



# When the Workplace is the World: A Global LGBT Focus!



Workplace  
Advocates

Today's Town Call  
Sponsored by:



**Presenters:**

**Mark Bromley, Council for Global Equality**

**Cynthia Martin, Marketing Executive**

**Marcelo Roman, IBM Director of Global Delivery – Learning Services**



# Sponsor Welcome

Elaine Mejia, Lucentis Access Solutions &  
Co-chair for the Out & Equal Diversity Group

*December Town Call sponsored by*

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# Announcements

- ! Executive Forum (March 18 – 20 in San Francisco, CA)
- ! Gala Awards Dinner (June 11 in San Francisco, CA)
- ! Annual Summit 2009 – Orlando Florida (October 6-9)



# Executive Director's Welcome

! Selisse Berry



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# Advancing an American Foreign Policy Inclusive of Sexual Orientation and Gender Identity



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The Council for  
**Global Equality**  
Advancing an American Foreign Policy  
Inclusive of Sexual Orientation and Gender Identity



**Presenter: Mark Bromley, Council for Global Equality**

# Are LGBT Rights Human Rights?



## *The Universal Declaration of Human Rights (UDHR)*

**The theme of the 60<sup>th</sup> anniversary celebration of the UDHR is “Dignity and Justice for all of us.” More than 60 countries are working within the UN to ensure that “all of us” is truly inclusive of all lesbian, gay, bisexual and transgender individuals worldwide.**



# US Ignores LGBT Rights on Human Rights Day



- ! 60+ countries calling on governments to ensure that:
  - ! Sexual orientation and gender identity are not subject to criminal penalty;
  - ! Individuals are not executed, arrested or otherwise detained because of their sexual orientation or gender identity;
  - ! Violations based on sexual orientation and gender identity are investigated and prosecuted; and
  - ! Human rights advocates who expose those abuses are protected.
- ! Just a week after “Human Rights Day,” the Bush Administration has yet to join many close allies in signing onto this UN statement recognizing the universal application of human rights for all, regardless of sexual orientation or gender identity.
- ! This year, December 10th marked the 60<sup>th</sup> anniversary of the UDHR, the document that helped give voice to the modern human rights movement in the early days of the United Nations.

# From UDHR to ICCPR for LGBT: Rights Are Universal



- ! There is legal precedent for the UN Statement
  - ! Euro. Ct. Hum. Rts (1981)
  - ! ICCPR / UN Human Rights Committee (1992)
  - ! US Supreme Court, *Lawrence v. Texas* (2003) (Overturning 1986 *Bowers* case)
- ! 2006 Norway Stmt at UN Human Rts Council (54 countries, joined by the United States)
- ! 2008 OAS General Assembly Resolution
- ! Yogyakarta Principles

# Why This Matters?



- ! Approximately 85 countries still criminalize consensual, same-sex sexual activity, and at least seven countries still apply the death penalty.
- ! This year, the State Department's own annual Human Rights Report lists abuses impacting LGBT communities in more than 100 countries.



# 2008 State Department Reporting



- ! **Murders, extreme police violence, arrests based only on sexual orientation or gender identity, state-sponsored harassment, extortion, abuse in detention, & the denial of health care, housing, education & other social services. Violence directed at transvestite & transgender activists in Latin America - increasing. Failure of police to protect gay pride marchers in several East European countries.**
- ! **Abuses documented in countries with strained relations with U.S. (Iran, Cuba), & also in countries considered close friends & allies (Jamaica, Poland), & places the Bush Administration has put forward a clear strategic interest in fostering genuine democracy (Egypt, Iraq, Russia).**
- ! **Many violations involve non-state actors (gangs, paramilitary groups, self-appointed morality police & individual family members) - abuses treated with impunity or actively encouraged by the state.**
- ! **Evidence of government refusal to provide legal remedies. Creates unacceptably hostile public climate - nearly impossible for LGBT people to assert their legitimate human rights.**

# Time for US to Move Beyond Reporting



The State Department has been reporting on the growing crisis in abuse against LGBT individuals since 1990. But the State Department's response often ends there. Today, eighteen years later, it is time for the State Department to move beyond a reporting agenda to an affirmative "protection agenda" that recognizes that ***LGBT rights are human rights.***

# Congressional Call to Action



- ! In a joint letter to Secretary of State Condoleezza Rice, Congresswoman Baldwin (D-WI) last week joined the Chairman of the House International Affairs Committee, Howard Berman (D-CA), and Gary Ackerman (D-NY), the Chairman of the House Foreign Affairs Subcommittee on the Middle East and South Asia, in noting the unique timing of today's UN effort near the sixtieth anniversary of the UDHR.
- ! Their letter notes that “[a]s a result of the leadership of the United States, and the stewardship of Eleanor Roosevelt, the United Nations adopted that revolutionary statement calling unequivocally for the universal application of human rights without distinction or discrimination,” and concludes by calling on the State Department to demonstrate similar leadership on human rights today by signing the UN statement and recognizing the severity of LGBT discrimination and abuse.

