



UNITED NATIONS LGBTI WORKPLACE STANDARDS

From Advocacy to Action 



FROM ADVOCACY TO ACTION



David Pollard

Executive Director
Workplace Pride
Foundation

Welcome

Welcome to the Workplace Pride UN LGBTI Standards Toolkit. These Standards are intended to support the business community in tackling discrimination against lesbian, gay, bi, trans and intersex (LGBTI) people.

Workplace Pride provided support to the United Nations during their development and I am pleased that more than 270 companies around the world have now endorsed the UN LGBTI Standards

For these Standards to have real impact we now need to turn this advocacy into action. This Workplace Pride Toolkit is designed to help organisations to implement the Standards and so create a more inclusive workplace for LGBTI people and to contribute to positive social change in the communities where they do business.

A MESSAGE FROM THE UNITED NATIONS



Peggy Hicks

Director of the Thematic Engagement, Special Procedures and Right to Development Division

United Nations Office of the High Commissioner for Human Rights



Today more than ever, the business community has a unique opportunity and responsibility to demonstrate leadership in the promotion and protection of the human rights of LGBTI people. While the past decade has seen important progress towards equality in some parts of the world, protection against violence and discrimination based on sexual orientation, gender identity and sex characteristics remains inadequate, unreliable or entirely absent in most places.

In 2017, the [Office of the United Nations High Commissioner for Human Rights](#), launched the UN Standards of Conduct for businesses tackling discrimination against Lesbian, Gay, Bi, Trans and Intersex (LGBTI) people. In short, the Standards set out the steps that companies should take in order to meet their responsibility to respect the rights of LGBTI people, as well as measures to address discrimination in societies at large.

To date, nearly 300 of the world's largest businesses globally have expressed support for the UN Standards of Conduct, signalling a commitment to gender equality and the human rights of LGBTI people.

We now need to support these companies, and the many more that we hope will endorse the standards, to take steps towards their implementation and towards making a concrete difference in the lives of LGBTI communities around the world.

This toolkit was created to do exactly that. It translates the Standards into a concrete step-by-step guide for businesses who are working to align their policies and practices with human rights principles with an eye to eliminating discrimination against LGBTI people in the workplace. The toolkit also guides businesses in their efforts to actively champion safety, equality and well-being of LGBTI people in the communities where they operate.

The examples highlighted in this guide showcase how in every single context, even the most difficult, companies can always find ways to make a difference.

We believe in a future where no one has to fear violence or discrimination simply because of who they are or whom they love. But this will only happen if each and every one of us use the power and privilege at our disposal to demand that better future.

Thank you for doing your part!



A MESSAGE FROM THE GOVERNMENT OF THE NETHERLANDS



Yoka Brandt

Secretary-General

Ministry of Foreign Affairs
of the Netherlands

The UN LGBTI standards clarify the responsibility of businesses and other organizations to respect the human rights of LGBTI persons wherever they operate in the world. As there are many countries in which criminalization, discrimination, violence and stigma on the basis of sexual orientation, gender identity and expression, and sex characteristics are still of great concern, having these standards can support businesses and other organizations to operate while respecting the human rights of all.

This toolkit provides practical guidelines and examples to help us and other organizations to really put the principles into practice.

This also holds true for the Ministry of Foreign Affairs of the Netherlands. Diversity, inclusion, integrity and a safe, supportive environment go hand in hand. In an organisation that combines these elements, people enjoy their work and perform better. With this in mind, the ministry is in the process of executing a broad D&I Action Plan.



Ministry of Foreign Affairs of the
Netherlands

UNITED NATIONS LGBTI WORKPLACE STANDARDS

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THINK
OUTSIDE
THE BOX



UNITED NATIONS LGBTI WORKPLACE STANDARDS **WHAT ARE THEY ?**



INTRODUCTION TO THE WORKPLACE PRIDE UN LGBTI STANDARDS TOOLKIT

Background

The United Nations Human Rights Office has developed five Standards of Conduct to support the business community in tackling discrimination against lesbian, gay, bi, trans and intersex (LGBTI) people.

The Standards are a progression from the Declaration of Human Rights

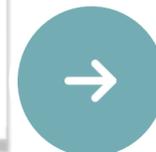
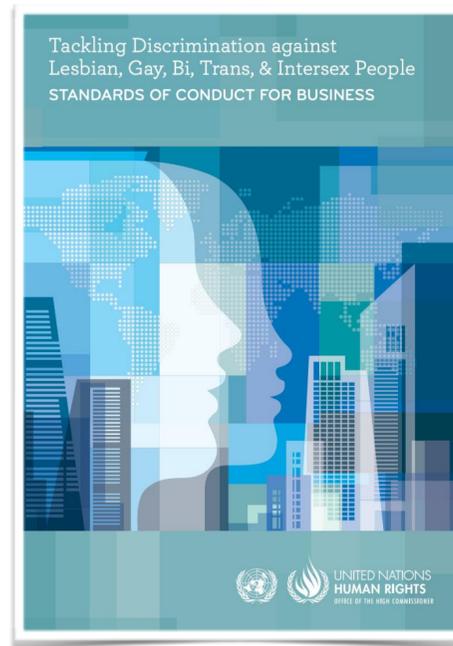
The Standards, build on the UN Guiding Principles on Business and Human Rights and reflect the input of hundreds of companies across diverse sectors.

