August 2023 **DIVERSITY AND INCLUSION** IN THE NORDICS: **A FOUNDATIONAL ASSESSMENT**







ABOUT DIVERSIFY & DIVERSIFY CONSULT

Diversify is a non-profit organization based in Oslo, Norway, that works to advance measurable diversity and inclusion strategies in companies in the Nordics and across the world. We work with cross-sectoral stakeholders and focus our interventions on the following areas: Peace & Justice; Democracy & Governance; Diversity, Equity, Inclusion & Belonging Advocacy; Immigration & Integration; Art, Culture & Society; and Health & Wellbeing.

Diversify Consult is a globally-minded consulting firm that support businesses, leaders and organisations in developing and implementing transformative and lasting diversity, equity and inclusion (DEIB) solutions. Our clients receive bespoke DEIB strategies that align with company values and connects organisational business goals to desired outcomes. We are a specialised strategy and management consultancy with expertise in data Insights and sustainable and practical solutions. In addition to our end-to-end DEIB consulting, we also offer DEIB training and certification courses







Diversity and inclusion are becoming increasingly important topics in the Nordic region, as Norway, Denmark, Finland, Sweden, and Iceland strive to create more inclusive and equitable societies. This paper aims to provide an overview of the current state of diversity and inclusion in 5 Nordic countries, drawing upon previous studies to provide a foundational assessment of the situation. According to Jorun et al. (2023), Nordic countries have made progress in promoting diversity and inclusion in recent years, especially through the inclusive and egalitarian educational system. However, there is still a disconnect between policy and goals on the one hand and the practical application of the concept of inclusion on the other.

For instance, Denmark is known for having a strong welfare system and social protection that extends to migrants as well. The country's living standards and opportunities make it a desirable destination for migrants, and refugees receive relatively better support than in other European nations. However, since 2016, it has significantly reduced the acceptance rate of refugees and asylum-seekers. Additionally, the country has implemented a legislation package that determines socially vulnerable residential areas as "parallel societies," which has led to the eviction of several families with immigrant backgrounds.

Even though Norway has a relatively high level of ethnic diversity, minority groups still face discrimination and marginalisation in various aspects of life. For instance, discrimination in the job and housing markets and the lack of representation in politics and media are persistent issues. The Norwegian government has implemented policies to address these concerns, including anti-discrimination laws and initiatives to promote diversity and inclusion in the workplace. Nonetheless, ongoing efforts are required to ensure that all members of society can participate fully and equitably.

In terms of gender diversity, Norway has made notable progress, with the country ranking 3rd globally in the World Economic Forum's Global Gender Gap Report (2021). This ranking is based on factors such as economic participation and opportunity, educational attainment, and political empowerment. However, the same report also highlights that Norway still has room for improvement in terms of gender equality, particularly in the areas such as wage equality and representation in leadership positions. Notably, this diversity mainly refers to the cis-gender binary. People within the full gender spectrum are not accounted for.



Sweden, Finland, and Iceland have also made efforts to promote diversity and inclusion, but challenges remain. Sweden is known for its multiculturalism and has implemented measures to promote diversity and inclusion, such as anti-discrimination laws and diversity training programs for public servants. However, people from minority backgrounds are still afraid of racial profiling by the police. Finland has a relatively low level of ethnic diversity and discrimination against minorities is still present. The government has implemented policies to promote diversity and inclusion, including the National Action Plan on combating racism and the Diversity Charter for employers. Iceland has made strides in promoting diversity and inclusion, with initiatives to address gender equality. However, the country still faces challenges when it comes to integrating immigrants and promoting diversity in the workplace.

This study provides insights into the current working life within the five Nordic countries captured, taking into account the population's diverse backgrounds in terms of nationality, country of residence, age, sexual orientation, socio-economic status, occupation, race, gender, and disability. In addition, an overview of the current situation of inclusion in the Nordics is conducted and the areas where improvements are needed are pointed out.

The findings and recommendations presented in this document are intended to offer practical suggestions. Ultimately, this document aims to raise awareness about the importance of inclusion and diversity in the workplace and provide initial information for creating a more inclusive and equitable environment in the Nordic region.





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This white paper explores the state of diversity and inclusion in five Nordic countries – Denmark, Finland, Norway, Sweden, and Iceland. The paper presents the results of a survey conducted in October 2022 among 290 individuals living in said Nordic countries to assess their experiences of discrimination and inclusion both in their daily lives and workplaces.

