



Workplace
Pride

Breakout #1

Open for Business: Economic Empowerment

11:15 - 12:30 | Plenary Effectenbeurs Zaal

Title

MODERATOR:

First Last (xxx/xxx)

Position/Title

Organisation Name

First Last (xxx/xxx)

Position/Title

Organisation Name

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Organisation Name

First Last (xxx/xxx)

Position/Title

Organisation Name

First Last (xxx/xxx)

Position/Title

Organisation Name

Session timing

11:15 AM

People arriving

11:20 AM

Start and introductions

11:25 AM

Why this session including mentimeter

11:30 AM

Who is Open for Business

11:50 AM

Discussion Q1

12:05 PM

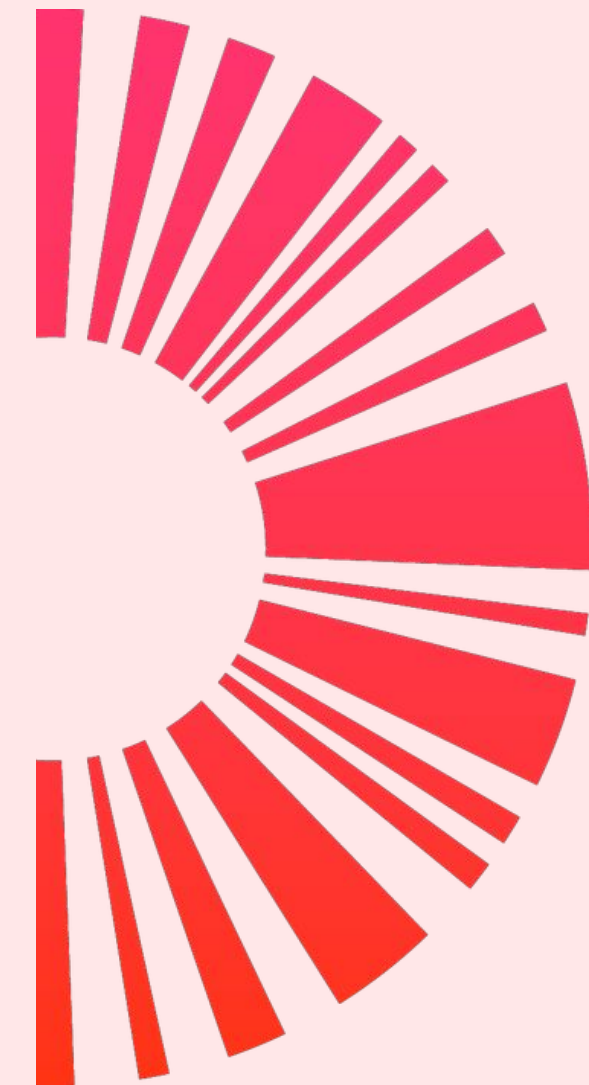
Discussion Q2

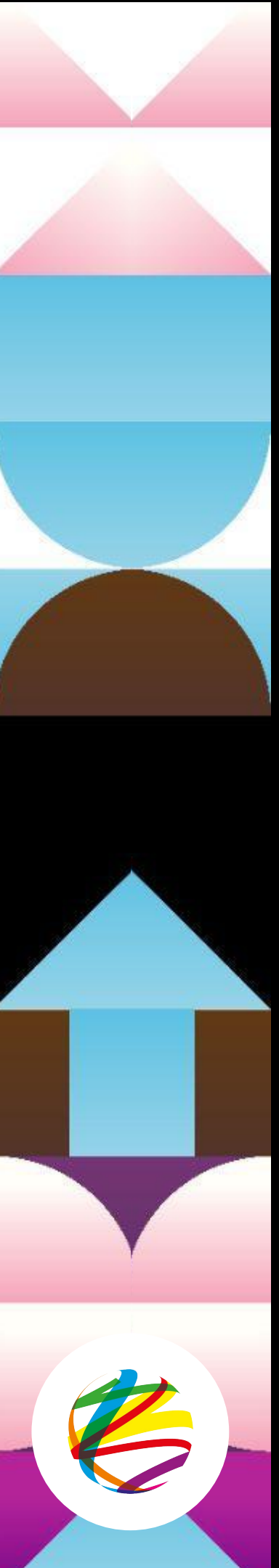
12:20 PM

Next steps and action mentimeter

12:30 PM

Close



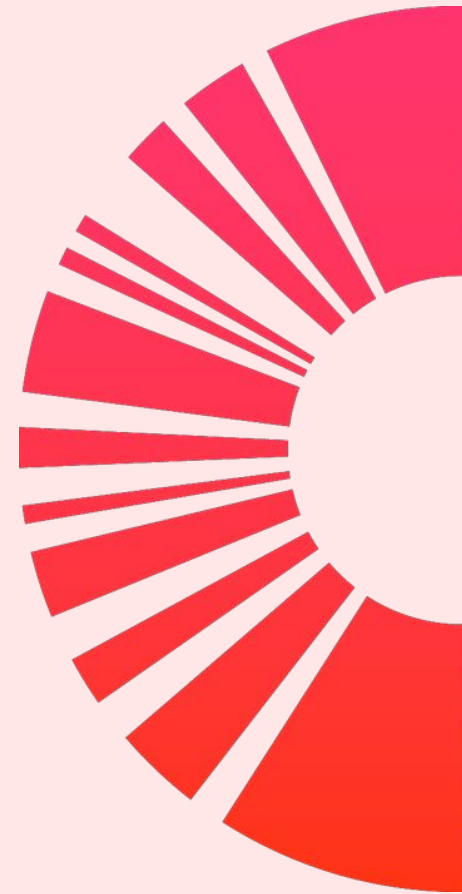


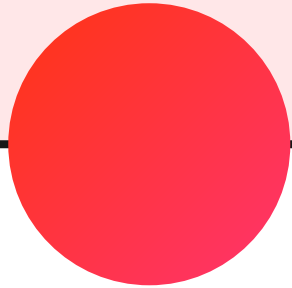
Economic Empowerment

