants and minority groups in Norway; Women empowerment and opportunities across social, economic, professional and personal lines; Mental health and wellness; and produced data-driven research which analyzes the challenges immigrants face in Norway, and suggested actionable interventions. Moreover, we designed projects and produced resources to address two of the main challenges that arose on a global scale in 2020.

- 1. First, we designed, produced and disseminated COVID-19 related information, in audio-visual format that reached over 30,000 people. The videos and posters were designed to ensure that many more people within immigrant groups in Norway had access to relevant information to keep them, their families and others safe.***
- 2. Second, we addressed racism, diversity and inclusion. In so doing, we designed projects that targeted individuals, communities and workplaces.***



In 2021, we plan to continue to amplify our work, to reach more immigrants and women. We aim to continue to produce and contribute to research that has the potential to impact policy in Norway. Our immediate goals in 2021 are the following.

- 1. Expand our work on Springboard to 9 municipalities in Norway.***
- 2. Continue executing projects and events that elevate mental health, professional development and community building.***
- 3. Continue working to disseminate accurate COVID-19 related information to immigrant groups across the country.***
- 4. Collaborate with more organizations in Norway to draw on synergies and knowledge transfer.***



OUR MISSION

Diversify is a non-profit organisation that actively works and advocates for an inclusive, diverse and responsible society across socio-economic and professional lines. Inclusion is an ongoing – not a ‘few session’ – training.

Our belief of diversity as a resource cements our work on projects that seeks to see everyone thrive socially, professionally, personally and emotionally.

**“BUILDING BRIDGES, CREATING
OPPORTUNITIES & MAKING
IMPACT”**



Photo: Women in Leadership

HOW WE WORK

We advocate for **workplace inclusion in Norway** across all diversity variables (including but not limited to age, race, gender, creed, nationality, language, religion and sexual orientation);

We design and execute projects that promote employment opportunities and social **belonging for people of immigrant or international backgrounds** in Norway;

We support our efforts through **data-driven research** and measure the impact of our projects on target groups and stakeholders across all industry and societal sectors;

We **build collaboration** with like-minded policy makers, municipalities, organisations, companies and individuals, because we believe that together, we can make a positive and sustainable impact.

RESPONSIBILITY FOR SUSTAINABILITY

Our work contributes to 8 Sustainable Development Goals (SDGs).

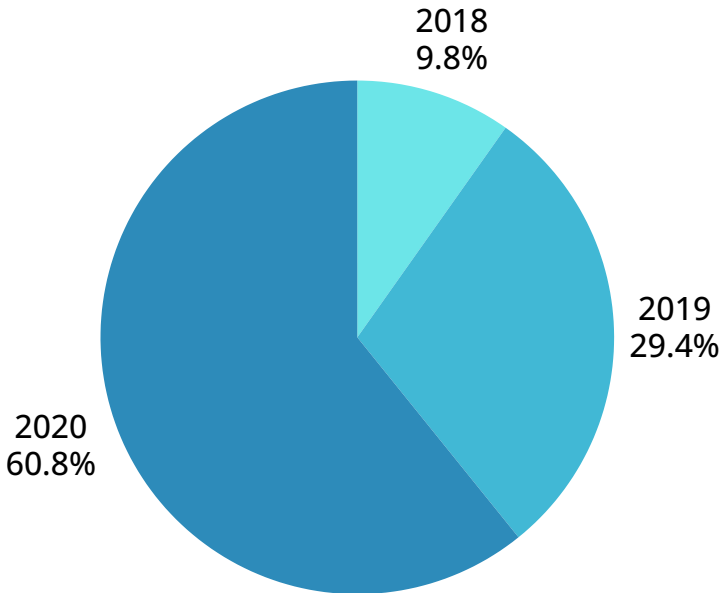


Photo: Oslo Springboard Workshops

OUR IMPACT & REACH IN 2020

| | |
|---|----------|
| People reached via in-person sessions | 2300+ |
| People reached via social media platforms (Facebook, LinkedIn, Instagram) | 310.000+ |
| Number of events | 60 |
| Number of organisations we collaborated with | 56 |

