

IMPACT REPORT 2020-2021

Business Action for
LGBT+ Inclusive Societies



Open
For
Business

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About Open For Business

Around the world, millions of people face discrimination because of their sexual orientation or gender identity. Open For Business exists to promote LGBT+ inclusion all over the world. Organised as a charity*, Open For Business is a coalition of global companies taking action for more LGBT+ inclusive societies.

Coalition Partners



Business Action for LGBT+ Inclusive Societies

Our Mission	We exist to improve the legal and social situations of LGBT+ people around the world by using the influence of the private sector.		
Research			
Our Strategy	Construct and promote the economic and business case for LGBT+ inclusion.	Catalyze a coherent voice on LGBT+ inclusion from the global business community.	Create local networks of senior business leaders to advance LGBT+ inclusion.
Our Programmes Taking an action-oriented, programmatic approach to advancing LGBT+ inclusion, our work centres on three core programs that mirror our strategy.	Research Program We continuously work with coalition partners to develop new research to strengthen the evidence base.	Global Influencer Program We use our research to inject the economic case for LGBT+ inclusion on high-profile platforms and organizations.	Local Influencer Program Leveraging the momentum from these global conversations, we work in priority regions to build advocacy networks of senior executives.
Our Objectives We focus on results that matter for LGBT+ equality in the local country context.	Decriminalisation Reversing the criminalisation of consensual same-sex sexual acts.	Trans rights The rights of a person to use self-identification to be accepted as any gender identity of their choosing.	Legal protection Including protection from discrimination, from hate crime and from conversion therapy
	Marriage Equality Laws recognising the marriage of two people of the same sex or gender.	Conversion Therapy Banning attempts to change an individual's sexual orientation or gender identity.	Social attitudes Even in countries with legal protections, millions live in fear of harassment and violence

* Open For Business became a registered charity in the UK (Registration number: 1184327) midway through 2019 and has continued to operate concurrently as a US non-profit project of NEO Philanthropy.

Letter from the Chair, Jon Miller



Open For Business is about taking action – powered by data, with a focus on impact. So how are we doing?

For millions of LGBT+ people around the world, these are tough times indeed. The pandemic has hit LGBT+ communities especially hard – with many people struggling to survive, whilst being scapegoated as the cause of the pandemic, and facing serious human rights abuses.

The continued surge of populist politics in many parts of the world means that millions of LGBT+ people are living in fear. In too many countries, the atmosphere of hostility has intensified. As I write this, I've just read that a prominent Iranian cleric is telling his followers that the COVID vaccine turns people gay.

Against this backdrop, the LGBT+ community really needs the support of the global business community: the impact of Open For Business matters more than ever.

We are working to unlock real business action to advance LGBT+ rights around the world. Many organisations do great work promoting workplace equality, but our mission is different: to improve the legal and social situations of LGBT+ people around the world by using the influence of the private sector.

In challenging times, I'm humbled to see that the work of Open For Business is gaining real traction. We welcomed 10 new coalition partners to Open For Business in 2020; we launched ambitious new programmes in Eastern Europe and the Caribbean; we continued to publish ground-breaking new research; and we hired our first Executive Director, Kathryn Dovey.

Some of our partners went the extra mile in 2020 and on page 37, we recognise these "Open For Business Equality Champions": in particular, Brunswick, Deloitte, Herbert Smith Freehills, Google and Virgin Group. These companies are at the forefront of advancing LGBT+ inclusion globally.

We are also hugely grateful to the Foundations that make our work possible, in particular Dreilinden, Equality Without Borders and the Oak Foundation. Their financial support for our programs makes all the difference. As does the support we receive from our Coalition Partners and generous individuals who champion our work.

As you'll see in this report, we've made great progress – but still we have only begun to scratch the surface. We have a proven model, with the potential to make real impact – but we need to accelerate and scale our work. This is our ambition for 2021 – and we hope you'll join us.

Jon Miller

Founder, Open For Business, and Partner, Brunswick Group

Open For Business: Five Years in Pictures

The launch of Open For Business was announced by President Bill Clinton at the Clinton Global Initiative in New York in 2015, where we published our inaugural report "The Economic and Business Case for LGBT+ Inclusion".



Burberry hosted an event in DC to celebrate joining Open For Business, alongside Inditex. Our founder Jon Miller was joined by Congressman David Cicilline, Special Envoy Rand Berry, and Natalia Bartels, General Counsel of Inditex.



Elton John hosted a number of senior business leaders for dinner at his home to celebrate the launch of Open For Business and discuss the role of business in advancing LGBT+ rights.



Linklaters hosted a roundtable in Hong Kong to bring together local business executives to discuss LGBT+ inclusion



Microsoft hosted senior executive roundtables with Yvonne Muthoni in Nairobi, Kenya.



Yvonne Muthoni discussed Open For Business economic data at the UN Habitat Assembly in Nairobi, Kenya.



Yvonne Muthoni in discussion with activists from the Middle East and Africa at the NEDWA conference in Cyprus.



We flew six activists from Italy, Nigeria, Poland and Singapore to the Annual Meeting of the World Economic Forum in Davos for a panel discussion we co-hosted with All Out; we also presented our report on a panel with Accenture, Mastercard and Microsoft.



Paul Polman, Arianna Huffington and Richard Branson were among the high-profile leaders to sign our letter in response to the anti-gay law in Brunei



Members of the Marriage Equality Coalition Taiwan celebrated with Drew Keller, following the success of the marriage equality campaign.



Jon Miller led a delegation of senior business leaders from Accenture, Deutsche Bank, EY, IBM, Linklaters and Microsoft to represent the private sector at a private audience in the Vatican.



