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## **For a More Diverse Music Industry: Music Label BMG Professionalizes its Diversity Strategy in Cooperation with ADAN Impact**

- BMG, the world's fourth largest music company, aims to significantly increase the number of black employees
- Cooperation with Social Business ADAN Impact strengthens diversity, equity and inclusion (DE&I) expertise

Music label BMG takes its diversity strategy to the next level by bringing ADAN Impact on board. ADAN Impact, a social business based in Frankfurt, Germany, now helps the world's fourth largest music company to address Black and People of Color (BPoC) in its recruiting campaigns and position itself as an attractive employer within the BPoC community.

As part of the collaboration, the partners are planning several marketing activities to reach the BPoC community. BMG's job postings will be tailored to this specific target group. In addition, ADAN Impact has grown the largest network of BPoC students and professionals in Germany over the past eight years. The collaboration between BMG and ADAN Impact includes various points of contact with this network, such as recruiting events.

### **BPoC in the Music Industry**

Considering the number of BPoC artists on stage, the music industry seems quite diverse. Behind the scenes, however, BPoC are still vastly underrepresented. "Whether in management, legal or IT – we want to attract more BPoC talent. Diversity and genuine justice of opportunity must be ingrained in our corporate culture," says Pierrot Raschdorff, Senior Director Global Diversity, Equity & Inclusion at BMG. "This is a considerable and long-term task. That is why we are pleased to have the experts from ADAN Impact working with us."

With its roots in the non-profit organization ADAN e.V., the social business ADAN Impact has gained many years of experience in connecting BPoC talent. ADAN Impact has supported several companies to develop a diverse corporate culture. "More and more companies are recognizing the need to reach out to underrepresented groups," says Allie Bangura, Managing Director of ADAN Impact. "We are excited to help BMG open up their various business units to our BPoC community."

### **Media Contact ADAN Impact**

BCC for ADAN Impact  
Julia Breitmoser  
[adan-impact@bcc-ffm.de](mailto:adan-impact@bcc-ffm.de)  
T +49 69 900 2888 27



## Media Contact BMG

Sevgi Kaymak

[Sevgi.Kaymak@bmg.com](mailto:Sevgi.Kaymak@bmg.com)

T +49 151 72887116

## About ADAN Impact

ADAN Impact GmbH is a social business that empowers corporations and organisations to attract, retain and grow BPoC talent. The goal: to increase diversity in companies and unleash the potential of the BPoC community. To this end, ADAN Impact supports its clients in strategically implementing measures for diversity, equity and inclusion. ADAN Impact draws on many years of experience and a growing network of BPoC talent: In 2021, the company emerged from ADAN e.V., the Afro-German academic network for BPoC students and professionals. Part of ADAN Impact's turnover funds the non-profit work of ADAN e.V.

More information: [adan-impact.com](http://adan-impact.com)

## About BMG – The New Music Company

BMG – est. 2008 – is the world's fourth-biggest music company, the first new global player in the music business of the streaming age, and a record label and music publisher in one. Named in 2020 one of the world's Most Innovative Companies by Fast Company, BMG's pitch is unique – a relentless focus on fairness and transparency and service to its artist and songwriter clients. BMG's 22 offices across 13 core music markets now represent over three million songs and recordings, including many of the most renowned and successful catalogs in popular music history. BMG's fresh approach includes production music, films, books, artist management, merchandise, neighboring rights, and live as well as music publishing and recordings off the same service platform. BMG is owned by international media, services and education company Bertelsmann, whose other content businesses include the entertainment company RTL Group and the trade book publisher Penguin Random House. With its multi-platform perspective, integrated technology platform and commitment to help artists maximize their income, BMG aims to be the best company in music to do business with.

[www.bmg.com](http://www.bmg.com)

## About ADAN e.V.

The network "ADAN", short for Afro-German Academic Network, was founded in 2014 by an initiative of young, ambitious students with African roots in Frankfurt am Main. Their goal: to promote diversity in German society and make it more visible. Today, the network has



nearly 450 members and continues to grow. The ADAN is an inclusive network of Afro-German and Africa-interested students, professionals, trainees and academics who want to spread a differentiated image of the African continent, Africans and Afro-Germans.