PEOPLE REACHED VIA ONLINE PLATFORMS

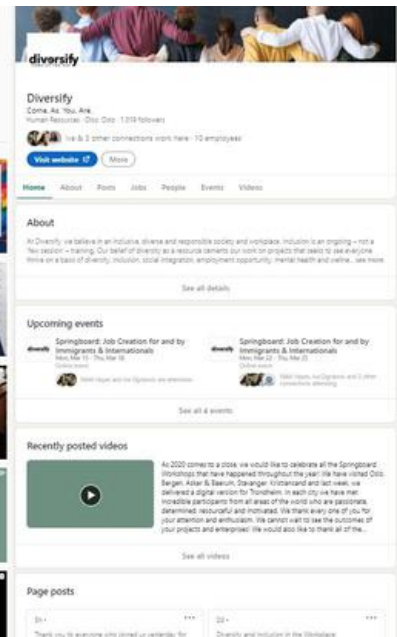
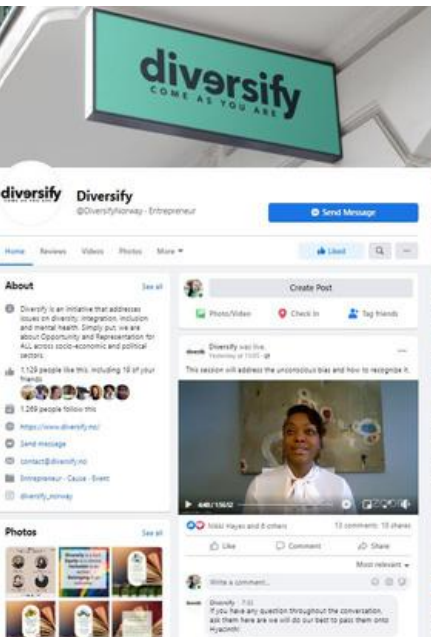


Increasing our reach with social media platforms

Since the launch of the organization in 2018, we have reached 510.000 people across Norway and the world through our social media platforms.

The challenges of 2020 and our continuous growth and efforts to reach as many people as possible have resulted in doubling of our social media reach compared to the previous year 2019.

OUR SOCIAL MEDIA ACCOUNTS - FACEBOOK, INSTAGRAM, LINKEDIN



PROFESSIONAL DEVELOPMENT AND NETWORKING EVENTS & PROJECTS IN 2020

Business Startup 101 webinars provided participants with basic knowledge and tools on how to start their own businesses. These events were facilitated by guest business professionals and experts. Some of the topics covered were: Business Model and Customer Acquisition; How to Monetize Your Passion; How to Make a Business Plan; Personal Branding and Social Media Marketing.

The Women in Business series hosted professional women who taught business topics such as branding, business strategy and market research.

Womxn Entrepreneurs: Business Idea - Startup - Growth course focused on financial empowerment, women's entrepreneurship and the necessary mindset to take the step to become an entrepreneur. The participants received a workbook they used during the event and kept for their future reference.

SPRINGBOARD – JOB CREATION FOR AND BY IMMIGRANTS 2020

Springboard was a national project supported by IMDI, NAV and Viken fylkeskommune. The purpose of the project was to provide immigrants and internationals in Norway with knowledge and tools to start their own businesses or to find traditional employment.

Springboard took place in 6 cities across Norway: Stavanger, Oslo, Bergen, Kristiansand, Trondheim and Asker & Bærum region.



Photo: Oslo Springboard Panel Discussion

The program consisted of:

- Panel discussion where representatives from different organisations and companies discussed challenges and opportunities our target group has in starting their own business or finding traditional employment.
- Workshops where our target group were provided with necessary knowledge and tools on how to start their own business. We invited business and industry experts to teach about various topics that are relevant including: “Networking and Communication for Job Search”, “Making a Business Plan”, “Entrepreneurial Mindset”, “Business Strategy”, “Accounting and Legal Information”, and Customer Acquisition through Design Thinking”.
- After completing the workshops, the participants were enrolled in our mentorship program.
- Digital platform for our target group to connect, continue with the learning or take the course digitally has been launched.



