



Promoting Inclusive Workplaces for LGBTQ+ People in Colombia: Case Study by Pride Connection Colombia

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PUBLIC



OUT & EQUAL
2018 WORKPLACE SUMMIT

THE BEST RUN 

What do you know about Colombia?



Colombia Facts



- Colombia = France + Spain + Portugal
- The second most biodiverse country in the world
- Principal producer of emeralds in the world (60%)



Yes, but...

Colombia Facts



- Last year, 109 members of the LGBT community were murdered in Colombia
- Trans: Life expectancy under 30 years. Level of education in high school, around 60% (not official data registered). Very restrictive access to professional education.
- 142 murders of members of the LGBT community in Colombia occurred in the context of the armed conflict and as a consequence of the prejudices of the violent ones.
- Five of the victims, as evidenced, were human rights defenders. The researchers determined that this work increased their risk, since in addition to their sexual orientation, the work with the communities was not well seen by armed groups and of a right-wing ideology.

Agenda



- Colombia: One step ahead in equality
- What is Pride Connection?
- The Inflection Point
- One year later
 - Pride Colombia Summit
 - My commitment is...
- Impact in ONG. Fundación Sergio Urrego. Redefining the “Ally” concept
- A story from a Colombian Company: Diaco
- Q&A



Colombia: One step ahead in equality



November 2015 Colombia Constitutional Court approved full adoption rights for same sex couples.



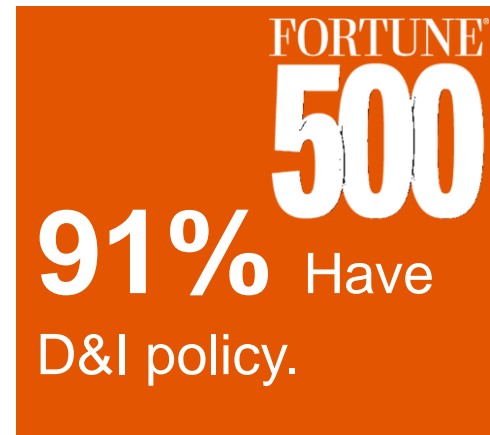
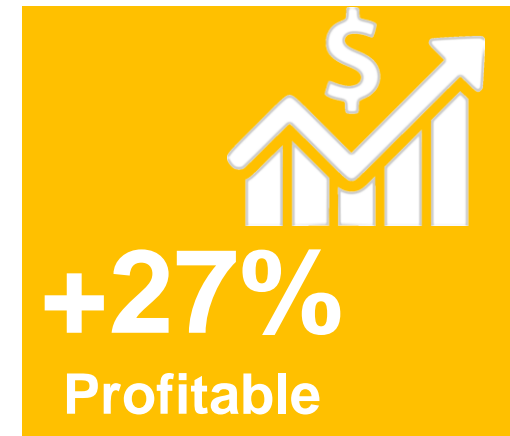
On April 2016 Colombia Constitutional Court legalized gay marriage.



On May 2017 Colombia's Congress sinks anti-gay adoption referendum bill.



Why it's important to talk about diversity in a Colombian Company



1 Centro Nacional de Consultoría

*HRC –The cost of the closet and the rewards on Inclusion.

**Cumulative Gallup Workplace Studies cited in "[Business Case for Diversity with Inclusion.](#)"

*** Kochan et al., 2003

**** GLAAD Organization The value of LGBT equality in the workplace

Why Pride Connection?

Pride Connection: “The multiplier effect”



- ★ Pride Connection Mexico
- ★ Pride Connection Chile
- ★ Pride Connection Colombia
- ★ Pride Connection Panamá
- ★ Pride Connection Perú
- ★ Pride Connection Argentina
- ★ Pride Connection Brasil

Pride Connection Colombia

- In April 2017, the network is officially launched initially with 9 member companies.
- Today, a year and a half after, we are 23 companies and 6 ONG (allies).
- We foster diverse and inclusive workspace through dialogue, education and leadership with the aim to build a more tolerant country.
- Today Pride Connection Colombia impacts more than 40,000 employees!