The Standards were launched in September 2017

Dilemma

More than [270 companies have endorsed](#) the UN LGBTI Standards so far

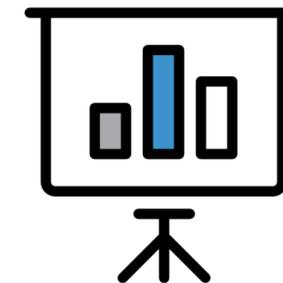
But companies are unsure of the practical ways to how to promote and implement the Standards



Solution

This Workplace Pride Toolkit is designed to help organisations to implement the UN LGBTI Standards and so create a more inclusive workplace for LGBTI people

The Workplace Pride Toolkit supports the UN LGBTI Standards in taking the case for corporate engagement a step further, pointing to the many opportunities that companies have to contribute to positive social change in the communities where they do business



HISTORY

1948

The 1948 Universal Declaration of Human Rights provides a foundation for the UN LGBTI Workplace Standards

2000

In 2000, The UN Global Compact specified the principles by which business should abide including human rights, labour rights, environment protection and anti-corruption

2011

In 2011, the UN Human Rights Council endorsed the UN Guiding Principles on Business and Human Rights

2015

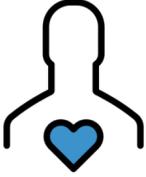
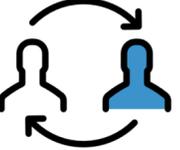
In 2015, the UN published the Sustainable Development Goals. These Goals have the concept of “Leave No one Behind” a useful concept when considering LGBTI inclusion issues

2017

The 2017 UN LGBTI Workplace Standards build on all this work and are focused on more explicitly tackling discrimination against and inclusion of LGBTI people in the workplace

THE FIVE UN LGBTI WORKPLACE STANDARDS

Background

 Respect human rights	 Eliminate discrimination	 Provide support	 Prevent other human rights violations	 Act in the public sphere
<p>Businesses should develop policies, exercise due diligence, and remediate adverse impacts to ensure they respect human rights of LGBTI people. Businesses should also establish mechanisms to monitor and communicate about their compliance with human rights standards.</p>	<p>Businesses should ensure that there is no discrimination in their recruitment, employment, working conditions, benefits, respect for privacy, or treatment of harassment.</p>	<p>Businesses should provide a positive, affirmative environment so that LGBTI employees can work with dignity and without stigma.</p>	<p>Businesses should not discriminate against LGBTI suppliers, distributors or customers, and should use their leverage to prevent discrimination and related abuses by their business partners.</p>	<p>Businesses are encouraged to contribute to stopping human rights abuses in the countries in which they operate. In doing so, they should consult with local communities to identify steps they might take — including public advocacy, collective action, social dialogue, support for LGBTI organizations, and challenging abusive government actions.</p>



UNITED NATIONS LGBTI WORKPLACE STANDARDS **WHY THEY MATTER**



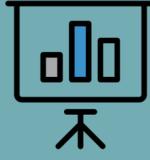
WHY DO THE UN LGBTI STANDARDS MATTER?



LGBTI Workplace Inclusion, supports the LGBTI Community and supports Business

Data Sources

- **Out Now Global LGBT 2030 Study:** 'LGBT Diversity: Show Me The Business Case'.
- **EY Making it real - globally.** A practical guide for advancing lesbian, gay, bisexual and transgender diversity and inclusion across global companies
- **Center for Talent Innovation** - Out in the World: Securing LGBT Rights in the Global Marketplace
- **LGBT Capital** - LGBT-GDP and LGBT - Wealth related metrics.

Social and Moral 	Talent and Leadership 	Productivity and Performance 	Brand and Reputation 
<ul style="list-style-type: none"> • Companies are operating in 70 UN member states which criminalise consensual same-sex activity. In 6 of these states, same-sex activity is punishable by death • Societies that respect Human Rights do not treat people in this way • Companies that respect their people expect zero tolerance for such discrimination or harassment • Put simply this is <i>“The Right Thing to do”</i> 	<ul style="list-style-type: none"> • Staff who are fully out at work have 70% higher retention rates • 72% of LGBTI allies say they are more likely to accept a job at a company that is supportive of LGBTI employees 	<ul style="list-style-type: none"> • Being fully ‘out’ at work correlates with a 30% productivity benefit • When all employees can be their authentic self, they are happier, more productive and more innovative which is also good for business 	<ul style="list-style-type: none"> • LGBTI Consumers represent a \$3.7 trillion market • 71% of LGBTI consumers are more likely to buy from a company that supports LGBTI equality <div data-bbox="2615 1181 2982 1482" style="text-align: center;"> </div>

WHY DO THE UN LGBTI STANDARDS MATTER?

LGBTI Workplace Inclusion, supports the LGBTI Community and supports Business

History	The past decade has seen important progress in many parts of the world in the lives of millions of lesbian, gay, bi, trans, and intersex (LGBTI) people who have benefited from a raft of legal reforms and, in some cases, shifts in social attitudes
Responsibility	Companies have a responsibility to respect international human rights standards, to make sure they respect everyone's human rights, including the rights of LGBTI people
Sustainability	In 2000, the United Nations launched the UN Global Compact, the world's largest corporate responsibility initiative, to encourage companies to respect universal principles and contribute to a more sustainable and inclusive global economy
Awareness	Awareness of the role that companies can play in curbing discrimination and promoting diversity is growing, and many companies have already taken steps to translate a commitment to LGBTI inclusion into action
Practicality	The Standards of Conduct offer practical guidance to companies on how to respect and support the rights of LGBTI people in the workplace, marketplace and community
Human Rights	The Standards are grounded in existing international human rights law and are in line with the UN Guiding Principles on Business and Human Rights

WHY DO THE UN LGBTI STANDARDS MATTER?

The views of Business Leaders



"No business is an island. We are part of society and proud to commit to these standards to drive positive social change through what we do every day. From how we hire and develop people, to the work we do, and the partners we work with - living and being judged by these standards will help focus the energies of the business world on making a key difference to the lives of LGBTI individuals

This isn't just a question of ethics, it is about our ongoing commitment to be a responsible and responsive business. Excluding anyone from any group holds everyone back, and every moment that someone spends worrying about what their colleagues or clients might think of who they are is a moment wasted."

Matthew Layton,
Managing Partner

"As global business leaders, we must set the example in our communities and create workplaces where every human being feels a sense of belonging and being valued. This is why the UN LGBTI Standards of Conduct is a welcomed common ground for collective action in support of lesbian, gay, bi, trans, and intersex people around the world.

Holding ourselves accountable to these standards will strengthen Sodexo's efforts to create an inclusive and safe culture for our LGBTI employees and LGBTI communities around the world. We invite other companies to adopt these standards and promote equality, fairness and advocate against discrimination and violence to make these a thing of the past."

