

# The Role of Business in Respecting and Supporting the Rights of LGBT Persons

*10 February 2015*

*10:00 AM-11:00AM EST*



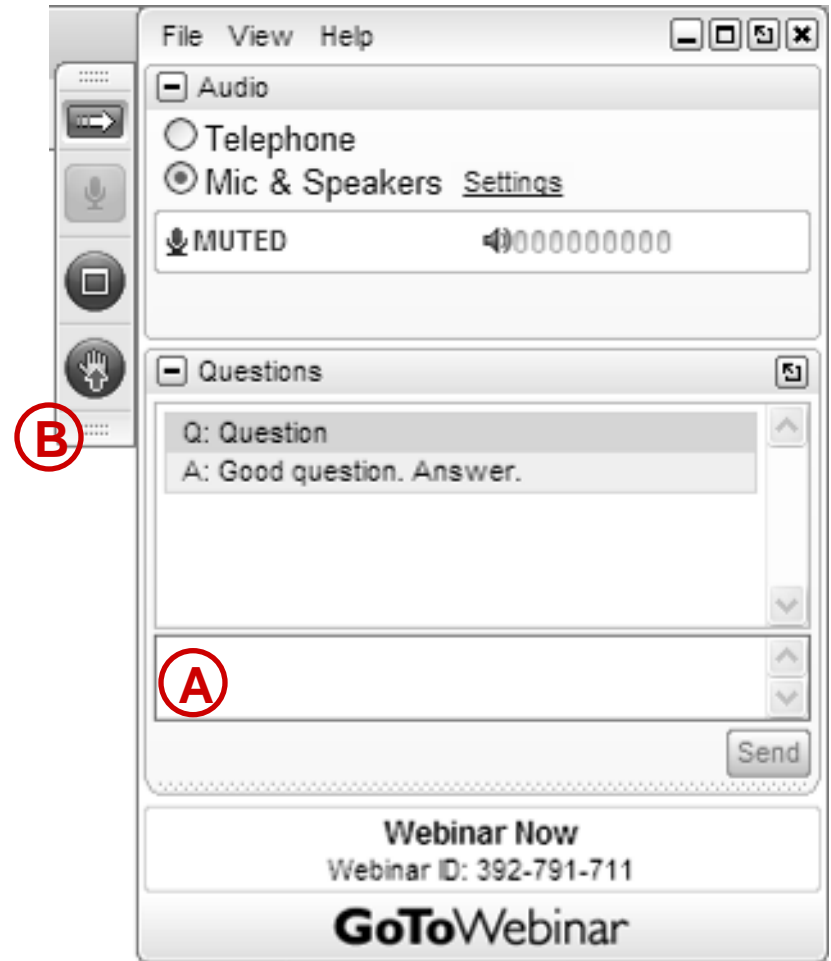
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# Questions

**Technical Difficulties:** If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

**Q&A:** We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

**Example:** Question for John Doe: What is Human Trafficking?



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# Agenda



## Welcome and Introduction

*Michelle Lau, Policy Adviser, Human Rights, UN Global Compact*

*Matthew Daly, Consultant, Human Rights, UN Global Compact*



## LGBT Equality at General Electric

*Amber Kagan, Deputy General Counsel and Global Labor and Employment Leader, GE Capital*



