

IMPACT REPORT 2019-2020

Business Action for
LGBT+ Inclusive Societies



Open
For
Business

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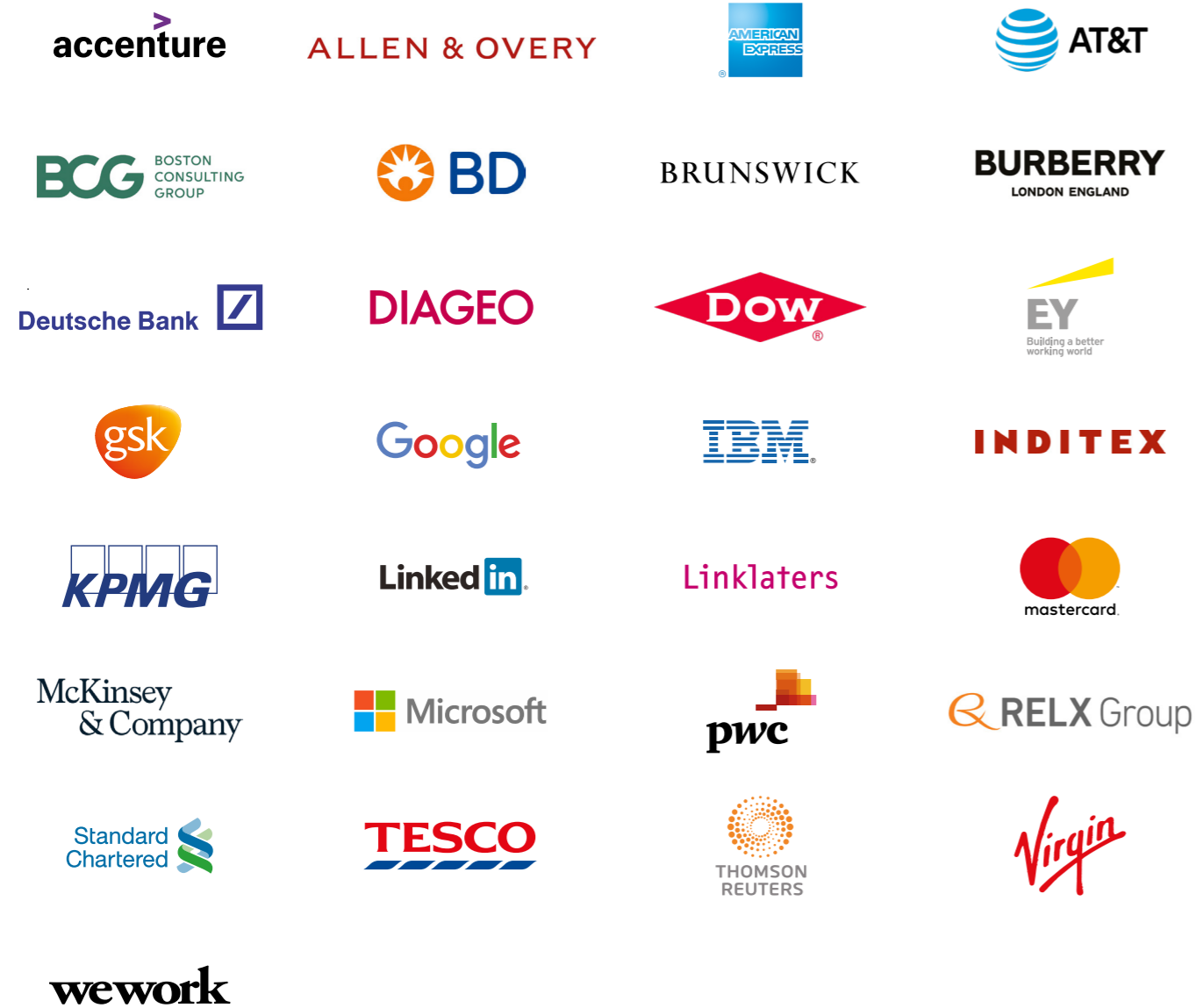
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About Open For Business

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
Global → Local

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.
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.

* 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?

Welcome to the first Open For Business Impact Report.

The coalition was borne of a shared concern that millions of LGBT+ people around the world still face persecution, and a belief in the power of business to take action. Plenty of organisations do great work promoting workplace equality; 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.

And we have come a long way since our early days. It took us a year to get the first coalition partner to sign up. Then it took us another year to get anyone to agree to actually working on-the-ground in criminalising countries. And understandably – doing advocacy work on a highly contentious subject like LGBT+ can be politically risky.

Now we have programmes rolling out in East Africa, Eastern Europe and Asia Pacific. Working with local activists, we have learnt a lot about on-the-ground business advocacy. Already we are seeing signs of impact: Open For Business data has been part of court proceedings in Uganda, Hong Kong and India; and our report on the economic case for LGBT+ inclusion in Kenya made headlines and changed the conversation.

We now have 29 coalition partners, all committed to taking real action on LGBT+ rights – not just talking about it. Some of our partners went the extra mile in 2019 and on page 30, we recognise these “Open For Business Equality Champions”: in particular, Accenture, BCG, Brunswick, Deutsche Bank, GSK, IBM and Microsoft. These companies are at the forefront of advancing LGBT+ inclusion globally.

Still, we are just scratching the surface. Many countries continue to see a vicious backlash against LGBT+ rights, and millions of our LGBT+ siblings around the world live in fear of discrimination and violence.

This is the first Open For Business Impact Report, and it shows how powerful the collective business voice can be – but there is so much more we could be doing. The coalition is gaining real traction – a proven model, with the potential to make real impact – but we need to accelerate and scale our work. This is our ambition for 2020 – and we hope you’ll join us.

Jon Miller
Founder, Open For Business, and Partner, Brunswick Group

The Global Situation

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. Now more than ever, LGBT+ communities need businesses to act. A review of some of the more concerning headlines from 2019 underscores the urgency of taking action:

In **Brunei**, a Syariah Penal Code Order (SPCO) was introduced that made sex between men and adultery punishable by stoning to death. In May 2019, the country backtracked and announced it would not enforce the death penalty after a significant backlash from the international community, which included boycotts and celebrity protests. While saying that a moratorium on the death penalty would be applied to the SPCO, Sultan Hassanal Bolkiah also defended the new rules, saying their “merit” would become clear¹.

In **Cameroon**, an attack by anti-gay youths shut down a gay advocacy organisation and forced the cancellation of a planned Pride celebration as well as an anti-AIDS gathering in Kribi in south coastal Cameroon².

In **Chechnya**, a new anti-gay crackdown took place between December 2018 and February 2019, with police carrying out a fresh round of unlawful detentions, beatings and humiliation of men they presume to be gay or bisexual. The new abuses come against a backdrop of absolute impunity for the vicious large-scale anti-gay purge in spring 2017³.

In **Egypt**, a court sentenced a television host to one year in prison for interviewing a gay man as it contravened the Supreme Council for Media Regulations’ decision “banning the appearance of homosexuals or promotion of their slogans.”⁴ In Egypt, de facto criminalisation is applied to same-sex relations and, increasingly, expressions of diverse sexual orientation and gender identity. While consensual same-sex acts are not explicitly prohibited under Egyptian law, the law on prostitution and the law against debauchery, among others, have been used liberally to imprison gay men in recent years⁵.

In **Iran**, reports indicated that a 31-year-old man was publicly executed by hanging after he was found guilty

of charges related to violations of the country’s anti-gay laws⁶.

In **Kenya**, the high court upheld a law that criminalises same-sex acts. The decision drew strong criticism from the United Nations and rights activists⁷.

