

BUSINESS
COMMITMENT TO
LGBT
HUMAN
RIGHTS

Guidance to the business world
in actions aimed at lesbian,
gay, bisexual, transvestite
and transgender people



Business Commitment to LGBT Human Rights – Guidance to the Business World in Actions Aimed at Lesbian, Gay, Bisexual, Transvestite and Transgender People is an Ethos Institute publication within the Business and Human Rights Working Group, with support from the Embassy of the Kingdom of the Netherlands.

PUBLISHED BY

Ethos Institute – Business and Social Responsibility
Rua Fernandes Coelho, 85, 10º. andar
Pinheiros – 05423-040 – São Paulo, SP
Tel.: (11) 3897-2400
www.ethos.org.br

SPONSOR

Embassy of the Kingdom of the Netherlands and BP, Bradesco, Carrefour, Itaú Unibanco, McDonald's, Shell, Syngenta and Wilson Sons (companies of the Business and Human Rights WG)

SUPPORT

Business and LGBT Rights Forum,
Accenture, Alcoa, Anglo American, Atento, Basf, BB Mapfre, Bradesco, Bunge, Caixa Econômica Federal, Carrefour, Ceva Logistics, Citibank, São Paulo City Hall's Sexual Diversity Issues Coordination (Cads), Deloitte, Dow, GE, Google, GPO Fleury, HSBC, IBM, Ethos Institute, International Flavors and Fragrances (IFF), International Paper, Itaú Unibanco, KPMG, Masisa, Metrô SP, Monsanto, Oracle, P&G, Pernambucanas, Pfizer, Porto Seguro, PwC, Santander, Walmart and Whirlpool

BUSINESS AND HUMAN RIGHTS WG

Alcoa, BP Biofuels Brazil, Bradesco, Carrefour, CPFL Energia, Mattos Filho, McDonald's, Shell, Syngenta, Vale, Walmart and Wilson Sons

PUBLICATION'S COORDINATORS

Caio Magri, Gabriela Santos and Mariana Parra

RESEARCH AND WRITERS

Txaí Consultoria e Educação (Reinaldo Bulgarelli, Beto de Jesus and Bruna Douek)

EDITING AND PROOFREADING

Márcia Melo

EDITORIAL COORDINATION

Benjamin S. Gonçalves

ENGLISH TRANSLATION

Martha Villac and Beto Bezerril

GRAPHIC COORDINATION

Paula Marchiori

GRAPHIC DESIGN AND ART EDITING

113dc Design+Comunicação

São Paulo, December 2014

Important clarifications on the activities of the Ethos Institute:

- The orientation given to the companies is a voluntary work free of charge.
- We neither render consultancy services nor authorize, or accredit any professional to offer any kind of service on our behalf.
- We are neither a social responsibility certifying entity, nor give a "seal" for that purpose.
- We do not allow any entity or company (whether associated or not) to use the Ethos Institute logo without our prior knowledge and express written authorization.

If you have any doubt or wish to consult us on the activities of the Ethos Institute, please contact us through the link "Fale Conosco" (Talk to Us), at www.ethos.org.br

TABLE OF CONTENTS

	Presentation	7
1	LGBT: theme and concepts in the historical and political perspective	9
2	LGBT Human Rights: a history under construction	15
3	Social responsibility, valuing diversity and promotion of LGBT rights	23
	<i>Valuing diversity, human rights and sustainable business</i>	23
	<i>Gains with the promotion of LGBT rights</i>	33
4	Social responsibility and LGBT human rights	37
5	10 business commitments to the promotion of LGBT rights	45
6	Indicators and diagnosis of the situation	57
7	Recommendations for the promotion of LGBT rights in the companies	61
8	What companies are doing to promote LGBT rights	67
9	Regulations: achievement of rights	75
10	Links to websites and references	83

PRESENTATION

Since its inception, the Ethos Institute has worked on leveraging the human rights agenda by encouraging companies to take measures that show they are socially committed to their stakeholders. This is a decisive factor for sustainability and business success, for increased competitiveness and, mainly, for the development of society. The discussion on the responsibilities of the business sector related to human rights, promotion of diversity and gender equality in the market place has gained momentum in the last few years. At the same time, the sexual diversity theme, focused on LGBT rights, has moved higher up on the country's public agenda.