Working with our colleagues at Kaleidoscope Trust: Drew Keller and Yvonne Muthoni with Phyll Opoku-Gyimah, Sir Stephen Wall and Jesse Sperling.



In collaboration with IBM, we held roundtable events in South East Asia in October 2019, focusing on Japan, the Philippines and South Korea.



Attendees at the launch of the Simplified Chinese Open For Business reports hosted by the Beijing LGBT+ Center



Drew Keller discussed the Channels of Influence framework at the World Pride 2019 Human Rights Conference.



Drew Keller discussing the Channels of Influence framework at a European Union event



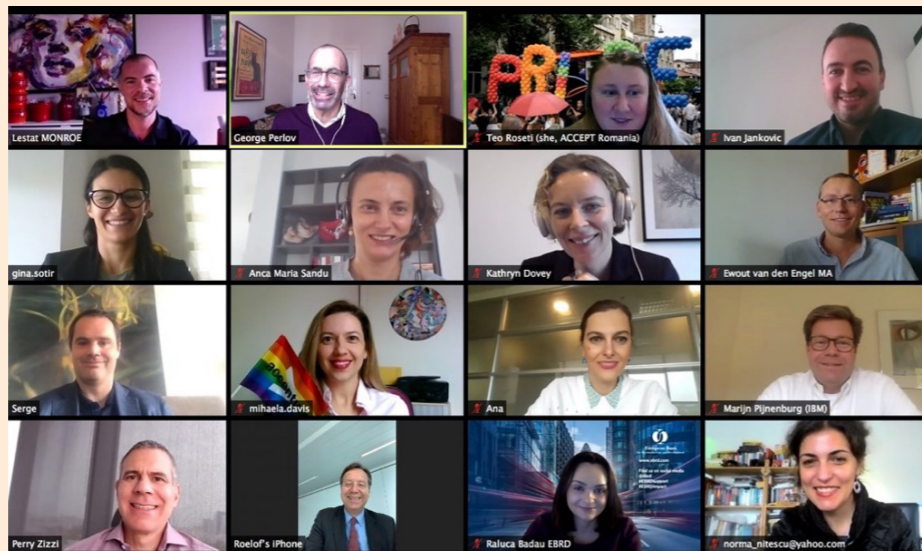
From L to R: Drew Keller, Global Programme Director, Open For Business; Elliot Vaughn, Managing Director and Partner, Boston Consulting Group; Dilip Chenoy, Secretary General of the Federation of Indian Chambers of Commerce and Industry (FICCI); Seema Bansal, Partner and Director, Boston Consulting Group; Parmesh Shahani, Author and Founder, Godrej India Culture Lab; and Mellissa Ferrier, Global LGBT+ Lead, Wipro at the launch event in New Delhi hosted by FICCI, November 2019



Celebrating LGBT+ History Month with GSK – clockwise from L to R – hearing from Liam Rezende on Trinidad and Tobago, Magda Dropek on Poland, and Yvonne Muthoni on Kenya.



A roundtable in Romania, part of the Open For Business programme in Central & Eastern Europe – with senior local business leaders and our close supporter Marijn Pijnenburg from IBM.



Five years of high-impact research

As a data-driven advocacy organisation, Open For Business believes that pushing the frontiers of research is key to unlocking progress on LGBT+ rights around the world.



The first Open For Business report presented **The Economic and Business Case for LGBT+ Inclusion** – improved performance of individuals, companies and entire economies.



Produced in partnership with Boston Consulting Group, the **New Global Champions** report looks at how some of the fastest growing companies headquartered in emerging markets are becoming progressive on LGBT+ inclusion.



LGBT+ discrimination costs the Kenyan economy \$1.3 billion a year – that was the headline finding of **The Economic Case for LGBT+ Inclusion in Kenya** – our first country report, which helped to shift the debate in Kenya.



How can a company take action in countries hostile to LGBT+ inclusion? **Channels of influence: How can business promote LGBT+ inclusive societies** set out to answer this, developed in partnership with Deutsche Bank and the UN Free & Equal campaign.



The first **Open For Business City Ratings** were published in our report "Strengthening the Economic Case" – linking LGBT+ inclusion to cities which are more innovative and entrepreneurial, with better quality of life and stronger economic growth. Developed in partnership with Accenture and Thomson Reuters.



The report **Common Ground: Talking with the Catholic Church about the human rights of LGBT+ people** was shared with His Holiness Pope Francis and played a role in the formation of the Global Interfaith Commission on LGBT+ Lives. This was made possible with funding from Deutsche Bank.

As a data-driven advocacy organisation, Open For Business believes that pushing the frontiers of research is key to unlocking progress on LGBT+ rights around the world.



Companies are increasingly working with the **UN Sustainable Development Goals**, and so we published an analysis of the SDGs from an LGBT+ inclusion perspective for the UN General Assembly meeting.



Produced in partnership with Deloitte and Herbert Smith Freehills, the report **Working Globally: Why LGBT+ Inclusion is Key to Competitiveness** draws on new data about LGBT+ people working across borders and across cultures.



Open For Business partnered with the **Beijing LGBT+ Center** in China to translate our reports into Simplified Chinese.



The Global Situation

Businesses across the world understand that operating in LGBT+ inclusive environments is essential for business performance and economic growth.

According to Human Dignity Trust, there are still 72 jurisdictions which criminalise private, same-sex, consensual sexual activity. Of these, 44 criminalise both men and women. While some countries have taken positive steps to improve the rights of LGBT+ communities in recent years, antagonism persists in many parts of the world. LGBT+ people continue to suffer discrimination at the hands of politicians and lawmakers, and many are at risk of harassment and even violence.