In **Lebanon**, the Telecommunications Ministry blocked access to a gay dating app on some mobile data networks. Lynn Maalouf of Amnesty International, said: “*As well as being a flagrant assault on the right to freedom of expression, this move will serve to entrench and legitimise homophobic views within the country.*”⁸

In **Russia**, Yelena Grigoryeva, a prominent LGBT+ rights campaigner who had regularly campaigned for a number of human rights causes in the country, was murdered in the city of St Petersburg in July 2019.⁹ Anti-propaganda laws continue to present challenges in Russia. These efforts to “protect minors” continue to cut off information, limit counselling and place young people, as well as activists and mental health professionals, at risk.¹⁰

In **Singapore**, it was reported that details of more than 14,000 people had been made public in a massive data breach at the Ministry of Health. According to activists, the leak of the confidential information puts LGBT+ people in a particularly vulnerable position, especially those who have not disclosed their status. Further, people with HIV continue to be stigmatised and have little protection against discrimination.¹¹

In **Turkey**, an LGBT+ pride march was banned for the fifth year in a row in June 2019. When several hundred LGBT+ community members ignored the order and gathered to wave rainbow flags and shout slogans for gay and transgender people, police fired tear gas and rubber bullets.¹²

In **Uganda**, after Ethics and Integrity

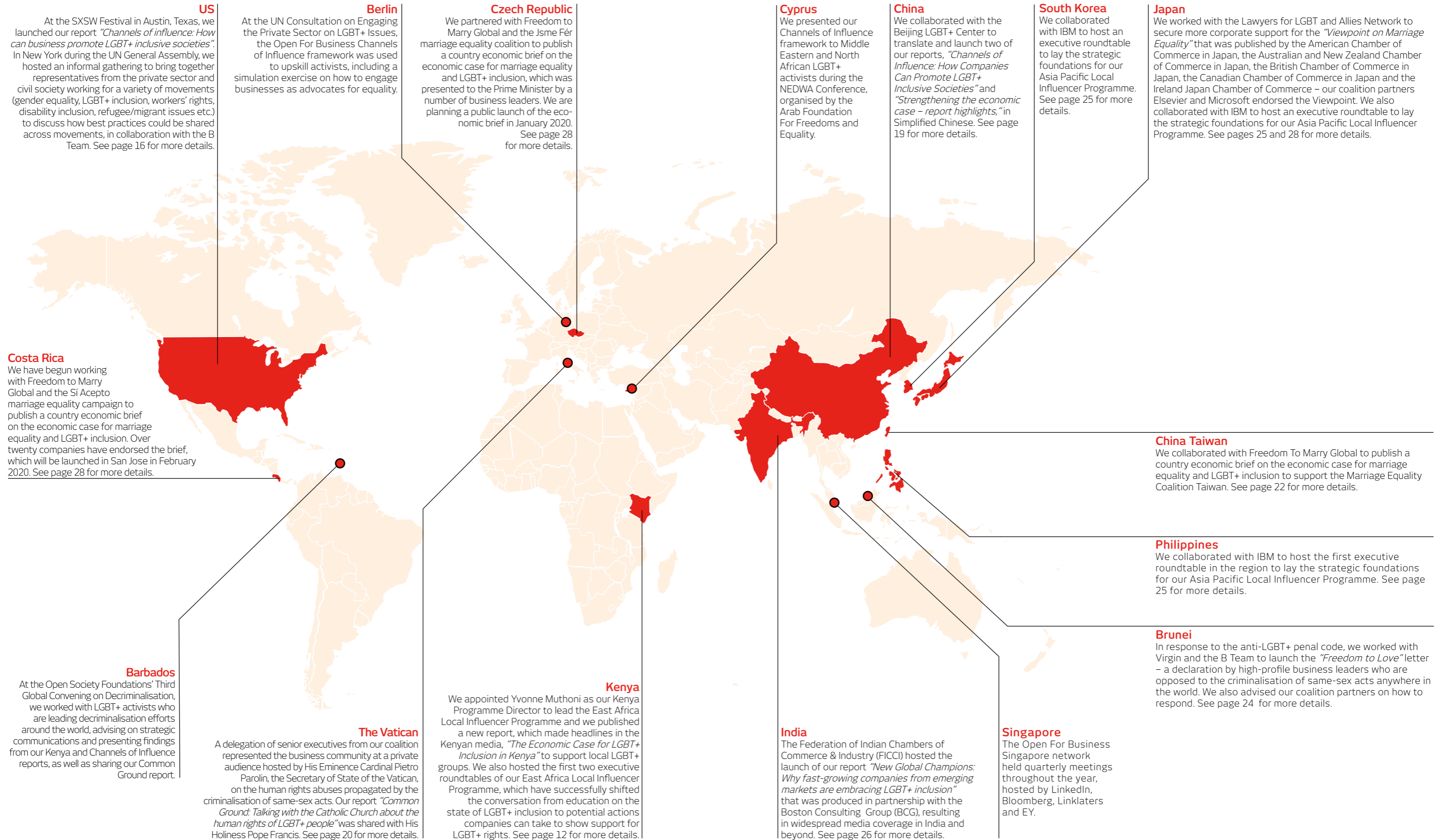
Minister Simon Lokodo said that the parliament is planning to re-introduce the “anti-gay” bill and the Security Minister claimed the LGBT+ community is linked to an alleged terrorist group, there was a rise in violence and hate crimes against the LGBT+ community.¹³ A young transgender woman was beaten to death near Kampala and Brian Wasswa, an LGBT+ activist, was brutally murdered with a garden hoe. Police carried out two mass arrests, abused detainees and forced at least 16 to undergo anal examinations.¹⁴

In the **United States**, the Supreme Court allowed President Trump’s transgender military ban to go into effect. The policy blocks individuals who have been diagnosed with gender dysphoria from serving, with limited exceptions, and specifies that they can serve only according to the sex they were assigned at birth.¹⁵

In **Zambia**, the Minister of Religious Affairs and National Guidance, Godfridah Sumaili, ordered the cancellation of a television programme in Zambia for allegedly “*promoting homosexuality.*” He said: “*Our stand as a Christian nation is clear and the laws of the land speak louder.*”¹⁶

Open For Business:

Around the World in 2019

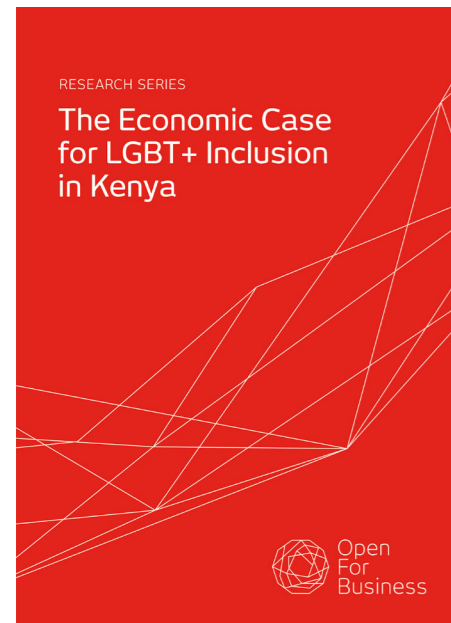


Highlights of 2019

Kenya

Changing the conversation on LGBT+ inclusion

- Re-framed LGBT+ inclusion from only a moral debate – it was discussed as a business and economic issue in the Kenyan national media for the first time
- Report shows that LGBT+ discrimination costs Kenya up to \$1.3 billion per year, or 1.7% of GDP – equivalent to 144% of government spending on healthcare
- Headlines in major Kenyan media and 13 million impressions on social media
- Fuelled a new dimension of advocacy – supporting local activists and civil society organisations by providing them with a new data-driven argument for LGBT+ inclusion



Our first fully-fledged Local Influencer Programme, which specifically focuses on Kenya, has changed the conversation on LGBT+ inclusion within the country. Previously, the conversation was solely focused on the human rights argument for LGBT+ inclusion. Since the launch of our first-ever country-specific report "The Economic Case for LGBT+ Inclusion in Kenya" in February 2019 at an event we co-hosted with the Kenya National Commission on Human Rights, LGBT+ inclusion was framed as a business and economic issue in the Kenyan national media for the first time.

