

El éxito está en la **diversidad**

PRIDE CONNECTION LATAM: DIVERSITY MULTIPLIER EFFECT





David Ugalde



Mónica Roldán



Alberto Pino



Alfredo Esqueda

PERSONAL AND CONFIDENTIAL





David Ugalde

Consumer & Market Knowledge
Manager

Mexico City



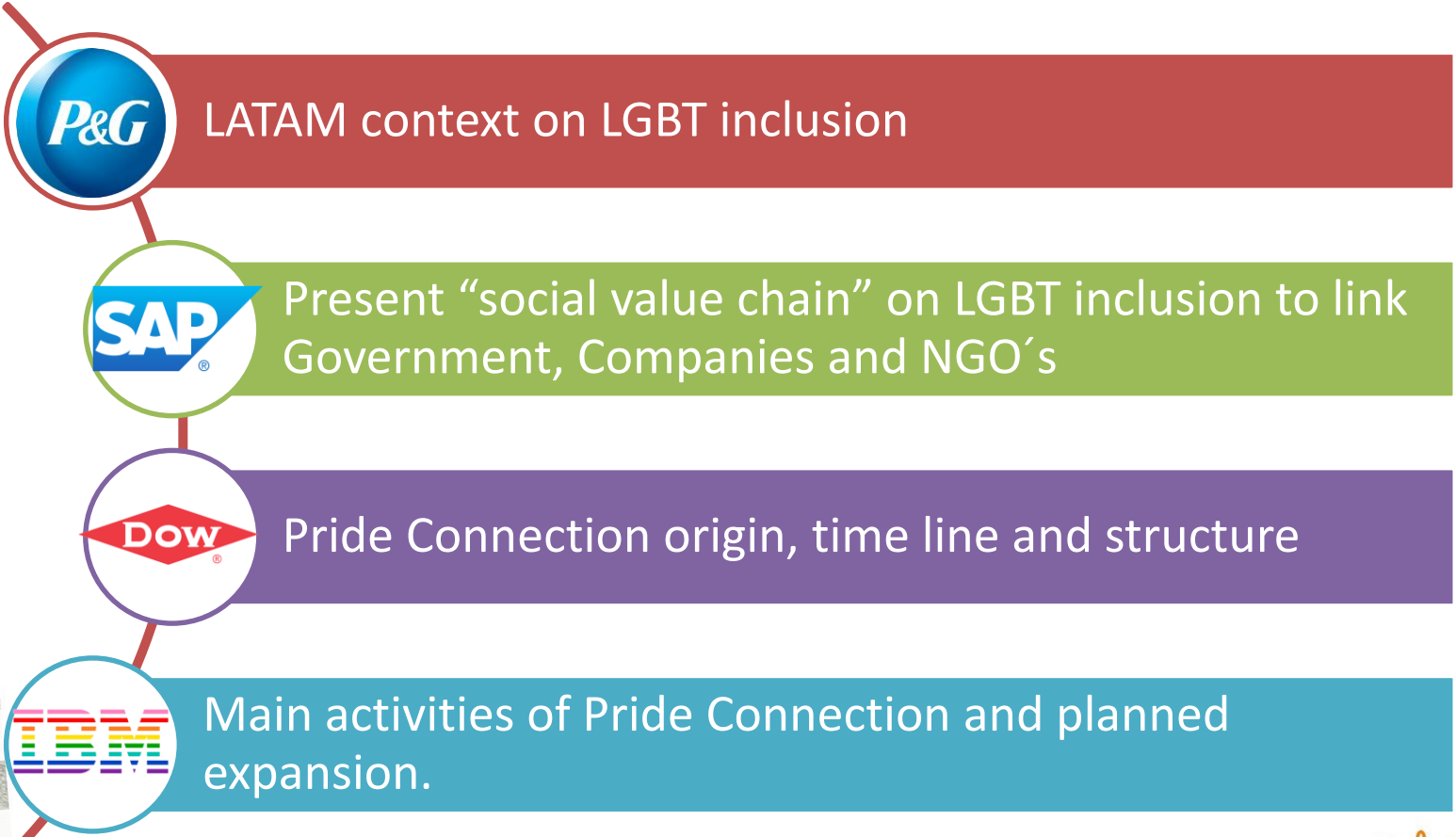
GABLE
Gay, Ally, Bisexual, Lesbian,
& Transgender Employees



GABLE Mexico Leader



Our today's Agenda



El éxito está en la **diversidad**

LATAM ON LGBT INCLUSION



Mexico today

In May 17th, 2016 Mexico's President Peña Nieto proposed to **legalize LGBT+ marriage**



*As part of the celebration of the
International Day Against Homophobia*

PERSONAL AND CONFIDENTIAL



Poll Time!