# Who Stands for Basic Rights in the UN?



**Africa:** *Current endorsers include:* Cape Verde, Central African Republic, Gabon, Mauritius, Sao Tome & Principe

**Asia/Pacific:** *Current endorsers include:* Cyprus, Japan, Nepal

**Central and Eastern Europe:** *Current endorsers include:* Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, The former Yugoslav Republic of Macedonia

**Latin America and the Caribbean:** *Current endorsers include:* Argentina, Bolivia, Brazil, Chile, Cuba, Ecuador, México, Uruguay, Venezuela

**Western Group:** *Current endorsers include:* Andorra, Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Israel, Italy, Liechtenstein, Luxembourg, Malta, Netherlands, New Zealand, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom

**Only States NOT included from Western Group:** Monaco, Turkey, United States

# What would an LGBT Foreign Policy Look Like?



An LGBT-inclusive U.S. foreign policy demands that those who represent our country—including Congress, the White House, U.S. embassies and U.S. corporations around the world—use the diplomatic, political and economic leverage available to them to oppose human rights abuses that are regularly directed against individuals because of their sexual orientation, gender identity and gender expression.

# Moving Forward: President-Elect Obama



- ! **President-Elect Obama stated during the Presidential campaign that** “treatment of gays, lesbians & transgender persons is part of this broader human-rights discussion. I think it is not acceptable that we would in any way carve out exceptions for our broader human-rights advocacy to exclude violations of human rights based on sexual orientation. I think that has to be part and parcel of any conversations we have about human rights.”
- ! **The Council looks forward to the day when Secretary of State-Designate Hillary Clinton will speak out as Secretary of State on LGBT issues by recognizing them as important human rights concerns, just as she so famously insisted that women’s rights are human rights while she was First Lady.”**

# What the US Is Saying at the UN



“ For sixty years the spirit and the letter of the Universal Declaration of Human Rights has guided countless millions of people in their efforts to secure human dignity and liberty, to follow their conscience, to speak their minds, practice their religion and live free from fear of discrimination or persecution for exercising their rights. Eleanor Roosevelt . . . Would celebrate the gains for human rights that have been achieved, but she would also remind us of the great work we have left to do.”

US Ambassador Zalmay Khalilzad  
December 10, 2008

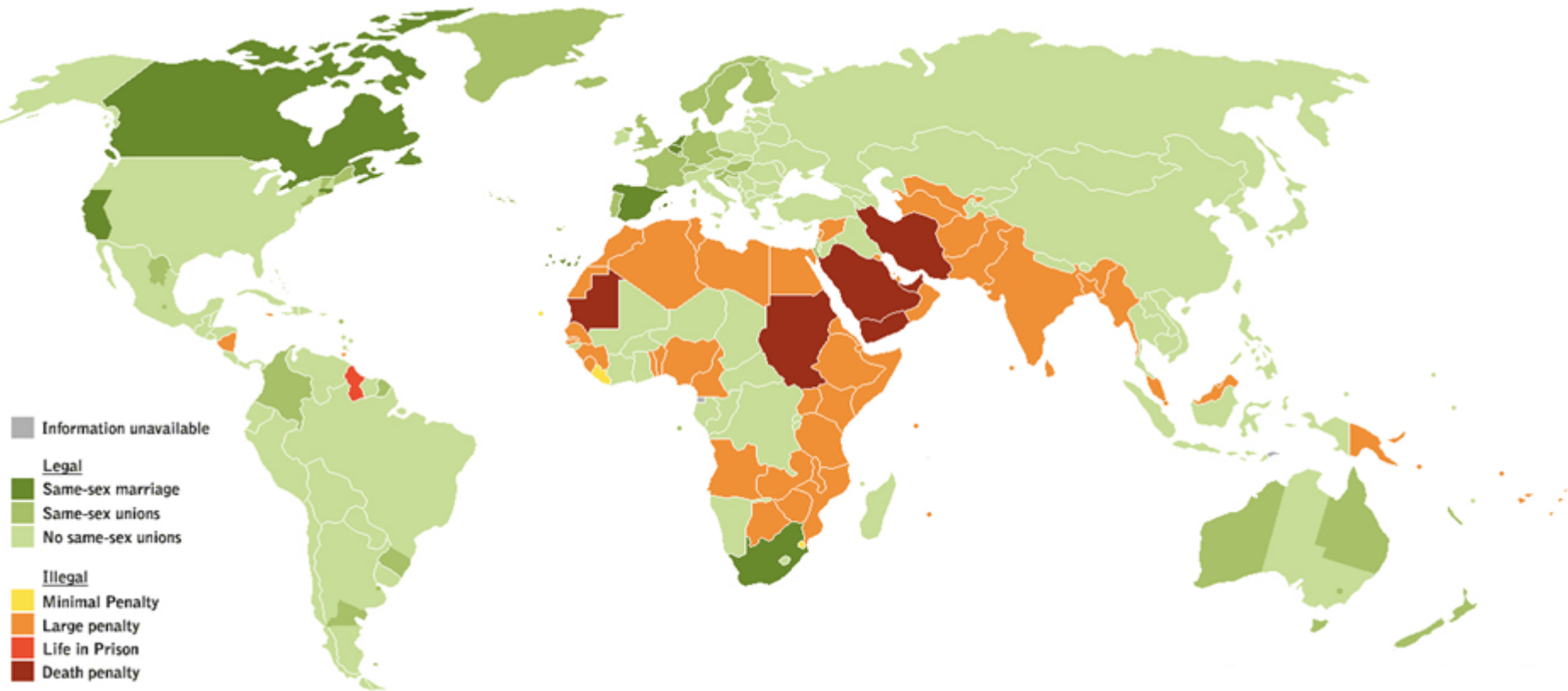
# European Workplace Needs & Advocacy Strategy