On the global stage, our report also garnered significant interest from international audiences. Top-tier media publications, including Thomson Reuters, MSN and Pink News, covered our report and Richard Branson, Founder of Virgin Group, wrote an opinion article sharing his thoughts on our report. On social media, our content was directly seen 53,323 times and through the top five influential accounts on Twitter who tweeted our report, our report potentially reached more than 13 million people.

We first commenced research into the business and economic case for LGBT+ inclusion in Kenya in February 2018 and we completed the analysis in February 2019 in time for the anticipated ruling by the Kenyan High Court on the repeal of Section 162 of the Kenyan Penal Code. While it was disappointing that the High Court subsequently postponed the ruling to May 2019, our report fuelled a new dimension of advocacy – in the lead up to the new ruling date, our new evidence base supported activists by providing them with a new argument for use in their advocacy efforts.

"Businesses have the power and privilege to make changes that even civil society or diplomatic copes cannot. This is because they have negotiating power with governments that the former don't and are able to make governments, and in turn society, listen. It was therefore great to be in conversations with businesses like Microsoft Kenya around not only protection but also promotion of the human rights of LGBTIQ+ people. It is really encouraging to see that this is the direction we are going where businesses are taking their social responsibilities seriously and using their privilege in the service of others. As a human rights activist working in a human rights constrained country like Kenya this is indeed light at the end of this dark tunnel."

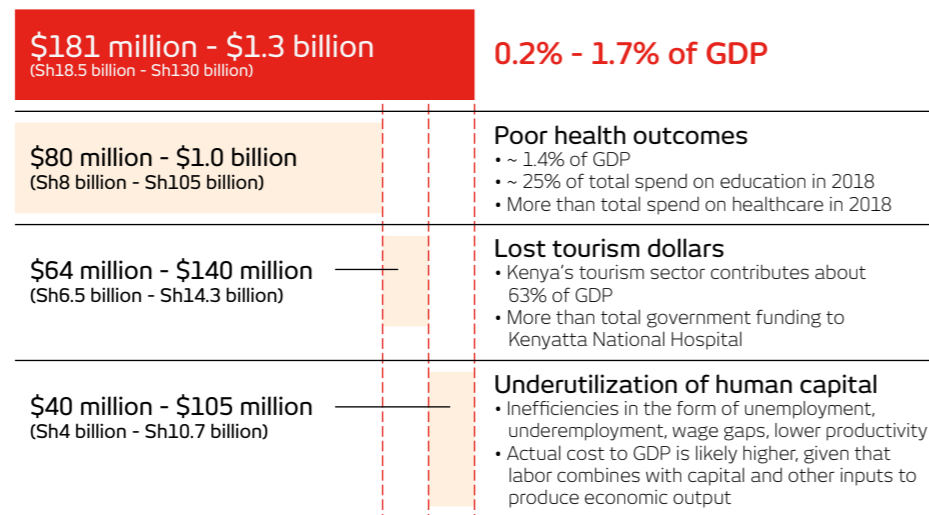
Yvee Oduor,
the Gay and Lesbian Coalition of Kenya (GALCK)



The first of its kind directed at an East African country, our report found LGBT+ discrimination costs Kenya between \$181 million to \$1.3 billion (Sh18.5 billion to Sh130 billion) per year, or 0.2% to 1.7% of the country's annual Gross Domestic Product. Our report also discussed how LGBT+ inclusion can help Kenya reach its Vision 2030 economic development goals as well as benefit Kenya's start-up ecosystem, companies and cities.



Every year, LGBT+ discrimination costs Kenya:



Beyond localised research, our Local Influencer Programme also strives to convene a network of local business leaders to empower them as advocates for LGBT+ inclusion, which is why we appointed Yvonne Muthoni as our Kenya Programme Director in February 2019. Building on from the momentum of our report launch, we hosted our first quarterly roundtable on 9 May 2019 which saw a good turnout of senior leaders representing not only the private sector, but embassies and NGOs as well.

Engagement with senior business executives has strengthened notably: initially the focus was on educating senior leaders on LGBT+ inclusion issues; more recently, during the roundtable that was hosted by Microsoft in September 2019, the focus

has moved to potential collaborative action. This demonstrated the collective group's desire to advocate for general inclusion and support the appeal against the High Court's ruling in May 2019 to uphold the law that criminalises same-sex acts.

While the progress we have achieved is positive and promising, it has not been an easy task to convince local business leaders to come to the table and we are continuing to focus our efforts on galvanising more support for LGBT+ inclusion among the Kenya corporate community.



Open For Business appointed Yvonne Muthoni as Kenya Programme Director in February 2019



Microsoft hosted a senior executive roundtable with Yvonne Muthoni in September 2019



Yvonne Muthoni discussing Open For Business economic data at the UN Habitat Assembly in Nairobi, May 2019



Yvonne Muthoni talking about business support for decriminalisation in Kenya at the Global Convening on Decriminalisation in Barbados, July 2019

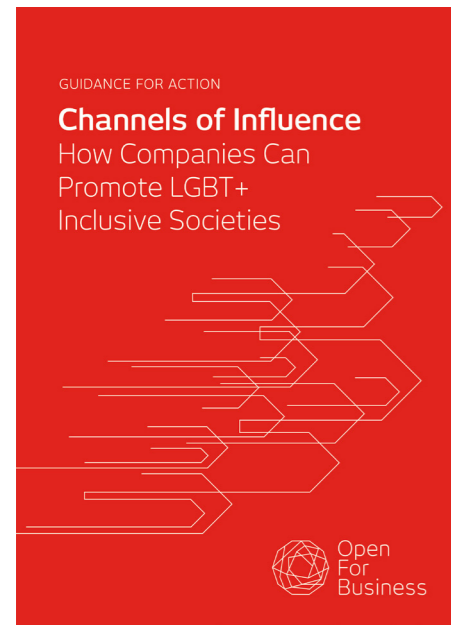


Yvonne Muthoni discussing the economic case for LGBT+ inclusion with activists from the Middle East and Africa at the NEDWA conference in Cyprus, September 2019

Channels of Influence






How companies can promote LGBT+ inclusive societies

- A practical guide for how companies can take action in the public sphere to promote LGBT+ inclusive societies – based around a clear “Channels of Influence” framework
- Launched at SXSW in the US and presented at more than 20 events around the world – close to 15 million impressions on social media
- Used both by companies seeking to understand how they can take action, and by activists seeking to engage the private sector



It has become increasingly clear that there is the potential for corporates to use levers of influence to proactively support LGBT+ inclusion in every country they operate in. Many companies understand this and are beginning to act on it. They have explicitly expressed support for the United Nations Standards of Conduct for Business on tackling discrimination against LGBT+ people and some have joined Open For Business to collectively act to promote LGBT+ inclusive societies in the most challenging countries around the world.

However, taking action on LGBT+ inclusion in the public sphere is difficult. These actions need to be responsible for the company’s brand, clients and employees, and they need to be grounded in local realities of LGBT+ people on the ground. Hence, Open For Business published this report to provide guidance for action. The report’s framework identifies five Channels of Influence that companies can use to advance LGBT+ rights in every country they operate in.

 <p>Value Chain Channel</p>	<p>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.</p>
 <p>Financial Channel</p>	<p>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.</p>
 <p>Public Policy Channel</p>	<p>The Public Policy Channel includes relationships with public officials, governments, politicians and policymakers, as well as relevant industry regulators and national human rights institutions.</p>
 <p>Civil Society Channel</p>	<p>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.</p>
 <p>Industry Channel</p>	<p>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.</p>

This report, which was sponsored by Deutsche Bank and created in partnership with the UN Free & Equal Campaign, is the first to present a detailed framework for how companies can act in the public sphere to promote LGBT+ inclusion; previous Open For Business reports have focused on why, by presenting the economic and business case for doing so.