Do you think Mexican Senate accepted the proposal and now LGBT+ Marriage is legal in the whole country?

a) YES

b) NO

<https://api.cvent.com/polling/v1/api/polls/sp-xi6g0e>

PERSONAL AND CONFIDENTIAL



National Front for the Family

Was created as an opposition to LGBT Marriage legalization



Let our children alone!

PERSONAL AND CONFIDENTIAL



Finally...

August 17th 2016, **Senators suspended**
the initiative until further notice



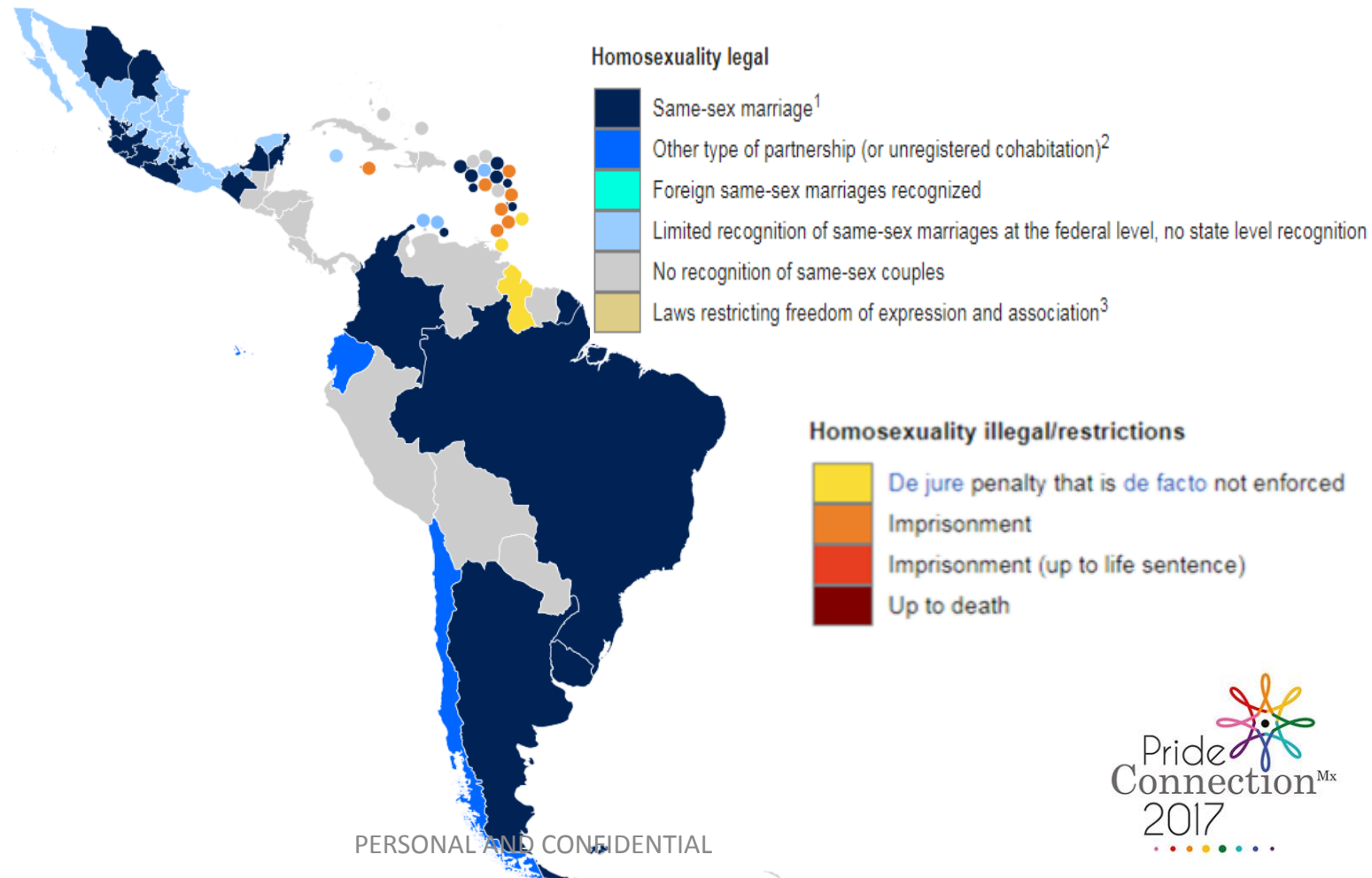
The reason: **“There are more important things to discuss in Mexico than LGBT+ Marriage”**

PERSONAL AND CONFIDENTIAL



What about the rest LATAM?

