

Breakout Rooms



Breakout 1: Room 3.10

Practical solutions for greater LGBTIQ+ workplace inclusion: The Nordic Perspective

Breakout 2: Town Hall

Legal & cultural challenges in creating LGBTIQ+ inclusive workplaces in different countries

Breakout 3: Room 3.6

Fuller workplace engagement with LGBTIQ+ sustainability (including inclusive design)

Fuller workplace engagement with LGBTIQ+ sustainability (including inclusive design)



Moderated by:

Malin Ekefalk

She/Her

Electrolux Group

David Pollard

He/Him

Workplace Pride

Timo Mashiya-Veikkola

He/Him

Electrolux Group

Breakout 3: Room 3.6

The evolution of Business & Human Rights and Social Sustainability

Triple Bottom Line



Sweat shops & corporate scandals



Millennium Development Goals



OECD **GUIDELINES**
FOR MULTINATIONAL
ENTERPRISES

**UNITED NATIONS
GUIDING PRINCIPLES
ON BUSINESS
& HUMAN RIGHTS**



2000

2010

2020

Electrolux Group sustainability framework



Better Company

Be climate neutral and drive clean and resource-efficient operations

Act ethically, lead in diversity and respect human rights

Drive supply chain sustainability



Better Solutions

Lead in energy- and resource-efficient solutions

Offer circular products and business solutions

Eliminate harmful materials



Better Living

Make healthy and sustainable eating the preferred choice

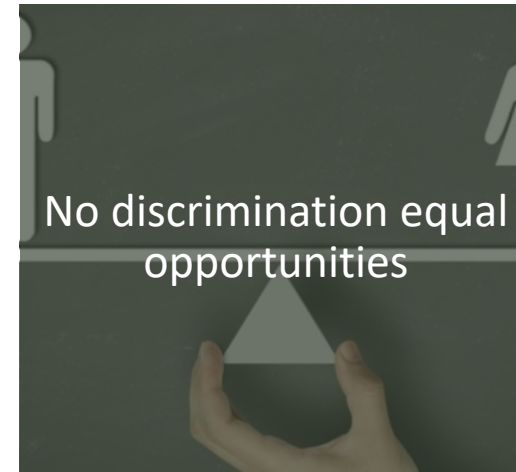
Make clothes last twice as long with half the environmental impact

Make the home a healthier place to thrive in, with half the carbon footprint



LGBTQI+ diversity, inclusion & non-discrimination

Integral to being both a Sustainability Leader and a Responsible Employer

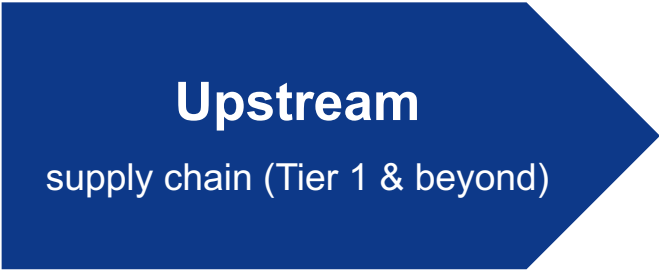
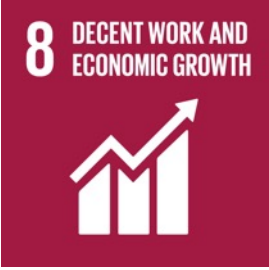


Companies play a major role in the protection and promotion of the human rights of LGBTQI+

Business benefits – innovation, creativity, productivity, as well as attraction & retention of employees and consumers

LGBTQI+ diversity, inclusion & non-discrimination is ultimately about what company we want to be

Bigger than HR and Sustainability



The Rainbow Paper

The Rainbow Paper



Linking the United Nations' Sustainability Development Goals and LGBTI Inclusion in the Workplace