Photo: Bergen Springboard Panel Discussion

SPRINGBOARD 2020 IN NUMBERS

133 participants at **6** weekly courses
(5 in-person and 1 digital)

42 facilitators & **20** panelists

29 participants started their own company or found employment

4 panel discussions, with **241** in-person attendees

and **4,683** views
of the panel discussions via our FB live stream

12 participants with business idea in development phase

SPRINGBOARD FACILITATORS & PANELISTS

Our diverse pool of speakers mirrors our commitment to Diversity, Equity & Inclusion, which we implement through:

- Elevating diverse perspectives;
- Fostering an inclusive environment;
- Embracing an equity-centered approach.



COMMUNITY BUILDING AND MENTAL HEALTH & WELLNESS EVENTS IN 2020

Brewtiful mornings provided our target group with a space where they could meet new people, connect over a cup of coffee or tea and learn from each other. Events were of informal nature, but each covered a certain specific topic regarding professional empowerment, diversity and inclusion, mental health and wellness etc. This was a part of our efforts to support the community during the covid-19 pandemic.

Mental health and Wellness series addressed some of the socio-economic, psychological and emotional challenges our target group was facing in the light of COVID-19 pandemic. Our partner organisation, Humans for Humans, provided professional psychologists and therapists to facilitate these sessions.

Mental Health in Times of Relocation & Unemployment focused on some of the structural, physical, psychological and emotional challenges immigrants and internationals face when relocating to Norway. The participants were presented with some available tools or resources we can activate to protect and defend our mental health.

Diversify Yoga were yoga classes with teachers of immigrant and international backgrounds were organized as a part of our Mental Health and Wellness offer.

Women in Leadership events showcase diverse women in leadership positions at top companies in Norway (i.e. Christy Lorgen, Head of Intelligence at KPMG, Claudia Antwi-Adjei Hedegaard, Strategic Business Management Advisor at NRK). They share their experiences of securing employment and give useful advice to our participants.

The Circle is an ongoing event for people who are struggling mentally and emotionally because of relocation, unemployment, isolation etc. and need a supportive community where they can feel safe to share or just listen. The event created a safe space for women to connect, learn from each other, share and enhance their overall sense of wellbeing.

