

## **BEST PRACTICES IN WORKPLACE EXCELLENCE**

### **THE CASE OF AUSTRIA**

#### ***Evangelisches Krankenhaus Wien (EKH Vienna), Austria, for its “We Are Colorful – Diversity Gives Us Strength” initiative***

*EKH Vienna launched the initiative “We Are Colorful – Diversity Gives Us Strength” in response to an increasing number of verbal hostilities and discriminatory behavior directed at hospital staff with diverse ethnic backgrounds. While diversity had always been embraced within the hospital teams, external sources of discrimination made it necessary to take proactive steps to reinforce inclusivity and respect.*

*The campaign, initiated in mid-2019 by the hospital’s medical director, the pastoral team, and the marketing department, aimed to promote equality, mutual respect, and a strong sense of belonging among all employees. The goal was to demonstrate that diversity is not only welcomed at EKH Vienna but is also a key factor in the hospital’s success.*

*A series of initiatives were implemented, including an exhibition featuring life-size portraits of employees from over 25 nations, paired with personal statements and flags of their home countries. Five short videos were also produced and shared across multiple platforms, such as social media, the hospital’s website, and internal communication channels. The campaign was further reinforced by the creation of a job platform emphasizing EKH Vienna’s commitment to diversity, ensuring that new applicants aligned with the hospital’s values.*

*The initiative has been widely embraced by both staff and patients, strengthening workplace relationships, boosting morale, and fostering a culture of acceptance. Employees reported a heightened sense of appreciation, leading to improved collaboration and team spirit. Patients, in turn, benefitted from a more inclusive and supportive healthcare environment, which played a positive role in their healing process.*

*By publicly promoting its commitment to diversity and inclusion, EKH Vienna set an example not only for healthcare institutions in Austria but across Europe, reinforcing the importance of respect, mutual understanding, and equal opportunities in the workplace.*