## New Tools on Business & LGBT Rights in Brazil

*Beto de Jesus, Txai Consultoria e Educação*

*Bruna Douek, Txai Consultoria e Educação*



## Evolving Expectations & Opportunities for Leadership

*Laura Clise, Corporate Sustainability & Diversity Strategist*

## Q & A: Remaining Time

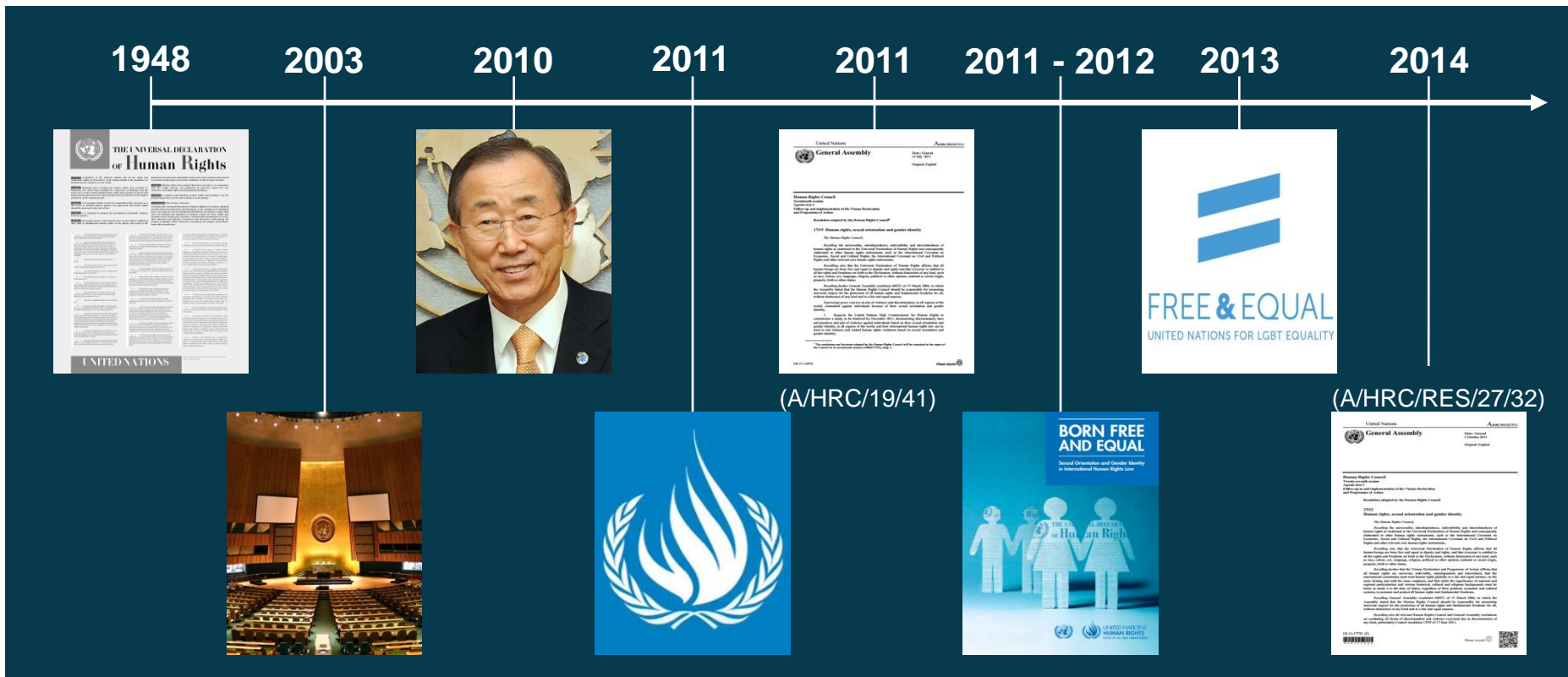


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# The UN and Progress on LGBT Rights

## What do we mean by LGBT rights?

- **LGBT(QIH)** – Any non-normative gender identity or sexual orientation
- **Rights** – Any of the basic human rights defined by the Universal Declaration of Human Rights and other international human rights instruments



# The Role of Business in LGBT Human Rights

## What is the responsibility of business in this area?

- *UN Global Compact Principles 1 & 2*
- *Guiding Principles on Business and Human Rights*

### Respect

- Human Rights Impacts from Business (cause or contribute to)
  - Example: Employee Support and Rights (HRC Equality Index Companies)

### Support

- Additional Voluntary Actions to Support Human Rights
  - Example: Marriage Equality in the US (Amici Curiae in Support of Edith Windsor)

## Businesses are realizing benefits from their efforts in this area:

- Equality in employee benefits and fairness are critical to attracting and retaining top talent in pursuit of strategic goals (added DOMA expense in US context).
- Public opinion and brand equity impacts of negative or perceived negative conduct in this area.
- Other indicators, such as improved financial performance have been observed.