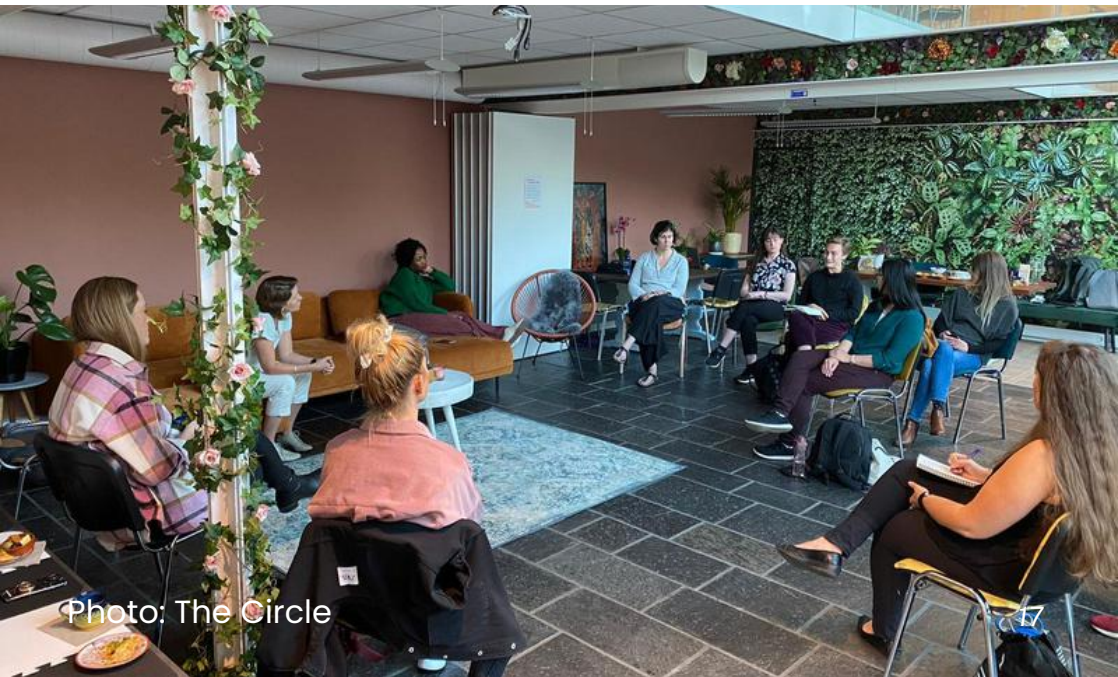
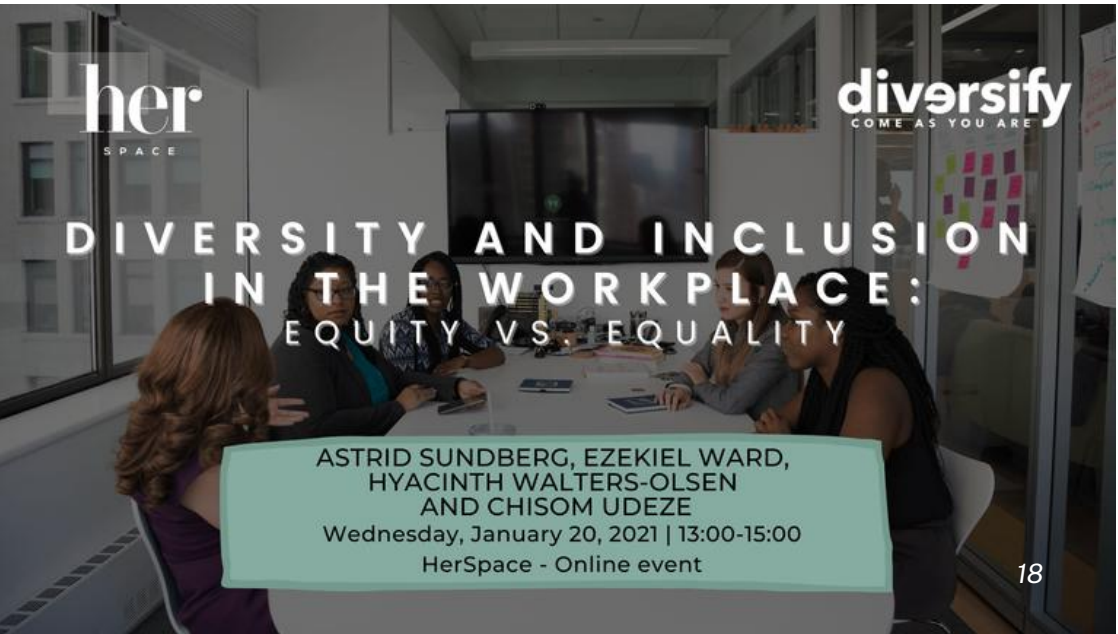


Photo: The Circle

OTHER EVENTS & PROJECTS

Diverse Creators is an ongoing project with events that highlight immigrant artists and celebrate their efforts to bring social issues, creativity and inspiration to society.

Diversity and Inclusion in the Workplace panel discussions are ongoing panel discussions once a month, addressing different topics and aspects of diversity and inclusion with which we aim to promote inclusive and diverse workplace and the society in general.



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DIVERSITY AND INCLUSION IN THE WORKPLACE: EQUITY VS. EQUALITY

ASTRID SUNDBERG, EZEKIEL WARD,
HYACINTH WALTERS-OLSEN
AND CHISOM UDEZE

Wednesday, January 20, 2021 | 13:00-15:00

HerSpace - Online event

TOGETHER AGAINST COVID-19

In the light of the Covid-19 pandemic, Diversify took action, by creating, translating, and disseminating **informational materials in 18 different languages to more than 38.000** people of various backgrounds in Norway.