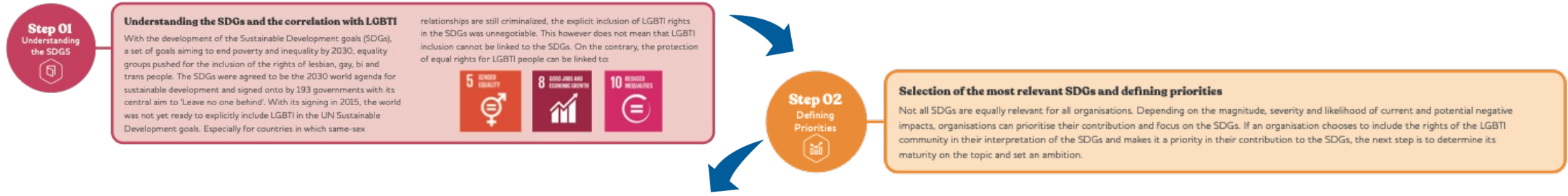


Sustainable Development Goals

THE UN SDG'S ARE THE STARTING POINT TO UNDERSTAND THE RAINBOW PAPER MATURITY MODEL



The Rainbow Paper Maturity Model



Step 03 Setting Goals

| | Level 1 LGBTI inclusion is on the agenda and plans are made to define policies that ensure equal rights and opportunities for all. These go beyond those required by regulation. The organization will put additional measures in place to respond to any problems. | Level 2 LGBTI inclusion is increasingly recognized as a benefit for the organization and an inclusive culture is acknowledged as key to success. Initiatives on LGBTI inclusion are deployed at a local level and monitored to support continuous improvement. | Level 3 Management embraces the business case and benefits of diversity and can demonstrate that it is implementing LGBTI inclusion strategies designed to create an inclusive work environment. | Level 4 LGBTI inclusion is integrated into day to day activities. Management is committed to creating an environment that supports LGBTI inclusion and encourages the right behavior. Initiatives on LGBTI inclusion reflect local needs and support the success of the organization. |
|---|--|---|---|--|
| Policy & communication SDG 5.1, 5.C, & 10.3 | Specifying LGBTI in the nondiscrimination policies | Attention for inclusive communication | Changing discriminatory country-based internal corporate practices | Advocacy to change discriminatory laws in country |
| Participation & leadership SDG 5.5 & 8.8 | Senior Executive Sponsorship of LGBTI effort | Equality of benefits for all LGBTI employees | "Out" employees at senior executive level | LGBTI Employee Leadership Development |
| Awareness and education SDG 5.B | Diversity module is part of the annual training cycle for managers | Onboarding program | Reverse mentoring / training programs for straight allies who can advocate for & support LGBTI | Required diversity training for everyone as part of the training cycle |
| Empowerment SDG 5.A, 8.5, 8.10, & 10.4 | Concrete action or activity making LGBTI inclusion actionable | Promotion and support of LGBTI employee resource groups | Corporate interaction with LGBTI civil society organisations | Supplier diversity programs include LGBTI |
| Accountability and measurement | Report on activities on LGBTI inclusion | External international benchmarking | Diversity performance linked to HR bonuses | Bonus of highest management depends on results employee satisfaction survey |





SHAPING LIVING FOR THE BETTER

Responsible & Inclusive Design

Timo Mashiyi-Veikkola
Design Director
Global Research by Design





How do we design for inclusivity



Human Touch

Take an iterative, research-based and collaborative approach to design that encompasses the entire user experience

