Migration Policy Group

Becoming a Party of Choice: a Tool for Mainstreaming Diversity

Introduction and Glossary

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"It is time for political parties to ask if we are really doing all we can to promote the integration of immigrants and there is no better place to start than within our own organisations. This tool can help us make a real commitment to integration by making our organisations exemplary."
Armin Laschet, Member of the State Parliament of North Rhine-Westphalia and Vice president of the CDU parliamentary group, Germany

"As the only directly elected institution of the EU, it is imperative that the European Parliament truly represents Member States' populations in all their diversity. This goal can only be realised if political parties reflect the diversity of society within their organisations at all levels, including the European level. I strongly encourage all political parties to use this tool to ensure that Europe's immigrants can play a role in European democracy."
Emine Bozkurt, MEP, Group of the Progressive Alliance of Socialists and Democrats in the European Parliament

"As a political party, we need to truly reflect the population we aim to represent and serve. This publication provides valuable help in integrating people with a migrant background at all levels of party operation."
Baroness Sal Brinton, Member of the House of Lords, Liberal Democrat Party, UK

"I welcome this toolkit which will help political parties to build organisations that truly reflect society's diversity. At a time when many lament the growing divide between citizens and the political class, endeavours to have political actors which mirror the diversity of the population help to revive democracy. This toolkit goes beyond the issue of electoral rights for migrants but considers political parties as organisations which, like others, attract, recruit and employ people, thus directly impacting on the integration of people with a migrant background."
Patrick Lozès, president of the Representative Council of Black Associations of France (CRAN)

Introduction

Truly representative democracies ensure that everyone has the opportunity to participate in civic and political life. Political parties play an important role in such systems by engaging people and giving them a voice in the making of decisions that help shape society. Individuals become members of and/or vote for the party which, in their view, builds on their aspirations and best addresses their concerns. While these views may differ, influencing the choice of party, in general parties aspire to work for the common good and to become the party of choice for many.

Political parties' positions on matters related to migration and integration and their responses to what they consider to be the main opportunities and challenges for increasingly diverse societies vary. What most of these responses have in common, however, is that they address the necessary and inevitable adaptations to be made, both by society as a whole and by its individual members.

Generally speaking, political parties can do three things to promote integration. First, they can promote the adoption of equality legislation, as well as measures which grant voting rights and access to citizenship. Second, they can address integration and diversity issues in their programmes and formulate concrete policy proposals in all relevant fields. Third, they can open up and incorporate immigrants into the political system.

A great deal is known about equality policies, immigrants' civic and political rights and the ways in which citizenship can be acquired. Political parties' integration and diversity policies are often described and compared, and are widely publicized. Much less is known, however, about the measures which can be taken by parties to incorporate people with a migrant background into their own operations.

This publication aims to remedy this. It is based on the belief that what political parties consider to be good for society is also good for them – that the integration and diversity measures they advocate are just as relevant and applicable to their internal operations as to society as a whole. It looks at parties as social entities that aim to attract, recruit and employ people (voters, members and staff members respectively), as well as the providers and buyers of services.

Political parties can contribute to integration and set inspiring examples by including people with a migrant background in their own structures. In doing so, they also enhance their credibility and the quality of democracy. Reflecting the diversity of the population contributes to closing the gaps between the body politic and citizens and residents.

This publication presents an assessment and benchmarking tool developed on the basis of the Migration Policy Group's many years' experience of working with local authorities (Alexandre Kirchberger) and private sector organisations (Jan Niessen). Its development was also informed by responses to a questionnaire sent to the main political parties in France, Germany and the United Kingdom and by a mapping of the parties' diversity and equality initiatives (Katy Kefferpütz). Political parties at European level were also consulted (Anne Friel).The authors benefited from the suggestions from an Advisory Council, made of Patrick Lozès (*Conseil représentatif des associations noires*), Mekonnen Mesghena (*Heinrich Böll Stiftung*) and Seema Malhotra (Fabian Society).

Political parties can use the tool in three ways. They can use it to evaluate their efforts to integrate persons with a migrant background into their ranks. They can use to formulate detailed plans to change the situation in the party. Finally, as it produces comparable data, they can use it as a benchmarking instrument. Political parties belonging to the same and different political traditions

and orientations can benchmark themselves against each other within and between countries.