This project comprised of two segments:

- ▶ In collaboration with Papillion Bergen, a series of 4 posters in 18 different languages which spread information regarding:
 - social distancing;
 - COVID-19 prevention;
 - hygiene awareness;
 - COVID-19 symptoms.

- ▶ Diversify also created informational videos in the same languages. The intention of developing informational material in an audio-visual video format was to make the information more accessible to a spectrum of learning capacities.

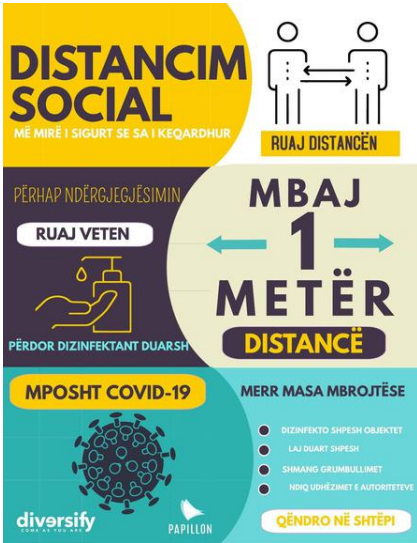
COVID-19 PROJECT INFORMATION

- Diversify partnered with **31** organisations & **36** contact persons in local communities in order to disseminate the informational materials.
- We created **4** different types of posters in **18** different languages.
- **72** A total number of posters.
- We also produced **18** informational videos.
- Reaching **38.465** people from various backgrounds with information about the covid-19 pandemic.

Languages:

Albanian, Cantonese, Dutch, English, French, German, Hindi, Malaysian, Mandarin, Norwegian, Persian, Polish, Portuguese, Russian, Serbian, Spanish, Swahili & Vietnamese.

COVID-19 POSTER EXAMPLES



Albanian



Persian



Cantonese



Hindi

COVID-19 VIDEO EXAMPLE (Swahili)

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FINANCIAL OVERVIEW 2020

All values are in NOK

| | 2020 | 2019 | 2018 |
|--------------------|-----------|--------|------|
| Income | 1 779 618 | 38 200 | 0 |
| Expenditure | 1 612 423 | 39 506 | 0 |



PARTNERSHIPS OF 2020

Diversify Annual Report 2020



PARTNERSHIPS OF 2020

Diversify Annual Report 2020



TESTIMONIALS

“The program happened to me at the right time. It was really inspiring and gave me the tools that I needed to investigate and rediscover the power within myself to create something and to create my own destiny.”

Mariam Carlenius, Oslo

“I left the week feeling like I not only have the support, network behind me socially and personally, but on a professional level as well and have learned so many things which will help me in the future and establishing myself here in Norway.”

Nikki Hayes, Oslo



Photo: Kristiansand Springboard Workshops

TESTIMONIALS

"When you attend one of Diversify Springboard roadshows, you come out with everything you need to start a venture of your own. Seminars are power-packed with information about how to set up a business, discussing business strategy and growth, business accounting, networking and experience sharing from other entrepreneurs and from the Diversify team. To me, the best part has been their continued guidance after the program ended. Diversify and the team is ready to take any aspiring entrepreneur under their wing, mentor them and set them up for a successful establishment.

Through this roadshow, I have gained some talented and amazing mentors and a community of fellow participants from all over Norway as we follow along each other's journey, supporting and collaborating. I hope Diversify continues to make a huge impact on people's aspirations and growth as they have on mine!"

***Keerthika Baskar Raja,
Kristiansand***



Photo: Oslo Springboard

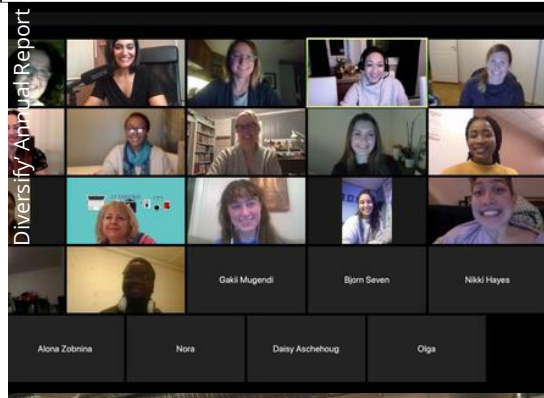
2020 IN PICTURES

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2020 IN PICTURES

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SOME OF OUR EVENT POSTERS

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**WOMEN IN BUSINESS:
BUSINESS STRATEGY**

