



A diverse leadership

Description of project

Norway's changing demographics have resulted in increasing awareness among our clubs that they need to recruit from all ethnic groups in order to maintain their current level of activity.

The first priority of the project was to produce a benchmark report on diversity. The second stage was to develop and implement a targeted recruitment strategy for attracting ethnic minorities to the Football Association of Norway's leadership education programme by creating introduction courses to ease entry to the programme.

The project was successful and the results will be an important first step on the way to increased diversity at all levels of Norwegian football.

Objectives

- Produce a benchmark report on diversity
- Develop a registration process for the leadership education programme in order to monitor the diversity of the participants
- Develop a strategy for recruiting young leaders
- Set up introduction courses for ethnic minorities
- Raise awareness of diversity

Results

- Produced the first-ever benchmark report on diversity
- Set up three modules for introduction courses
- Completed introduction course pilots
- Raised awareness of the importance of diversity

Tips for replication

- Start with benchmarking and start small
- Make sure that all stakeholders understand the concept of diversity
- Make sure that the reason for diversity is addressed in full
- Start out with limited projects, learn from both success and failure and evaluate the results and process

Contact information

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