Our Mission



Pride Connection Colombia is a group of inclusive organizations whose objective is to share, strengthen and promote best practices focused on:



**Inclusive and diverse
work environment**



**Attraction and
retention of talent**



**Promote Inclusion
from the C-level**



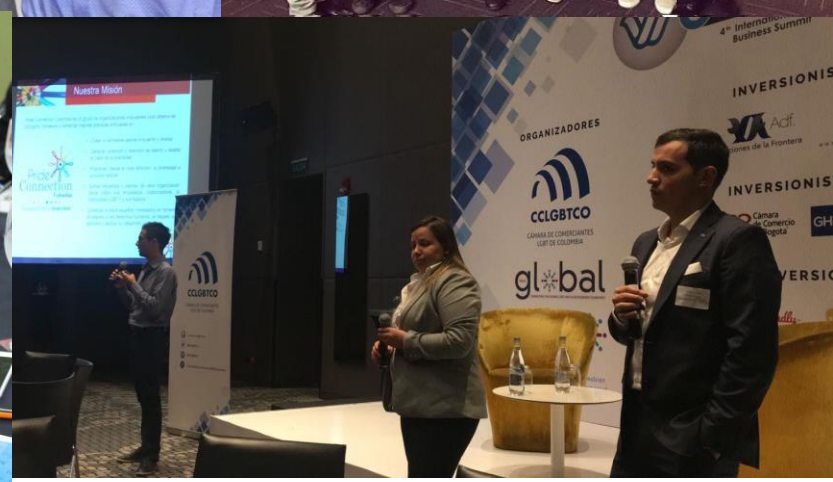
**Add efforts and values of
each organization**



**Connect to all
interested**



Our first year



The **Inflection Point**

Challenges

- A lot of enthusiasm, but lack of execution.
- The urgent topics have been reviewed but not the important ones.
- Why we are having the network?
- How to promote the inclusion in **COLOMBIAN** companies?



Brand Workshop

Leverage from O&E

- Applying the knowledge from company members experience
 - Jayzen Patria
- Branding our network was a game changer.



Workshop time!



Think about your ERG/BRG/Network

Get back to the basics:

- Who is your audience?
- What they need?
- What they want?
- What they care of?

What we are and what we are NOT!



Brand Workshop



éxito está en la diversidad



Atributos Clave

① Empresas
 ② Empleados (relaciones y Actores)
 ③ Aliados

Inclusión Informada
 Diversidad Representativa
 Responsabilidad Social
 Voluntariado

PRIDE!

CHIVA | Exito Empresas

Acciones
 - Acciones de cambio organizacional
 - Estrategia y Planificación
 - Ejecución y Seguimiento
 - Evaluación y Mejora Continua

Incluyentes
 - Equidad Prácticas
 - Promover liderazgo diverso
 - Socialización

Acciones

① BDD buenas prácticas y conforables / Regalación
 puntos de contacto / Quebrar el hielo de apoyo

Acción

② Hacer un ramo público como reconocimiento de marca

Acción

③ BDD buenas prácticas y conforables / Regalación puntos de contacto / Quebrar el hielo de apoyo

Acción

④ Hacer un ramo público como reconocimiento de marca

Acción

⑤ Hacer un ramo público como reconocimiento de marca



DOW RESTRICTED

Our Audience



Companies



Employees



**Partners &
Allies**



One year **later...**

Pride Connection Colombia Summit

- Human Right Campaign as special guest
- 153 Participants from biggest companies in Colombia
- Customers and strategic partners invited.
 - Customer intimacy



1er. Encuentro Empresarial

Fecha: 16 Mayo de 2018
Lugar: Carrera 11 # 98 - 07 Edificio Pijao Piso 3
Hora: 8:00 a.m. - 12 p.m.