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Presenter: Cynthia Martin, Marketing Executive

# Legal Landscape for Same-Sex Relationships



# Important need exists to improve diversity and inclusivity of workplaces globally, including Europe

- ! EU laws prohibit all workplace discrimination
  - ‘Equality’ is not the issue
  - Note: UK is exception, where employment is ‘at will’
- ! However, majority of workplaces do not have an inclusive culture majority of LGBT employees are not ‘Out’
- ! Most leaders do not recognize there is a problem/opportunity and therefore are not motivated to take action.
- ! Progress varies widely by country, with Netherlands and UK leading, and Italy, Eastern Europe lagging.
- ! Appear to be major gaps in lesbian and transgender advancements.
- ! Issues exist in all types of companies including global US companies with European operations; European companies.

# A number of organizations are actively addressing LGBT issues in Europe

## ! Landscape of LGBT Organizations

- ! **ILGA Europe:** part of WW network; broad mission; strong relationship with EU
- ! **IGLHRC:** US based, but WW scope; focusing outside of Europe
- ! **EGMA:** European LG Professional Association with affiliates in most countries
- ! **IGLCC:** Growing membership; supplier database; International BEI
- ! **World Outgames:** July '09; Copenhagen; contains an 'Out for Business' track as part of 2<sup>nd</sup> Human Rights Conference
- ! **Stonewall:** UK focus; well established; strong UK gov't relationships; UK Equality Index, Diversity Champions program very successful
- ! **Company Pride Platform:** Netherlands focus; partnership between IBM, ING, Philips, Shell, Army

# Strategies to 'activate' management about need for change

- ! Target efforts toward business leaders and HR professionals in addition to LGBT employees
  - Create business understanding of why this is important and motivate to action
- ! Emphasize 'case for action' education
- ! Create public competitive pressure using International Business Equality Index.
- ! Establish visible leadership role models amongst progressive, well managed companies.
- ! Create forums for motivating, educating and sharing best practices

# International Business Equality Index - Objectives

- ! Provide leading corporations with a tool to analyze and evaluate how they are performing worldwide
- ! Create a benchmark for corporations to enhance existing LGBT policies and practices and create new ones to advance diversity in the business world
- ! Identify to the LGBT community those corporations that are leading the way internationally in commitment to their LGBT employees, suppliers and consumers, and in so doing becoming models for all other corporations.

# International Business Equality Index - Methodology

- ! To be eligible a corporation must have offices in three (3) countries and have a minimum of ten thousand (10.000) employees leading corporations with a tool to analyze and evaluate how they are performing worldwide
- ! The evaluation of the Index's survey is based on a 100% rating. This model with its 17 questions has been divided into 4 sections, which are:
  - Diversity & Inclusion (20% - 4 questions)
  - Sexual Orientation and Gender Identity Policies and Practices (60% - 8 questions)
  - Supplier Diversity and Marketing (5% - 2 questions)
  - Community Involvement (15% - 3 questions)



# IBM GLBT Diversity:

## *Innovating Our Way Forward in a Global World*



**Presenter: Marcelo Roman,  
IBM Director of Global Delivery – Learning Services**

# Objectives

- ! Share IBM's Overview of Global LGBT Diversity Strategy and it's implementation on a Regional / Local environments around the world.