CHISOM UDEZE
Tuesday, December 8, 2020 | 18:00-20:00
HerSpace [ONLINE EVENT - Register for Link]

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**MENTAL HEALTH IN TIMES OF
RELOCATION &
UNEMPLOYMENT**

IT'S OKAY TO NOT BE OKAY

Date: March 5, 2020. Place: WeWork, Tjuvholmen Allé 3, Oslo. Time: 4:30pm - 8pm.

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MUF
MUZOFUND

**WOMXN ENTREPRENEURS:
BUSINESS IDEA - STARTUP - GROW**

CHISOM UDEZE, BINTU SAKOR, MAYCE DAGONI & AMPY BASA
Monday, November 30, 2020 | 18:00-19:30
HerSpace - online event

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The Circle
MENTAL HEALTH & WELLNESS

November 14, 2020 | 12:00-14:00 |
HerSpace [ONLINE EVENT - Register for Link]

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BREWTFUL MORNINGS

...with a cup filled with your favourite drink.
Come share, listen or connect with us online

Tuesdays | 11:00

WWW.DIVERSIFY.NO

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SIMPLY WELL
With Linda Anderson

**A JOURNEY TO BALANCE:
A WORKSHOP FOR WOMEN DEALING
WITH OVERWHELM**

Liselle Anderson
Tuesday, November 03, 2020 | 18:00-21:00
HerSpace - Strandgata 19, Oslo

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PAPILLON

THRIVE THROUGH IT
CORONAVIRUS INFORMATIONAL
WEBINAR

DR. CHIME ONUGBU
Friday, October 23, 2020 | 17:00-18:00
Zoom Meeting

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#IAMREMARKABLE
A GOOGLE INITIATIVE
EMPOWERING WOMEN

ASTRID SUNDBERG
Thursday, November 26, 2020 | 18:00-19:30
HerSpace [ONLINE EVENT - Register for Link]

VISION FOR 2021

We are planning to continue with most of our activities in 2021 as there is a clear need for this kind of events and projects. We are also adding some new activities and projects to our lineup as well.

1. Professional development and networking events and projects:

- Springboard 2021 (visiting 9 cities across Norway)
- Women in Business
- Kraft: professional development for immigrants in Lillestrøm in collaboration with Business Lillestrøm (Kunnskapsbyen Lillestrøm)

2. Community building and mental health events:

- The Circle
- Brewtiful mornings
- Women in Leadership
- Diversify yoga

3. COVID-19 information dissemination project - Together Against COVID-19.

4. Diversity and Inclusion in the Workplace panel discussions , research and training for public and private businesses.

5. Diverse Creators - showcasing immigrant and expat artists in Norway.
6. Research collaboration with Bergen University on a Muslim Immigrant Entrepreneurs project.
7. Amplify our initiative to combat racism and discrimination in Norway.



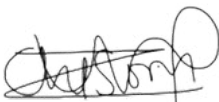
SPECIAL THANKS

We are grateful to our funders, **IMDI, NAV, Viken Fylkeskommune** and **Mettle Consult** - the grants received made the execution of our projects possible.

Moreover, we are grateful to **Kristiansand, Stavanger, Bergen, Bærum, and Trondheim** kommune for their support and collaboration, financial and otherwise.

Furthermore, we are thankful to the organizations, businesses, partners and individuals who collaborated with us in 2020. We look forward to stronger collaboration and partnership in 2021.

And lastly, a most special thanks to our community, volunteers, team and event participants for their passion, hard work, vulnerability, compassion and strength.



Chisom Udeze
Founder and
Chairperson of the
Board



**Kim-Andre
Nikolaisen**
Deputy Chairperson
of the Board

23.03.2021