But Mexico is not the worst case, as there are many countries in LATAM where **being LGBT+ is still a crime**



But...

WHY?



PERSONAL AND CONFIDENTIAL

A Little bit of history can explain...



Pre Columbian

Until 1492

PERSONAL AND CONFIDENTIAL

Quiz Time...

Which Pre Columbian culture-country has more acceptance towards LGBT+ people?

a) Aztecs
from Mexico

b) Mochicas
from Perú

<https://api.cvent.com/polling/v1/api/polls/sp-inackk>

PERSONAL AND CONFIDENTIAL



Pre Columbian

Many Cultures, most of them appreciated **LGBT+**



*Mochica Peruvian
Esculpture*

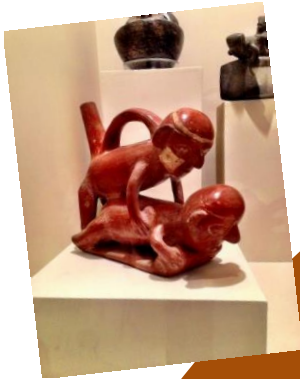


Berdache Dance



PERSONAL AND CONFIDENTIAL
Mayan Esculpture

A Little bit of history can explain...



**Pre
Columbian**
Until 1492

**Colonial
Era**
XVI-XIX
Centuries

PERSONAL AND CONFIDENTIAL

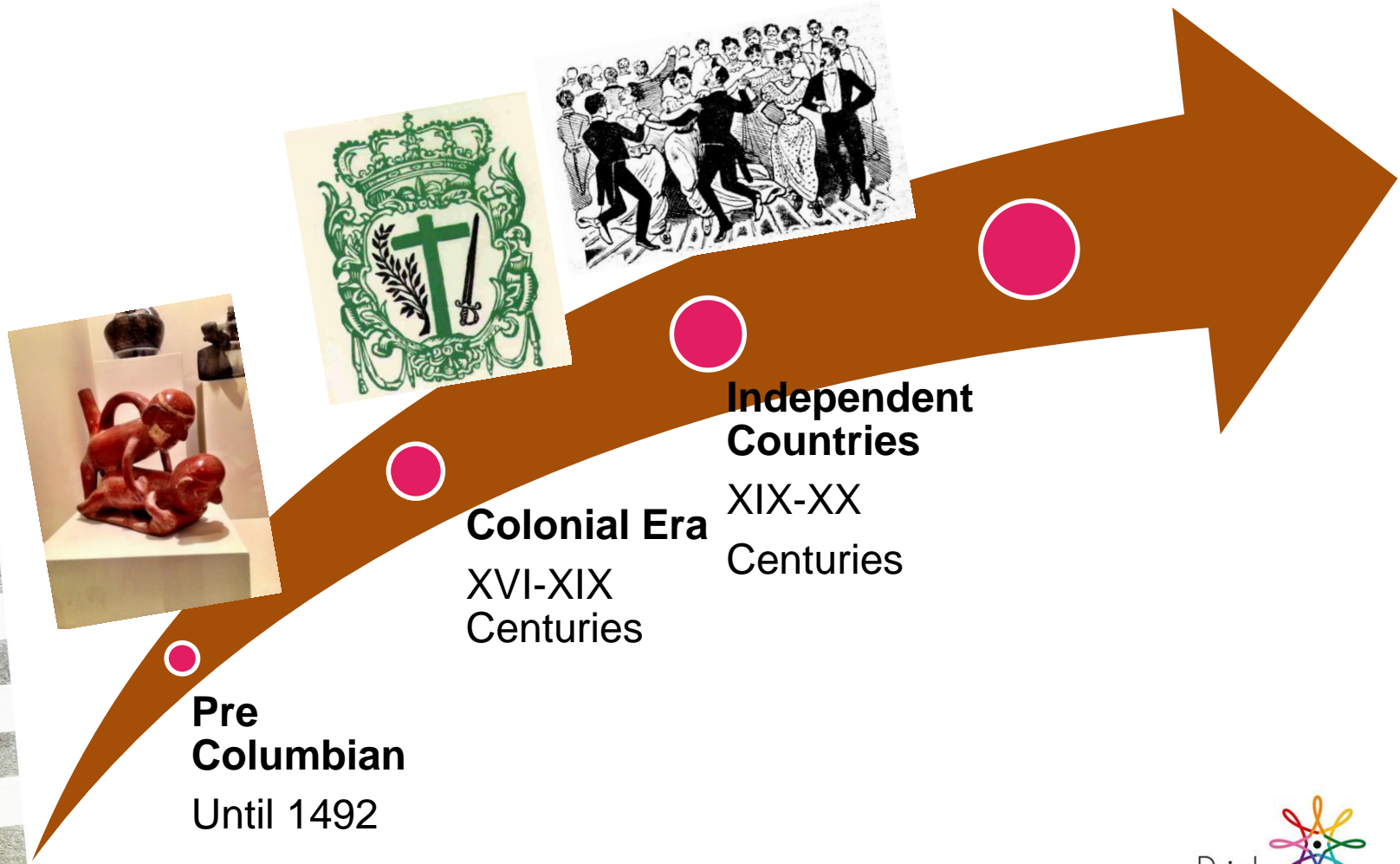
Colonial Era

The Holy Inquisition



Torture Methods

A Little bit of history can explain...



Independent Countries

The culture remains for several years



*The 41 "Maricones" Dance
1901*



LGBT Discrimination in Perú

Late of 1900's

The first LGBT Movements in LA

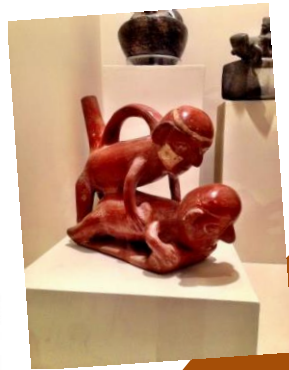


1970: "Frente de Liberación Homosexual"



1975: Lampião da Esquina

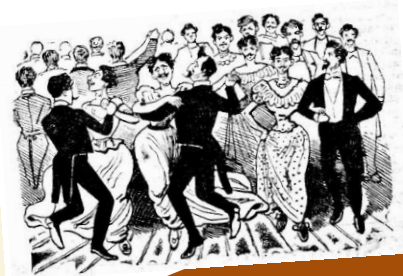
A Little bit of history can explain...



● **Pre
Columbian**
Until 1492



● **Colonial
Era**
XVI-XIX
Centuries



● **Independent
Countries**
XIX-XX
Centuries



● **21st
Century**

21st Century: 2 Realities!



*Brasil & Mexico:
Highest % Homophobic
Crimes*

... but there are good news!



PERSONAL AND CONFIDENTIAL