# Diversity Strategy Transformation

1995

2004

1995



2004



2008



Task Forces  
Launched

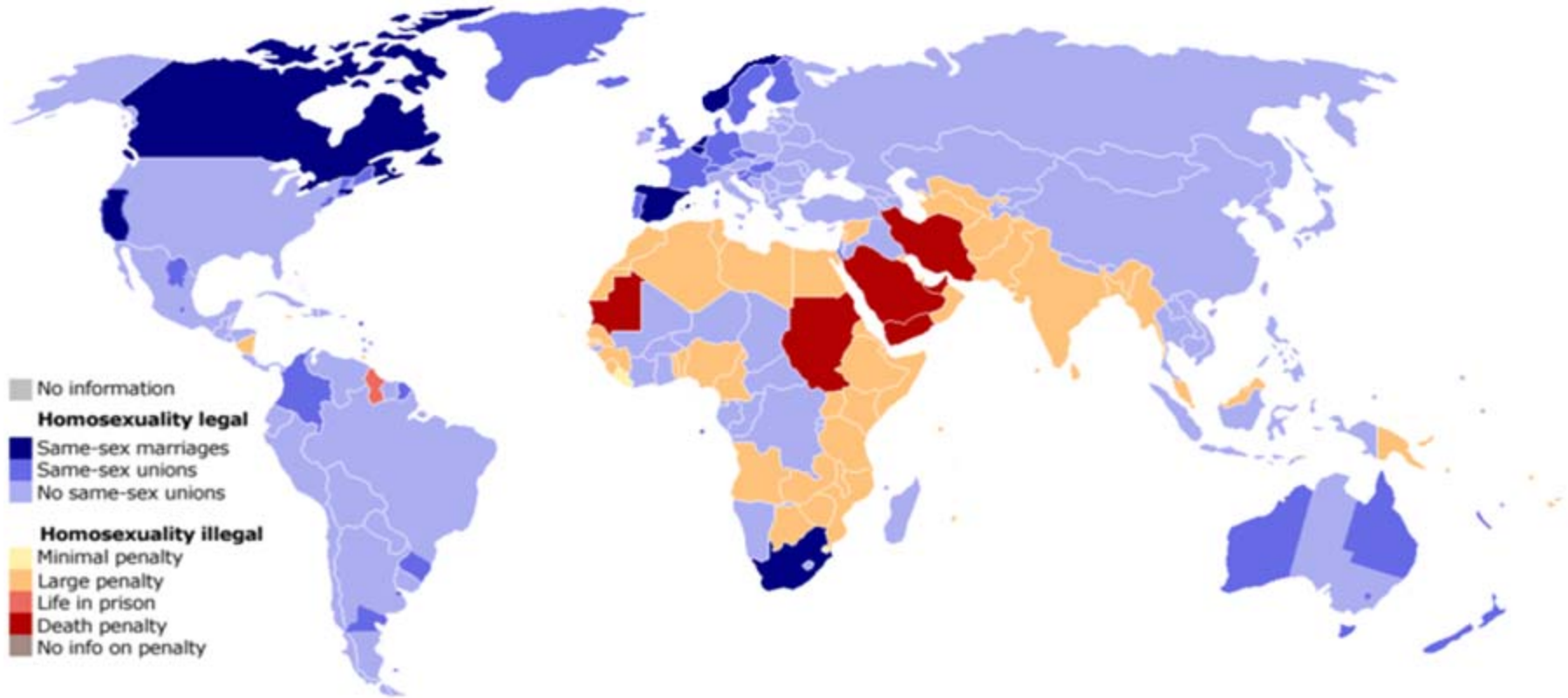
Innovation  
Through  
**Make  
a Difference**  
Thinking

Diversity  
in the **Global**  
Economy

*Provide **integrated, innovative** diversity and workforce programs that create a strong foundation based on **IBM values** to enable IBM **growth**, enhance our **brand** and provide an outstanding **employee experience**.”*

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Why we must focus Globally:  
LGBT Employees still face legal discrimination  
and in some places even the death penalty...