Open For Business believes that companies can play a powerful role in advancing LGBT+ rights – even in the most hostile countries. Throughout 2020, COVID-19 dominated headlines and impacted LGBT+ communities in dramatic ways. Now more than ever, LGBT+ communities need businesses to act.

A review of some of the more concerning headlines from 2020 underscores the urgency of taking action:

In **Mauritania**, a court convicted eight men of “committing indecent acts” and “inciting debauchery,” after a video showing them celebrating a birthday party in a restaurant led to their arrest. The court sentenced all eight to two years in prison.

In **Vietnam**, young people were being taught that same-sex attraction is a “disease” and a “mental illness” that can be cured and treated, despite legislation designed to support and protect LGBTQ+ rights.

Courts in **Singapore** rejected a new attempt to overturn a law banning gay sex. Campaigners say the law is rarely enforced but does not match up to the affluent city-state’s increasingly modern and vibrant culture.

In **Uganda**, 20 LGBT+ individuals took action against the police for alleged torture following their arrest. They were accused of disobeying rules on physical distancing and risking the spread of coronavirus when police raided a shelter on the outskirts of Uganda’s capital, Kampala.

In **South Korea**, LGBT+ rights and COVID19 clashed as authorities struggled to handle an outbreak linked to the nightclub district. This prompted a backlash against the LGBT+ population leading to fears LGBT+ people would not get tested due to a risk of being outed.

In **France**, the government noted a rise of 36% in homophobic crimes in 2020.

In **Hungary**, the parliament voted to end legal recognition for trans people, setting the country back. Previously trans people could alter their gender and name on official documents but this is no longer possible in the country.

In **Poland**, homophobia due to the LGBT-free zones continued to deepen as the Polish president called the promotion of LGBT+ rights an ideology he described as more dangerous than communism.

A **Russian** LGBT+ activist was fined under the country’s gay propaganda legislation for drawing pictures of families made up of same-sex couples with children and sharing them online.

In the **United States**, a survey found that 40% of LGBTQ youth had considered suicide over the past year, rising to 50% for transgender and non-binary youth.

The President of the **Philippines** Rodrigo Duterte pardoned a US Marine killing a trans woman, following a “trans panic” defence. Activists described the move as a “mockery of justice”.

In **Colombia**, over 60 LGBT+ people were killed within the first eight months of 2020 according to figures published by the country’s human rights ombudsman.

In **Algeria**, a court sentenced 2 men to prison terms and 42 others to suspended terms after mass arrests at what the police alleged was a “gay wedding”.

Highlights of 2020-21

The Caribbean

One of the largest ever LGBT+ data collection programs in the Caribbean

With support from Virgin Atlantic, Open For Business launched the Caribbean Local Influencer Program in 2020. Target countries include Antigua & Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, and Trinidad and Tobago.

This is a multiyear effort to build a strong network of business leaders to advance the inclusion and rights of LGBT people. The first stage has developed cutting-edge research and macroeconomic estimates on the “cost” of LGBT+ exclusion in the region, to work toward stronger - and more inclusive - business and economic outcomes.

Across this region, a colonial history has left in place laws against same-sex love as well as non-conforming expressions of gender - and to varying degrees these laws are upheld by some governments. Like in many countries around the world, stigma against LGBT+ people is also a challenge that serves to exclude the community from meaningful opportunities, especially employment.

In recent years, many Caribbean LGBT+ leaders and organizations have pushed back against these challenges and are effectively dismantling discriminatory laws and promoting their rights. One major set of stakeholders remains on the sidelines in this crucial effort: businesses and corporations.

The Caribbean Local Influencer Program is now working with LGBT+ leaders and is convening the private sector. Throughout 2020, we brought together key stakeholders to serve on a Program Advisory Board and guide the research. What emerged is a

coalition of civil society organizations, corporations, members of government, and international organizations, all ready to move into the second stage of the program - activating the findings of the research.

Already, the 12-country research represents one of the largest mixed-methods data collection programs in the region. In a series of in-depth interviews with business leaders, we uncovered key challenges for the LGBT community in securing employment. In a survey of the LGBT+ community in the Caribbean as well as diaspora, we captured the extent of exclusion from education, healthcare and employment, and even “push” factors that incentivize LGBT+ people to leave the region. With another survey geared toward prospective tourists, we also captured the relationship between discriminatory laws and the appeal of tourist destinations.

Looking into 2021, we stand at a crucial intersection: on one side is “business as usual” - a status quo that continues to exclude LGBT people and to be denied of their economic contributions and resilience. On the other side is a healthier, stronger, and more inclusive economy. When confronted with the health and economic devastation of COVID-19, we see that the Caribbean was hit hard. Tourism, which has served as the economic driver in the region, has been depleted. The pathway to advance is clear - and it demands the inclusion and rights of LGBT+ people. And in 2021, we will utilize a data-driven, multi-sectoral and stakeholder approach to work toward a business and economic ecosystem that works for everyone.




It is imperative to collect LGBT data throughout the Caribbean to guide and identify evidence-based approaches for programs must address the diversified communities and subsets that continue the Caribbean states

Alexis D'Marco
Founding Director – DMARCO Organization
Executive Director – UCTRANS



Data can transform lives, inspire states to advance legal reform, hold states accountable at human right treaty obligation mechanisms, and force socio-cultural debates that impact human dignity. Complemented with litigations, it become a leverage tool that ensure no one is left behind as a citizen, vulnerable to systematic marginalization

Caleb Orozco
Executive Director – United Belize Advocacy Movement (UniBAM)

Central and Eastern Europe

Mobilising the voice of business in defence of LGBT+ rights

Open For Business (OFB) launched its Central and Eastern European (CEE) program this spring focused on four key countries – Hungary, Poland, Romania and Ukraine. Similar to our other regional programs, the key components of our work are a research report on the business and economic case for LGBT+ inclusion and an outreach/coalition building effort to engage local and regional businesses.