Pride
Connection^{Mx}
2017
.....

Good news: More Acceptance

International Lesbian and Gay Association Survey

Being LGBT should be considered a crime?

Pais	I agree	Neutral	Disagree
Argentina	13%	20%	67%
Bolivia	18%	29%	54%
Brasil	11%	21%	68%
Chile	13%	22%	65%
Colombia	13%	27%	60%
Costa Rica	12%	24%	64%
Ecuador	14%	27%	59%
Jamaica	20%	32%	47%
México	12%	26%	62%
Nicaragua	14%	30%	56%
Perú	16%	27%	57%
Rep. Dominicana	18%	25%	56%
Trinidad y Tobago	20%	28%	52%
Venezuela	13%	27%	60%

How would you feel if you have a gay neighbor?

Pais	I don't care	A Little inconvenient	Inconvenient
Argentina	88%	8%	5%
Bolivia	78%	14%	9%
Brasil	86%	6%	9%
Chile	85%	8%	7%
Colombia	83%	11%	6%
Costa Rica	86%	9%	4%
Ecuador	78%	13%	9%
Jamaica	70%	15%	14%
México	81%	10%	8%
Nicaragua	85%	7%	8%
Perú	81%	13%	6%
Rep. Dominicana	79%	14%	7%
Trinidad y Tobago	76%	14%	10%
Venezuela	85%	9%	6%

LA 15% 25% 60%

LA 81% 11% 8%

PERSONAL AND CONFIDENTIAL

Good news: Top 4 LGBT+ Friendly Cities @ LATAM



Montevideo, Uruguay



Buenos Aires, Argentina



Rio de Janeiro, Brasil



CDMX, México

Mexico City: Emerging City in LGBT Rights



CONSEJO PARA PREVENIR Y
ELIMINAR LA DISCRIMINACIÓN
DE LA CIUDAD DE MÉXICO
COPRED



Alianza por la Diversidad e Inclusión Laboral

PERSONAL AND CONFIDENTIAL



El éxito está en la **diversidad**

PRESENT "SOCIAL VALUE CHAIN" ON LGBT INCLUSION TO LINK GOVERNMENT, COMPANIES AND NGO'S





Mónica Roldan

Business Operation

United Kingdom



Co-Lead

UK



Why diversity and inclusion matter

Diversity and Inclusion are critical to competitiveness in the digital economy.