Margot Slattery,
Global Chief Diversity & Inclusion Officer

"Baker McKenzie is committed to a diverse and inclusive culture where all of our people flourish, contribute their ideas and skills to the success of the business of the Firm and achieve a sense of meaningful wellbeing and purpose at work.

Diversity and inclusion are foundational to the Firm's global strategy and focuses on our clients and people, and the communities we serve.

If we had to distil the D&I message into one tangible call to action - it would be this: *we must show it, not just say it.*

Wherever we work, whatever role we fulfil in our Firm, we must not only 'talk the talk', but be sure to 'walk the walk'. It's important to all our People, and for our clients it is fast becoming a non-negotiable. Being a truly diverse and inclusive business is not just the right thing to do - it is business critical."

Anna Brown
Global Director of Diversity & Inclusion

WHY DO THE UN LGBTI STANDARDS MATTER?

The views of Business Leaders



NOKIA



Deloitte.



“SAP was one of the first corporates in the world to endorse the United Nations’ Global LGBTI Standards of Conduct. Promoting diversity and inclusion means embedding it at every level of a business, from the top down.

It’s about ensuring all team members understand the importance of LGBTI inclusion both inside and outside of the company, and that managers are trained in inclusive leadership”

Miguel Castro, Senior Director,
Global Diversity & Inclusion Office at SAP

“Endorsing the UN LGBTI Standards is an important step forward in our work to create a diverse workforce, one where differences are understood, embraced and valued,

Collaboration is the best way to achieve results. We welcome the opportunity to join other companies who have the same goals, under the umbrella of the United Nations”

Ben van Beurden,
CEO

“Nokia has a strong focus on inclusion to ensure that every employee can feel safe and accepted, with an equal opportunity to build a meaningful career at Nokia”.

“Externally, we have very diverse customers and partners. Signing up to these standards shows them the importance we place on a culture of respect and tolerance.”

Anneli Karlstedt,
Head of Inclusion and Diversity

“We value the benchmarks and guidance that the LGBTI Standards provide us to assess our role in tackling discrimination and in implementing practices that respect and support the rights of LGBTI people at work, in the market and our communities. We appreciate the need to assess risks and impacts in context and adapt implementation accordingly.

Supporting the LGBTI Standards is one more way we can demonstrate Deloitte’s Purpose of Making an Impact that Matters.”

Punit Renjen, Global Chief Executive
David Cruickshank, Global Chairman of the Board





UNITED NATIONS LGBTI WORKPLACE STANDARDS **HOW TO USE**



HOW TO USE THE UN LGBTI STANDARDS

Navigating the Toolkit

1.

Getting Started

What do you aspire to?

Where are you today?

What should you do to get started?

2.

Action Planning

Use our themes and associated actions for each of the UN LGBTI Standards

1. Respect Human Rights
2. Eliminate Discrimination
3. Provide Support
4. Prevent Other Human Right Violations
5. Act in the Public Sphere

3.

Good Practices

Workplace Pride members share their good practice examples from the annual Global Benchmark Survey

4.

Implementation Plan

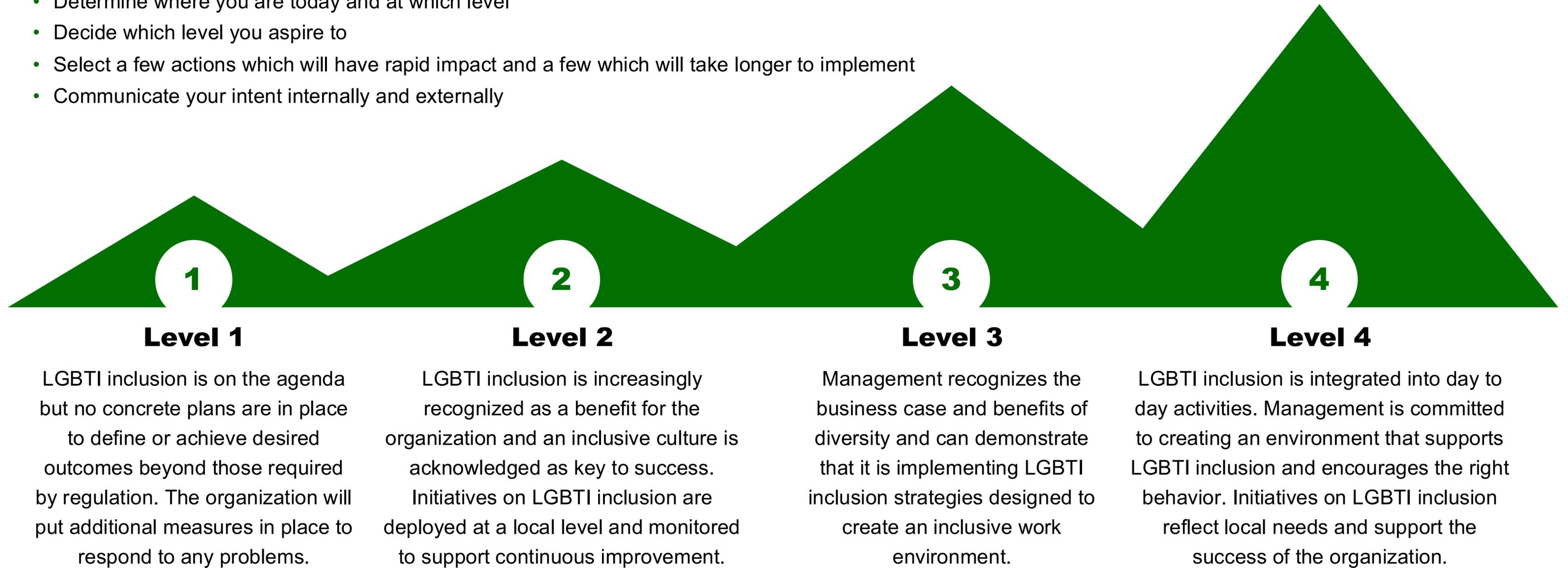
Based on the suggested actions and good practice examples develop a plan specific to your organisation's needs and aspirations.