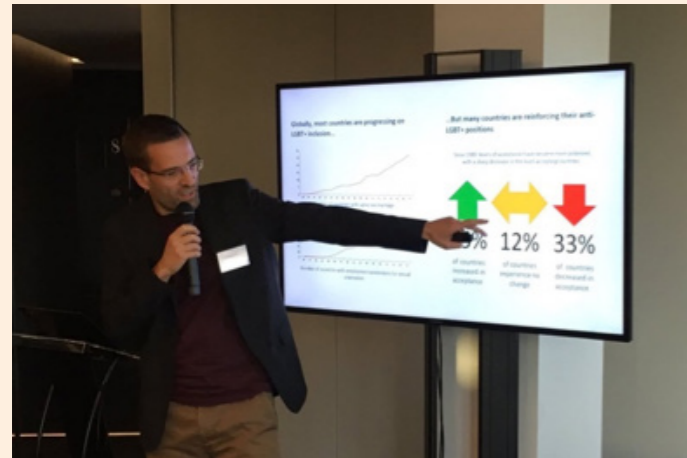
Building upon the work done by the UN Office of the High Commissioner for Human Rights in partnership with the Institute for Human Rights and Business in developing the *Standards of Conduct for Business* on tackling discrimination against LGBT+ people, our report serves as a practical toolkit that provides companies with guidance on the five channels through which they can leverage their economic influence to promote LGBT+ inclusion. Our report also shares case studies, best practices and guidance on which channels are most effective in which environments.

As part of the launch in March 2019, we collaborated with WeWork and the Delegation of the European Union to the United States to convene business leaders at the SXSW festival in Austin, Texas, to discuss the actionable ways to promote LGBT+ inclusion. On social media, our content was directly seen 286,768 times and through the top ten influential accounts on Twitter who tweeted our report, our report achieved close to 15 million impressions.

Beyond the launch, we have also presented the framework and conducted simulation workshops at various conferences around the world to encourage greater discussion and action from the private sector. These events include:

- Third Global Convening on the Decriminalisation of Sexual Orientation and Gender Identity in Barbados
- The Arab Foundation for Freedoms and Equality’s NEDWA Conference in Cyprus
- Beijing LGBT+ Center
- East Meets West International Conference during EuroPride 2019 in Vienna
- European Bank for Reconstruction and Development’s Pride event
- European Union’s Pride event in Washington DC
- HEC Paris Business School event with Allen & Overy in Paris
- International Finance Corporation
- OPEN Finance’s World Pride event in New York
- Oslo Pride Business Forum
- Out & Equal Summit
- StartOut Congressional Summit
- SXSW in Austin, Texas
- The UK’s Foreign and Commonwealth Office’s Pride conference in Washington DC
- United Nations Consultation on “Engaging the private sector on LGBTI issues” in Berlin
- United Nations IDAHOBIT event in Kenya
- United Nations Habitat Assembly in Kenya
- World Pride 2019 Human Rights Conference

Crucially, we had a number of opportunities to present our work in the global south or to LGBT+ activists leading advocacy efforts in the global south. This is important because the global south is where support for LGBT+ inclusion is needed the most.



Jon Miller presenting the Channels of Influence framework at an event organised with the HEC Paris Business School



Drew Keller presenting the Channels of Influence framework at the UN Consultation on the Role of the Private Sector in LGBT+ Rights in Berlin



Open For Business ran a "simulation workshop" at SXSW in Austin, Texas, on how to use the Channels of Influence framework



Drew Keller discussing the Channels of Influence framework at a European Union event during Pride Month 2019



Jon Miller presenting the Channels of Influence framework at the East Meets West conference during EuroPride 2019 in Vienna



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

China

Launch of Open For Business reports in Simplified Chinese

Open For Business started working with the Beijing LGBT+ Center in April 2019 to translate two of our reports – "Channels of Influence: How Companies can Promote LGBT+ Inclusive Societies" and "Strengthening the Economic Case – Report Highlights" – into Simplified Chinese (which is used in China, Malaysia and Singapore).



To launch the translated reports, Open For Business co-hosted an event with the Beijing LGBT+ Center in August 2019 that was attended by close to 50 representatives from companies across a range of industries. This was a crucial

and significant development for us as it opened up the economic and business case for LGBT+ inclusion to a wider group of audience around the world.



Attendees at the launch of the Simplified Chinese Open For Business reports hosted by the Beijing LGBT+ Center, April 2019

The Vatican

Engaging the Catholic Church on support for the decriminalisation of same-sex acts around the world

- Facilitated an important new level of dialogue with the Vatican on the human rights abuses propagated by the criminalisation of same-sex acts
- Secured initial support from the Catholic Church – the Secretary of State of the Vatican welcomed the conversation, condemned all forms of violence against all persons around the world and signalled his intention to look for common ground to collectively move the conversation forward
- Prepared a new report aimed at framing a continued dialogue with the Vatican on LGBT+ rights, which has been shared with His Holiness Pope Francis
- Working with the International Bar Association to secure a statement from the Vatican supporting the decriminalisation of same-sex acts in close to 70 countries around the world, potentially changing the lives of millions of LGBT+ people

In collaboration with the International Bar Association, we began engagements with the Vatican on LGBT+ inclusion, in an effort to secure the Catholic Church's support for more LGBT+ inclusive societies.

In many parts of the world like Barbados, Jamaica and St. Lucia, the Catholic Church has explicitly given its blessing to anti-gay laws. Defined as criminals and robbed of their dignity, the stigma that LGBT+ people face is often used to justify discrimination, harassment and even acts of violence and murder.

As a way of engaging the Vatican to start a dialogue on the human right abuses propagated by the criminalisation of same-sex acts, we collaborated with the International Bar Association and helped to organise a private audience with the Catholic Church in April 2019. We were initially granted a meeting with His Holiness Pope Francis but after what the Washington Post described as "a roller coaster week of leaks and denials" about what the Pope might say, we met with His Eminence Cardinal Pietro Parolin, the Secretary of State of the Vatican – an office described as the "Prime Minister" of the Holy See, and the Pope's most senior official in the Catholic Church.

Crucially, this represented an important new level of dialogue with the Catholic Church across a broad base of stakeholders, including parliamentarians, judges, human rights advocates and business leaders. Representing the private sector, we led a delegation of senior business leaders from our coalition, including:

- Monica Boll, Managing Director, Accenture
- Karl von Rohr, President and Member of the Management Board, Deutsche Bank

- Beth Brooke-Marciniak, Global Vice Chair – Public Policy, EY
- Tia Silas, Chief Diversity and Inclusion Officer, IBM
- Gideon Moore, Global Managing Partner, Linklaters
- John Galligan, Senior Director of Government Affairs, Microsoft

Encouragingly, His Eminence welcomed the conversation, made a clear statement condemning all forms of violence against all persons around the world and signalled his intention to look for common ground with the audience to collectively move forward with the conversation.

In response, we prepared a new 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 further research into the stigmatisation of LGBT+ people and the resulting negative impacts which we perceive to run counter to the teachings of the Catholic Church as we understand them to be presented in the Catechisms and other sources of Church doctrine.

With the clear conclusion that there are multiple areas of common ground between LGBT+ advocates and the Catholic Church's teachings, we have shared our report with His Holiness Pope Francis and we are continuing to work with others to secure a statement from the Vatican supporting the decriminalisation of same-sex acts in close to 70 countries around the world. This has the potential to change the lives of millions of LGBT+ people around the world who still suffer criminalisation.



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



Parliamentarians, judges, human rights advocates and business leaders making their way to an unprecedented high-level Vatican meeting on LGBT+ rights



Parliamentarians, judges, human rights advocates and business leaders entering the Vatican to attend the private audience with His Eminence Cardinal Pietro Parolin



China Taiwan

Reframing the dialogue on marriage equality

- Developed an Economic Brief to support the Marriage Equality Coalition Taiwan in their successful campaign to secure marriage equality
- The Economic Brief was signed by a mix of Open For Business coalition partners and local Taiwanese businesses
- This intervention made national media coverage, and the report was placed directly into the hands of legislators

The strategic release of our short and evidence-based economic brief outlining the economic and business benefits of marriage equality and LGBT+ inclusion in China Taiwan played an important role in cementing the victory for marriage equality in May 2019.