The survey aimed to identify any disparities or barriers to inclusivity and found that there are notable differences in how individuals experience and respond to discrimination. The workplace turned out to be the place where respondents experience most discrimination in general. Nonetheless, participants report having faced discrimination, both in the workplace and in their everyday lives, particularly based on race, ethnicity, sexual orientation, and disabilities. In contrast, those living with disabilities or chronic illnesses reported that they felt more included in the workplace than in civic or community environments.

Respondents shared that their most common reaction when it came to witnessing discrimination was to reach out to the person that had been targeted, while the least common was to file a complaint. Most demographics seem to be equally aware of the instances in which discrimination occurs; however, cisgendered men are the least likely to notice discrimination against others.

Additionally, migrants feel significantly less included by the government and the community. A total of 12% of respondents from this group shared they had to change their name to sound more Nordic or Western when looking for employment or accommodation. Finally, there are important differences between perceived representation in leadership positions and advancement opportunities in the workplace. Black and biracial participants seem to expect more advancement opportunities despite the lack of representation, whereas, people of colour seem less optimistic about workplace advancement.

In summary, the paper provides insights into the state of diversity and inclusion in the Nordics, highlighting the areas where improvements are needed to create a more inclusive society.





This paper presents results from an inclusion and lived experience survey that was conducted in October 2022. Responses were collected from five countries – Norway, Finland, Iceland, Sweden, and Denmark.

Inclusion is a critical aspect of creating a diverse and equitable society. The Nordics, consisting of Denmark, Finland, Norway, Sweden, Iceland, Greenland, Faroe Islands, and Åland, have been known for their progressive policies and initiatives promoting inclusion and diversity in living and working environments. However, two questions remain: 1) To what extent are the Nordics truly inclusive in both domains? 2) How inclusive and diverse are the workplaces in these countries?

To answer these questions, this document presents a description of the results from the survey conducted among 290 individuals living in five Nordic countries (Denmark, Finland, Norway, Sweden, and Iceland), with a focus on their experiences of inclusion both in their daily lives and in their workplaces.

The survey aimed to assess people's experience of inclusion and exclusion, in their lives and in their workplace. It also sought to identify any disparities or barriers to inclusivity. The findings of this survey provide valuable insights into the current state of inclusion in five Nordic countries and offer recommendations on how to improve inclusion.

The findings of this survey are expected to be useful for organizations, policymakers, and researchers interested in promoting inclusion and diversity in both the workplace and daily life. By providing an analysis of the current state of inclusion in the Nordics, this document aims to contribute to the ongoing discourse on inclusion and diversity and to offer practical recommendations for improvement.





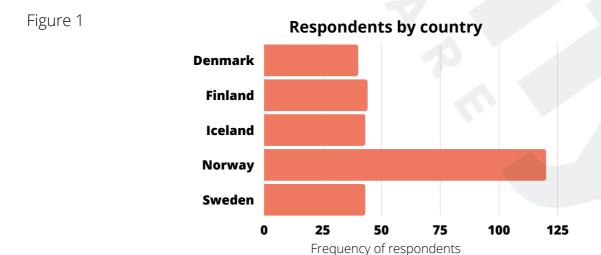
We collected 290 complete anonymous responses from five Nordics countries: Denmark, Iceland, Finland, Norway, and Sweden. Besides the respondents' nationality, we also asked about their migration status, race and ethnicity, sexual orientation, and if they lived with a disability or chronic illness.

Demographic identifiers with less than 20 responses were combined into larger groups for comparison. For instance, "Indigenous" and "People of Color" were grouped into one larger group (IPOC), whereas "Black" and "Biracial/Multiracial" were kept as independent groups. Similar measures were taken with "Other genders," that is, different from "Cisgender," and "Other sexual orientations," that is, different from "Heterosexual."

In general terms, the data showed that the majority of respondents were **women (75%)**, followed by **men (20%)**, and other genders **(5%)**. Additionally, 36% of the respondents have one or more chronic illness or disability. Furthermore, White participants accounted for 68% of the sample, IPOC – for 14%, Black – 9%, and biracial/multiracial – also 9%.

The data also suggested that most of the participants of the study were **migrants** (58%). In contrast, 42% of the participants were nationals, meaning they were living in their own country of residence or any other Nordic country.

In addition, 71% of the respondents were heterosexuals, while 29% had other sexual orientations.