Develop a scorecard to track progress

LGBTI INCLUSION MATURITY APPROACH

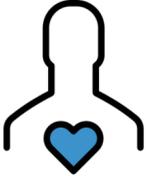
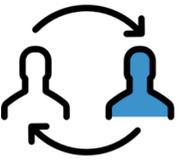
Getting Started

- Determine where you are today and at which level
- Decide which level you aspire to
- Select a few actions which will have rapid impact and a few which will take longer to implement
- Communicate your intent internally and externally



ACTION PLANNING

Determine which actions have impact now and which in the future.
 For each of the UN LGBTI Standards we have identified two or three themes :

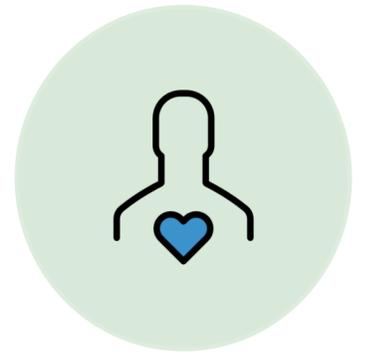
 Respect human rights	 Eliminate discrimination	 Provide support	 Prevent other human rights violations	 Act in the public sphere
1. LGBTI Business Case → 2. Code of Conduct →	3. International Mobility and Safety → 4. HR Policy and Practice → 5. Self-Identification →	6. Awareness and Training → 7. Leadership Development → 8. Employee Networks →	9. Supplier awareness → 10. Customer access →	11. Advocacy and Diplomacy → 12. Civil society interface →

Each template provides guidance on:

- What Actions are Required?
- Who needs to act?
- Tools for Activation

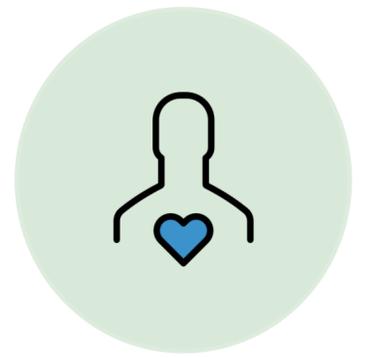
1. LGBTI BUSINESS CASE

A clear and impactful description of the business case for LGBTI inclusion, relevant to the business and the people in the organisation. This to include economic, human, organisational and societal elements



2. CODE OF CONDUCT

A visible and accessible Code of Conduct which reinforces full commitment to LGBTI workplace inclusion and demonstrates clear accountability



3. INTERNATIONAL MOBILITY AND SAFETY

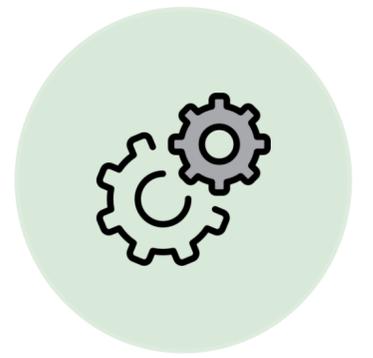


Providing access to international career development opportunities while ensuring both safety and inclusion to, from and in the host environment. Align this with employer's duty of care to protect their employees' safety and security

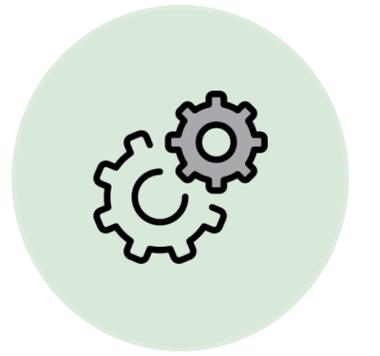


4. HR POLICIES AND PRACTICE

Global people policies and processes that apply to all staff and their partners without exception and which eliminate discrimination through explicit reference to Code of Conduct guidelines.



5. SELF IDENTIFICATION



Introduce Voluntary Self Identification in employee records and/or employee surveys to enable monitoring and reporting on LGBTI engagement and best practices. Ensure regular sharing of aggregate data and trends with senior leaders



6. AWARENESS AND TRAINING

Ensure that resources are in place to help LGBTI allies and senior leaders to become more active and move from passive association to active participation



7. LEADERSHIP DEVELOPMENT

Provide dedicated talent and leadership development for LGBTI leaders



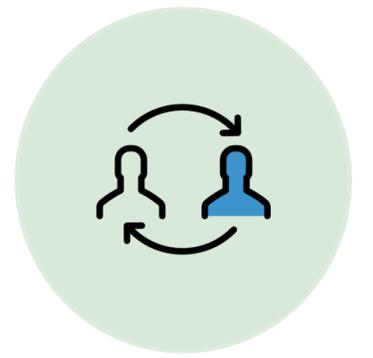
8. EMPLOYEE NETWORKS

Ensure LGBTI Employee Networks are sponsored, funded, supported by HR and Communications teams and with a defined budget. This structure and support to be aligned with business goals and organisational values



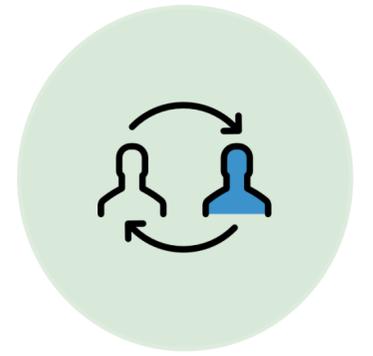
9. SUPPLIER AWARENESS

Ensure suppliers understand the business value of LGBTI inclusion and align with the values of the company as part of the procurement process



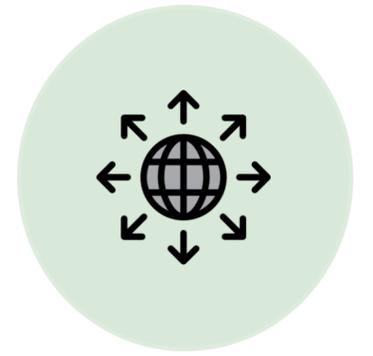
10. CUSTOMER ACCESS

Ensure that LGBTI people are recognised and valued as customers through consideration of LGBTI inclusion in marketing channels, advertising and brand management



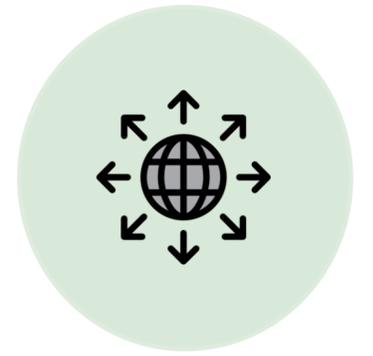
11. ADVOCACY AND DIPLOMACY

Use existing business and reputation management channels to influence policy makers locally. Involve LGBTI networks, LGBTI staff and senior sponsors in making the case for LGBTI inclusion externally in dialogue with NGOs, activists, government and other channels of influence.