Innovando por un país más incluyente

Agenda

7:30 a.m. Inicio
8:00 a.m. Bienvenida a cargo de Edgar Sánchez Country Manager Partner EY
8:05 a.m. Apertura a cargo de Marco Ribas Presidente Accenture
8:30 a.m. Resultados 2017-2018 Pride Connection Colombia
9:00 a.m. Break
9:15 a.m. Conversatorio – Innovando a través de la inclusión

INVITADOS

- Anthony Tenicela - IBM Global Leader – IBM
- Adriana Pulido - HRVP Cluster Andino y Embajadora de D&I- Schneider Electric
- Daniella Souza - Presidenta Dow Region Andina –Dow Quimica
- Edgar Sanchez - Country Managing Partner - EY
- Lucia Ojeda - HR Director Latin America North Region – Citi
- Pablo Groeger - HR Manager LATAM - Banco ProCredit

11:30 a.m. Cierre

EMPRESAS MIEMBRO

Google | accenture | Banco ProCredit | Telefonía | Booking.com | J.P.Morgan | nicsen

IBM | citi | Rappi | Dow | sodexo | Life is On | Schneider Electric

GE | EY | P&G | SAP

ALIADOS

COLOMBIA DIVERSA | IT GETS BETTER COLOMBIA

ORGANIZA



Key point: How to add **Colombian** companies?



- Member companies had the commitment to bring c-levels from two companies to the event
- Kangaroo Program (Sponsor companies. Adopt a company)
- Two observation meetings (after to be accepted as a member)
- NGO companies (Allies)
- Make a commitment with Diversity & Inclusion topics

Their Commitment was...

Nielsen is committed to protecting diversity and inclusion.	Promote diversity and inclusion initiatives at the corporate level.	I promise to go to the June parade.	Continue working so that more companies work in D & I for an environment and inclusive GE.	My commitment is less biases, talk more about the subject.	Grow Pride colombia.	Know more about the community and know the language tone of communication that we should have.
My commitment is to lead in a transparent and authentic way.	I promise to continue working on defeating stereotypes and damages.	I commit myself to have an open mind and to take advantage of the differences and diversity of each one.	Commitment: to form work teams without exclusion of gender, race, ideology, we are all part of the same Colombia.	Allow each person to be unique, free and happy with what he does.	For a diverse work world.	I promise to be more inclusive.
Discovery communications: Bring each employee, as well as our audience, a message of responsibility in the face of diversity and inclusion.	Cultivate diversity, respect and inclusion in my work / family environment.	I promise to communicate with my family and friends the unconscious risks they may have.	I promise to listen to all opinions.	Open more doors, run, accompany, experiment.	I promise to expand the network.	I agree not to discriminate in Rappi's selection processes.
Be part of the change in colombia	SAP: we are committed to adding more Colombian companies in the network.	I am committed to promoting diversity in all areas of my life.	My commitment is the fight against any type of discrimination.	I am committed to continue working for diversity because I want to contribute to have a better society and a better world.	Make diversity a daily use for me and for those around me.	Promote inclusive culture in the company, fostering values of participation.
With the foundation sergio urrego we work with the heart to prevent discrimination harassment. Articulate the efforts of the district administration with private initiatives for the guarantee of human rights of LGBTI people, Juan Pablo Prieto, director of sexual diversity	I promise to carry the message of love and respect of foundation sergio urrego.	I am committed to promoting diverse initiatives in my company.	Promote in my environment about the relevance and importance of diversity and inclusion.	Do not judge people because of their sexual orientations, beliefs or special abilities.	I promise to continue challenging my company so that its inclusion initiatives have more impact.	Include inclusion policies in the company.
I am committed to contribute to the construction of inclusive and diverse environments, Fundacion sergio urrego.	My commitment is to promote the employability of people in the technology industry.	I am committed to promoting inclusion at the oranzizational level.	I agree to coordinate and support Pride connection.	My compormiso is to be born of McCain, a company that includes diversity and inclusion as a business strategy.	Be perfect multiplier in all companies.	The commitment is to open the doors to LGBTI inclusion.
Develop corporate strategies for diversity.	We are committed to being part of pride connection because we believe in diversity.	Purchased with love, respect, education, the foundation Sergio Urrego supports inclusion projects in companies. Grupo Oesia: my commitment is to contact some of the leaders present for their orientation, take the step to create a more inclusive space.	Avoiding the use of derogatory words, even if they are not intentional, can annoy people.	Promote authenticity if we can be ourselves, we feel more free and happy.	I commit myself to re-educate in diversity and equality.	Create an intentional strategy towards the LGBTI community in J & J by supporting us in pride.
My commitment is to sensitize more to the interior of my family the importance of inclusion and its foundations for a better world, catherine.	I am committed to creating diversity plans and executing them.	From my job as director of une, I always work for inclusion, always.	Work for equity.	Implement transgender inclusion policy.	Say no to gender discrimination.	Break the paradigms to be more inclusive.
			I promise to bring more companies to PC.	Very happy to be here today.	Work to promote education with inclusive culture.	District planning secretary, Juan Carlos Prieto Garcia, director of sexual diversity, in Bogota you can be happy.