The publication is made up of four sections, preceded by a glossary and a user guide. The first is a benchmarking framework that identifies the various stages of internal diversity policy development. The second is a compendium of indicators that can be used to draw up checklists, formulate goals, set targets and monitor progress. The third gives three examples of good practice. The fourth and final section gives more background information on how political parties in the three above-mentioned countries deal with diversity issues.

Glossary

The following terms are used frequently in both the benchmarks and the compendium of indicators.

The benchmark on party candidates uses a simplified distinction between single-winner systems and list-based multiple-winner systems as defined below.

TERM	DEFINITION
Benchmark	A benchmark is an aspirational standard for an organisation's policies and practices.
Candidacy cycle	Candidacy cycle refers to the different steps that individuals have to take in order to be put forward as party candidates: application, selection, training, election, mandate tenure and end of mandate.
Data (diversity and equality)	In line with the most common practice of statistical offices throughout Europe, including Eurostat, diversity and equality data are based on the following criteria: • Citizenship • Citizenship of parents • Place of birth • Place of birth of parents
Diversity	In the framework of this project, diversity refers to people with a migrant background (see below).
Employment cycle	This term refers to the different employment phases from application to end of employment (also including recruitment, training, appraisal and promotion).
Equality	Equality refers to the equal treatment of persons irrespective of their (perceived or actual) race, ethnicity, religion, belief, nationality or national origin – in accordance with European and national legislation.
Geographical levels	The term 'geographical levels' refers to both the level of government (national, regional or local) and the level of the party office (national headquarters, regional office, local office). Benchmarks should be applied at all levels of government and at the different party office levels.
Indicator	An indicator is a qualitative or quantitative summary of a situation, action or process.
List-based multiple-winner systems	In list-based multiple-winner systems, parties draw up lists of candidates for election and seats are allocated to each party in proportion to the number of votes the party receives (proportional representation).
Migrant-owned businesses	A company is considered as a 'migrant-owned business' when 51 per cent or more of its stock is owned by individuals with a migrant background (see below).
People with a migrant background	On the basis of Eurostat's use of citizenship and place of birth as criteria for determining population stocks, the following categories of person are considered to have a 'migrant background': • All legally-residing nationals of countries outside of the European Union and their descendants (including those who are naturalised). • All EU nationals born outside the EU or with at least one parent born outside the EU.
Positive action	Positive action refers to the adoption of specific measures to prevent or compensate for disadvantages linked to race, ethnicity, religion, belief or nationality and national origin. It contrasts with 'positive discrimination' (or

	'affirmative action'), under which preferential treatment is given to someone because of his or her race, ethnicity, religion, beliefs or nationality and national origin.
Single-winner systems	Single-winner systems use electoral districts or constituencies that return one office-holder to a body with multiple members such as a local, regional or national legislature, e.g. 'first past the post' and run-off systems.
Surveys	Different types of survey exist. They differ in nature (for example questionnaires, interviews or focus groups), in method (carried out internally or outsourced to independent external consultants) and in timing (diagnostic, *ex ante* or *ex post*). The choice made is a function of cost, ambitions and stage of development.

Strategic thinking equality and mobility

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User Guide

Steps needed in order to use the benchmarks and the indicators

1. Commitment
- A decision is taken at an appropriate level to review their own integration and diversity policies and practices

2. Mandate
- A person or a working group is designated to carry out the review (the assessor), terms of reference are formulated and resources made available

3. Communication
- The mandate and activities of the assessor is communicated within the party, as are the results of the review. The party may decide to share this information externally

4. Inventory
- The assessor agrees on the terminology and make an inventory of relevant management policies and practices

5. Planning
- A timeline with deadlines is adopted and a list of persons and documents to be consulted

6. Implementation
- The assessment is carried out according to plan and made a priority for the assessor who may be assisted by an external expert

7. Presentation of results
- The results are presented and discussed by the party leadership and may lead to the formulation of recommendations

8. Recommendations
- The necessary measures are taken to set in motion a process of organisational change. Benchmarking may be a tool to be used to that end