Key Activities To Date The following are the key activities the program has developed so far:

Formation of a Program Advisory Board (PAB)/Initial research:

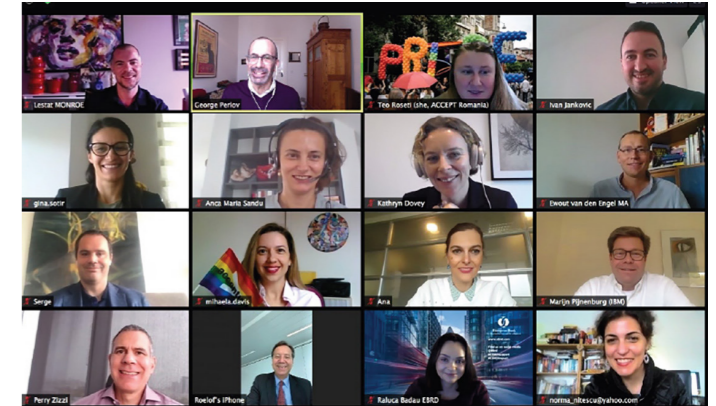
We have put together an Advisory Board comprised of representatives of LGBT+ NGOs and local corporations and have held two meetings so far this year. Our initial research was conducted through local informant interviews and a brief survey on those OFB propositions that are most relevant to the region. The resulting Inception Report laid out our overall program plan.

Data collection and analysis: Since the Inception Report, we have been working on collecting and analyzing a variety of data: Existing LGBT+ and economic data that make the case for greater LGBT inclusion in the region and within each country. A survey of nearly 200 HR directors in the four target countries on their attitudes and behaviors around diversity and LGBT+ inclusion. Interviews with local companies that have been actively promoting LGBT+ inclusion, and an in-depth look at the Irish Business for Yes campaign to support the marriage referendum there as aspirational case histories.

Corporate Outreach: In addition to the PAB meetings, we have also held (virtual) corporate roundtables in Hungary and Romania, and have plans for Poland and Ukraine in January. These groups will continue to meet over time to help build our local outreach activities.

Next Steps

We are finalizing our data analysis and drafting our report, which will be translated into local languages. We are also developing a communications and outreach plan to support the report launch scheduled for this spring.



Kenya

The Kenya Local influencer project has grown since its launch in 2019. While some of the activities we had planned were stalled by the COVID 19 pandemic, we managed to grow in different ways and adapt to new methods of achieving our goals.

Since its inception, the project has made a significant impact and is making great strides to achieve its goals for the country. Businesses have begun to understand that LGBT+ inclusion is good for business and good for the economy. For the fight to be won against LGBT+ discrimination, the private sector must leverage the power they wield to counter religious rhetoric, systemic exclusion and political bullying that minorities face from day to day.

Our Impact in 2020 spanned across different activities:

Roundtables: We saw a significant increase in our round table meetings. Not only was there an increase in attendees, but we also recorded more senior level executives attending the virtual meetings we had through our 2020 project.

This is a good sign as the more businesses we have the more confident they become in supporting LGBT+ inclusion. Businesses and business leaders also get to learn from their peers creating a feeling of safety in knowing they will not be singled out and lose business because of societal attitudes. We reached 23 businesses through our Roundtable meetings.

NGO and Civil Society Organizations (CSOs) engagements: Our main objective with this pillar was to train CSOs on our research. While this engagement with CSOs might have stalled due to the pandemic, we still managed to include a wider selection of organizations in Kenya to speak on the economic importance of inclusion in our Roundtable engagements. We also collaborated with Oxfam in hosting one of the virtual Roundtable sessions.

Town hall meetings: We attended 5 town hall meetings in 2020 reaching over 100 employees and approximately 13 senior business leaders. Three of these were virtual events and two were physical. This was quite significant as most companies were interested in engaging their employees on the importance of inclusion and the economic impact of the same. The realization is the more the employees are engaged in the process, the simpler it gets to get boards and senior executives to endorse the advancement of LGBT+ individuals.

Kenyan Program Advisory Board: We have four Program Advisory Board members and hope to increase this over time. We are looking to welcome more members from the private sector who are continuously engaged in the Roundtables and in our overall work.

Global Interfaith Commission on LGBT+ Lives

Creating change through evidence-based dialogue

Open For Business is proud to have been part of the launch of the **Global Interfaith Commission on LGBT+ Lives (GIC+)**, a ground-breaking initiative bringing together senior faith-leaders from across a spectrum of faiths and religious traditions – including Archbishop Desmond Tutu and eight other archbishops, the Catholic former president of Ireland Mary McAleese, more than 60 rabbis, and senior Muslims, Sikhs, Hindus and Buddhists.

The GIC+ has its roots in a meeting held at the Vatican in April 2019, when leaders from the global LGBT+ community met with Cardinal Secretary of State Parolin (the Pope's "prime minister"). It was an unprecedented event, the first time the Vatican had officially received such a delegation. Open For Business led a group of senior business leaders from **Accenture, Deutsche Bank, EY, IBM, Linklaters** and **Microsoft** to represent the private sector at this audience.

Cardinal Parolin spoke of areas of "common ground", and in that spirit Open For Business subsequently prepared the report *Common Ground: Talking with the Catholic Church about the human rights of LGBT+ people*, aimed at framing a continued dialogue with the Vatican on LGBT+ rights. We conducted research into the stigmatisation of LGBT+ people and the resulting negative impacts, which run counter to the teachings of the Church in areas such as alleviating poverty, economic development, health, education, and the right to meaningful work.