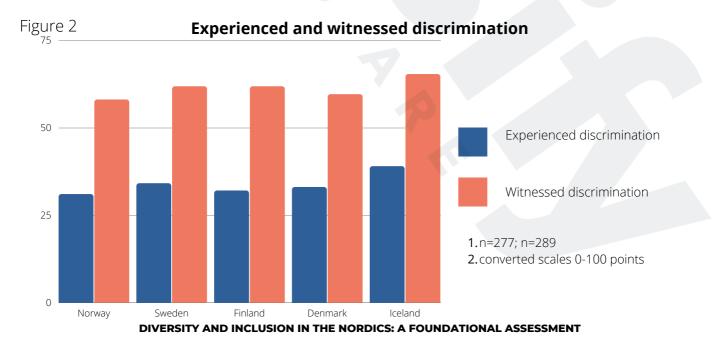


Discrimination is not limited to any country, including the Nordic countries. Despite their reputation as being progressive in terms of human rights and equality, minorities may experience discrimination in the form of fewer employment opportunities, obstacles to validating foreign studies or to accessing education, wage disparities, lack of representation in media and leadership, anti-immigrant sentiment, stereotyping, even harassment and hate crimes.

To address these issues, the Nordic countries have implemented measures such as antidiscrimination laws, policies, and initiatives aimed at promoting equality and diversity. Most Nordic countries have immigration institutes, programs, and funding for organizations working with minorities based on Nordic cooperation principles. However, despite these measures, migrants and other minorities still face challenges.

One example is housing and employment. In fact, 12% of the respondents reported changing their names to present themselves as more Nordic or Western when looking for an apartment or seeking employment, indicating that there is discrimination in this regard.

The experiences of discrimination were analyzed from three different perspectives: individual experiences, witnessed discrimination, and perceived measures against discrimination taken in the workplace.







As seen in Figure 2, the overall averages of experienced and witnessed discrimination were not significantly different across Nordic countries, suggesting that the experiences of discrimination and challenges for inclusion might be similar in the five Nordic countries, making them comparable.

Experienced discrimination

"Experienced discrimination" refers to the instances in which participants were discriminated against on the basis of their identity or physical appearance. The term also encompasses situations in which respondents noticed that other people were acting as if they were afraid of them. The feelings of not being perceived as trust-worthy, of being treated as less intelligent, or of being threatened and/or harassed also fall under the "experienced discrimination."

Figure 3

Situations of experienced discrimination



1.n=290

2. graph shows the percentages of participants mentioning each situation

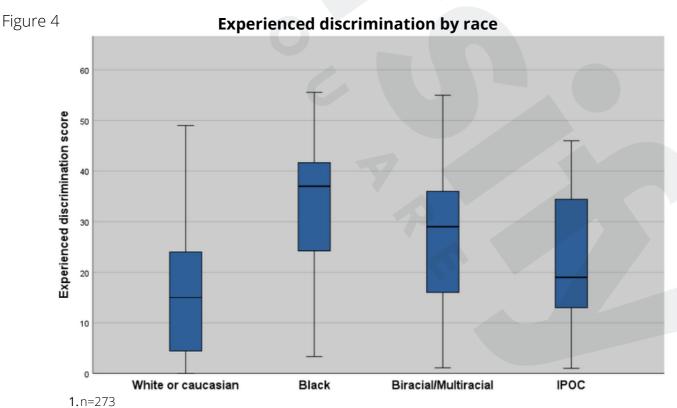




The environment where participants experienced discrimination most frequently was in the workplace or when applying for a job or promotion, with 66% of participants mentioning it (see Figure 4). This was followed by experienced discrimination when accessing services and attending community/public events, with 35% respectively. The situations with the least experienced discrimination were when dealing with the legal system (17%), with which many participants may not have had much contact. Discrimination happening in the workplace was also mentioned in the open questions about discrimination:

"The workplace (warehouse) is the place I have experienced, discrimination and bullying toward minorities." (sic) - immigrant man based in Denmark

There are significant differences in average experienced discrimination between white participants and other races and ethnicities. **Black participants experienced, on average, twice as much discrimination as white participants, biracial/multiracial participants experienced 67% more discrimination than whites,** and IPOC experienced 44% more, although the difference was not statistically significant but can be appreciated in Figure 4.

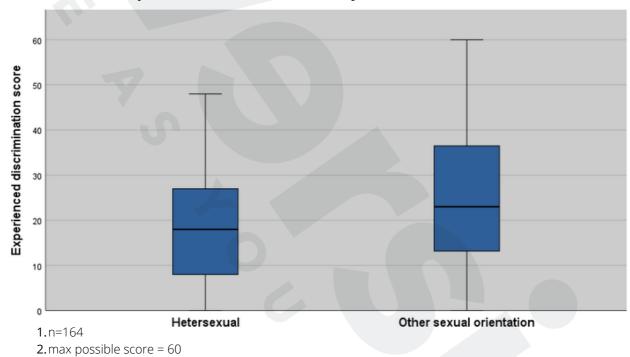






Significant differences were also found in experienced discrimination concerning sexual orientation (Figure 5). Participants with a different sexual orientation than the normative heterosexuality reported 27% more experienced discrimination on average.