Workshop time!



- Open your app.
- Take a post it!
- Write your commitment to Diversity and Inclusion until next O&E.
- Take a photo
- Upload in the Workshop app AttendeeHub. #ALLIN #RunProuder #OESummit



Bogotá LGBTQ + Pride Parade 2018

More than 300 participants on the corporate segment



Redefining the concept of “Allies”



Not only straight allies are important. Find the correct allies for your company!

They support collective initiatives for the network.

They provide information on specific issues.



Impact in NGO. Fundación Sergio Urrego

Redefining the concept of “Allies”

- **Sergio Urrego Foundation** is a non-governmental and nonprofit entity that works for the consolidation of respect and tolerance in every scholar environment, looking forward to prevent discrimination and avoiding suicide at any cost.
- They pursue a culture transformation in Colombia towards, primarily, a non-discriminative scholar environment. To do so; we have specific lines of action for prevention, integral education, effective children, teens and youth protection; and efficient public policies incidence in the Colombian State.



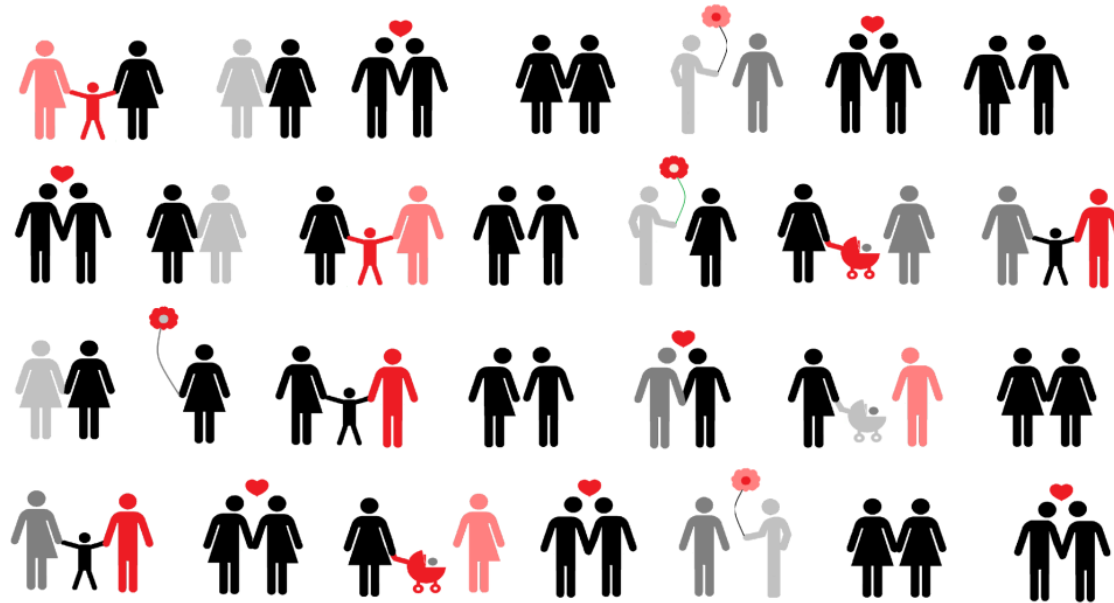
<https://www.youtube.com/watch?v=NtETTH1VmH>



Different Families – Same Love



- Impacting our current and future employees (Universities)
- Impacting our society.
- Partnering with our allies.



Translaborando



As part of “The Month of Service”, a full day dedicate to deliver resources for entrepreneur, vocational orientation, personal branding, the art of selling, job interview preparation, and more value content led by SAP Employees (Pride@SAP members and volunteers)



SAP areas involved:

Sales, Human Resources, Marketing, Communications, Operations, Services, Maintenance

Support:

- Colombia Diversa



- Fundación GAAT



A story from a Colombian Company

Diaco

Video Diaco



Thank you.

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