Research By Design

Futures & Foresight

Experience Innovation
Design

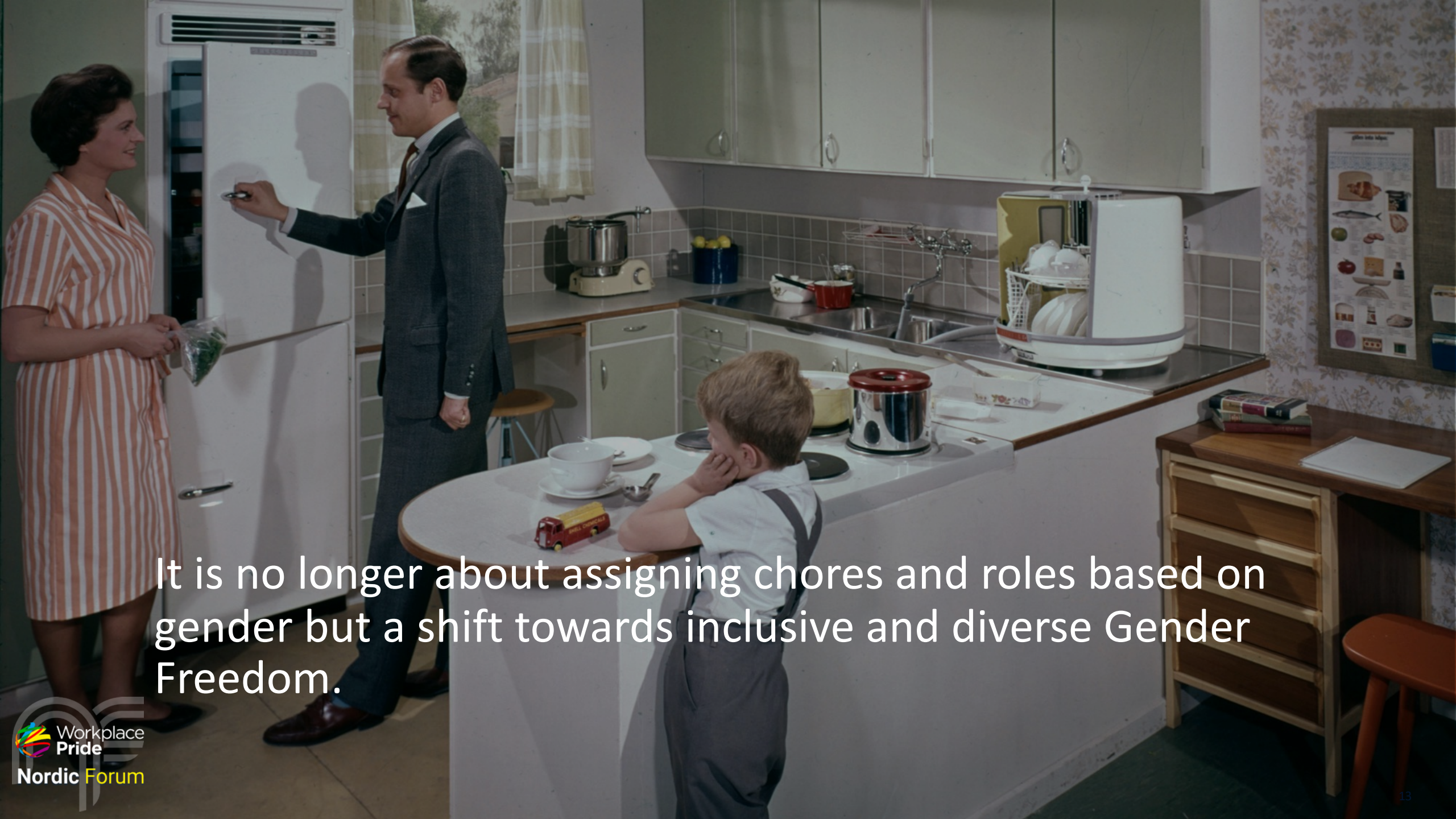
UX Research

Fit Feel Finish

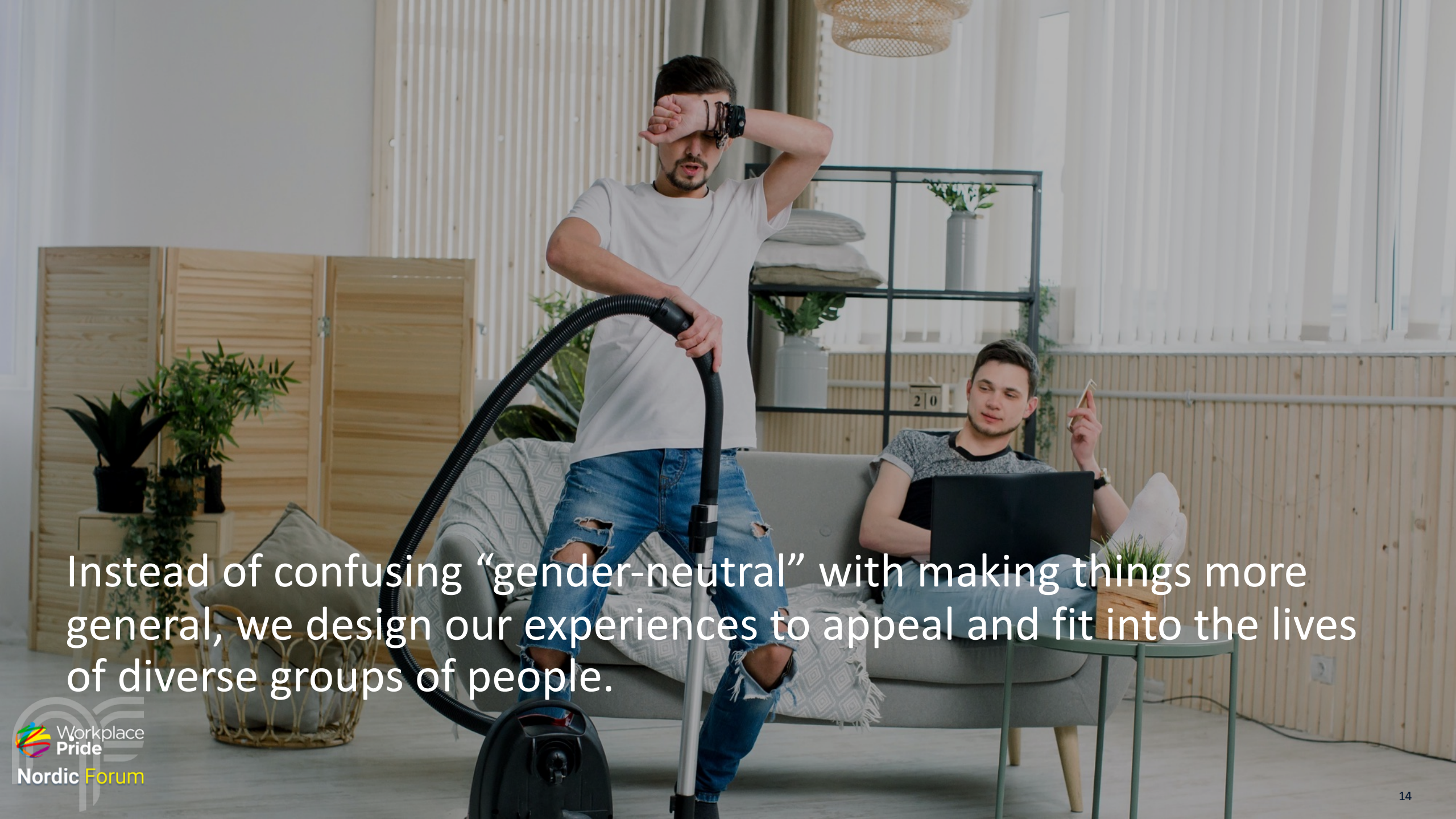
ONEDesign Trend Tool

Futures & Foresights / Research by Design





It is no longer about assigning chores and roles based on gender but a shift towards inclusive and diverse Gender Freedom.