12. CIVIL SOCIETY INTERFACE

Develop on-going relationships with NGOs building trust and collaboration and aligning efforts in influencing decision makers. Provide support to NGOs and other activists on how to align their goals with the corporate sector LGBTI inclusion, social responsibility and other business goals.



GOOD PRACTICES

Review the Workplace Pride annual benchmark good practice examples for further ideas and inspiration to support your implementation plan

<p>1</p> <p>Policy & Communication</p> <p>Deloitte.</p> <p>→</p>	<p>2</p> <p>Employee Networks</p> <p>KLM</p> <p>→</p>	<p>3</p> <p>Employee Networks</p> <p>RELX</p> <p>→</p>	<p>4</p> <p>Support & Benefits</p> <p>accenture</p> <p>→</p>	<p>5</p> <p>Support & Benefits</p> <p>SAP</p> <p>→</p>	<p>6</p> <p>Inclusion & Engagement</p> <p>Shell</p> <p>→</p>
<p>7</p> <p>Inclusion & Engagement</p> <p>DOW</p> <p>→</p>	<p>8</p> <p>Expertise & Monitoring</p> <p>IBM</p> <p>→</p>	<p>9</p> <p>Expertise & Monitoring</p> <p>accenture</p> <p>→</p>	<p>10</p> <p>Business & Supplier Engagement</p> <p>AEGON</p> <p>→</p>	<p>11</p> <p>Business & Supplier Engagement</p> <p>sodexo</p> <p>→</p>	<p>12</p> <p>Workplace Awareness</p> <p>sodexo</p> <p>→</p>

IMPLEMENTATION PLAN

Need some help?
Please contact us at info@workplacepride.org

- Focus on the Standards that will make the most difference and develop a multi-year implementation plan
- Ensure that the basics are still in place and the plan is adjusted to your business environment
- The example shown to the right is for a company which aspires to do more in the public sphere but first needs to ensure the basics are in place



For all actions, do a few things well and build on success



Respect human rights

LGBTI Business Case Ensure alignment with local business goals and engage local leadership

Code of Conduct Check global adoption and add gender expression



Eliminate discrimination

International Mobility Train HR team in managing staff transfers to sensitive locations

HR Policy and Practice Carry out a comprehensive same-sex partner benefits review

Self Identification Implement self identification on a country by country basis

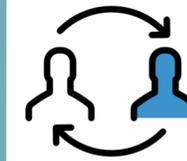


Provide support

Awareness & Training Implement an active ally programme with executive sponsorship

Leadership Development Include LGBTI programs in development framework for future leaders

Employee Networks Develop a template for network planning aligned with business goals



Prevent other human rights violations

Supplier Awareness Brief suppliers on LGBTI inclusion strategy and include in Standard Terms and conditions