A commitment to inclusion is a strategic component to an organization's ability to innovate, understand its customers, outperform the competition and maximize employee productivity + engagement.



Why diversity and inclusion matter

Constant change is the new normal. Organizations that are unable to adapt will be obsolete.

Technological advancements, shifting demographic patterns, the transition to a knowledge-based economy all create a world of accelerated change. Adaptability, flexibility and a willingness to see – and do – things differently are key to success. The innovation that results from a diverse and inclusive environment make them digital business imperatives...not just “nice-to-have” cultural topics.



Inclusion Increases Customer Satisfaction, Drives Employee Engagement and Inspires Innovation

Managers most impact employee engagement via diversity and inclusion.

350 million people with disabilities to enter the workplace over the next 10 years
Gartner Maverick Research

48% Higher operating margins generated by gender diverse management teams.
McKinsey

\$12 trillion added to global economy if gender equity achieved
McKinsey

25% The Diversity Inc. Top 50 companies outperform stock exchange performance by an average of 25%
Diversity Inc.

23% digital leaders more likely to value diversity and inclusion as key to success
Oxford Economics





Inclusion Increases Customer Satisfaction, Drives Employee Engagement and Inspires Innovation

Managers most impact employee engagement via diversity and inclusion.

+3% Companies that embrace pro LGBT policies outperform those without them in the stock market
Credit Suisse ESG Research

36% digital leaders more likely to link financial performance to diversity
Oxford Economics

35% Ethnically diverse companies more likely to outperform their peers
McKinsey analysis

85% CEOs whose organizations have a diversity and inclusiveness strategy say it's enhanced performance.
PwC, 18th Annual Global CEO Survey



Moving Beyond Bias is Good For Business

Driving diversity in the workplace is no longer a 'nice to have', it's an economic and business imperative. Every leader needs powerful tools **embedded at every decision point** to **detect, prevent, and eliminate bias** in the most critical areas **across the entire HCM landscape**

Mexico City: Pride Connection



PERSONAL AND CONFIDENTIAL

El éxito está en la **diversidad**

ORIGINS, TIME LINE AND STRUCTURE





José Alberto Pino

Consumerism Value Chain
Manager

Mexico City



**GLAD Mexico &
LATAM Leader**



How everything started

From **2011-12**, Global companies in Mexico started their own ERG chapters in the región (IBM, Accenture, Dow, etc)



And in 2014, we all were invited to present our good practices in a Mexico City Event coordinated by **COPRED** (Government Office against Discrimination)

How everything started

accenture

citibanamex



IBM



J.P.Morgan



P&G



10 companies sharing values, structures, and a same objective to celebrate diversity and promote inclusion on Mexican Sites of their companies.



What we shared?



We started a **monthly based meeting** hosted every time by a different Company to share our **good practices** and design a working plan to collaborate together

Our Purpose

Through *dialogue, education and leadership*. Pride connection supports companies to foster a culture that recognizes LGBT employees as an important part of an **effective and diverse workplace**



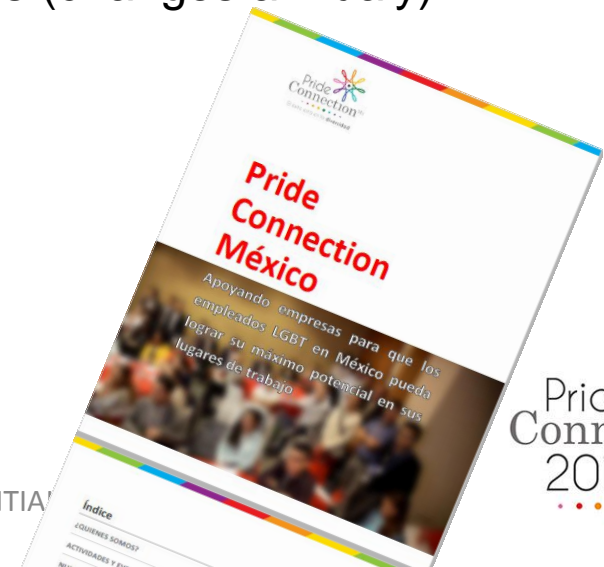
Structure: Who is who?