This report was presented to Pope Francis, who took the idea of "common ground" a step further and suggested the creation of a forum for discussion on this issue across faiths. Today's announcement is the realisation of this. We are grateful to Deutsche Bank, whose sponsorship made this work possible.

Open For Business is proud to have contributed to the creation of the Global Interfaith Commission on LGBT+ Lives by doing what we do best: driving change through evidence-based dialogue.



"There are many LGBT+ people who suffer emotional hurt and physical violence to the point of death in countries across the world. For this reason, we are joining forces as faith leaders to say that we are all beloved children of God."

Revd Canon Mpho Tutu van Furth

Business Primer on the UN SDGs

Joining the dots for companies between the Sustainable Development Goals and LGBT+ inclusion



2020 marked just 10 years to go until the deadline for meeting the UN SDGs, and the realisation of Agenda 2030. Although the Global Goals emphasise the aspiration to “leave no one behind”, LGBT+ populations are not specifically mentioned in any of the 17 SDGs. Nevertheless, the lives of LGBT+ people are closely intertwined with the objectives set out in the goals and targets.

Increasingly, companies are aligning with the SDGs, using them as a “map” for developing their own corporate responsibility strategies and bringing to life their corporate purpose. With that in mind, this Primer aims to draw out the connections between the SDGs and LGBT+ inclusion.

Developed in partnership with Unilever, and with Dr. Felicity Daly as lead researcher, this Primer looks across all 17 goals and 160 targets and identifies a subset of 20 targets building on eight of the goals. This is not to say that the rest of the goals do not matter, of course, it is rather an exercise in highlighting the clearest links to the world of LGBT+ inclusion. The publication covers poverty, health, education, gender equality, decent work, inequality and more. We hope it will be a helpful addition to the library of resources ensuring that LGBT+ inclusion is part and parcel of Agenda 2030 and our collective journey to meeting the 17 Global Goals.

Focus Targets



“These goals matter more than ever, but what is absent is a recognition of the dotted lines between the SDG objectives and LGBT+ inclusion.”

Aline Santos, EVP Global Marketing & Chief Diversity and Inclusion Officer, Unilever

Working Globally: Why LGBT+ inclusion is key to competitiveness

New data looks at the relationship between LGBT+ inclusion and companies’ ability to work globally

This new research looks at why LGBT+ inclusion is an important component of companies’ ability to operate globally today and in the future. The COVID-19 pandemic has significantly changed the way global companies do business. On the one hand, remote working solutions have been fast-tracked, expanding the ability of companies to assemble international teams and work with a truly global base of customers and partners. On the other, international business travel and assignments have reduced dramatically, and fundamentally changed the future of how we work.

As the business community seeks to navigate the economic downturn associated with the pandemic and improve its long-term resilience to similar events, the ability of global companies to work effectively across borders, whether virtually or in person, will become increasingly critical to maintaining competitiveness.

The report is a collaboration between Open For Business, Deloitte and Herbert Smith Freehills. It uses data collected to greater understand the experiences of LGBT+ people when working globally, and concludes that LGBT+ inclusion can positively impact the competitiveness of global companies and the countries in which they are based.



“In the current climate of economic uncertainty, now is the ideal time for us to look at this data and encourage countries to reassess their LGBT+ inclusion policies, open up borders, enable greater investments and movement of highly qualified talent.”

Kalvinder Dhillon Vice Chair, Tax, Deloitte LLP



“From my personal experience, as an out, gay CEO, opportunities to work globally can feel exciting and daunting in equal measure. For LGBT+ people there is often an additional set of considerations – employment protection, acceptance of spouses and partners, criminalisation, access to healthcare, social and cultural attitudes to name a few.”

Justin D'Agostino, Chief Executive Officer & Partner, Herbert Smith Freehills

Marriage Equality Campaigns

The Czech Republic

Open For Business partnered with Jsme Fér to produce an Economic Brief on the economic and business case for LGBT+ inclusion in the Czech Republic, with a specific focus on the freedom to marry.

Evidence presented in this report shows that LGBT+ discrimination in the Czech Republic has real costs to the economy. These costs come from several angles and have been found to occur in economies around the world. In this report, we investigated the impact of unequal health outcomes, economic discrimination and missed revenue of same-sex weddings.

The freedom to marry is a strong step toward a more open and LGBT+ inclusive society, which is good for business and economic growth. Our Economic Brief outlined how marriage equality can benefit businesses and the economy.



"Basically, in short, we can say the lack of marriage equality causes serious economic damage to the country. On the macroeconomic level, on a sectoral level and on a personal level."

Adéla Horáková, advocacy director at Jsme fér

Japan

There is growing support from the business community in Japan for marriage equality, and Open For Business put together an Economic Brief drawing on recent data and research to support the freedom for same-sex couples to marry.

The economic case for marriage equality in Japan helped to underpin the launch of an ambitious new initiative, Business For Marriage Equality, which already has 134 companies supporting the call for marriage equality. This report presents the evidence base that supports this: it demonstrates that marriage for same-sex couples would help Japan's economic competitiveness.

The campaign was supported by Open For Business coalition partners Accenture, American Express, Deloitte, EY, Facebook, Google, GSK, PWC and WeWork, alongside leading Japanese companies.



"LGBT+ people can't fully participate in economic activities when don't have legal protections - this could be costing more than 150,000 yen in GDP per capita, according to the research."