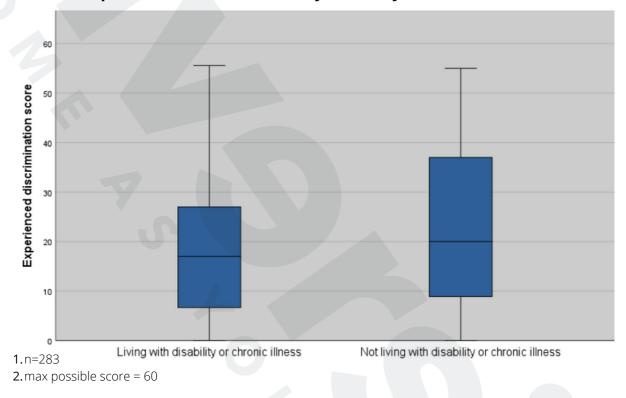
Figure 5 **Experienced discrimination by sexual orientation**



In terms of disability (see Figure 6), those living with disability or chronic illness reported a significantly higher average of experienced discrimination than non-disabled participants by a difference of 23%.



Figure 6 Experienced discrimination by disability or chronic illness

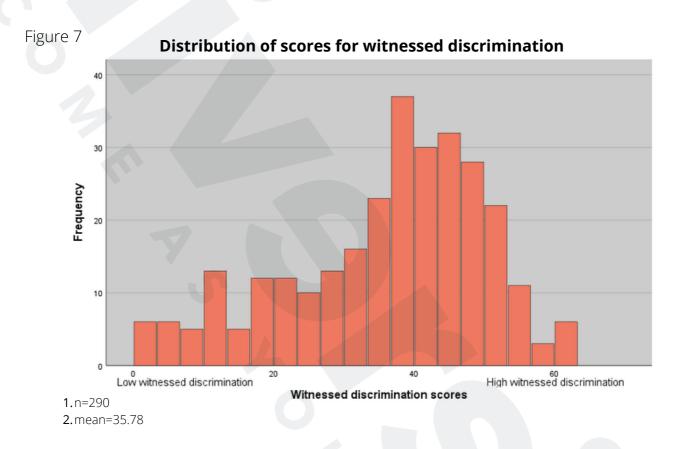


Witnessed discrimination

"Witnessed discrimination" refers to the situations in which participants have observed instances of discrimination against minority and marginalized groups based on their identity or physical appearance. This includes witnessing others being threatened, harassed, or receiving inferior service, as well as noting the portrayal of people from minority and underrepresented backgrounds in a negative light in the media. Additionally, it encompasses situations where participants noticed that individuals from these groups faced residential separation.







In general, the prevalence of witnessed discrimination was relatively high, with the average score reaching 35.80 points (60% of the maximum possible score). This indicates that **the majority of respondents have witnessed various forms of discrimination in their respective countries of residence**. The observation of discrimination was similar across most of the compared groups. Notably, participants did not significantly differ in terms of witnessing discrimination based on factors such as race, ethnicity, country of residence, sexual orientation, migration status, or living with disabilities or chronic illnesses.

This suggests that, in most cases, both privileged and underprivileged groups are aware when discrimination occurs, highlighting that the main issue may lie in the lack of action rather than the lack of awareness. This calls for a closer examination of the factors contributing to the limited response and intervention in addressing discriminatory practices.

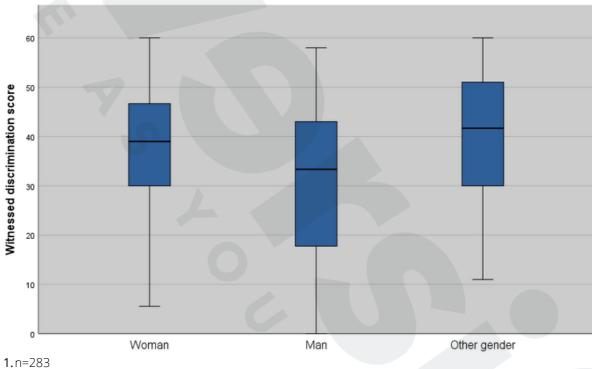




The only significant differences in witnessing discrimination were found among participants on the basis of gender. On average, men witnessed 23% less discrimination than women, according to the results of the survey (see Figure 8).