How business can keep making the economic case for LGBTQ+ inclusion in a more contested world.



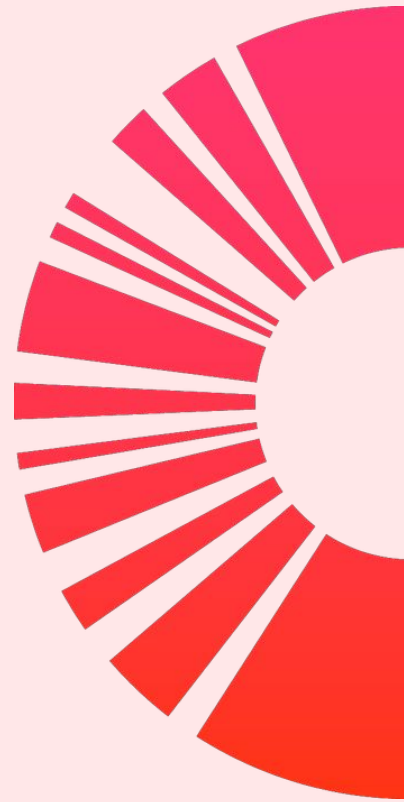
Session: 11:15am - 12:30pm



- 
- Why this session, why now?
 - Open for Business and the economic case for inclusion
 - Discussion topic 1:
Using the economic case
 - Discussion topic 2:
Leading with consistency
 - Actionable outcomes



Why this session, why now?



- The environment is more contested
- The economic case matters more not less
- Our role is to replace simplicity with clarity

Menti word cloud:

What one word describes the current inclusion landscape in your organisation?



**“Silence is not a strategy.
Evidence is our strongest
response.”**
Ken Janssens
CEO, Open for Business

Join Menimeter
Access code: 5760 2760



Open for Business: Our Approach

At Open for Business, we strengthen the economic case for inclusion and give leaders the evidence to advance LGBTQ+ rights.