Over the years, the Ethos Institute has published a number of manuals and guides to support and encourage companies to develop practices related to valuing diversity, countering forced labor and promoting decent work. The series Social, Racial and Gender Profile of the 500 Largest Companies in Brazil and their Affirmative Actions has helped to present the status of diversity in the companies and to inspire them to act on the promotion of gender and racial equality, and the inclusion of people with disability.

In 2008, to celebrate the 60th anniversary of the Universal Declaration of Human Rights, the Ethos Institute held a Meeting of CEOs: Corporate Social Responsibility and Human Rights, which gathered leaders of national and multinational companies that signed the declaration "Corporate Social Responsibility and Human Rights", making commitments to the following themes of the decent work agenda: promotion of gender equality in the workplace; promotion of racial equality in the workplace; eradication of forced labor in value chains; inclusion of people with disabilities; and support for the promotion of the rights of children, adolescents and the youth.

In 2011, seeking to help build business alliance around the human rights agenda, the Ethos Institute set up the Business and Human Rights Working Group, which aims to improve and disseminate business practices related to themes that are part of the international agenda for the promotion of decent work, creating a favorable environment for experience sharing and knowledge building.

In the consolidation of a human rights advocacy agenda in Brazil and abroad, the theme of the LGBT population rights has become prominent, both because of the advances in guaranteeing such rights and for still being a critical theme, with extremely serious violations and little understanding of the issues, the concepts and even the rights that must be respected, regardless of social, political or religious context.

Aware of the current situation of increasing violations of the LGBT population rights and the difficulties found in driving public policy and private initiatives towards the protection and defense of this specific social segment, the Ethos Institute launches this manual, sponsored by the Embassy of the Netherlands and the companies that form the Business and Human Rights WG. Our purpose is to foster debate and encourage companies to adopt actions aimed at lesbian, gay, bisexual, transvestite and transgender people, as well as to contribute to building a market place that respects and promotes human rights in general and LGBT rights in particular.

LGBT: THEME AND CONCEPTS IN THE HISTORICAL AND POLITICAL PERSPECTIVE

THE PERSPECTIVE OF THE POLITICAL MOVEMENT FOR LGBT HUMAN RIGHTS

We would like to open this publication with concepts related to the LGBT – lesbian, gay, bisexual, transvestite and transgender people – universe. Unlike a static glossary, we will address them here from the perspective of activism, from a historical and political approach in tune with the claims involving the labor and business world issues and actions related to LGBT people.

This Brazilian movement started in the end of the 1970s comprised, in its early days, by gay men. After that, the lesbians began to organize themselves in the early 1980s. In the 1990s, it was the transvestites' turn, and then the transgender people join them more organically. The bisexuals began to come into sight and on the scene at the beginning of the 21st Century.

It is important to remember that the LGBT movement was, from the beginning of its development in Brazil, allied to the feminist and black movement, with proposals to change society as a whole, but especially due to its identifying nature, pursuing gender- and sexuality-related issues. That probably explains the delay in approaching the business world, differently from what happened in the U.S. and in other parts of the world.

WHAT IS LGBT?

First of all, it is important to know what LGBT is. Many people still ask why it is no longer called GLS, or if everything would not be the homosexual movement, making no distinction. LGBT is an acronym that designates lesbian, gay, bisexual, transvestite and transgender people that get organized in associations or groups with some level of institutionalization with the purpose of advocating and, at the same time, claiming and ensuring rights from their sexual orientation and gender identity.

In Brazil, particularly, the term GLS was coined in the 1990s standing for gays, lesbians and supporters. The latter would be the heterosexuals that did not mind staying in places where there were homosexuals and, in some cases, supported their causes, were sympathetic and contributed to them.