Even though China Taiwan's Constitutional Court ruled in May 2017 that the exclusion of same-sex couples from marriage violated the constitution and lawmakers had until 24 May 2019 to pass legislation extending marriage to same-sex couples, victory for the LGBT+ community was not guaranteed. Three bills had been put forward for consideration – two by conservatives of which one severely watered down the protections that same-sex couples would see in their officially recognised relationships, and one by the government that granted many of the same rights as heterosexual couples.

Our coalition partners – Deutsche Bank, EY, Google, Mastercard, and Microsoft – as well as 10 other Taiwanese and multinational companies signed on to our economic brief. The extensive coverage we received from the local media also created a virtuous cycle and more Taiwanese companies came forward with requests to sign on to our brief.

“The research about how the Taiwanese economy would benefit from same-sex marriage legalisation provided by Open For Business did help us during lobbying. The research identified the fact that the support for same-sex marriage from the business sector would attract foreign investment environment and benefit our economy. Through the research, legislators and the media learned that legalising same-sex marriage could also bring profit to the economy.”

Benson Lee
Digital Communications & PR Manager, Marriage Equality Coalition Taiwan

Major corporate support gave this viewpoint validity in China Taiwan and allowed companies to speak about marriage equality in a data-driven and business-focused way.

The Marriage Equality Coalition Taiwan needed another strong point-of-view in favour of equal rights for LGBT+ people, which is why Freedom to Marry Global brought us onboard to help inject the business and economic case into the conversation. We conducted research to connect pro-marriage equality arguments and LGBT+ inclusion with China Taiwan's economic development, and the resulting economic brief received widespread support.

Most crucially, the extensive media coverage helped to reframe the national debate on marriage equality into one focused on economic development, and the Marriage Equality Coalition Taiwan found our brief to be very useful when they were lobbying legislators behind the scenes.

Businesses support the freedom to marry in Taiwan as an economic growth imperative

As a coalition of companies that provide economic opportunities to thousands of people in Taiwan we write to support the Executive Yuan's proposed act to extend the freedom to marry to same-sex couples.

Many companies in Taiwan are supportive of marriage equality and understand that a more LGBT+ inclusive Taiwan will be better for our companies and for Taiwan's overall economic growth. In November 2018, 27 companies issued a joint statement in support of marriage equality.

Marriage will be a strong step toward a more open and LGBT+ inclusive society, which is good for business and economic growth. In particular, the freedom to marry and LGBT+ inclusion can help Taiwan:

- **Shift to high-value industries and foster innovation** Evidence shows that LGBT+ inclusive environments are better for innovation and entrepreneurship, attract higher levels of foreign direct investment and connect more easily with global markets.
- **Slow the economic losses that may result from demographic shifts** Marriage equality will make it easier for companies to relocate and attract top talent to Taiwan and will reduce discrimination which could increase workforce productivity.
- **Help companies perform better as a result of their commitment to inclusion and diversity** Companies which are more LGBT+ inclusive are better able to attract and retain talent, have higher levels of innovation and collaboration, and have better financial performance.

Marriage for same-sex couples would help Taiwan develop its economic competitiveness and facilitate an environment for companies to thrive. We know this from our deep expertise and experience, and now we have additional data to support these claims, which is included in the attached brief.

工作保守、文化包容 安永事務所超挺同

TAIPEI TIMES
Firms see marriage equality benefits

上報
15企業連署挺婚姻平權 婚平大平台：友善同志企業獲利佳

蘋果日報
支持婚姻平權 Google台灣、台灣微軟等15家企業連署

ETtoday新聞雲
15間企業表態支持台灣同婚！研究：對同志友善公司產值更高

今日新聞 NEWS
錢進得來 同志友善企業更會賺 15企業表態挺婚姻平權

婚平權促進經濟成長，這15間知名企業期許多元共融帶台灣走向世界！



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

Brunei

Coordinating the private sector's global response

In response to Brunei's April 2019 implementation of new laws that made gay sex and adultery punishable by stoning to death, Open For Business collaborated with the Virgin Group and the B Team to coordinate corporate action. As part of the international reaction, we published a letter entitled "Freedom To Love" that was signed by 21 CEOs and global leaders who condemned the anti-LGBT+ laws that currently exist in close to 70 countries around the world and called on other business leaders to collectively take action to advance LGBT+ inclusion globally.

The 21 CEOs and global leaders that signed the letter are:

- Alessandro Bogliolo
- Arianna Huffington
- Bert Jacobs
- Cameron Yarbrough
- Dan Hesse
- Daryl Brewster
- David Hornik
- Guilherme Leal
- Jeremy Heimans
- Joanna Rees
- John Fallon
- John Montgomery
- Nigel Topping
- Pat Mitchell
- Paul Polman
- Peter Arvai
- Ray Chambers
- Richard Branson
- Rob Adams
- Shannon Sedgwick Davis
- Sharan Burrow



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

Subsequently in May 2019, after a global backlash, the Sultan Hassanal Bolkiah of Brunei announced that he would extend a moratorium on capital punishment and ratify the United Nations Convention Against Torture.

Asia Pacific

Laying the strategic foundations for a Local Influencer Programme

In collaboration with IBM, we began work on our second major Local Influencer Programme in October 2019, initially focusing on Japan, the Philippines and South Korea. We began by hosting executive dialogues with C-suite executives in Manila, Seoul and Tokyo to determine both the most relevant arguments for the economic case for

LGBT+ inclusion, as well as the most realistic and useful strategies from our Channels of Influence framework in each country. With the insights from the executive dialogues that have now concluded, we will develop a strategy for a regional programme.

Open For Business executive dialogues in Manila, Seoul and Tokyo, sponsored by IBM



New Global Champions

Why the fast-growing companies from emerging markets are embracing LGBT+ inclusion

- Report shows that since 2015 support for LGBT+ inclusion has doubled in emerging market companies – even when they're based in countries that are hostile or dangerous for the LGBT+ community
- Contrary to common misconceptions, emerging market companies do not suffer any adverse financial consequences for supporting LGBT+ inclusion. Fears that talking about LGBT+ will somehow damage business are unfounded
- LGBT+ inclusive companies see significantly higher portions of revenue come from international sources than non-LGBT+ inclusive companies
- Strong media coverage (Bloomberg and the Economic Times) with pieces in Argentina, Brazil, Singapore, Canada and the US – close to 14 million impressions on social media
- Following the report launch in New Delhi with the Federation of Indian Chambers of Commerce and Industry (FICCI), we are looking to host events in Brazil and China



To date, the vast majority of research has been done on LGBT+ inclusive firms in developed economies, and the business case there is strong. However, progress of LGBT+ inclusion in the global south is mixed and these regions are where support is most needed. Hence, we collaborated with the Boston Consulting Group (BCG) to conduct research into the business case for LGBT+ inclusion and demonstrate that the same business case applies to emerging-market companies.

We analysed the impact of LGBT+ inclusion on the financial performance of 96 of the fastest-growing companies headquartered in emerging markets, specifically looking at the revenue growth, earnings before interest and taxes (EBIT) margins and proportion of revenue from international sources. We found that LGBT+ inclusion enables emerging-market companies to more effectively connect with global markets and supply chains without seeing any negative financial impacts.

Companies that explicitly prohibited discrimination based on sexual orientation and/or gender identity (referred to as "leaders") saw 20 percentage points higher in proportion of revenue coming from international sources than companies that did not have any evidence of publicly available non-discrimination policies. Furthermore, leaders did not suffer any negative impacts on their revenue growth or EBIT margins, even though they publicly supported LGBT+ inclusion.

The findings from this report have far-reaching implications for firms looking to expand globally. LGBT+ inclusion can be a key growth catalyst for emerging-market companies to achieve their global ambitions, and fears of reputational and revenue damage from support of LGBT+ inclusion, which are common in markets where LGBT+ rights are challenged, are unfounded.