We develop the economic case for LGBTQ+ inclusion

We lead a **coalition** of global businesses who have made a commitment to advance equality for LGBTQ+ people.

We develop **research and reporting** aimed at driving systemic change for LGBTQ+ people.

We run **programmes** around the world aimed at delivering change for LGBTQ+ communities.

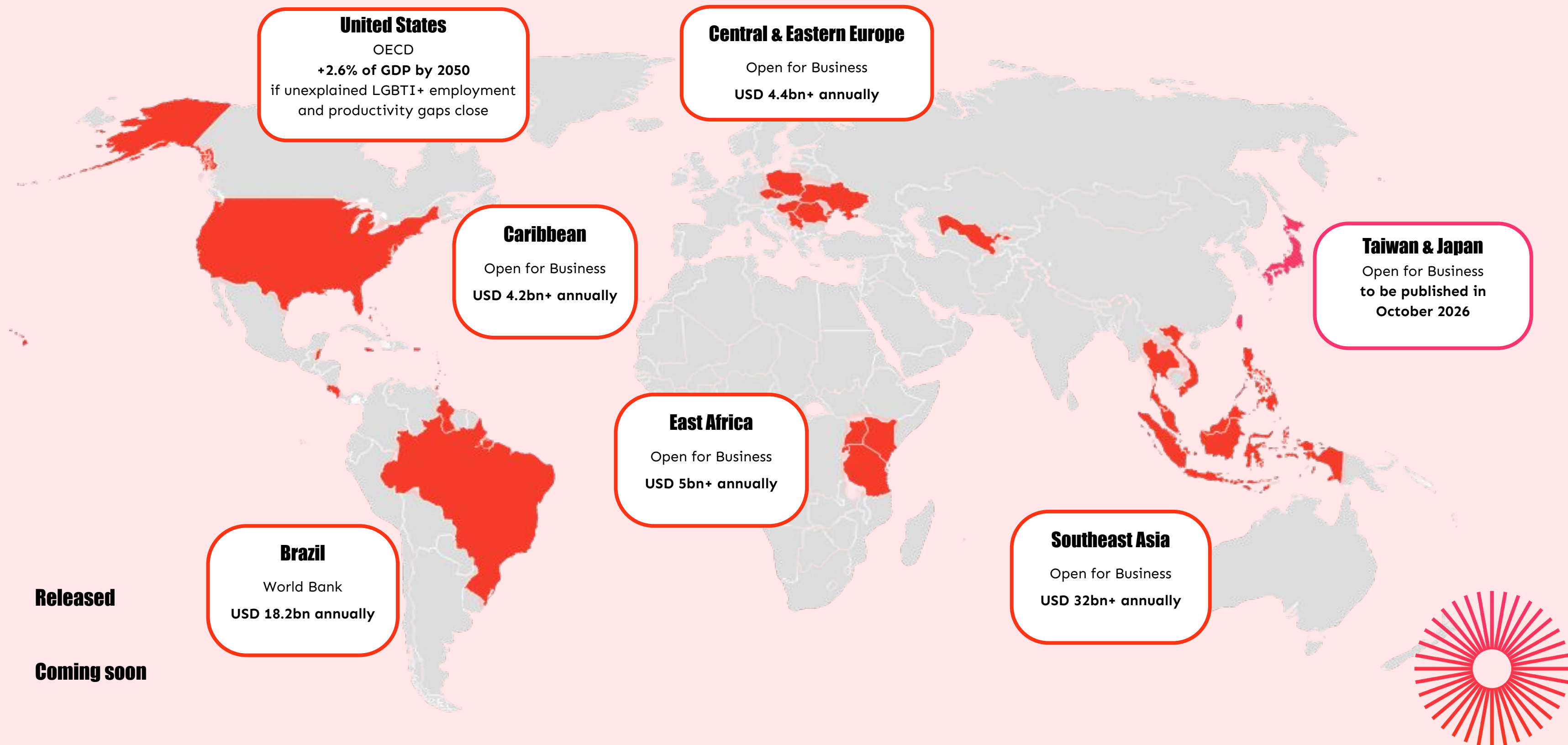
What we're working towards:

