

Breakout Room 1.1  13:45-15:00

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# ***RAINBOW WASHING: ARE WE DOING THE 'RIGHT' THING?***

**MODERATOR: *DAVE HEILBRON*** (He/Him)

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# *Rainbow Washing: Are We Doing the 'Right' thing ?*

**Moderator:**

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Head of Talent Acquisition & Employer Branding  
**Royal BAM Group**

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Director of Ice Cream BNX

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Inclusion & Diversity Senior Manager, EMEA

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**Marcus Pepperell** (He/Him)

Managing Director

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# Questions

- What is rainbow washing?
- What is it important to pay attention to rainbow washing?
- How do you avoid rainbow washing?
- Can you share some examples of good practices in defense of rainbow washing?



# Key Takeaways

- Leadership's commitment is a key ingredient in advancing LGBTIQ+ inclusion.
- Talk the talk and walk the walk: make sure your internal policy is inclusive for all employees, including LGBTIQ+ professionals.
- Implement and enforce comprehensive non-discrimination policies that protect LGBTIQ+ employees.
- Educate your employees on the organisational benefits of LGBTIQ+ inclusion.
- Ensure your marketing campaigns are developed with input from your Pride ERG and reflect their experiences within the organisation.



# Key Takeaways

- As a company to do your homework and be brave enough to walk the talk once you make a statement. As a person, remain curious enough to hear the other side of a story and to build bridges.
- ‘At a corporate level, be authentic and credible in your diversity planning to avoid rainbow washing. Make your DIB commitments measurable and, wherever possible, externally validated. At a personal level, trust and leadership is key. Be honest when mistakes may have been made and be accountable for any changes that may be needed. Make sure any response is both timely and proportionate.’
- “When it comes to the issue of rainbow washing, organizations need to pay attention to consistency – mind the gap between what they say and do, stand up for the LGBTQIA+ community especially during difficult times, and have a strategy to create long-lasting and sustainable impact.”

