A more diverse staff – that's how it's done!



The SWANS Initiative

We are a nonprofit organization that supports female university students and young professionals in all job- and career-related matters. We specifically empower women who grew up in German-speaking countries with a migrant background, Black women, and women from socio-economically disadvantaged backgrounds.

Our mission

Considering their qualification in comparison to their share of the population, they are grossly underrepresented in the German academic job market. And it is our ambition to change that. To accomplish that, we also work with employers who want their staff to become more diverse.

What do we offer?

Innovative Diversity Recruiting

Access to a network of more than 1.500 female high potentials ("swans") with high cultural and social diversity.

Pioneering role

SWANS partners are pioneers at an intersectional approach to diversity (e.g. overlap of gender, race, class and religion).

Credible Employer Brandying

Authentic and attractive positioning with potential applicants, multipliers and the general public.

CSR and Social Impact

Holistic support of our "swans" on top of existing recruitment efforts.
Enabling a non-material support program comparable to a scholarship that consists of seminars, network and alumnae work.



swans initiative

Why diversity?

77 percent of employees are more likely to apply to an employer that lives diversity (Stepstone Diversity Study 2021).

Companies with high diversity are profitable above average (McKinsey 2011, 2015, 2018, 2020, Harvard Business School 2018, US National Bureau of Economic Research 2019).

Two thirds of companies in Germany haven't implemented any diversity management measures, only 19 percent are planning specific measures in the future (Charta für Vielfalt Study 2020).

Your contact

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Our references and awards (selection)

Partners

- McKinsey & Company
- Skadden, Arps, Slate, Meagher & Flom LLP
- Procter & Gamble
- SAP

Press Coverage (German)

- Süddeutsche Zeitung
- Deutschlandfunk
- Handelsblatt
- Frankfurter Rundschau
- Business Insider
- Bayerischer Rundfunk
- Norddeutscher Rundfunk
- Rbb24 Abendschau
- taz
- NDR 2024
- NDR 2021
- rbb24
- FAZ
- WDR5 Radio
- WDR Frau TV

Awards

- By former Chancellor Angela Merkel
- By the United Nations Alliance of Civilization
- By the European Economic and Social Council
- 1st place and €20k from the Impact fund pitch hosted by Social Impact and Deutsche Bank
- Winner of the audience award Million Chances Award endowed with €10k by the Henkel Foundation
- Rated "Exemplary" in the contest "Active for Democracy and Tolerance" by the Federal Center for Political Education (bpb)

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