



**PRIDE: Connecting the dots
between D&I and
Corporate Citizenship**

∴ MassMutual



OUT & EQUAL
2018 WORKPLACE SUMMIT

Welcome!

PRIDE Connecting the Dots between D&I and Corporate Citizenship

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Administrative Officer

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Communications | Strategic
Communications

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Community Responsibility

Goals of today's workshop

An understanding of what Corporate Citizenship/Corporate Social Responsibility is, why it matters, and what your role is

Hear MassMutual's PRIDE BRG journey through Corporate Citizenship



WHO

- to connect with to influence CSR at your company



WHAT

- areas of CSR can be impacted by your BRG/ERG



HOW

- to own the role and take action

PRIDE Connecting the Dots between D&I and Corporate Citizenship

Question: What do you call this?



Finding a common language

Sustainability

Corporate
Citizenship

Triple Bottom Line
Social Responsibility
Corporate Citizenship
Corporate Responsibility Social Responsibility **ESG**
Corporate Social Responsibility

Creating Shared Value

Sustainability

Corporate Accountability
Sustainable Development

Corporate
Accountability

CSV

Corporate Social Responsibility

Creating Shared Value

Environmental, Social, and Governmental

Sustainable
Development

Triple Bottom Line

ESG

Social Responsibility

Social Responsibility

Corporate Responsibility

Social Responsibility

Corporate Citizenship

Social Responsibility

ESG

Sustainability

Corporate Accountability

Corporate Social Responsibility

Sustainable Development
Triple Bottom Line

CSV

Environmental, Social, and Governmental

Creating Shared Value

Corporate Citizenship Defined

What the experts say...

Association of Corporate Citizen Professionals defines it as an integral function within the corporate structure supporting programs that can shape the public image of a company and influence corporate culture within a company.

Boston College Center for Corporate Citizenship defines corporate citizenship as how a company exercises its rights, obligations, privileges, and overall corporate responsibility within our local and global environments.

CSRwire defines it as the integration of business operations and values, whereby the interests of all stakeholders including investors, customers, employees, the community and the environment are reflected in the company's policies and actions.

Corporate Citizenship Defined



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Question: Why does Corporate
Citizenship matter?



Business Impact



Engaged organizations have 22% higher profitability and 10% higher customer rating than peers.



Employees who say they can make an impact while on the job report higher levels of job satisfaction than those who can't by a 2:1 ratio.

Net Impact "What Workers Want" 2012



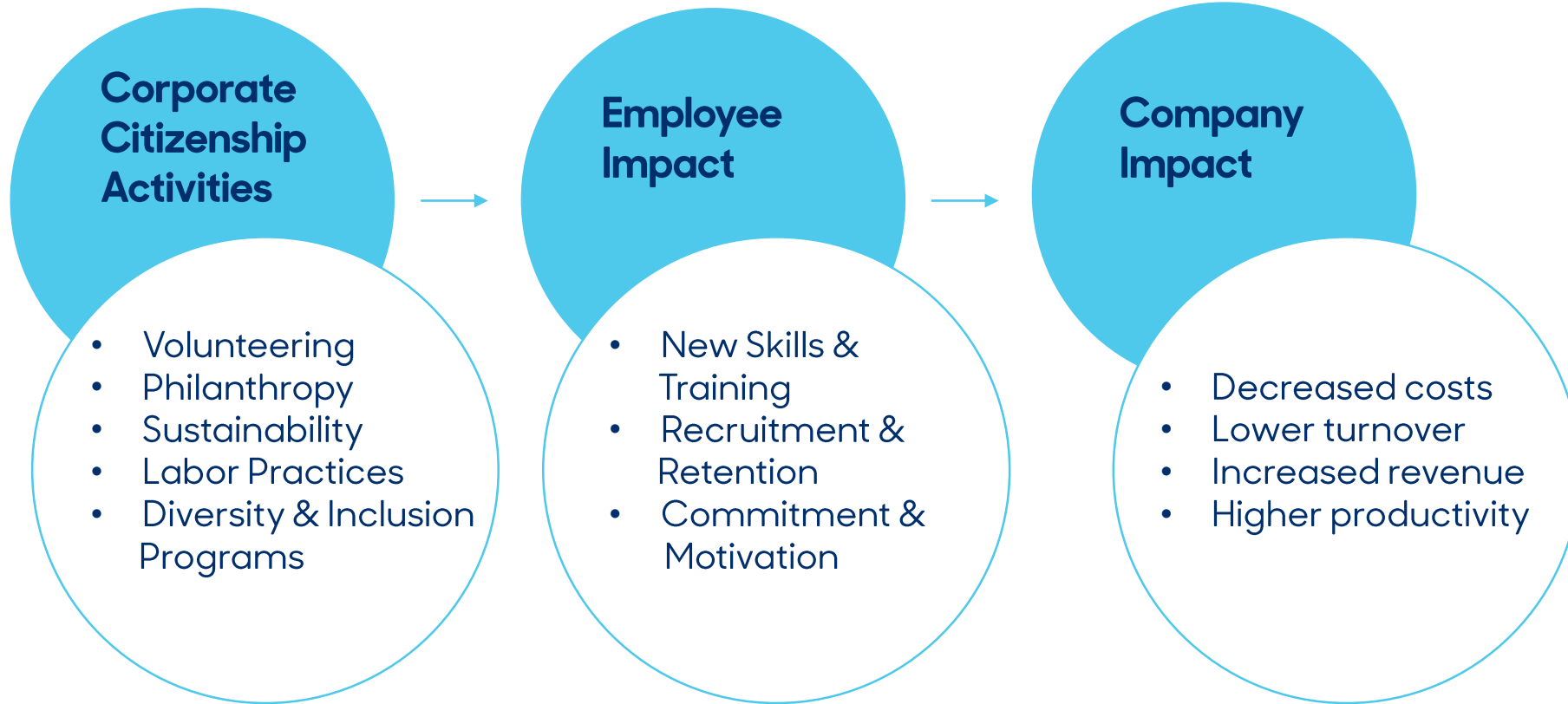
Employees who derive meaning and significance from their work were more than 3 times as likely to stay with their organizations.
The Energy Project: 2013 Survey of Employees