Figure 8

Witnessed discrimination by gender



1.n=283 2.max possible score = 60

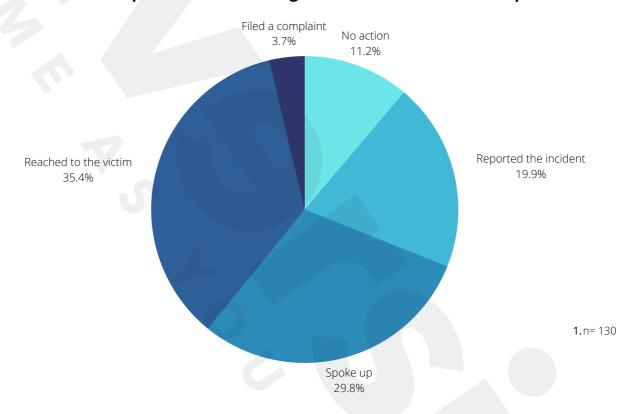
There are several factors that might contribute to this disparity. Some could be societal gender-based stereotypes and biases that often grant men, particularly white men, a position of privilege. This can result in men being less aware to instances of discrimination against other genders. Considering this, the relative lack of awareness by men, combined with the fact that the vast majority of respondents were women, could be one reason why only significant differences in gender were found for witnessed discrimination. Another reason for this could be that because gender inequality has been the focus of social discussions for longer, with women being the primary beneficiaries of a more equal Nordic society, women are more aware of the power and privilege imbalance than men.





Workplace measures against discrimination

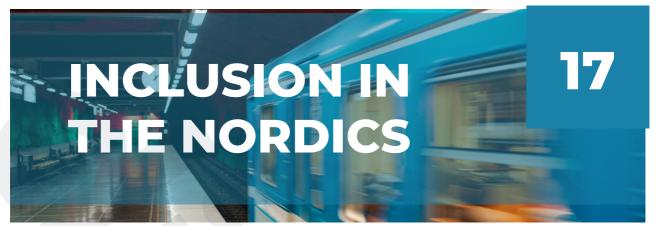
Figure 9 Common responses to witnessing discrimination in the workplace



Whenever participants witnessed discrimination in the workplace, they were asked what their reactions were. The results, as seen above in Figure 9, showed that in **35.4% of the cases, the participants reported reaching out to the victims after witnessing discrimination.** The second most common response of participants witnessing discrimination was **speaking up against it with 29.8%.** The third most common response was **reporting the incident, with 19.9% of respondents.**

Furthermore, the results revealed that **only 3.7% reported filing a complaint about witnessed discrimination in the workplace** making it the least frequent response to witnessing discrimination. Meanwhile, 11.2% of individuals in the workplace took no action at all to witnessed discrimination.





As much as it is important to talk about and denounce discrimination in Nordic countries, discussing inclusion is just as relevant. The Nordic region has gained international recognition for its commitment to social equality and welfare systems. However, discussing inclusion with an intersectional lens is crucial to ensure that progress is continuous. By addressing the challenges and identifying areas for improvement, Nordic countries can strengthen their efforts to create truly inclusive societies where everyone - from any background or identity - feels valued, respected, and has equal opportunities. Open dialogue about inclusion fosters awareness, facilitates policy changes, and promotes a more inclusive and equitable future for all.

Inclusion was evaluated through two key domains: 1) community and civic inclusion 2) and recruitment and workplace inclusion. In the subsequent sections, a concise overview of the findings about each area is presented.

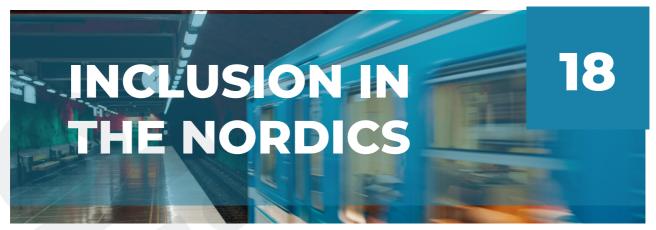
Community and civic inclusion

In this study, the ways individuals perceived their inclusion in the community and civic life were also explored. To measure this, participants were asked about various aspects such as their sense of being valued and respected in society, representation in the media, inclusion in their local community, accessibility of public spaces, equal opportunities, trust in government policies, and trust in authorities and healthcare providers. These factors were examined to gain insights into individual experiences and perspectives on community and civic inclusion.