We completed the analysis and launched the report in November 2019. As a large proportion of the companies in the sample group are headquartered in India, we collaborated with the Federation of Indian Chambers of Commerce and Industry (FICCI) to host an event in New Delhi, India. It was attended by major Indian businesses, and had speakers from Godrej, Wipro and BCG – as well as Open For Business' Drew Keller. Media coverage was strong – Bloomberg and the Economic Times covered the report, with pieces in Argentina, Brazil, Singapore, Canada and the US.

On social media, our content was directly seen 73,634 times and through the top ten influential accounts on Twitter who tweeted our report, our report achieved close to 14 million impressions.

Beyond India, we are in discussion with BCG to host events in two other major emerging markets – Brazil and China.



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

6 dimensions in which LGBT+ inclusion is linked to business performance for fast-growing emerging-market companies:

- 1. Financial Performance**

We exist to improve the legal and social situations of LGBT+ people around the world by using the influence of the private sector.
- 2. Global markets & supply chains**

LGBT+ inclusive companies have a higher proportion of international revenues, indicating they can more effectively tap into global markets and supply chains.
- 3. Talent acquisition & retention**

High-potential emerging-market companies which openly support LGBT+ inclusion are better able to attract and retain talent.
- 4. Brand strength & customer orientation**

High-potential emerging-market companies which openly support LGBT+ inclusion see stronger brands & better customer orientation.
- 5. Corporate governance**

LGBT+ inclusive policies can be taken as an indicator of stronger corporate governance.
- 6. LGBT+ inclusive cities**

LGBT+ inclusive cities can provide a supportive environment to help boost the competitiveness of high-potential emerging-market companies.

Marriage Equality Campaigns

Mobilising business support for marriage equality

Following our successful collaboration with Freedom To Marry Global to support the marriage equality movement in China Taiwan, we teamed up with Freedom To Marry Global again to support activists' efforts to advocate marriage equality in Japan, Costa Rica and the Czech Republic.

Costa Rica



In August 2018, the Constitutional Chamber of the Supreme Court of Justice ruled in favour of the freedom to marry for same-sex couples. The ruling granted the Legislative Assembly 18 months to amend the regulations that would allow access to that right, or otherwise proceed to lift the ban that only allowed heterosexual couples to marry civilly. This means that as of 26 May 2020, every couple in Costa Rica can marry without any obstacle.

However, there has been a growing opposition to same-sex marriage in Costa Rica. While marriage will become law, there is still a risk that this is not accepted by society at large.

Sí Acepto (Yes, I accept) is a Costa Rican campaign in support of marriage equality for same-sex couples. The campaign aims to add the voices of the entire national territory and all sectors of society that believe that the time has come to treat all people equally, without exclusions or discrimination, with the same dignity and respect, so that any couple who wants to join and build a life together can do so with the full support of the institutional framework.

We have begun working with Sí Acepto to publish a country economic brief on the economic case for marriage equality and LGBT+ inclusion. We are planning to launch the brief in February 2020.

The Czech Republic



In June 2018, 46 Deputies of the Czech Chamber of Deputies introduced a bill to amend the Civil Code to give same-sex couples the same rights as heterosexual ones. The same-sex marriage bill was to have been voted on in January 2019, and then March 2019, but has now been postponed with no further anticipated date available.

Jsmé Fér (It's only fair) is a coalition of five nonprofits that believe that it is time for the freedom to marry in the Czech Republic. The coalition focuses on obtaining public support for the marriage equality of LGBT+ people.

We have begun working with Jsmé Fér to publish a country economic brief on the economic case for marriage equality and LGBT+ inclusion. The economic brief was presented to the Prime Minister of the Czech Republic by a number of business leaders in October 2019 and we are planning to publicly launch the brief in January 2020.

Japan



On 19 September 2018, the American Chamber of Commerce in Japan (ACCJ), the Australian and New Zealand Chamber of Commerce in Japan (ANZCCJ), the British Chamber of Commerce in Japan (BCCJ), the Canadian Chamber of Commerce in Japan (CCCJ) and the Ireland Japan Chamber of Commerce (IJCC) published a Viewpoint recommending the Government of Japan to recognise marriage equality for the LGBT+ community.

We collaborated with the Lawyers for LGBT & Allies Network (LLAN) to secure more corporate endorsement of the Viewpoint. Our efforts resulted in three coalition partners – Elsevier, Mastercard and Microsoft – signing on to the Viewpoint.

Equality Champions

Equality Champions 2019, Strategic Partner of the Year and Funding Partners

Open For Business is a shared mission, and its impacts are only possible thanks to the contributions of our many supporters. Everything starts with our coalition partners – and in this section we recognise those who have gone the extra mile in their support for LGBT+ rights in 2019.

Open For Business Strategic Partner of the Year

For collaborating and partnering with us on the development of the Channels of Influence framework, which has practically helped many companies take action in the public sphere and significantly expanded the possibilities for companies to act in support of LGBT+ rights.



Funding Partners

Alongside coalition partners and strategic partners, we are especially grateful for the generous support and friendship of **Elliot Vaughn, Lord Rumi Verjee, John Barabino, Lucy Parker** and **Lord Michael Cashman**. We are also grateful to the following organisations, who have provided essential support for our core operations as well as funding our programmes.



Open For Business Equality Champions 2019

All of our coalition partners are valued members of the Open For Business coalition; and we would like to recognise the following partners for going the extra mile in 2019. These companies are at the forefront of advancing LGBT+ inclusion globally.




accenture

For renewing their sponsorship of the Open For Business City Ratings, which have now been updated and new ratings will be published in 2020.



BCG BOSTON CONSULTING GROUP

For contributing a team of researchers for the New Global Champions report, resulting in ground-breaking analysis of LGBT+ inclusion in emerging market companies. BCG also partnered on the launch in New Delhi.



BRUNSWICK

For providing an Open For Business Communications Fellow for a year, and for continuing to act as an “incubator” for Open For Business through generous in-kind support – from office space and administrative back-up to research capability and report design and production.



Deutsche Bank

For sponsoring and being a thought-partner on two reports – Channel of Influence and Common Ground – as well as facilitating Open For Business’ participation as a key organisation in the UN Consultation on Engaging the Private Sector on LGBT+ Issues



gsk

For providing an Open For Business Research Fellow for six months – an invaluable resource for managing the pipeline of research, liaising with our research partners and undertaking data gathering and analysis.



IBM

For kickstarting the Asia Pacific Local Influencer Programme – beginning by hosting a series of executive dialogues in Japan, Korea and the Philippines, to lay the strategic foundations for a programme which will roll out in 2020.



Microsoft

For leading the conversation in Kenya about how business can take action ahead of the decriminalisation appeal, being an outstanding on-the-ground partner and providing hosting facilities in Nairobi.



Virgin

For leading the Freedom to Love letter – the first collective business statement condemning the criminalization of homosexuality around the world in response to Brunei’s anti-LGBT+ penal code

Governance

Our Board of Trustees is responsible for developing the overall strategy of Open For Business and directing us towards the achievement our mission, as well as the overall governance of Open For Business as a charitable organisation. The Board oversees the effective functioning of the coalition and has overall responsibility for the work of Open For Business.



Lori Dobeus

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 OBE

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 OBE

Liz Grant OBE is an Inclusion Consultant and a Director of Fantail Business Development. 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.



Karen McKenzie

Karen McKenzie is the Head of Human Rights for the Commonwealth Secretariat. In her work, she engages with Commonwealth member states to advance human rights agendas and initiatives.



Dinah McLeod

Dinah McLeod is the Director of The B Team's Equality in the Workplace initiative, managing the organization's response to a range of social and human rights-related issues. Previously, she was the Deputy Director of the Business and Sustainable Development Commission and Director of strategic development at ODI, and a Policy Advisor at the UK Prime Minister's Strategy Unit. She held a number of senior sustainability roles in the private sector and she began her career as Social Protection Specialist at the World Bank.