Members: Companies that sign a letter of participation (no legal implication)

Observers: Companies in the path of have an ERG or to adopt/implement LGBT D&I policies

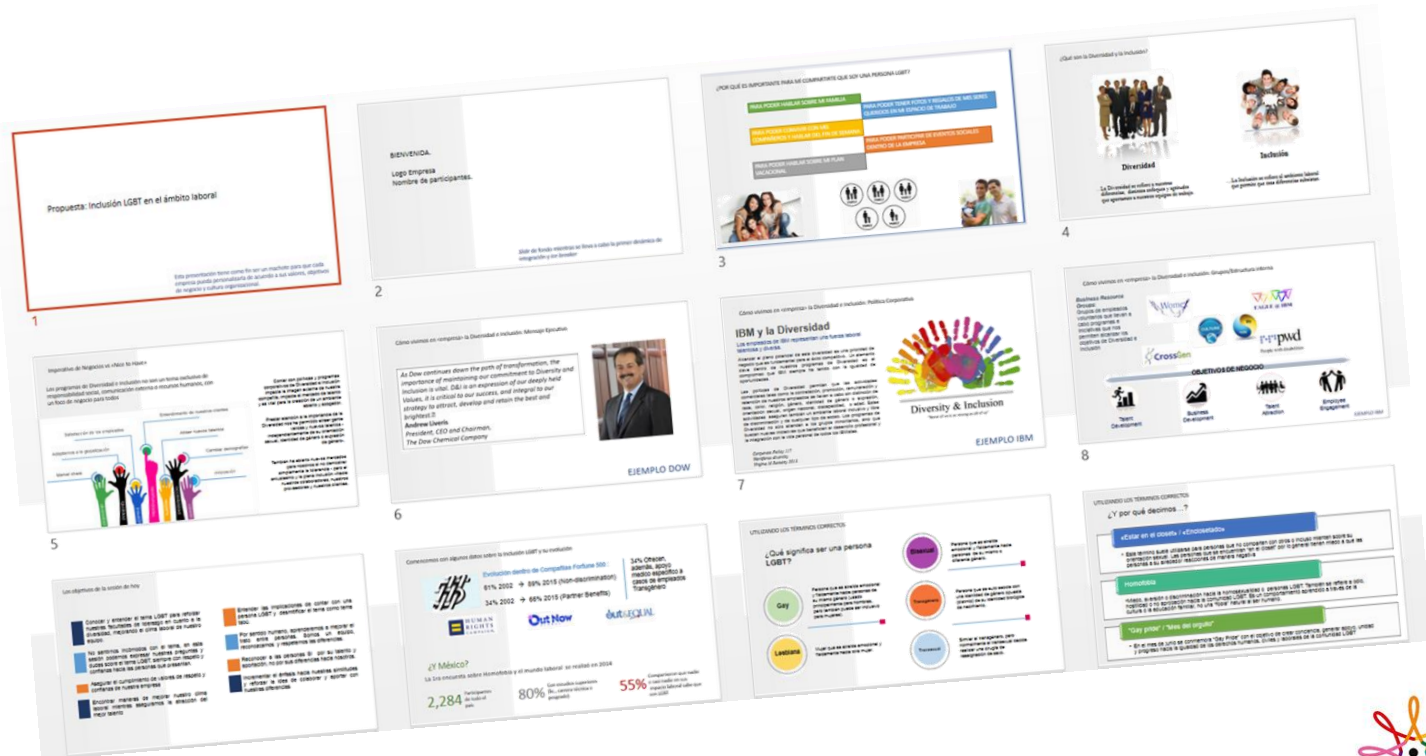
Supporters: Press, NGO's, Government Agencias (COPRED) Influencers and Activists

General Committee: Group of 4-5 Companies that organizes monthly agenda and coordinates group activities (changes annually)



Introduction to Diversity: Together

We created a **collaborative presentation** based in Current materials from different members to align our companies.



CEO Testimonials, Activities, Vocabulary, Statistics, etc.

PERSONAL AND CONFIDENTIAL



Poll Time!

How many companies walked together for the first time in Mexico City Pride Walk?

a) 4

b) 12

b) 27

<https://api.cvent.com/polling/v1/api/polls/sp-u9eh0h>

PERSONAL AND CONFIDENTIAL



Pride – Our 1st Effort together

To engage participant employees from each one of the **12 companies** we had an **after Office Cocktail** to celebrate diversity and bond with other LGBT+ employees and allies.