- ▶ **Increased legal protections for LGBTQ+ people:** Decriminalisation, equal marriage, and discrimination legislation.
- ▶ **Increased co-operation between business and civil society:** Business engages with civil society, supporting their campaigns and sharing resources.
- ▶ **A strong business voice on LGBTQ+ inclusion:** Even in countries with legal protections, millions live in fear of harassment and violence.
- ▶ **Improved social attitudes:** Campaigns aimed at changing the narrative around LGBTQ+ inclusion



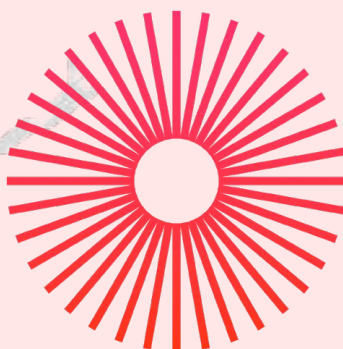
The Economic Case for LGBTQ+ Inclusion

The Economic Cost of LGBTQ+ Discrimination



Released

Coming soon



The Business Case for LGBTQ+ Inclusion

Investor Guide to LGBTQ+ Inclusion Research Series

Original Investor Guide

US, UK, Germany & Australia

2.3x more profitable

top vs bottom

LGBTQ+ transparent companies

Swiss Investor Guide

44% ROE Differential

top vs bottom

LGBTQ+ transparent companies

Growth Markets Investor Guide

Brazil, South Africa, India and the Philippines

to be published in September 2026

By September we
will have analysed
more than 600
companies across
9 countries over
the last 3 years.

Released

**Coming
soon**



Research and Data: The Economic Case for LGBTQ+ Inclusion

Our research evaluates **27 propositions** which fit into 3 key indicators:

1 Economic Performance

Proposition Examples

- ▶ **Brain Drain:**
LGBTQ+ discrimination results in a “brain drain” – the emigration of talented and skilled individuals.
- ▶ **National Reputation:**
Business engages with civil society, supporting their campaigns and sharing resources.

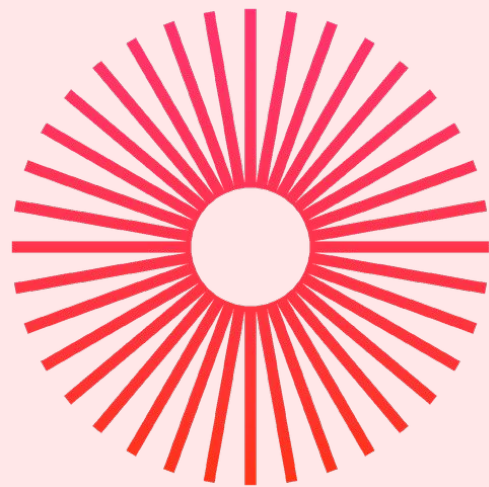
2 Business Performance

- ▶ **Attracting Talent:**
Companies that are more diverse and inclusive are better able to compete for talented employees.
- ▶ **Innovation:**
Companies that are more diverse and inclusive have higher levels of innovation and creativity.

3 Individual Performance

- ▶ **Health:**
Individuals working in open, diverse, inclusive environments are free from discrimination – a cause of poor mental health and physical violence.
- ▶ **Individual Productivity:**
Individuals working in open, diverse, inclusive environments have greater productivity – more efficient work with higher quality outputs.