Moriaki Kida, COO, EY Japan

Costa Rica

Costa Rica became the first Central American country to legalize civil marriage for same-sex couples in May 2020. Open For Business worked with Si Acepto to show that businesses strongly support doing business in LGBT+ inclusive countries with the freedom for same-sex couples to marry. Many companies in Costa Rica are supportive of civil marriage for same-sex couples and understand that a more LGBT+ inclusive Costa Rica will be better for companies and for Costa Rica's overall economic growth.

Evidence presented in this report shows that LGBT+ discrimination in Costa Rica has real costs to the economy. These costs come from a number of angles and have been found to occur in economies around the world. In this report, we investigate the impact of unequal health outcomes, economic discrimination and missed revenue of same-sex weddings.

The campaign was supported by a number of Open For Business coalition partners including Accenture, AT&T, IBM, MasterCard, McKinsey & Co, Microsoft and a number of leading local companies.



"I am completely sure that abolishing discrimination is an extraordinary measure to lay the foundations for a just, equitable and prosperous society. Together we must break the circle of exclusion."

Epsy Campbell Barr, Vice President of the Republic of Costa Rica

Strengthening the Coalition

Welcoming new partners

We welcomed ten world-class companies to Open For Business in 2020

We welcomed ten world-class companies to Open For Business in 2020

Allen & Overy is a leading global law firm with over 40 offices around the world.

BD is a leader in healthcare safety and medical research technology, employing nearly 50,000 globally.

Deloitte is the largest multinational professional services firm in the world, with more than 330,000 people globally and 20,000 people in the UK.

Dow is one of the most innovative materials science companies in the world with a presence in over 160 countries.

Facebook is the largest social media platform in the world helping its 3 billion users come together.

Herbert Smith Freehills is a leading global services firm, with offices in every region of the world.

IKEA is the iconic retail arm of the Ingka Group, with over 370 stores across the globe.

Kearney is a global management consulting firm with offices in over 40 countries.

L'Oréal devoted itself to beauty for over 100 years, with its international portfolio of 36 brands.

Unilever is a multinational consumer goods company with household brands used by 2.5 billion people every day.



As a global law firm, we are proud to be global leader in LGBT+ inclusion... That's why I'm delighted to announce our latest partnership with Open For Business

Justin D'Agostino
Herbert Smith Freehills, CEO



Joining Open For Business is an opportunity to unite our forces with likeminded companies that pledge to be a business voice for LGBT+ inclusion

Peter List
Ingka Group (IKEA)
Head of Equality, Diversity & Inclusion



We want to be a beacon for diversity and inclusion in the business world... That's where Open For Business comes in

Alan Jope
Unilever, CEO



What we can do as leaders is be the role models for the change we desire

Alex Liu
Kearney
Managing Partner & Chairman

Open For Business Global Equality Champions



BRUNSWICK

For providing three Fellows to Open For Business and continuing to support Open For Business as an "incubator", providing in-kind administrative and organisational support.



Deloitte.

For driving breakthrough research by supporting our report *Working Globally: Why LGBT+ Inclusion is Key to Competitiveness*.



Google

For supporting our Local Influencer Program in Central and Eastern Europe and providing key members of the team to ensure local uptake and quality.



HERBERT SMITH FREEHILLS

For driving breakthrough research by supporting our report *Working Globally: Why LGBT+ Inclusion is Key to Competitiveness*.



Virgin

For support from Virgin Atlantic for our Local Influencer Program in the Caribbean and continued advocacy work to raise awareness of LGBT+ inclusion issues.

People

Core Team

We were pleased to strengthen our core team in 2020 to help us improve the coalition's ability to maintain and grow in success. We made two new hires to accelerate our progress towards our primary objective in this new decade.



Kathryn Dovey
Executive Director

Kathryn is the Executive Director of Open For Business. She oversees the strategy and direction of the coalition and is based in London. Kathryn joined Open For Business in July 2020. Kathryn comes from a background in corporate responsibility and business and human rights. She worked previously at the OECD in Paris and also co-founded the Global Business Initiative on Human Rights, an organisation of major multinational companies from diverse industries along with a francophone initiative Entreprises pour les droits de l'homme. Kathryn has advised several companies on their LGBT+ rights strategy and previously worked by Human Rights Watch in Russia on LGBT+ research.



Olajumoke Taiwo
Finance and Operations Manager

Olajumoke has been involved in the Finance landscape for over 10 years, starting her career in the banking industry before expanding her remit into the education and healthcare sectors. Olajumoke joined Open for Business in September 2020. As Finance and Operations Manager, she oversees and maintains responsibility for all areas of finance and administration. Olajumoke is a strong advocate of building relationships and leveraging the talents and resources of individuals to drive business growth.



Yvonne Muthoni
Kenya Country Director

Antonio Zappulla is the Chief Executive Officer of the Thomson Reuters Foundation, the philanthropic arm of the world's leading news and information provider. An outspoken supporter of the business case for human rights, he is the founder of Openly, the world's first global platform dedicated to coverage of LGBT+ stories with distribution to 1 billion Reuters clients daily. Prior to his present role, Antonio was Executive Producer at Bloomberg Television in charge of news, factual programming and documentaries for Europe, Middle East and Africa, developing a number of Award-winning TV series distributed globally. A One Young World Ambassador and a World Economic Forum agenda contributor, Antonio sits on the Board of All Out at the London Business School. He was ranked first in the 2018 OUTstanding list of third sector LGBT executives published by the Financial Times, named a European Young Leader by Friends of Europe in 2017, and was awarded the Talented Young Italians Award by the Italian Chamber of Commerce in 2016.