PERSONAL AND CONFIDENTIAL

Pride – Our 1st Effort together

We had more than **300 employees from 12 companies**. Everyone sharing the same hat and each group with the Company t-shirt. More than 5 tier-1 national papers and Business magazines

The image displays three overlapping screenshots of news and business media. The top-left screenshot is from **EXPANSION** magazine, featuring a headline: **12 EMPRESAS MARCHAN POR EL ORGULLO LGBT**. Below the headline, it lists companies like TLCAN, peso, DACA, Nestlé, Aalsea, and autos. The top-right screenshot is from **EXCELSIOR** newspaper, dated 05 de Septiembre de 2017, with a headline: **Orgullo LGBT: logros y retos** by Luis Manuel Arellano Delgado. The article discusses the LGBT movement in Mexico and lists upcoming advances such as civil marriage, social security for couples, and a legal framework to combat discrimination. The bottom-right screenshot is from **AEROMEXICO** with a headline: **¿VIAJE DE NEGOCIOS?**. The background of the entire slide features a black and white photograph of people walking on a crosswalk.

HRC – A great partner!

Since the beginning of Pride Connection, **Human Rights Campaign** has been vital for our history. From consultants for structure, teachers for D&D topics, to main speakers in our events, HRC is a key partner for our collaborative platform, that's why they are **one of our pillars**.



HUMAN
RIGHTS
CAMPAIGN[®]

PERSONAL AND CONFIDENTIAL



Poll Time!

Who was a great partner since the beginning for Pride Connection Mexico?

a) COPRED

b) Human Rights Campaign

b) Media in Mexico

b) NGO's

b) All the above

<https://api.cvent.com/polling/v1/api/polls/sppyvekc>

PERSONAL AND CONFIDENTIAL



El éxito está en la **diversidad**

MAIN ACTIVITIES AND PLANNED EXPANSION



Alfredo Esqueda

Software Sales Rep

Mexico City



EAGLE Mexico

Co-Leader



Pride Connection Summit

+700 attendees (200% growth from previous year) during 8 hours. Two Plenarium Sessions: Diversity Leaders Panel and **Multiplier Effect with Selisse Berry as a speaker**

OUT & EQUAL
WORKPLACE ADVOCATES



2nd Pride Connection Summit

Eight Sessions covering different topics

- Social Networks
- Diverse Providers
- Human Rights
- Allies
- Society
- Pink Money



HUMAN
RIGHTS
CAMPAIGN®

10 Expo Booths for **LGBT recruitment** and **Brand Positioning/Activation**

The flyer is divided into three main sections. The top left features a photograph of a person in a suit holding a megaphone. The top right section, titled 'CONTENT', lists the summit's focus on international speakers and lists three content pillars: Diversity in Companies, The LGBT+ Market, and Diversity & Inclusion in Society. The bottom right section, titled 'HOW WAS 1st SUMMIT PRIDE CONNECTION?', provides details about the first summit's success and lists key media partners. The bottom left section, titled 'THE MULTIPLIER EFFECT', explains the concept and lists participating companies.

THE MULTIPLIER EFFECT

Today more than ever, diversity in the business world is a must be to ensure the attraction and retention of the most talented people, regardless of their sexual orientation or gender identity. The openness within organizations also leads into a better understanding of how to address the needs of the LGBT+ community and allies.

This is how the values of inclusion, lived in labor places, are derived in a **MULTIPLIER EFFECT** through groups of employees that promote equality inside and outside their workplaces. When these groups of employees join with NGOs, Associations, Government and other companies, form communities in favor of more visible and relevant rights to all citizens.

Pride Connection Mexico, a group of 29 national and international companies in favor of Diversity invites you to the **SECOND SUMMIT | THE MULTIPLIER EFFECT** to connect different players of the Social Value Chain to build jointly efforts for a more inclusive society.

Participating Companies: accenture, AON, at&t, BLACKROCK, Cinépolis, citibanamex, DOW, Ford, Google, IBM, J.P.Morgan, KPMG, Kellogg's, Lubrizol, Mastercard, Microsoft, PayPal, PEPSCO, PERNEX, P&G, Office, PGIM, SAP, Scotiabank, Walmart.

CONTENT

We will have international speakers' conferences to list the **MULTIPLIER EFFECT** in three axes: Companies, Market and Society.

- DIVERSITY IN COMPANIES**
 - CEO Panels: Success is in diversity. Challenges & realities for the inclusion.
 - Diverse suppliers: Inclusive value chain.
 - ERG/BRG: The ROI in the diversity & inclusion initiatives.
 - Inclusive Ambassadors: The city and its MULTIPLIER EFFECT.
- THE LGBT+ MARKET**
 - "Pink Money": The LGBT+ Market in Mexico & LATAM.
 - Social Media: Mexico in the digital LGBT+ context.
- DIVERSITY & INCLUSION IN SOCIETY**
 - Diversity in Society: The rainbow in Mexico.
 - The importance of community engagement with LGBT+ people and allies.