# LGBT Equality at General Electric



***Amber Kagan***

*Deputy General Counsel and Global Labor and  
Employment Leader, GE Capital*



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# New Tools on Business & LGBT Rights in Brazil

Txai Consultancy and Education



- Reinaldo Bulgarelli
- Beto de Jesus
- Bruna Douek

# What does promoting LGBT human rights in companies mean?

- ❑ It is a daily affirmation that all people are born free and equal in dignity and rights.
- ❑ It makes violence, exclusion, humiliation, harassment and discrimination unacceptable.
- ❑ It means that everyone is responsible for promoting the right to equality, liberty, access to opportunities and good conditions for human development.

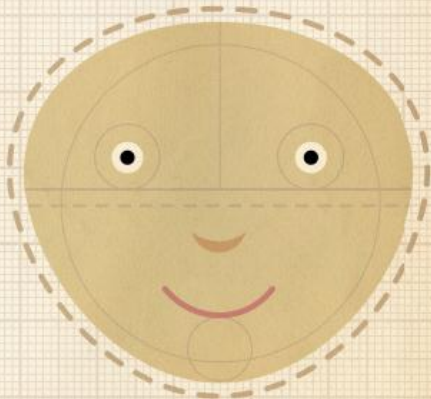
Companies and their employees can make a difference and take on the leading role to promote respect to all people.



# Is this an important issue?

- It's a growing demand.
- It strengthens practices of respect to human rights and the company's identity.
- It creates a competitive advantage.

PROMOÇÃO DOS DIREITOS  
HUMANOS DE PESSOAS LGBT  
NO MUNDO DO TRABALHO



Construindo a igualdade de oportunidades no mundo  
do trabalho: combatendo a homo-lesbo-transfobia.



INSTITUTO  
**ETHOS**

BUSINESS  
COMMITMENT TO  
**LGBT**  
HUMAN  
RIGHTS

Guidance to the business world  
in actions aimed at lesbian,  
gay, bisexual, transvestite  
and transgender people



**UN manual on LGBT Rights in  
the workplace (Portuguese):**  
[http://www.pnud.org.br/arquivos/  
MANUAL\\_completo\\_DireitosHum  
anosLGBT%20sem%20marcas%  
20de%20impressao.pdf](http://www.pnud.org.br/arquivos/MANUAL_completo_DireitosHumanosLGBT%20sem%20marcas%20de%20impressao.pdf)

**Instituto Ethos (in English):**  
[http://www3.ethos.org.br/cedoc/b  
usiness-commitment-to-lgbt-  
human-rights/#.VLVU-8kYGDp](http://www3.ethos.org.br/cedoc/business-commitment-to-lgbt-human-rights/#.VLVU-8kYGDp)

# 4 stories and characters

- Alana: she decides to take on her real identity and transforms after years working in the same company
- Ronaldo: a man who's been married to a woman, but finally decides to come out
- Meire: a lesbian who works in a masculine environment but goes through many challenges when trying to improve her career. She also deals with gender related issues.
- Carlos: a straight womanizer who finds out he is HIV+, a virus he once associated only to gays.

Companies  
and  
employees  
should ask  
themselves

...



- ❑ How can I promote a more inclusive environment at work?
- ❑ What are the advantages of an inclusive workplace, free from homophobia and other types of prejudice?
- ❑ Does the company treat its employees equally when it comes to benefits?
- ❑ Does the company know and abide by the current legislation on LGBT?
- ❑ Does the company's Code of Conduct undergo periodic analysis and update?

# Step by Step – where to begin

- **Making a diagnosis of the current situation:** is there anything specific that still needs improvement in the company when it comes to LGBT?
- **Defining the desired situation:** what results do we expect from our actions? Where do we wish to get?
- **Building an action plan** for the company and individual ones for the areas in order to reach what was established, defining a schedule, people responsible and anything else that involves the process.

# 7 things we've learned to be useful

1. Don't look at the subject as if it's strange or not part of the company's routine
2. In case of multinationals, learn what's being done in your HQ. They might have more advanced programs or actions.
3. Have diversity inserted in every aspect of your communication, and also in your leadership's speeches. Let everyone know the company respects and values diversity, including sexual diversity.
4. Create an affinity group with LGBT and non LGBT employees to talk about sexual diversity.
5. Review your policies and processes and check if they're updated and inclusive.
6. When facing a difficult situation or a conflict, always base your attitudes on the company's mission statement, values, policies and Code of Conduct.
7. Build bridges when dealing with LGBT so that gender and other aspects of diversity are considered and linked to all actions.



