

## **Between Rhetoric and Reality: An Intertextual Analysis of EU Diversity Charters**

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### **Abstract**

This research endeavour aims to evaluate EU member states' Diversity Charter (DC) initiatives. The Inclusion Studio from Amsterdam financed this research. By combining research and professional experience, we undertook this intertextual analysis of DCs to study and compare their content. We also consider the political and social context in which the DC operate. In this regard, the research also considers how principles set by the EU Charter of Fundamental Rights are enacted in law by member states and why there is a need for expanding human rights guarantees with initiatives like the DC. Our research concludes by outlining five areas of improvement that can be made to the existing DC. These areas were identified during the research and represent our professional opinion for improving this important D&I initiative. Furthermore, we propose the development of the reflective realignment approach as a tool that will help companies create a more inclusive work environment.

**Keywords:** Diversity Charter, European Union, Intertextuality, Diversity and Inclusion