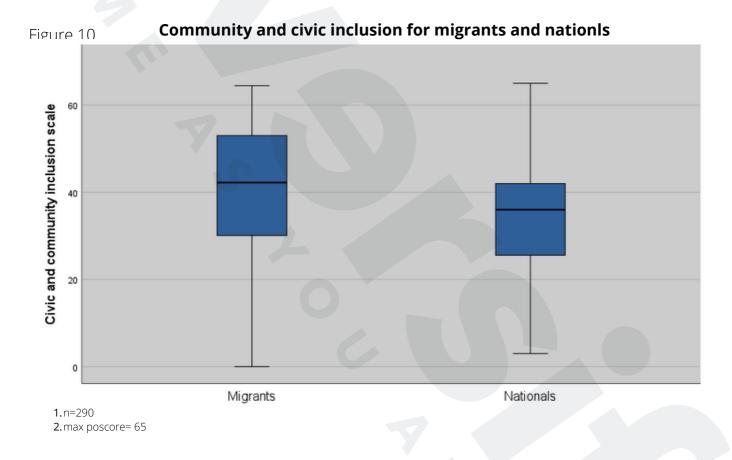
All of the questions related to civic and community inclusion were taken into account, **no significant differences were found between countries or groups based on race, gender, or sexual orientation.** This means that irrespective of demographic identity, there was no significant difference between the experiences of people from minority backgrounds. Notwithstanding, samples among those groups might not have been large enough to detect such differences when compared.

Furthermore, there were significant differences in the feelings of community and civic inclusion between some groups for instance, based on disabilities and chronic illness and migration status. This is to say that, people who identified as migrants and people who have a disability or chronic illness feel less included than people with a Nordic nationality and those who do not have a disability or chronic illness.



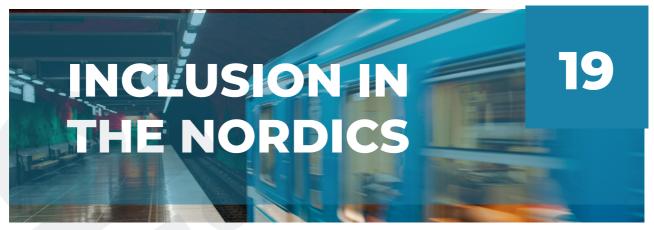


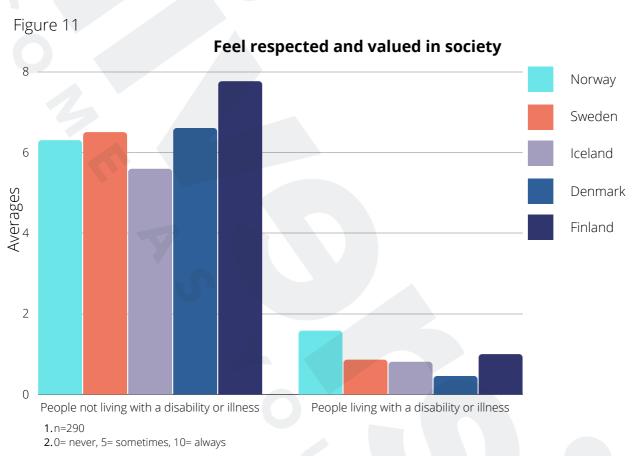
Compared to people with a Nordic nationality, migrants feel, on average, 19% less inclusion in their communities, representation in media, and trust in government policies and public services.



The difference in the sense of community inclusion between migrants and nationals shows that there is still room for improvement when it comes to adopting more inclusive perspectives for policies and legislation. More information should be gathered to understand the causes for these differences. It may be that legislation is not taking into account particular aspects that migrants consider important in order to feel included. This could also add up to other topics such as the lack of media representation (or misrepresentation), the fact that people in public services have not been trained to be more sensitive to cultural differences, or the fact that the immigrant population lack the resources and opportunities to feel as if they contribute or are included in their communities.



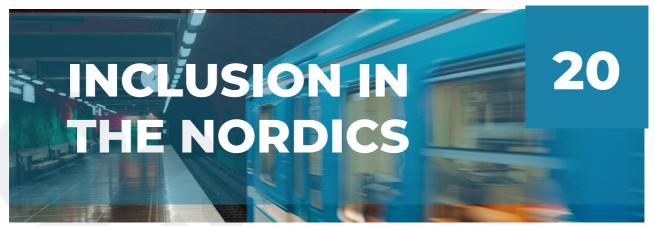




Participants reported large and significant differences for feeling valued and respected in the society on the basis of disability or living with a chronic illness. This was consistent across all countries within the study, suggesting that people who live with a disability or chronic illness in the Nordics feel like they are not valued or respected in their respective communities.

Such a strong difference in the experiences of people with disability is counter to the idyllic portrayal of the Nordics in the international community for their inclusion efforts, and thus suggests that both legislation and infrastructure that support accessibility should be improved. To enact change, efforts should be made to spread awareness about disability, as well as to sensitize the public about disabilities and illnesses.