HOW WAS 1st SUMMIT PRIDE CONNECTION?

In May 2016, we organized our **First Summit in Mexico City**. Around 400 people from more than 60 companies attended as well as different NGOs and Government Officials.

We had a **Global Senior Management** panel of member companies such as: LOUIS VEGA, Chief of Staff Global de The Dow Chemical Company, TONY TENCELJA, VP Global of Diversity at IBM, MARIANA HASOLD-SCHULTER, VP Global of Scotiabank, ANDREW WILSON, Chief Information Officer in Accenture and other conferences with different personalities such as DEENA FIDAS, Director of Diversity Index at the Human Rights Campaign.

The impact of our first Summit was well covered by key media leaders such as El Reforma, El Economista, Expansión, Noticias MVS, among others.

Confirmed Speakers: SELLISSE BERRY, CEO and Founder of Out & Equal (www.outandequal.org), the world's largest nonprofit association for the pursuit of LGBT+ equality in workplaces. We will also have the participation of LOL KIN CASTAÑEDA, one of the most relevant experts in the legal aspects of the LGBT+ Community in Mexico.

2nd Pride Connection Summit



PERSONAL AND CONFIDENTIAL

2nd Pride Connection Summit



PERSONAL AND CONFIDENTIAL



Poll Time!

Which expense we didn't expect to pay and was the most expensive?

a) Venue

b) Scenario

b) Electricity

b) Illuminations

b) Translator

<https://api.cvent.com/polling/v1/api/polls/sp-qbcdtz>

PERSONAL AND CONFIDENTIAL



2nd Pride Connection Summit

What went good?

- Speakers profile and experience
- Content of interest for the audience
- Preparation and Involvement of the organizing comitee
- Logistics

Areas of Improvement

- Communication and Marketing
 - Radio Show
 - Facebook
- Media Covering
- Founding
 - Venue
 - Production
 - Stand
- Save the date 2018

In a survey post event we got **4.5 out of 5** on the event in general!



CxO Network Cocktail

Previous to Mexico City Pride Walk 2017

60 Attendees: **around 25+ CEO, CHRO, CMO, CFO** among others.

CxO invitation to generate business Cases: **Diversity as a Business case**. Got new sponsorships of CxO for Diversity & Inclusion in different companies

Generation of some new leads and networking between the 31 members in a Diversity & Inclusion environment

PERSONAL AND CONFIDENTIAL



CxO Network Cocktail



Poll Time!

Which country do you think was the next that opened their local Pride Connection Chapter

a) Argentina

b) Colombia

b) Chile

b) Perú

<https://api.cvent.com/polling/v1/api/polls/sppldycu>

PERSONAL AND CONFIDENTIAL



LATAM Expansion



México

Mexico (<https://www.prideconnectionmexico.com/>)

- Chapters in Guadalajara and Monterrey (Ongoing)



Colombia

Colombia

(<https://www.prideconnectioncolombia.com/>)




- Official Launch April 2017
- 10 members and 5 observers
- 3 Committees: External Activities, Communication and Knowledge.



Chile

Chile (<https://www.iguales.cl/pride-connection/>)

- Official Launch August 2016
- 25 members plus one Foundation (Fundación Iguales)
- 1 strategic committee and 4 management groups (HR, Communications, Projects & Academy, Networking)

-  Founder Country
-  Official Presence
-  Expansion in Progress

PERSONAL AND CONFIDENTIAL



LATAM Expansion



Argentina



Argentina

- Conversation started July 2017
- 3 Companies on first Meeting: Accenture, JP Morgan and SAP
- 5 Companies interested: Dow Chemical, GE, IBM, Nielsen and Unilever

Peru



Perú

- Conversation started July 2017
- 6 Companies interested: Accenture, IBM, MJN, Microsoft (TBC), Scotiabank y Sodexo
- Next Step: Meeting will be guided by Pride Connection Mexico

Costa Rica and Panamá

- Founder Country
- Official Presence
- Expansion in Progress

PERSONAL AND CONFIDENTIAL



Today: More than 42 Companies!





Let's keep working,
together

PERSONAL AND CONFIDENTIAL



Gracias

www.prideconnectionmexico.com



@Prideconnectionmx



Pride Connection MX

contacto@prideconnectionmexico.com



PERSONAL AND CONFIDENTIAL