Phil Crehan
Caribbean Programme Lead

Phil is the Caribbean Programme Lead, focused on building an economic case for LGBT+ rights in the Caribbean. He comes to us after spending five years as an LGBTI Technical Expert for the World Bank and two years as the Director of the National LGBT+ Chamber of Commerce's Global programs. His focus is on working with at-risk and vulnerable LGBTI people in order to bolster their human rights, social inclusion, and socioeconomic empowerment.



George Perlov
Eastern Europe Programme Lead

George is the Eastern Europe Programme Lead, focused on building an economic case for LGBT+ rights in Eastern Europe. George has over 20 years of experience in qualitative and quantitative research projects, with particular focus on social causes. He led the research and evaluation program at the Ad Council, the largest producer of public education campaigns in the US. As a consultant, he has worked with numerous businesses, foundations and NGOs, including The Heinz Endowments and The New York Times, on large-scale research projects utilizing surveys, stakeholder research, and other research methods.

Fellows



Chad Schmidt
Fellow, Digital communications

Chad is focused on communications, digital strategy, and promotion at Open For Business. He is a Digital Executive in Brunswick Group's New York office, advising clients across a range of sectors to develop effective social and digital communications strategies. He has previous digital and non-profit experience at Fusion Media Group, the Clinton Foundation, and Goldman Sachs.



Tom McGivan
Fellow, Research and advocacy

Tom is an Associate in Brunswick's Business & Society team, helping companies demonstrate leadership across a range of social and environmental issues. Tom joined Brunswick from Virgin Group, where he delivered strategic communications advice, research and policy analysis to Sir Richard Branson and the senior leadership of Virgin Group's 60+ companies. Tom's work to date has covered a broad portfolio of business-critical global challenges including climate change, wildlife conservation, human rights and criminal justice reform.



Beatriz Garcia
Fellow, Activation

Beatriz brings over 20 years of experience in brand and reputation management, with a particular focus on global platform partnerships. She is a Director in the FIG practice at Brunswick Group New York and has represented asset management firms, banks, industry associations, and professional services clients. Beatriz is a SameSky ambassador and is fluent in Spanish and French.



Zac White
Research Fellow

Zac is an Open for Business Research Fellow currently supporting research efforts on ESG/LGBT+ impact investing and the role of LGBT+ inclusion on economic resiliency. He is a market research and business strategy consultant in banking and capital markets with previous experience supporting LGBT+ workplace inclusion with the Accenture Pride ERG and OPEN Finance NYC.



Ceren Altincekic
Fellow, Research and advocacy

Ceren currently works as a data scientist at the NYC office of Mars Petcare. She collaborates with project management and data science leadership to guide business partners in generating impactful analysis.

Trustees



Jon Miller
Partner, Brunswick Group; Chair of the Board

Jon Miller is a partner at Brunswick Group, working with companies to promote the positive contribution they can make in the world, and helping them connect with broader society. Jon founded Open For Business in 2015 with our 14 founding coalition partners. Jon has worked all over the world with global corporates in many sectors, from the US to Asia and Africa. He was a strategist at creative agencies including Ogilvy and Mother, and has created campaigns for many NGOs, such as Amnesty, Greenpeace and WWF.



Julian Curtis
Head of Statutory Reporting, Santander UK; Treasurer of the Board

Julian Curtis has held various senior positions in finance in complex, highly-regulated organisations - in London, New York and Sydney. He currently serves as Head of Statutory Reporting at Santander UK. Prior to this, he was a Director at PricewaterhouseCoopers in New York and Vice Consul, Economic Development for the British Government in New York. Julian qualified as a chartered accountant with KPMG.



Lori Dobeus
Principal, Advancing Inclusion

Lori Dobeus is a global inclusion & diversity professional with broad professional background and change management experience. She currently is the Principal of Advancing Inclusion, a boutique consulting firm helping companies advance their inclusion & diversity strategies. Prior to this role, she was the global co-lead for inclusion and diversity at McKinsey & Company.



Robert Glick
VP, International Government Affairs & Corporate Communications, American Express

Robert Glick OBE has held various senior positions in corporate communications and public health – in New York, Paris, New Delhi and London. He currently serves as Vice President of International Government Affairs & Corporate Communications at American Express.



Liz Grant
Director, Fantail Business Development

Liz Grant OBE is an Inclusion Consultant. She works with a wide variety of companies and organisations across the private, public and not-for-profit sectors. From banks to law firms to academia and government regulators, she works with clients to build inclusive leadership teams and implement best practice in Diversity & Inclusion.



Dinah McLeod
Chief Executive, The Global Cement and Concrete Association

Dinah is the CEO of the Global Cement and Concrete Association, a trade association dedicated to driving sustainable practices across the industry. A social and environmental sustainability professional with over 20 years' experience in both the public and private sectors, Dinah joined the GCCA from The B Team, a non-profit organisation whose mission is to encourage greater sustainability in the private sector. Before this she served as Deputy Director of the Business and Sustainable Development Commission.



Liam Rezende
Senior Marketing Communications Manager for EMEIA, Hyatt

He is the Senior Marketing Communications Manager for EMEIA at Hyatt. In his current role, he is responsible for delivering strategic Field Marketing and Communications support across the region to drive hotel/brand awareness and revenue growth. Originally from Trinidad and Tobago but based in London, Liam has over ten years' experience in the hospitality and tourism industry. A champion of LGBT+ inclusivity, he is currently the global co-chair of HyPride, Hyatt's LGBT+ Employee Resource Group, where he leads on strategies and campaigns to engage internal and external LGBT+ and ally communities. He also successfully founded Checking-IN, an industry network of LGBT+ professionals and allies working throughout hospitality. As a Research Fellow, Liam has supported Open For Business research in the Caribbean.