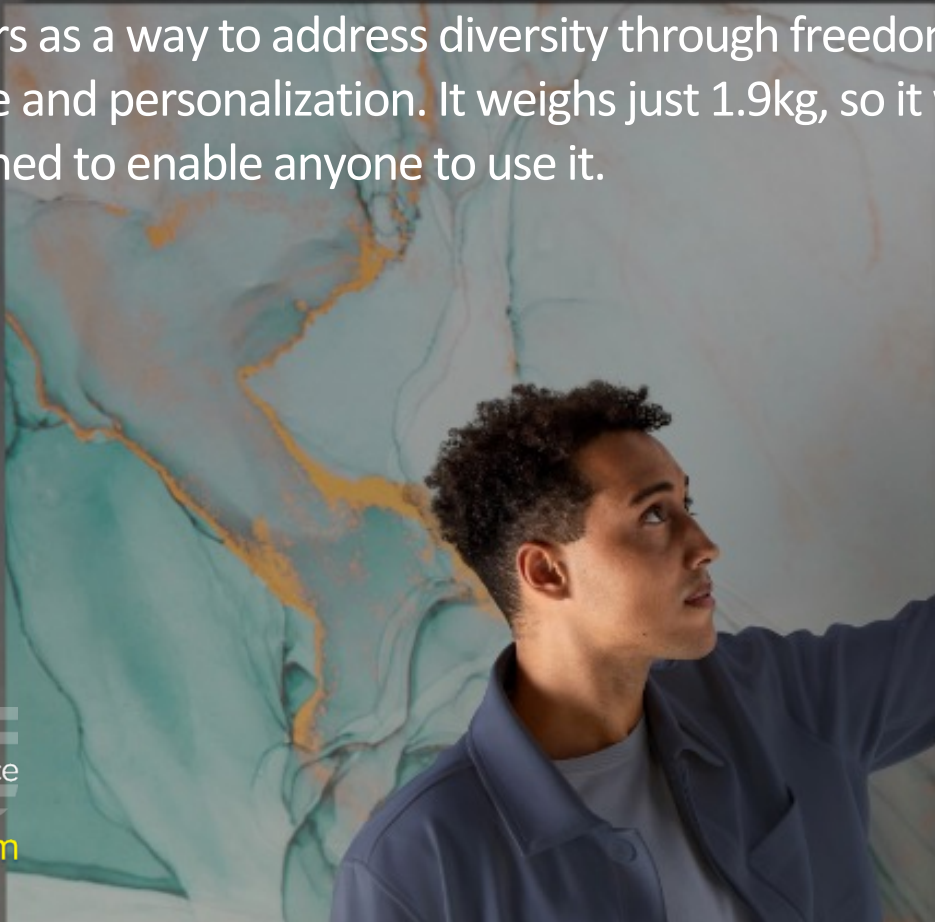
Instead of confusing “gender-neutral” with making things more general, we design our experiences to appeal and fit into the lives of diverse groups of people.

Wider audience appeal

The sleek matt black design of our award-winning AEG kitchen series aims to appeal to a wider audience, bringing more people into the kitchen, whether to gather or to cook.

Colour, material and finish

The use of colour, material and finish can offer gender freedom: Electrolux 700/AEG 7000 series cleaner, has six colours as a way to address diversity through freedom of choice and personalization. It weighs just 1.9kg, so it was designed to enable anyone to use it.