Jon Miller

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. He 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. He is the co-author, with Lucy Parker, of Everybody's Business: the Unlikely Story of how Big Business Can Fix the World.



Antonio Zappulla

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.

Our Research Advisory Board

The work of Open For Business is supported by a Research Advisory Board, which provides ongoing guidance and feedback, and helps to ensure the economic case for LGBT+ inclusion is comprehensive and up to date.



Pawel Adrjan

Pawel Adrjan is an economist at Indeed, the world's largest online job site, where his work has been widely covered by the UK and international media. He is also a Research Fellow at Regent's Park College at the University of Oxford and he previously spent a decade in investment banking, working in risk management, credit ratings advisory, treasury, and regulatory roles in London and New York.



Lee Badgett

M. V. Lee Badgett is an economist at the University of Massachusetts Amherst and a Williams Distinguished Scholar at the Williams Institute on Sexual Orientation Law & Public Policy at UCLA School of Law. An expert in economic and policy issues affecting lesbian, gay, bisexual, and transgender (LGBT) people, her own research has helped change the world by debunking myths about LGBT people and, as an expert witness in the Proposition 8 Trial, by demonstrating the benefits of marriage equality for same-sex couples and society. Lee is the author of "When Gay People Get Married: What Happens When Societies Legalize Same-Sex Marriage" and she has written for the New York Times, Huffington Post, The Boston Globe, and The Nation and has been featured on NPR and CNN.



Felicity Daly

Dr Felicity Daly is a Researcher at the Institute of Commonwealth Studies, School of Advanced Study, University of London for the 'Strong in Diversity, Bold on Inclusion' project funded by the UK Aid Connect program, developing a multi-city research program that will deepen understanding of the lived reality of LGBT+ Africans in relation to socio-economic inclusion and well-being. She is also an Adjunct Research Fellow at the Australian Centre in Sex, Health and Society at La Trobe University, and she was previously the Global Research Coordinator for OutRight Action International and Executive Director of the Kaleidoscope Trust.



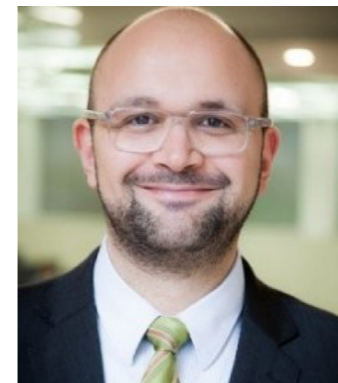
Paul Jansen

Paul Jansen is OutRight Action International's Senior Advisor for Global Advocacy. Prior to this, he worked as an international consultant from Sitges, Spain, mainly on organisational and strategic reviews for LGBTIQ organisations and networks, as well as key population networks working on HIV issues. Before his consultancy work, Jansen held positions in various organizations across the globe, including the Salzburg Global Seminar in Austria, the Asia Pacific Coalition on Male Sexual Health in Thailand as well as Hivos in both the Netherlands and South Africa.



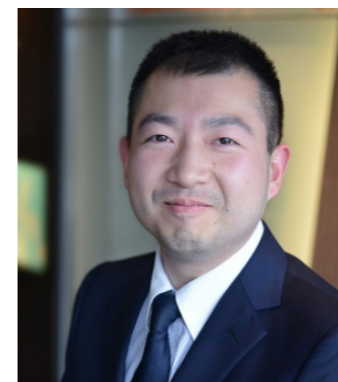
Vivienne Ming

Dr Vivienne Ming, a theoretical neuroscientist, entrepreneur, and author, is frequently featured for her research and inventions in The Financial Times, The Atlantic, Quartz and The New York Times. Dr Ming's work on "The Tax of Being Different" calculated a financial cost of not being a straight white male, and she speaks frequently on her AI-driven research into inclusion and gender in business. Previously a visiting scholar at UC Berkeley's Redwood Center for Theoretical Neuroscience, Dr Ming is currently a faculty member of Singularity University focusing on cognitive neuroscience and she co-founded Socos Labs, an independent think tank exploring the future of human potential. She sits on boards of numerous companies and nonprofits including StartOut, The Palm Center, Cornerstone Capital, Platypus Institute, Shiftgig, Zoic Capital, and SmartStones.



Matteo Winkler

Matteo Winkler is a Professor of Law at HEC Paris where he teaches courses relating to business law, legal writing and diversity & inclusion. He is also a keen member of the no-profit association Avvocatura per i Diritti LGBTI - Rete Lenford, which led important antidiscrimination lawsuits before Italian courts, and an active blogger in Italy for civil rights and fundamental freedoms. Through a significant number of research publications, Matteo focuses on international human rights, LGBT issues and international commercial arbitration. He was previously an Adjunct Professor at the Bocconi University School of Law and he worked at international law firm Piergrossi Studio Legale.



Prof. Suen Yiu Tung

Professor Suen Yiu Tung is the Assistant Professor of the Gender Studies Programme, the Associate Director of the Gender Research Centre and the Founding Director of the Sexualities Research Programme at the Chinese University of Hong Kong. He also serves as the Vice-chairperson of the Board of Directors of AIDS Concern Hong Kong and he is a member of the APCOM's Finance Inc. Advisory Group. He has spearheaded and chaired a number of international conferences in collaboration with organisations such as the European Union and the United Nations Development Programme (UNDP). He previously served as a consultant and data analyst for the UNDP Being LGBTI in Asia programme and he was a global advisor for the International Lesbian, Gay, Bisexual, Transgender and Intersex Association for its Global Social Attitudes Survey.

Our future vision

Business Action for LGBT+ Inclusive Societies

Accelerate and Scale

The past four years have given us great confidence that Open For Business can make a real impact and our ambition remains clear: to improve the legal and social situations of LGBT+ people around the world by using the influence of the private sector. We have learnt a lot in the four years since our launch. In particular:

We have learnt that the private sector can have a powerful collective voice.

We have learnt that compelling economic evidence can change national conversations.

We have learnt how to work with local activists to create valuable new avenues of advocacy.

We have learnt how to bring people to the table even in the most challenging countries.

We have learnt how to unlock powerful new allies for LGBT+ rights.

We have learnt that a long-term, locally-led approach, in lockstep with civil society, is the most effective way to create sustainable change.

We have learnt how businesses can act in the public sphere – and we published our learnings in the Channels of Influence framework.

Our future vision is to accelerate and scale the impact we can make by applying what we have learnt. We will continue to produce high-quality, innovative research on the economic and business benefits of LGBT+ inclusion to push forward the frontiers of the conversation and to strengthen the case for global LGBT+ equality. This research will fuel our partnerships with global forums, such as the UN Free & Equal Campaign and the Commonwealth Secretariat, and will unlock new avenues of advocacy with organisations such as the Vatican.

We will also continue to build our Local Influencer Programmes around the world, based on the model we have established in Kenya. Local economic data and strong networks of senior executives are essential for unlocking business support for LGBT+ equality. We intend to expand our Kenya programme to other parts of East Africa and roll these programmes out in Asia Pacific, the Caribbean and Eastern Europe.

In just four years, we have demonstrated the impact that businesses can make in advancing LGBT+ rights. But we have just begun to scratch the surface. We will take the lessons we have learnt, the relationships we have built and the impact we have created to continue working so that LGBT+ equality extends to every corner of the globe.