31% of employees view corporate social responsibility and philanthropy as one of the most important factors when considering an employer's reputation.

Kelly Global Workforce Index, 2013

Employee Value Creation Path



Contingencies

- Industry
- Employee tenure/experience
- Company size
- Perceived authenticity



BOSTON COLLEGE
CENTER FOR CORPORATE CITIZENSHIP
CARROLL SCHOOL OF MANAGEMENT

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PRIDE Connecting the Dots between D&I and Corporate Citizenship

Question: How does Diversity &
Inclusion fit with Corporate
Citizenship?



Change in importance of corporate citizenship dimensions

2014

- 1. Consumer data protection and privacy
- 2. Engagement with stakeholders
- 3. Employee safety practices
- 4. Reporting on environmental performance
- 5. Programs to increase employee diversity
- 6. Employee volunteer programs
- 7. Philanthropy/corporate giving
- 8. Recycling programs
- 9. Sustainable use of resources
- 10. Reporting on social performance
- 11. Community economic development
- 12. Pollution prevention practices
- 13. Development of environmentally friendly products
- 14. Engagement in political causes/campaigns

2016

- 1. Consumer data protection and privacy
- 2. Employee safety practices
- 3. Programs to increase employee diversity
- 4. Recycling programs
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- 12. Reporting on social performance
- 13. Employee volunteer programs
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Diversity & Inclusion Strategy

Our Values



Our passion for diversity and inclusion fuels our growth and helps us achieve our purpose. We seek and value diverse perspectives that reflect the markets we serve, and remain committed to advocating for fairness, equality, and inclusion.

Leadership



- Culturally Competent and Inclusive Leadership
- Accountability Linked to Diverse Outcomes
- Internal Engagement & External Recognition

Marketplace & distribution



- Customer Acquisition
- Financial Education
- Strategic Investments
- Supplier Diversity

BRGs

Workforce & Workplace



- Diverse Leadership Pipeline
- Differentiated Development & Retention
- Strategic Partnerships
- Contemporary Workplace

Business Resource Groups



Diversity & Inclusion – Recognition & Partnerships



PRIDE Connecting the Dots between D&I and Corporate Citizenship

Question: In what ways can your
ERG/BRG influence CSR?



PRIDE's Journey through Corporate Citizenship

In the beginning

Oh sweet light at the end of the tunnel!
The World According to Us

Some view the evolution of an ERG as a continuum...
We think of our ERG a bit differently...