What Open for Business is about



Menti poll:

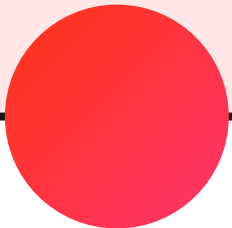
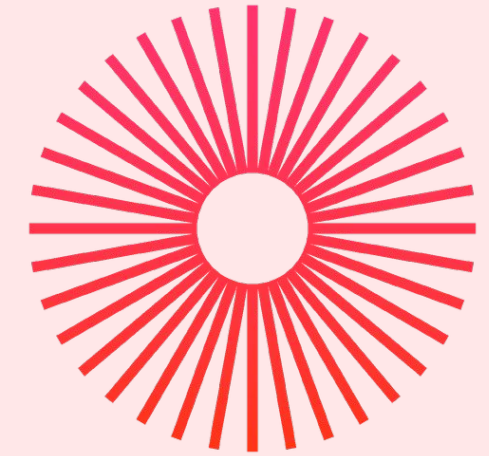
**Which argument cuts
through most with senior
leaders?**



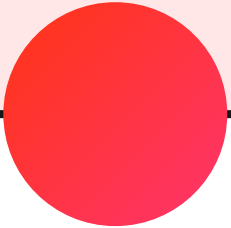
Using the Economic Case

Has your company changed its language or visibility on LGBTQ+ Inclusion in the last 12 months?

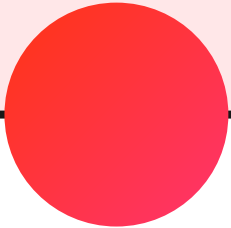
Have you changed if/how you use the economic case in your work?



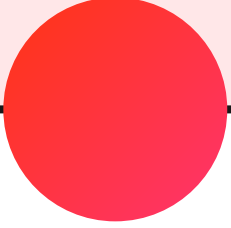
**The economic framing
continues to cut through**



**Open and inclusive societies
are increasingly part of the
competitiveness agenda**



**Employee perception is
becoming a major challenge**



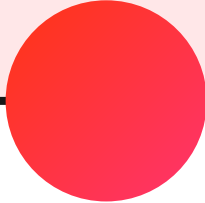
**Restrictive environments are
creating real business friction**



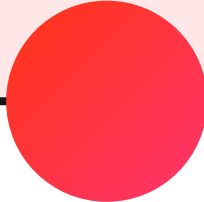
The Business Case for LGBTQ+ Inclusion

Do you think your LGBTQ+ employees would describe your company's current posture on LGBTQ+ inclusion as confident, cautious, or retreating?

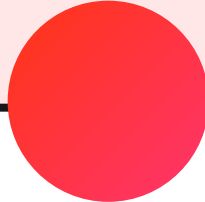
What strategies have helped you maintain a stable position on LGBTQ+ inclusion?



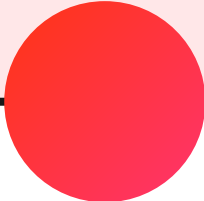
**Companies are
navigating the aftermath
of over-correction**



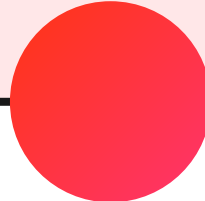
**Inclusion is moving
beyond HR and
communications**



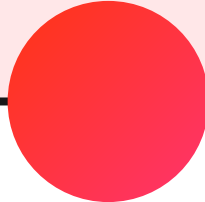
**Coalitions and Chambers
of Commerce can
provide useful air cover**



**Pragmatism is not the
opposite of progress**



**Inclusion is not a
“Western” import**



**Consistency in principle,
flexibility in local
execution**



What companies can do next

Five Practical Moves

- Use the evidence
- Brief Government affairs
- Equip leaders
- Use coalitions
- Close employee perception gap

The evidence

Menti poll:

**What is one action you
will take in the next 30
days?**



What companies can do next

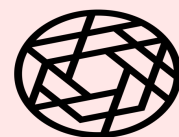
**Inclusion is not just
a values issue, it is
part of economic
prosperity.**

Move inclusion beyond HR
into business strategy.

Lead with consistent values,
delivered through locally
relevant action.

Make the economic case for
talent, investment and
long-term growth.

@openforbusinesshq



open-for-business.org

Open for Business