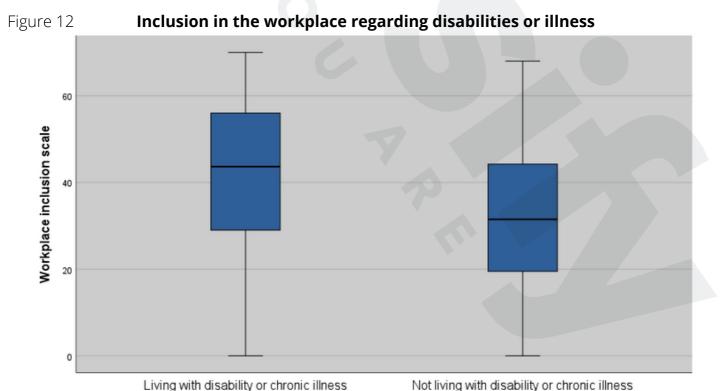




Recruitment and workplace inclusion

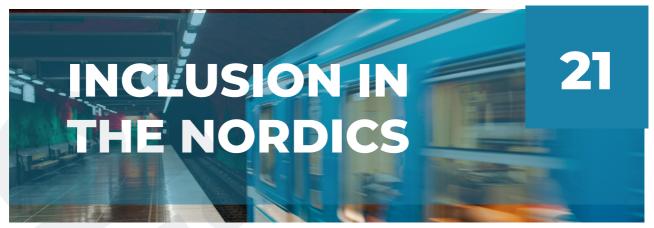
Recruitment and work inclusion was explored in the study. To measure this, participants were asked about various aspects, such as their sense of belonging, representation in leadership roles, opportunities for advancement, workplace resources to support their success provided by their organization, and the value placed on their contributions. These factors were examined with the aim to gain insights into people's experiences and perspectives on workplace inclusion. Understanding these perceptions can help organizations identify areas of improvement and create an inclusive environment where everyone feels valued, reflected, respected and has equal opportunities for success.

Of note, as shown in Figure 12, is that people with disabilities have a significantly more positive perception of workplace actions taken against discrimination than people without disabilities; on average 21% more. This is opposite to the results about community and civic inclusion and it may be due to several reasons. One of which may be that existing legislation, infrastructure and perception that account for accessibility and people with disability are relatively more advanced. Another point might be that it is often the case that people who are living with a disability are hired by companies who are already supportive.



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Nonetheless, more studies about perceived inclusion should aim to differentiate between the community and workplace in the Nordics to assess for any variation in the results.

Even though we did not find differences in overall perceptions of inclusion in the workplace across groups, we discovered that Black participants reported, on average, 66% less representation in leadership positions in the workplace compared to white participants.

In contrast, Black participants' response was similar to white participants' when it came to expectation for advancement opportunities in the workplace. This suggests that Black participants expect to have similar opportunities for growth in the workplace, despite being the least represented group in leadership positions (see Figure 13). Whether this expectation materializes or not requires further nuanced research.

Representation in leadership and advancement opportunities by race

Expected advancement opportunities
Perceived representation in leadership roles

O White or caucasian Black Biracial or Multiracial IPOC





This study analyzed the results of a survey conducted in five Nordic countries - Denmark, Finland, Norway, Sweden, and Iceland to assess the level of inclusion and diversity in both daily life and the workplace. It reveals the importance of measuring instances of discrimination and a sense of inclusion. It underpins the need for continuous efforts to ensure that everyone, with any background, appearance, or identity, feels included and has equal opportunities to participate in and contribute to society.

The fact remains that there is much work to be done. Whilst the Nordics excel in areas such as binary and homogenous gender equality, an intersectional approach to interventions to amplify inclusion and mitigate discrimination is relatively lacking. **Experiences of discrimination in the workplace and society are rife and enduring**. There remains a seemingly concerted effort to deny the prevalence of biased attitudes - which inadvertently hampers any constructive and measurable change.

People from minority and historically underrepresented groups (i.e. on the basis of ethnicity, disability, or sexual orientation) continue to bear the largest brunt of widespread (and unconscious) exclusionary practices. Oppression shows up in many forms, it could be as subtle as a snide comment, lack of representation in a leadership role or a misrepresentation in the media, or as overt as having to change names to have a chance at employment or being denied housing on the basis on one's ethnicity.

Race, ethnicity and sexual orientation appear to be grounds for discrimination. Where race is concerned, Black respondents experienced twice as much discrimination as white respondents. On the basis of sexual orientation, non-heterosexual respondents also report 27% more discrimination than their heterosexual counterparts. This means that for people who carry multiple identities (i.e. Black, immigrant, non-Western name, gay and disabled) their experiences are exacerbated.