# Why LGBT Diversity & Inclusion in a global economy?

- ! Success in a *Global Economy* means success in a *Talent Economy*
  - ! Significant growth in new markets requires an aggressive talent strategy
  - ! Making connection between Diversity strategy and IBM's people and market objectives bullet
- ! *LGBT inclusion motivates employees to do their personal best*
  - ! Gay staff who are 'out' and supported are 20-30% more productive (Harris Interactive, 2006)
  - ! Networking and mentoring increases
  - ! Leadership development improves
  - ! How companies treat LGBT constituencies can be a leading indicator for how other diverse groups are treated

# Why LGBT Diversity & Inclusion in a global economy? (cont.)

- ! LGBT inclusion reduces costs by increasing retention
  - ! 12% of GLBT employees left their last jobs because of discrimination (Ragin and Cornwall, 2001)
  - ! The cost of losing a skilled worker is estimated at more than 100% of the employee's annual base pay and benefits (Saratoga Institute, 2007)

# GLBT Diversity Strategy includes

- ! Global policies
- ! Relationships with Allies
- ! Engaging all Country General Managers
- ! HR Education in every country
- ! Innovation and Diversity
- ! Diversity Network Group (ERG) expansion and support
- ! Measurement of progress: We achieve what we measure
- ! Continuing Customer Events and External Community Support
- ! Leveraging Best Practices

# Global imperative for GLBT employees to have the same rights and benefits as straight employees

- ! Diversity in IBM is part of the vision of the company we want to build.
- ! It starts at the top... a quote from Sam Palmisano, IBM's Chairman and CEO.  
*“Diversity policies lie as close to IBM's core as they have throughout our heritage. Today, we're building a workforce in keeping with the global, diverse marketplace, to better serve our customers and capture a greater share of the on Demand opportunity.”*
- ! The basics: Ensure that IBM provides and communicates equal partner benefits in all countries where this is not in conflict with local laws.
- ! The logical: Leveraging differences for Innovation
- ! The results: Workforce that mirrors the market and the customers we want to serve making IBM successful and increasing return on investment and shareholder value.

# Relationships

## ! Relationship with Allies

- ! Allies (or straight Allies) have always been key to GLBT diversity acceptance and success.
- ! Having senior executives aligned with the GLBT constituency not only helps them learn about our issues (reverse mentoring), but also gives them a platform for leadership among their peers in their geographies. This can then open up the first safe dialog with other executives who are afraid of the topic.

## ! Engaging ALL Country General Managers

- ! Country General Managers are key to diversity success in a country, and we need to engage them as GLBT sponsors and hold them accountable for diversity.
- ! CGMs need to both understand where their country is on the maturity curve for diversity and commit to move up the curve with measurable actions..

# Education

## ! HR Education in Every Country

- ! GLBT education becomes more important than ever as we become a globally-integrated enterprise
- ! GLBT education gets left out of many diversity education sessions because HR professionals or the audience may be uncomfortable with the topic

## ! The Connection between Innovation & Diversity

- ! Important to tie our IBM value of “Innovation that Matters for IBM and the world” to our Diversity strategy and imperative.
- ! Examples of Research on Diversity and Innovation
  - The Richard Florida study of the connection between tolerance of Gays and the success of High Tech in areas of the US
  - Susanne Justesen dissertation on “How to Innovate through Diversity”

# Networking

## ! Diversity Network Group Expansion and Support

- ! Currently there are 45 GLBT Diversity Network Groups (EAGLE) worldwide, spread across all geographies :
  - US - 22 groups, Latin America - 4 groups, Europe & Africa - 16 groups, Asia Pacific - 3 groups
- ! We leverage our Global Corporate Diversity and Allies to provide visibility to the DNG organizations

## ! Measuring Progress: We achieve what we measure

- ! The “Vital Few” is an important benchmark of progress within our GLBT Diversity constituency. Accountability in the geos, Regions and countries to execute on the Vital Few.
- ! Go “Glocal”.... Global Push/Local Pull
  - Establish Geo and country-specific project plans for GLBT with assigned people and dates
- ! Global scorecard with key metrics



# Questions & Answers

*How to ask a question...*

- ! Online - use the question or chat mode
- ! Teleconference - dial \*1 on your phone



# Closing Comments



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Thank you for your participation!

***Complete our Town Call survey:***

[http://www.surveymonkey.com/s.aspx?sm=aFjmU3ltGkwbAmjaGyLuoQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=aFjmU3ltGkwbAmjaGyLuoQ_3d_3d)

***Consider a donation to Out & Equal:***

<http://www.outandequal.org/about/Donations.asp>

***Next Town Call:  
Thursday, January 29, 2009***

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More questions?

Contact Pat Baillie, Training Manager  
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