# How we've been working in Brazil - Companies and LGBT Forum





# 10 Business Commitments to Promoting LGBT Rights

## 10 BUSINESS COMMITMENTS TO PROMOTING LGBT RIGHTS

- Commit – CEO and executives – to respecting and promoting LGBT rights.
- Promote equal opportunities and fair treatment to LGBT people.
- Promote a respectful, safe and healthy environment for LGBT people.
- Sensitize to and educate on LGBT rights.
- Encourage and support the creation of LGBT affinity groups.
- Promote respect for LGBT rights in communication and marketing
- Promote respect for LGBT rights in planning products, services and customer service.
- Promote professional development actions for people of the LGBT segment.
- Promote economic and social development of LGBT people in the value chain.
- Promote and support actions aimed at LGBT rights in the community.

# Find out more



To access the U.N. manual on LGBT Human Rights (in Portuguese):

[http://www.pnud.org.br/arquivos/MANUAL\\_completo\\_DireitosHumanosLGBT%20sem%20marcas%20de%20impressao.pdf](http://www.pnud.org.br/arquivos/MANUAL_completo_DireitosHumanosLGBT%20sem%20marcas%20de%20impressao.pdf)

To access the publication from Instituto Ethos (in English):

<http://www3.ethos.org.br/cedoc/business-commitment-to-lgbt-human-rights/#.VLVU-8kYGDp>



## Contact Us

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# Evolving Expectations & Opportunities for Leadership



## ***Laura Clise***

*Corporate Sustainability & Diversity Strategist;*

*Co-author of Harvard Business Review articles:*

- “Big Business Increasingly Supports Gay Rights”*
- “Why Companies Should Support the DOMA ruling”*

*Former Director of External Communications & Corporate Citizenship, AREVA Inc.;*

*2013 Aspen Institute First Mover Fellow*



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# THE ROLE OF BUSINESS REGARDING LGBT EQUALITY

Evolving Expectations & Opportunities for  
Leadership

# Context: A shifting landscape

- Legal Compliance
  - ▣ Rapidly changing legal framework
  - ▣ Cultural divide within Europe, America
  - ▣ It is still a crime to be LGBT in 76 countries
- Social Acceptance
  - ▣ Growing public acceptance, but with some backlash
  - ▣ LGBT rights made the official agenda at the 2015 World Economic Forum
- Market Opportunities
  - ▣ LGBT market: \$750 B (U.S.), \$870 B (Europe), \$133 B (Brazil), \$300 B (China)

# Less Bad ≠ Good

- Raising the bar on what constitutes leading practices
  - ▣ Non-discrimination protections must apply globally and extend to suppliers/vendors
  - ▣ Philanthropic giving does not include organizations that have a written policy of discrimination on the basis of sexual orientation and/or gender identity
  - ▣ Public engagement includes LGBT employee recruitment, marketing/advertising to LGBT consumers, philanthropic support of LGBT organizations, policy support for local/state/federal legislation
  - ▣ Beyond “non-discrimination” - From compliance to developing and reinforcing a culture of inclusion




# Leadership & Lessons Learned

□ Understanding regional differences 

□ Navigating reputation risk  

□ Lobbying for equality  

□ Marketing for equality 



# Additional Resources

- Out & Equal
  - ▣ Nonprofit organization dedicated to achieving lesbian, gay, bisexual and transgender workplace equality – [www.outandequal.org](http://www.outandequal.org)
- Human Rights Campaign
  - ▣ Corporate Equality Index - [www.hrc.org/campaigns/corporate-equality-index](http://www.hrc.org/campaigns/corporate-equality-index)
- Jennifer Brown Consulting
  - ▣ Best practices in leadership, diversity & inclusion and workplace innovation – [www.jenniferbrownconsulting.com](http://www.jenniferbrownconsulting.com)
  - ▣ “High Performance ERGs”, “How to engage LGBT ERGs in Supplier Diversity”, “Workplace Inclusion: Transgender”

# Contact Information

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# Thank You

## Thank you for joining us today.

Presentation slides and a recording of the webinar will be available on the UNGC website.

*If you have any additional questions, please contact:*

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