This term was widely used to qualify places to socialize or products such as bars, night clubs, clothes, accessories, among others, designed for the gay and lesbian population. This is a term used by the market, not for the organization of claims for rights. It should be noted that trans (transvestite and transgender) people are not represented in the term GLS, one of the reasons for being turned down by the social movement, in public policy and regulations.

By looking at it as a consumer issue, low-income classes have been excluded due to their low purchasing power. This resulted in a separation of public and the idea, taken especially from the North-American market, that gays and lesbians have a high purchasing power, which is not always true. Therefore, the discussion of sexual rights was undermined, these issues were depoliticized, and there was a low engagement with changes and policies that favored LGBT human rights.

Consequently, for not having a political and social nature and not even addressing the whole of sexual orientations and gender identities, the term GLS should not be used as synonymous with LGBT.

It is worth mentioning that supporters, i.e., heterosexuals that support LGBT rights, like other social movements, are always welcome for they help diffuse the ideas of diversity, thus contributing to the eradication of stigmas and bias. But the gay, lesbian, bisexual, transvestite and transgender political persons are the ones to decide on their gender- and sexuality-related agendas and priorities.

SEXUAL ORIENTATION AND GENDER IDENTITY

Another key point is to clearly understand the concepts of sexual orientation and gender identity. The conceptual reference used here is the LGBT movement as set out in the document Yogyakarta Principles¹, defined as follows:

Sexual orientation: refers to emotional, affective or sexual attraction to people of a different gender, of the same gender or of more than one gender.

Gender identity: it is the person's individual sense of gender, which may or may not correspond to the sex assigned to them at birth. Includes the feeling

¹ http://www.dhnet.org.br/direitos/sos/gays/principios_de_yogyakarta.pdf

about his/her body, which may, at his/her own discretion, involve the modification of his/her appearance or body function by medical or surgical means, for example. Besides, it may involve other gender expressions, such as clothes, style of speaking and mannerisms.

All people have a sexual orientation, which can be heterosexual (attraction to a different gender), bisexual (to more than one gender) and homosexual (to the same gender). All too often, one thinks that speaking about sexual orientation is the same as speaking about LGBT, which is a mistake.

These terms are not synonymous but interact, for understanding their sense of belonging and respecting everyone's sexual orientation increases rights and improve coexistence in any place. It is all about guaranteeing the sexual rights of every person.

The same applies to gender identity. All of us have one. The fact that we conform with our biological sex and the gender to which we feel we belong to does not keep us from having a gender identity. Some people do not conform and seek their adjustment to feel complete – from male to female or vice-versa. This is the issue of transvestites and transgender people.

Once again, it is all about ensuring and enhancing sexual rights, which are neglected or even denied by society, influenced by the compulsory heteronormativity present in all our relations, processes and places where we coexist.

The term “sexual diversity” involves different sexual orientations and gender identities, but is too broad a generalization for the most varied expressions of human sexuality. It is not wrong to talk about sexual diversity, but its use should be contextualized with a focus on the LGBT segment, thus allowing delimitation and better understanding of what themes and rights are being addressed.

HETERONORMATIVITY AND HOMOTRANSPHOBIA

Heteronormativity is another important concept to further understand the difficulty in recognizing and respecting the diversity of sexual orientations and gender identities.

Heteronormativity: a set of dispositions (speeches, values, practices) through which heterosexuality is set as a standard and experienced in different environments (family, school, work, etc.) as the only natural and legitimate possibility of expression, disregarding any other sexual orientations or gender identities.

Nowadays, one of the mottos of the Brazilian LGBT movement is countering **homophobia, lesbophobia and transphobia**, here understood as fear and/or hate for homosexuality or trans individuals, generally expressed by four-letter words, bullying, exclusion, prejudice, bias and acts of violence that may reach death. Any LGBT person or presumed LGBT person may be a target of homophobia.