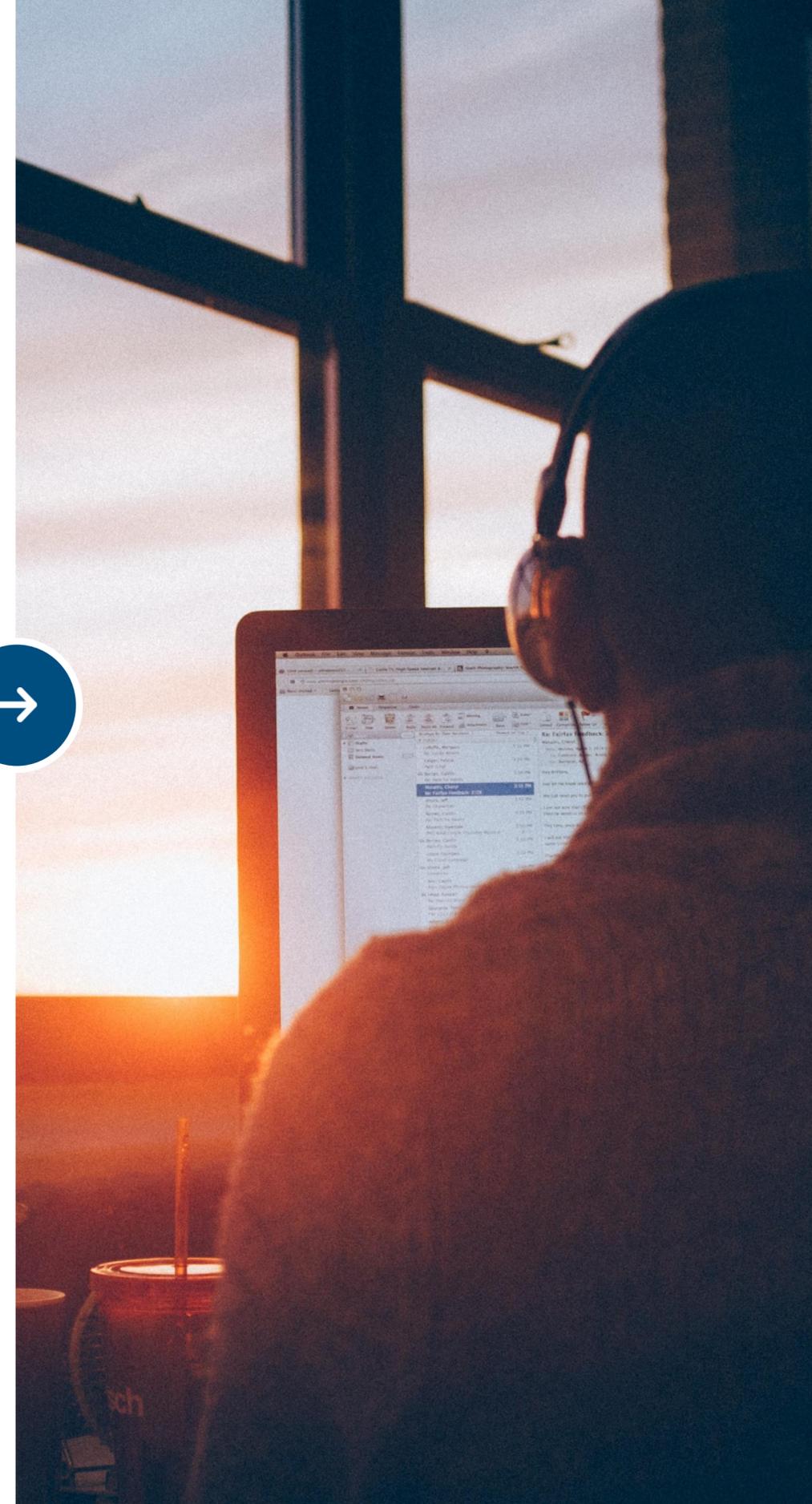
Act in the public sphere

Advocacy & Diplomacy Develop a 'quiet diplomacy' approach in conjunction with local embassies

Civil Society Interface Develop a strategy for engaging civil society organisations in country.

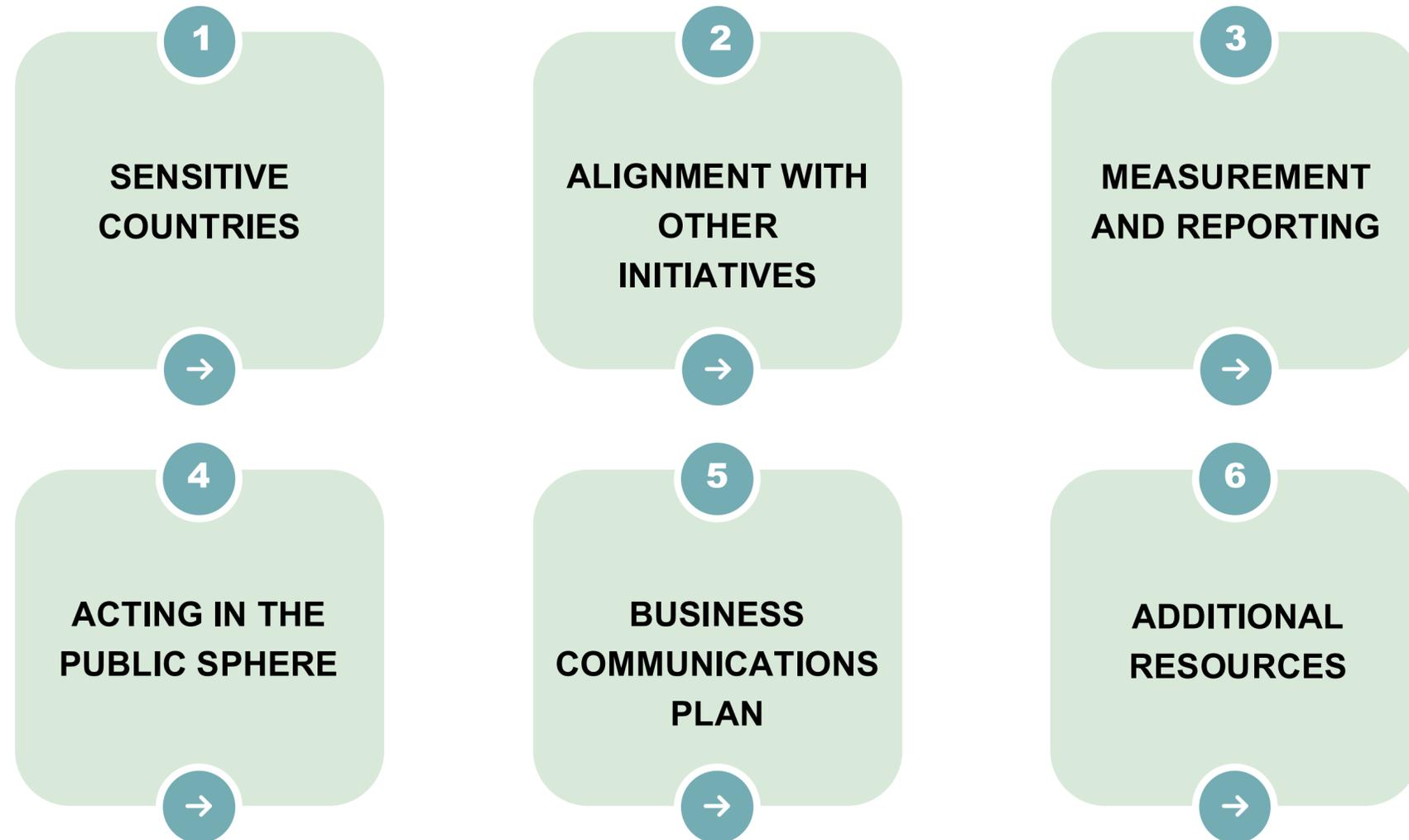


UNITED NATIONS LGBTI WORKPLACE STANDARDS **SUSTAINING PROGRESS**



SUSTAINING PROGRESS

Additional guidance to support your action plan



SENSITIVE COUNTRIES

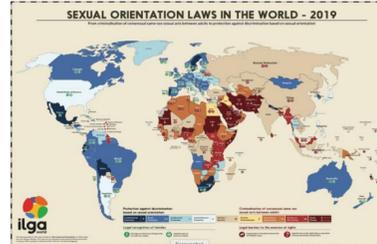


- As of March 2019, 70 UN member states criminalise consensual same-sex activity between adults#. And in other countries, the lack of any legal framework to protect the rights of LGBTI people, combined with social stigma, can make the goals of the UN LGBTI standards difficult to achieve.
- The approach to discussing and progressing LGBTI workplace inclusion in these countries is sensitive but cannot be ignored. Workplace Pride recommends the following five steps.

