

# Dutch D&I in Digital Benchmark 2023

diversityhero



**21% of women in tech, 70% of all organisations do not track ethnicity of employees, and only 36% of leaders (sometimes) have D&I objectives in their performance measures.**

Among others, these are some of the data that we gathered with the first edition of the D&I benchmark 2022, thanks to a selection of companies participating and representing almost 30.000 employees working in the Dutch Digital and Tech landscapes.

For this year, we aim higher: more companies participating, better representativeness of the industry. So herewith **we invite you to the second edition of the Dutch D&I in Digital benchmark 2023.** We are calling on Dutch digital and tech companies to join the benchmark and share relevant D&I data to identify, measure and scale D&I efforts within the Dutch tech ecosystem and beyond.

## Why?

**Because what is not measured can't be managed!**

Gathering both qualitative and/or quantitative D&I Data on the workforces allows organisations to:

- get a deeper understanding of the areas of improvement
- provide a baseline to set targets and measure progress
- design interventions built on evidence, being able to measure interventions for effectiveness
- disclose data for transparency both internally and externally

The aim of the benchmark is, therefore, to provide insights into the status of diversity and inclusion within the Dutch digital industry.

## How?

We are launching, for the second consecutive year, the Dutch D&I in digital benchmark in February 2023. This is an initiative by Diversity Hero in collaboration with Techleap.nl and Taskforce D&I by NLdigital. Supported by Booking.com and the Dutch Ministry of Economic Affairs and Climate Policy.

Join the initiative by signing up [via the following link.](#)

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## How does it work?

**Step 1:** Sign up and get your login details

**Step 2:** Get started: We provide a detailed overview of the data collection points, a template and a how-to guide, which make it easier for you to start collecting the data internally.

**Step 3:** Submit data this means inputting your organisation's data into a secure online survey platform for which a representative of your company will receive the credentials.

**Deadline: May 1, 2023**

**Step 4:** Benchmark report launch: The Dutch D&I in digital benchmark report 2023 will be launched during the TNW Conference (**15 - 16 June 2023**). Each company will have access to an individual summary (dashboard).

## Important Remarks:

The data provided by participating companies allows us to create a unique **anonymous and aggregated** report on diversity and inclusion in the digital industry in the Netherlands.

Each participating company receives an individual summary to benchmark their own progress against other groups of (anonymous) organisations (segmented by size, sub-sector, etc) and to **understand and learn from what others** are doing to drive progress.

We work at scale, addressing the Dutch digital and tech ecosystem as a whole to drive change, and supporting organisations to include and maximise participation from underrepresented groups.

## About

**Diversity Hero** was founded by Gillian Tans, ex-CEO and former chairwoman of Booking.com. Her company works on accelerating diversity & inclusion in technology, through data. Diversity Hero brings together the ecosystem by gathering data and comparing, sharing and learning from peers in the tech industry.

**Techleap.nl** is a non-profit publicly funded organisation helping to quantify and accelerate the tech ecosystem of the Netherlands. Empowering all founders and their tech companies to scale with programs and initiatives for improving access to capital, international markets and talent.

**Taskforce Diversity & Inclusion**, led by NLdigital, is a public-private initiative in collaboration with the Ministry of Economic Affairs and Climate to promote (gender) equality in the Dutch digital industry.

The initiative is supported by **Booking.com** and **the Ministry of Economic Affairs and Climate**.

For more information and how to participate visit your website [www.diversityhero.com](http://www.diversityhero.com) or follow us on LinkedIn.