Areas for future research include further exploration of the experiences of different minority groups within Nordic countries, analyzing the effectiveness of existing policies and initiatives, and studying the long-term impacts of inclusive practices in workplaces and communities. Understanding the intersectionality of discrimination and the unique challenges faced by specific groups can inform targeted interventions and policies to enhance inclusion in the Nordics.





This study provides valuable insights into the current state of inclusion in Nordic countries and consequently highlights areas for improvement. Herein fostering the sense of inclusion for people who identify outside of the cis-gendered, heteronormative, non-immigrant, white and non-disabled experience. The findings reinforce the importance of ongoing and nuanced efforts to create inclusive Nordic workplaces and societies.

First, open, honest and courageous dialogue, awareness, and policy changes are essential for fostering inclusion, diversity, and equal opportunities for all individuals, regardless of their background or identity. By committing to address identified challenges and implementing inclusive practices, Nordic countries and workplaces can strengthen their commitment to social equality and sound welfare systems where everyone feels valued, respected, and has equal opportunities to thrive.

Second, there is a need to enhance anti-discrimination and anti-racist measures in the workplace, including regular evaluation, updating of policies, implementing mitigative strategies, as well as thought-provoking trainings to improve interpersonal responses (.i.e. bystander intervention and anti-racist trainings). It is therefore important to employ an intersectional approach (Crenshaw 1989) to initiatives that aim to foster inclusion. Intersectionality accounts for multiple dimensions of identity, including race, gender, sexual orientation, and socio-economic status which are interrelated within systems of privilege and oppression. It offers a more thorough understanding of the intricate ways that various social identities interact to reveal social injustice (Lisa, 2012).

Third, fostering inclusive workplaces by promoting equitable opportunities is essential. Representation also matters - so Nordic workplaces and leadership should endeavour to replicate the cities and the countries in which they are local to.

Fourth, it remains imperative to engage in ongoing education with empathy, compassion and humility to ensure adequate and nuanced awareness and understanding of the challenges to widespread inclusion in the Nordics. Nonetheless, awareness alone is not enough.

Finally, it is vital that any intervention put in place has the leadership and active participation of the groups of people they are meant to serve. Furthermore, accountability matters and consequently, we cannot overstate the importance of actionable and data-driven interventions to address discriminatory practices and improve equity and inclusion.



LIMITATIONS

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This study provides valuable insights into the state of diversity and inclusion in the Nordics. However, there are several limitations and areas for future research to consider, as both can offer some understanding of the challenges and opportunities for creating a more inclusive society in the Nordics.

The survey sample size of 290 individuals may not fully represent the diverse population of the Nordic countries; especially since data from Åland, Faroe Islands, and Greenland are missing. Increasing the sample size and ensuring a more balanced representation across different demographic groups would enhance the generalisability of the findings.

Moreover, this study is primarily explorative in nature. Even though the research aimed to investigate and shed light through an intersectional lens, it should be acknowledged that the study's design and scope were focused on initial exploration rather than an examination. We encourage future studies to aim at understanding the causes and consequences of discrimination and inclusion in the Nordics. Exploring the underlying causes of these challenges and evaluating the effectiveness of existing policies and initiatives would contribute to the development of more targeted strategies to address these issues.

Furthermore, research could delve deeper into the factors that contribute to the causality of intergroup differences and explore the specific strategies and practices implemented by workplaces that positively impact the experiences of individuals with disabilities.





In conducting this study, Diversify and it's sister company, Diversify Consult utilized their own financial and time resources and did not receive any external contributions. The data collection phase took place in September 2022, with online self-administered surveys as the primary method. Responses were collected anonymously via Survey Legend. It is important to note that the participants were not provided with any form of compensation for their responses. Initially, a total of 349 responses were collected; however, this number was subsequently reduced to N = 290 due to missing data.

To ensure the validity and reliability of the measurement scales employed in the study, Exploratory Factor Analysis (EFA) was conducted. EFA was utilized to extract the underlying factors or dimensions of the constructs being measured. The extracted scales were then assessed for internal consistency using Cronbach's alpha, a widely accepted measure of scale reliability. The obtained alpha coefficients for the scales were as follows: experienced discrimination (α = .877), witnessed discrimination (α = .844), civic and community inclusion (α = .797), and inclusion in the workplace (α = .834). These high alpha values indicate strong internal consistency and reliability of the scales used in the study.

To examine differences between various groups, a one-way Analysis of Variance (ANOVA) was employed. This statistical method allowed for the comparison of means across different groups for each variable of interest. Only comparisons that yielded statistically significant results with a p-value of .05 or lower were reported in the study. By focusing on significant results, the analysis aimed to highlight meaningful differences and avoid spurious or chance findings. These methodological choices aimed to ensure the robustness and reliability of the study's findings.





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