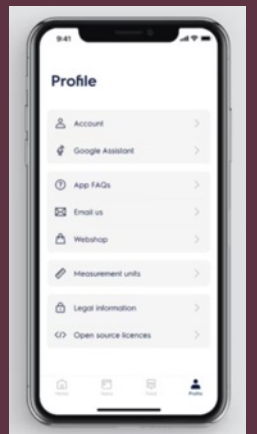
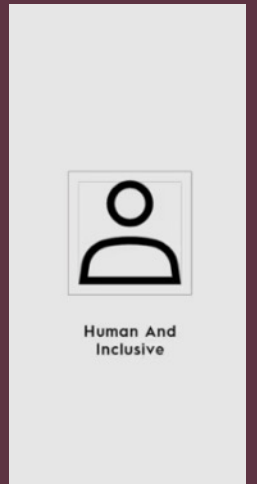
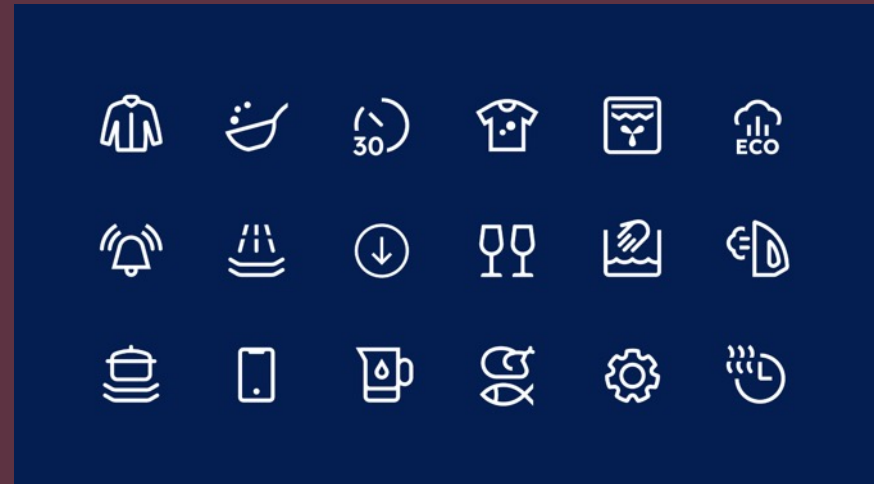


Human, inclusive symbols

We launched our new iconography set, created using human, inclusive symbols derived from metaphors in the natural world.

So it's a huge step forward to have people represented with a gender-neutral circle and arch, for example, avoiding any reference to stereotypes — no glasses, tie, dress or hairstyle.

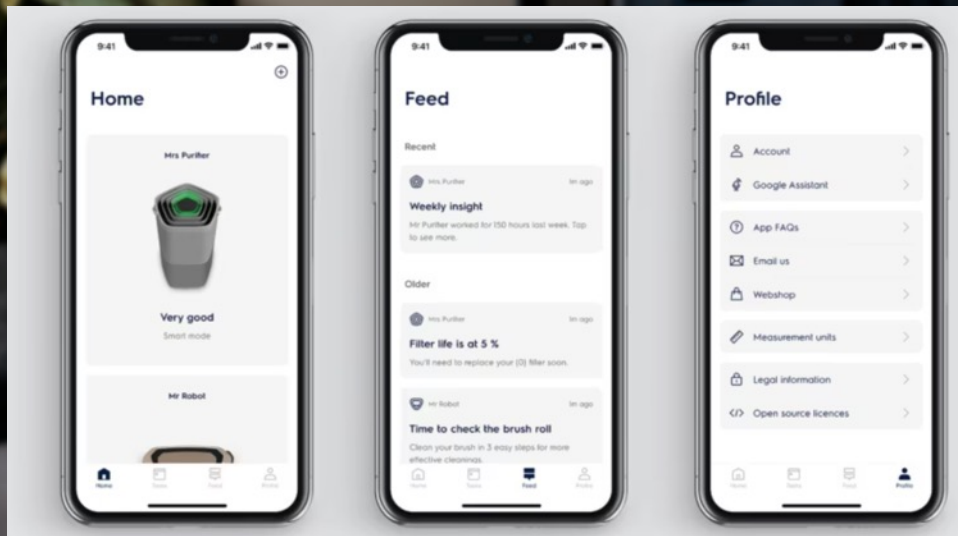
We must always have a humanity-centered focus with an inclusive, positive and forward-thinking style.





Future Personalisation

Essentially, digitalization and customization offer endless opportunities for ensuring every individual can personalize their experience.



This kind of gender freedom may not currently be accessible for everyone. We at Electrolux Group, as allies for the LGBT+ community, for diversity and inclusion, can make it possible.

We're fortunate to work in a company that is as diverse as our consumers. Everyone brings their individuality, their perspective, their expertise and their ideas.





Thank You