Source: Out&Equal Workplace Affiliates

History 5

Pride
MassMutual's LGBTQIA
Employee Resource Group

**From Basement
to Boardroom:**
The Evolution of a
Fortune 100 ERG

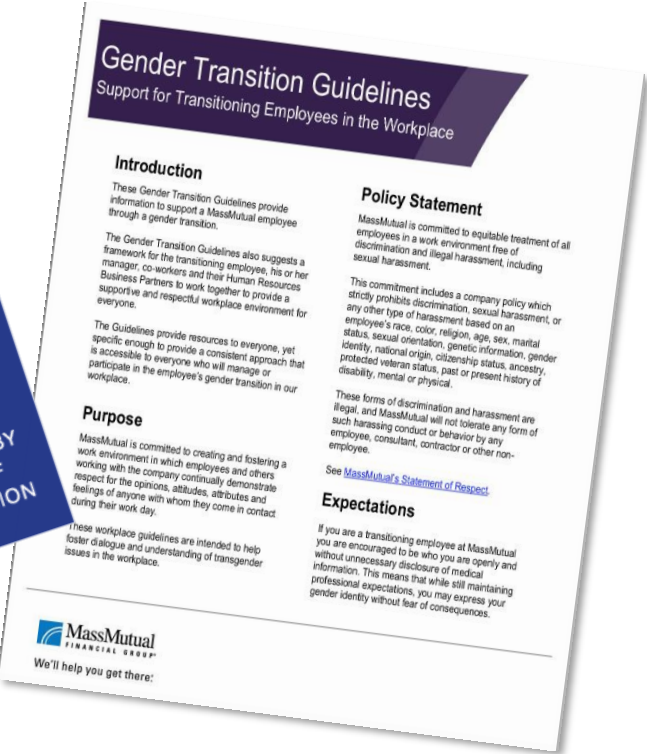
Pride
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Corporate Citizenship Defined



PRIDE's Journey through Corporate Citizenship

Employee Health & Wellness and Employee Experience



Dr. Eliza Byard, Executive Director

PRIDE's Journey through Corporate Citizenship

Philanthropy, Volunteerism, and Community Engagement



PRIDE's Journey through Corporate Citizenship



**North Carolina's
HB2 Law**
July 2016

MassMutual
joined the brief
68 companies
signed.



**Fulcher v.
Veterans Affairs**
June 2017

Discriminatory
practices
in gender
confirmation
surgery.
MassMutual
signed the brief
**Just 5 companies
signed.**



**Gavin Grimm v.
Gloucester County
School Board**
March 2017

Transgender
student sues
school board
MassMutual
signed the brief.
53 companies
signed.



**Evans v.
Georgia
Regional Hospital
(Title VII)**
October 2017

Suit for sexual
orientation
discrimination.
MassMutual
joined the brief.
Over 70
companies
signed.



**Masterpiece
Cakeshop, Ltd. v.
Colorado Civil
Rights Commission**
October 2017

MassMutual
joined the
brief.
Over 70
companies
signed.

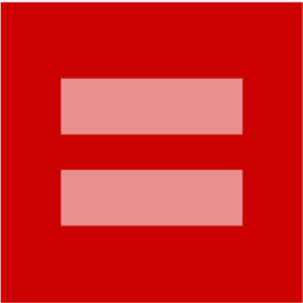


**Horton v.
Midwest
Geriatric
Management**
March 2018

Suit for sexual
orientation
discrimination.
MassMutual
joined the brief.
47 companies
signed.

PRIDE's Journey through Corporate Citizenship

Human Rights, Political Causes, and Campaigns



PRIDE Connecting the Dots between D&I and Corporate Citizenship

Question: Who are your key
stakeholders?



Key Stakeholders

- **Leadership/C-Suite**
- **Government Relations**
- **Compliance**
- **Procurement/Supplier Management**
- **Corporate Giving/Community Affairs**
- **Corporate Responsibility**
- **Diversity & Inclusion**
- **Human Resources**
- **Law**
- **Marketing**
- **Allies & Out LGBTQ Leaders**

Takeaways

- Understand what Corporate Citizenship is, why it matters, and what your role is
- Take action and own this role – what you can do, who can you connect with
- Leverage your allies
- Align with the business areas that support these functions is the best way for your BRG/ERG to influence the decision-makers
- **You are a CSR influencer**



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