Source. *The International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA) - 2019*

1	Uphold your corporate values and maintain respect for all your employees and customers. Discuss how we can show respect for our colleagues at work as well as respect for local culture and beliefs. How can any dilemmas be resolved? Focus on these value based principles at the start and later move the discussion to LGBTI workplace inclusion.
2	Align with your Code of Conduct. LGBTI equality is not optional but the challenge is how to fulfil this. Position homophobia as a Human Rights issue and ensure broader values such as respect and fairness are considered. Adopt zero tolerance on discrimination and harassment in general and specifically highlight sexual orientation and gender identity.
3	Work with your local leaders. Run awareness sessions and start a dialogue on how to create an inclusive and respectful workplace culture. Discuss the role of leaders in achieving this. Adopt the principle of “Nothing About Us, Without Us’
4	Sponsor local Civil Society organisations and work with the diplomatic missions in country. They will have developed a local narrative on LGBTI inclusion and know how to start and progress the conversation locally.
5	Challenge assumptions. Although the law may prohibit same-sex activities, this is not the discussion which is relevant to the workplace. Instead, this is about tolerance and respect of differences. And there are no laws which prohibit us from showing respect to our colleagues at work or upholding human rights.

Click the icon below for the ILGA Map



Click the icons below for the full report



ALIGNMENT WITH OTHER INITIATIVES

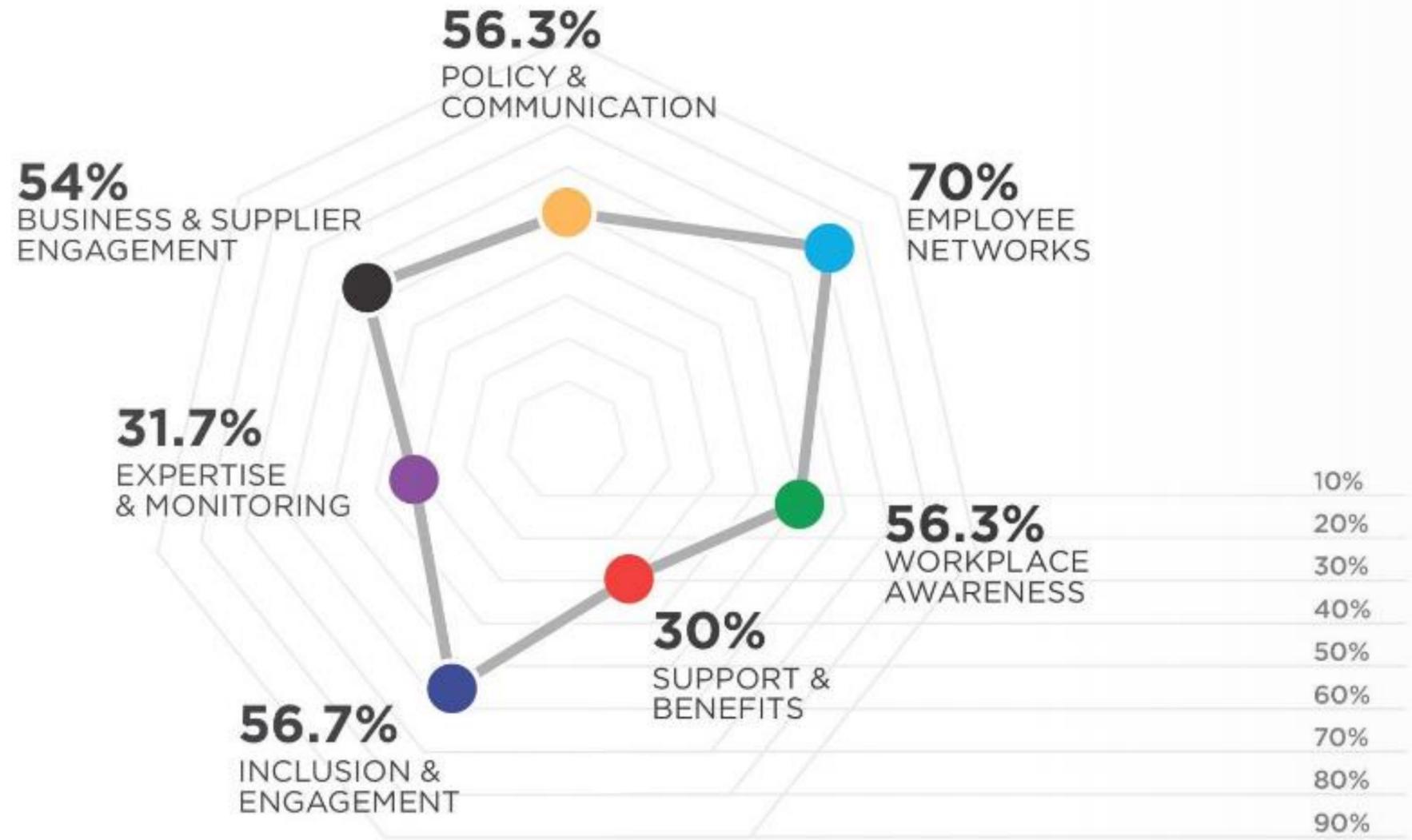
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Initiative	What is It?	How does it Align?	How to I find our more?
Declaration of Amsterdam Workplace Pride	Launched in 2011. the Declaration has proven to be a useful tool for employers and civil society organizations that are striving to create more inclusive working environments for LGBTI people around the world. To date, 26 companies have signed the Declaration.	The declaration focuses on ensuring inclusive workplaces for LGBTI people, promoting active leadership and realising beneficial improvements. It is fully aligned to the Standards	Read more at this link
Partnership for Global LGBTI Equality World Economic Forum	The Partnership for Global LGBTI Equality (PGLE) is a coalition of organizations committed to leveraging their individual and collective advocacy to accelerate LGBTI equality and inclusion in the workplace and in the broader communities in which they operate.	This initiative helps to operationalize the UN LGBTI Standards by providing tools and resources for companies to advance and implement LGBTI inclusion globally	Read more at this link
SDG LGBTI Manifesto Workplace Pride Sustainalize	The UN Sustainable Development Goals (SDGs) do not explicitly include LGBTI topics. The SDG LGBTI Manifesto addresses this gap and encourages organisations to include LGBTI inclusion in their interpretation of the SDGs.	The Manifesto has four principles including adopting the UN LGBTI Standards as well as monitoring and external reporting	Read more at this link
Rome/Embassy/Advocate Model Center for Talent Innovation	This model acknowledges that companies need to adapt how they engage on LGBTI inclusion in sensitive countries. The model refers to policies not organisations which may adopt policies falling into all three categories.	The three elements of the model are closely aligned with the progressive implementation of the UN LGBTI Standards	Infographic at this link Full report available for purchase at this link