Antonio Zappulla
CEO, the Thomson Reuters Foundation

Antonio Zappulla is CEO of the Thomson Reuters Foundation, the corporate foundation of the global news and information services company. Through news, media development, free legal assistance and convening initiatives, the Thomson Reuters Foundation combines its unique services to advance media freedom, raise awareness of human rights issues, and foster more inclusive economies. He is the founder of Openly, the world's first platform dedicated to fair, accurate and impartial coverage of LGBT+ stories with global distribution through the Reuters wire. In 2018, he ranked first in the OUTstanding list of third sector LGBT+ executives published by the Financial Times. In 2017, he was named a European Young Leader by Friends of Europe and was awarded the Talented Young Italians Award by Italian Chamber of Commerce in 2016.

A Tribute to Karen McKenzie



Karen McKenzie sadly passed away in December 2020. Karen was a real warrior for justice and human rights, and she had a huge heart.

Karen was an early Board member for Open for Business, joining us in the days before we became incorporated as a charity. We benefited from her great experience and understanding of the global human rights space, as well as her vast networks and contacts – she really boosted the early impact we were able to make, especially in Kenya. She was a dynamic and committed member of the team and was driven by a vision to bring equality to all.

Karen will forever be a part of the Open For Business family, we will miss her deeply.

The Economic & Business Case: 27 Propositions

All the work of Open For Business is underpinned by a set of 27 propositions across 3 categories of performance that synthesize a broad and fragmented evidence base into a clear and comprehensive economic case for LGBT+ inclusion.

These propositions can be used to set out the evidence that will empower those making the case against LGBT+ discrimination, wherever it exists in the world.

We will continue to unpack these propositions in our future work and look forward to working in partnership with others on the journey towards global LGBT+ inclusion.

A. ECONOMIC PERFORMANCE

The evidence shows that open, inclusive and diverse societies are better for economic growth, and that discrimination on the basis of sexual orientation or gender identity can damage long-term economic prospects.

Proposition 1: Competitiveness
LGBT+ inclusive economies are more competitive.

Proposition 2: Entrepreneurship
LGBT+ inclusion results in higher levels of entrepreneurship, creativity and innovation.

Proposition 3: Corruption
LGBT+ discrimination often goes hand-in-hand with corrupt practices and a lack of openness.

Proposition 4: Direct Investment
LGBT+ inclusion is associated with higher levels of direct investment.

Proposition 5: Global Markets
LGBT+ discrimination may inhibit local companies from connecting to global markets.

Proposition 6: Brain Drain
LGBT+ discrimination results in a "brain drain" – the emigration of talented and skilled individuals.

Proposition 7: Public Health
LGBT+ discrimination leads to negative economic consequences as a result of poor health outcomes.

Proposition 8: National Reputation
LGBT+ discrimination impacts perceptions on a world stage, which drive tourism, talent attraction and export markets for consumer goods.

Proposition 9: National Productivity
LGBT+ discrimination leads to lower levels of national productivity.

Proposition 10: Urban Economic Development
LGBT+ inclusion signals a diverse and creative environment, which creates the right conditions for urban economic growth.

Proposition 11: National Economic Development
LGBT+ inclusive economies have higher levels of growth in Gross Domestic Product.

B. BUSINESS PERFORMANCE

Stronger financial performance flows from the increased ability of LGBT+ inclusive companies to attract and retain talent, to innovate, and to build customer loyalty and brand strength.

Proposition 12: Attracting Talent
Companies that are more diverse and inclusive are better able to compete for talented employees.

Proposition 13: Retaining Talent
Companies that are more diverse and inclusive have higher rates of retention of talented employees.

Proposition 14: Innovation
Companies that are more diverse and inclusive have higher levels of innovation and creativity.

Proposition 15: Collaboration
Companies that are more diverse and inclusive create an atmosphere of trust and communication, which is essential for effective teamwork.

Proposition 16: Customer Orientation
Companies that are more diverse and inclusive are better able to anticipate the needs of all customers, and to access a broader client base.

Proposition 17: LGBT+ Consumers
Companies that are LGBT+ inclusive are better placed to benefit from the large, growing, global spending power of LGBT+ consumers.

Proposition 18: Brand Strength
Companies that are more diverse and inclusive have greater brand appeal and loyalty with consumers who want socially responsible brands.

Proposition 19: Financial Performance
Companies that are LGBT+ inclusive have better share price performance, higher return on equity, higher market valuations and stronger cash flows.

C. INDIVIDUAL PERFORMANCE

Individuals working in open, diverse and inclusive environments tend to perform better. A culture of inclusion and diversity can boost individual performance – for everyone, not just LGBT+ individuals.

Proposition 20: Authenticity
Individuals working in open, diverse, inclusive environments are able to be themselves, instead of concealing important aspects of themselves.

Proposition 21: Motivation
Individuals working in open, diverse, inclusive environments have higher levels of motivation.

Proposition 22: Affinity
Individuals working in open, diverse, inclusive environments have greater affinity with the values and culture of the workplace.

Proposition 23: Satisfaction
Individuals working in open, diverse, inclusive environments have higher levels of job satisfaction.

Proposition 24: Health
Individuals working in open, diverse, inclusive environments are free from discrimination – a cause of poor mental health and physical violence.

Proposition 25: Speaking Up
Individuals working in open, diverse, inclusive environments are more likely to speak up with suggestions to improve performance.

Proposition 26: The Extra Mile
Individuals working in open, diverse, inclusive environments are more likely to go beyond their duties and make a contribution to the life and culture of the company.

Proposition 27: Individual Productivity
Individuals working in open, diverse, inclusive environments have greater productivity – more efficient work with higher quality outputs.



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