Appendix

Appendix

Business Action: Initiatives Since Launch in 2015

2015

- **September:** We launched our inaugural report "The Economic and Business Case for LGBT+ Inclusion", which presented the most comprehensive evidence base for global LGBT+ inclusion, at the Clinton Global Initiative in New York

2016

- **September:** Google hosted a roundtable in Mumbai to bring together local business executives to discuss LGBT+ inclusion
- **November:** Google hosted a roundtable in Budapest to bring together local business executives to discuss LGBT+ inclusion
- We presented our report at two breakout sessions during the EurOUT conference in London

2017

- **January:** Linklaters hosted a roundtable in Hong Kong to bring together local business executives to discuss LGBT+ inclusion
- We flew six activists from Italy, Nigeria, Poland and Singapore into the World Economic Forum at Davos for a panel discussion we co-hosted with All Out; we also presented our report on a panel with Accenture, Mastercard and Microsoft
- We presented our report at a British Chamber of Commerce event in Hong Kong
- **February:** EY hosted a roundtable in South Africa to bring together local business executives to discuss LGBT+ inclusion
- **April:** Virgin hosted a roundtable in the Caribbean to bring together local business executives to discuss LGBT+ inclusion
- **May:** LinkedIn and Brunswick Group hosted our first roundtable in Singapore, which subsequently became a quarterly meeting
- IBM hosted a roundtable in Nairobi to bring together local business executives to discuss LGBT+ inclusion
- LinkedIn hosted a roundtable in São Paulo to bring together local business executives to discuss LGBT+ inclusion
- **June:** We presented our report and facilitated a panel discussion with Virgin and a few leaders of the Caribbean tourism industry at the CHTA Caribbean Hospitality Exchange Forum in Miami
- **August:** Microsoft hosted the quarterly meeting of our Singapore network
- **October:** EY hosted a roundtable in Bulgaria to bring together local business executives to discuss LGBT+ inclusion
- **November:** Bloomberg hosted the quarterly meeting of our Singapore network

2018

- **January:** We updated the economic and business case for LGBT+ inclusion with new evidence and launched our second report "Strengthening the Economic Case", which also featured our Cities Ratings, at Accenture's LGBT+ Breakfast during the World Economic Forum at Davos
- GlaxoSmithKline, KPMG and RELX Group joined our coalition
- **February:** Thomson Reuters hosted the quarterly meeting of our Singapore network
- We presented the activities of our Singapore network at "The Role of Business in the Protection of Fundamental Freedoms, Civic Space, and Human Rights Defenders Worldwide," the US State Department's event in Washington D.C.
- **March:** We collaborated with the UK Embassy in Washington D.C. to host a launch event for our second report and City Ratings
- **April:** In partnership with the Economist and the UNDP, EY and LinkedIn hosted senior executive roundtables in Mumbai and Bangalore
- We presented our research at the Commonwealth Heads of Government Meeting in London
- **May:** McKinsey hosted the quarterly meeting of our Singapore network
- Brunswick Group and Linklaters presented our research to the European Parliament in Brussels
- We presented our research at an International Day Against Homophobia, Transphobia and Biphobia (IDAHOT) event organised by EY in London
- We presented our City Ratings at the Workplace Pride conference in Amsterdam
- **June:** We launched our first ever Local Influencer Programme, which focuses on Kenya, with the commencement of research on the business and economic case for LGBT+ inclusion in the country
- We presented our research at the Parliamentarians for Global Action Board Summit in New York
- **August:** American Express hosted the quarterly meeting of our Singapore network
- We presented our research at the Equal Rights Commission Summit in Vancouver
- **September:** One of the pleas issued to the Supreme Court of India on the decriminalisation of same-sex acts used data from our report
- **November:** IBM hosted the quarterly meeting of our Singapore network
- We collaborated with WeAreOpen to host a roundtable in Hungary with local CEOs to provide input into our upcoming Channels of Influence report

2019

- **February:** We appointed Yvonne Muthoni as our Kenya Programme Director to lead the East Africa Local Influencer Programme
- We published a new report "The Economic Case for LGBT+ Inclusion in Kenya" to support local LGBT+ groups
- LinkedIn hosted the quarterly meeting of our Singapore network
- **March:** We launched a new report "Channels of influence: How can business promote LGBT+ inclusive societies" at the SXSW Festival in Austin, Texas
- **April:** In response to the anti-LGBT+ penal code in Brunei, we collaborated with Virgin and the B Team to launch the "Freedom to Love" letter – a declaration by high-profile business leaders who are opposed to the criminalisation of same-sex acts anywhere in the world; we also advised coalition partners on how to respond
- We partnered with Freedom To Marry Global to publish a country economic brief on the economic case for marriage equality and LGBT+ inclusion to support the Marriage Equality Coalition Taiwan's advocacy efforts
- A delegation of senior executives from our coalition represented the business community at a private audience hosted by His Eminence Cardinal Pietro Parolin, the Secretary of State of the Vatican, on the human rights abuses propagated by the criminalisation of same-sex acts
- **May:** We worked with the Lawyers for LGBT and Allies Network in Japan to secure more corporate support for the "Viewpoint on Marriage Equality" – our coalition partners Elsevier and Microsoft endorsed the Viewpoint
- We hosted the first executive roundtable of our East Africa Local Influencer Programme in Kenya
- Bloomberg hosted the quarterly meeting of our Singapore network
- **July:** At the Open Society Foundations' Third Global Convening on Decriminalisation in Barbados, we worked with LGBT+ activists who are leading decriminalisation efforts around the world, advising on strategic communications and presenting findings from our Kenya and Channels of Influence reports, as well as sharing our Common Ground report
- At the UN Consultation on Engaging the Private Sector on LGBT+ Issues in Berlin, we used our Channels of Influence framework to upskill activists, including a simulation exercise on how to engage businesses as advocates for equality
- Our report "Common Ground: Talking with the Catholic Church about the human rights of LGBT+ people" was shared with His Holiness Pope Francis
- **August:** We partnered with the Beijing LGBT+ Center in China to translate and launch two of our reports, "Channels of Influence: How Companies Can Promote LGBT+ Inclusive Societies" and "Strengthening the economic case – report highlights," in Simplified Chinese
- Linklaters hosted the quarterly meeting of our Singapore network
- **September:** We presented our Channels of Influence framework to Middle Eastern and North African LGBT+ activists at the NEDWA Conference in Cyprus that was organised by the Arab Foundation For Freedoms and Equality
- Microsoft hosted the second executive roundtable of our East Africa Local Influencer Programme in Kenya, which successfully shifted the conversation from education on the state of LGBT+ inclusion to potential actions companies can take to show support for LGBT+ rights
- In New York during the United Nations General Assembly, we partnered with the B Team to host an informal gathering to bring together representatives from the private sector and civil society working for a variety of movements (gender equality, LGBT+ inclusion, workers' rights, disability inclusion, refugee/migrant issues etc.) to discuss how best practices could be shared across movements
- **October:** We collaborated with Freedom To Marry Global to publish a country economic brief on the economic case for marriage equality and LGBT+ inclusion in the Czech Republic to support the Jsme Fér marriage equality coalition's advocacy efforts; the economic brief was presented to the Prime Minister by a number of business leaders and we are planning a public launch in January 2020
- We partnered with IBM to host executive roundtables in Japan, the Philippines and South Korea to lay the strategic foundations for our Asia Pacific Local Influencer Programme
- **November:** We began working with Freedom To Marry Global to publish a country economic brief on the economic case for marriage equality and LGBT+ inclusion in Costa Rica to support the Sí Acepto marriage equality campaign's advocacy efforts; over twenty companies have endorsed the brief, which will be launched in San Jose in January 2020
- We collaborated with the Federation of Indian Chambers of Commerce & Industry (FICCI) in New Delhi to host the launch of our report "New Global Champions: Why fast-growing companies from emerging markets are embracing LGBT+ inclusion" that was produced in partnership with the Boston Consulting Group (BCG)
- EY hosted the quarterly meeting of our Singapore network

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The Economic and Business Case for LGBT+ Inclusion

At the core of the impact that Open For Business is able to make is the economic and business case. This was first published by Open For Business in 2015 and is widely cited, and has framed the debate about LGBT+ inclusion in business. Prior to this, available data was fragmented, with a broad base of research undertaken from different perspectives and with different geographical foci. Open For Business published a clear and comprehensive evidence base, synthesising hundreds of data points into 27 propositions across three categories of performance, shown below. This framework has become a powerful tool for those making the case against LGBT+ discrimination wherever it exists in the world. Full data can be found in our reports, and the framework is presented below:

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.



Open
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Business