MEASUREMENT AND REPORTING

Workplace Pride Benchmark

- The UN LGBTI Standards do not come with a tracking mechanism. We recommend integrating your implementation plan into your existing D&I scorecard so as to highlight intent and progress.
- The Workplace Pride Global Benchmark was created to measure how organisations are actually implementing their global LGBTI diversity and inclusion policies and practices. Read more at this [link](#) (pages 4-16)
- As the only truly international and evidenced based measurement tool for organisational LGBTI polices and practices, the annual survey gives participants a clear overview of their strengths and areas of focus
- The seven categories in the benchmark are well aligned with the UN LGBTI Standards particularly around Workplace and Marketplace.



Click [here](#) for more information on the Workplace Pride Global Benchmark 

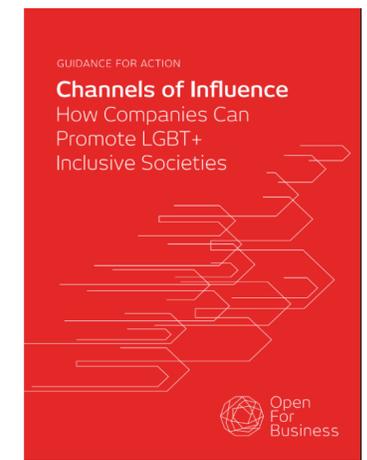
ACTING IN THE PUBLIC SPHERE

- Taking action on LGBTI inclusion in the public sphere can be difficult. These actions need to be supported by the company's brand, clients and employees and they need to be grounded in local realities of LGBTI people on the ground.
- Open for Business have produced an excellent report which provides detailed guidance. The report's framework identifies five Channels of Influence that companies can use to advance LGBTI rights in every country they operate in.

	Value Chain Channel	The Value Chain Channel includes a company's supply chain and distribution networks, as well as the end-buyers of its products and services – customers, clients and consumers.
	Financial Channel	The Financial Channel includes banking partners that provide financing lending and services (such as payroll), as well as investors (asset owners and managers) and direct investment.
	Public Policy Channel	The Public Policy Channel includes relationships with public officials, governments, politicians and policymakers, as well as relevant industry regulators and national human rights institutions.
	Civil Society Channel	The Civil Society Channel includes the civil society groups and NGOs that a company interacts with, the various communities that surround the business, and the media.
	Industry Channel	The Industry Channel includes any professional bodies or industry associations that a company or its employees may participate in, as well as Chambers of Commerce and Trade Unions.



Click the document below for the full report



BUSINESS COMMUNICATIONS PLAN



- Use the Know/Feel/Do Approach* and this Toolkit to develop a purpose driven Communications Plan for the UN LGBTI Standards in your organisation
- The plan should appeal to multiple generations and cultures and to both rational and emotional thinking.
- Be flexible and be prepared to adapt to local needs

Initiative	What is It?	How does it Align?
Know 	Share Inform Educate	What are the UN LGBTI Standards? Why does LGBTI Inclusion Matter Why do the Standards matter? What are other companies doing? How to communicate the Standards in sensitive countries?
Feel 	Inspire Impress Entertain	Raise awareness and visibility of senior leaders including a CEO message Align with your Human Rights and Sustainable Development plans Highlight the moral/human rights case (with external speakers)
Do 	Invite Persuade Collaborate	Make the LGBTI Inclusion Business case relevant for your organisation Develop a Statement of Intent Recognize International Days and PRIDE events Sponsor local external networks



Need more advice?
 Download report
 "De-mystifying D&I"



*There are multiple sources for the Know/Feel/Do Approach. Further information at these links [Baker Brand](#) and [Simply Stated Business](#)

ADDITIONAL RESOURCES

BACK TO P35

Here are some potentially useful external sources which provide further inspiration, advice and good practices when considering how best to make your workplace more LGBTI inclusive

Need some help?
Please contact us at info@workplacepride.org



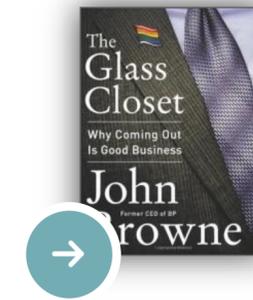
BARCLAYS/UN HRC Video introducing the UN LGBTI Business Standards



EY A practical guide for advancing LGBT diversity and inclusion across global companies



TUC Sexual harassment of LGBT people in the workplace



John Browne **The Glass Closet: Why Coming Out is Good for Business**



HBR: How Multinationals Can Help Advance LGBT Inclusion Around the World



OPEN FOR BUSINESS Channels of Influence How Companies Can Promote LGBT+ Inclusive Societies



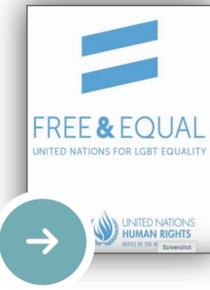
SODEXO LGBT Conversation Guide



MERCER LGBT Benefits around the World (Sample report is free, full report for a fee)



OUT IN THE WORLD Securing LGBT Rights in the Global Marketplace



UN FREE & EQUAL The Price of Exclusion



WORKPLACE PRIDE Getting the Facts



AEGON: LGBT: Retirement Preparations Amid Social Progress

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