According to data of the Gay Group of Bahia (GGB)², 338 LGBT people were murdered in Brazil in hate crimes in 2012, a 21% increase as compared to 2011 (266 deaths). In other

.....
² Grupo Gay da Bahia - <http://homofobiamata.wordpress.com>

words, one murder every 26 hours. Gays lead the deaths: 188 (56%), followed by 128 transvestites (37%), 19 lesbians (5%), and 2 bisexuals (1%).

To minimize the effects of homophobic violence in Brazil, the LGBT movement has advocated in the National Congress for the approval of Bill PLC 122/2006³, which deems discrimination based on sexual orientation and gender identity to be a crime, equaling this situation to discrimination on the basis of race, color, ethnicity, religion, national origin, sex and gender – the offender being subject to penalty, detention and fine.

This bill is facing opposition from sectors against LGBT human rights and from religious fundamentalist segments, which systematically oppose the bills that safeguard sexual and reproductive rights.

Advocacy actions have been the strategies used by the movement, in addition to massive visibility through public demonstrations such as the LGBT Pride Parades, which have spread throughout the country in the last decade. Despite the worrying homophobia data pointed out above, these strategies have been leveraging the LGBT citizenship at national, state and local levels.

THE ATTAINMENT OF RIGHTS AND THE PUBLIC POLICY

In 2004, the federal government implemented Brazil without Homophobia⁴– Program to Counter Violence and Discrimination against GLTB and to Promote Homosexual Citizenship⁴. The objective is inclusion, in the government's policies and strategies, in its different ministries and departments, of the perspective of non discrimination based on sexual orientation and gender identity and, therefore, of promotion of human rights of lesbian, gay, bisexual, transvestite and transgender people.

As a result from Brazil without Homophobia, many frameworks for managing public policy on LGBT have been developed in states and cities, reaffirming that the defense, guarantee and promotion of human rights include countering all forms of discrimination and violence. Therefore, they reaffirm that countering homophobia and promoting LGBT human rights should be a commitment by the government and all the Brazilian society.

In 2008 and 2011, National Conferences on LGBT Public Policy and Human Rights were held and designed an action plan for each ministry. The conferences embraced the claims for execution of public policy with broad participation of the community in the development of proposals to be put into practice by the government. However, this is a challenge yet to be met. Both the sectors that oppose the affirmation of LGBT human rights and the religious fundamentalists have advocated for such policy not to be executed, and have made efforts to hinder the legislative agenda and the creation of legal dispositions that ensure LGBT citizenship.

A clear example of this restraint of the legislative power is Bill 1151/1995⁵, which regulates domestic partnership of same-sex people as well as other provisions. The project is still subject to analysis of the plenary, but was overtaken by the historical decision of the Supreme Court (STF) in 2011, which approved by unanimous vote the acknowledgement

³ http://www.senado.gov.br/atividade/materia/detalhes.asp?p_cod_mate=79604

⁴ http://bvsms.saude.gov.br/bvs/publicacoes/brasil_sem_homofobia.pdf

⁵ <http://www.camara.gov.br/proposicoesWeb/fichadetramitacao?idProposicao=16329>

of union of same-sex people as a “family entity”. The decision provides these couples with rights that had been restricted to heterosexual couples, such as inheritance, Social Security benefits, inclusion as dependent in health plans, and adoption, among others.

Currently, one of the biggest challenges for people involved in countering inequalities and injustice is to understand, respect and guarantee what says Boaventura de Souza Santos, Portuguese sociologist:

“We have the right to be equal when difference makes us inferior and the right to be different when equality removes our identity. Hence the need of equality that reproduces differences and difference that does not produce, feed or reproduce inequalities.”⁶

Reminder

Lesbian: a woman physically and/or emotionally attracted to other women.

Bisexual: a person physically and/or emotionally attracted to men and women.

Gay: a man physically and/or emotionally attracted to other men.

Allies: people, generally heterosexuals, who support and stand up for the rights of LGBT people, defending the dignity and respect for all people, and are willing to take a stand on and take an attitude towards these principles.

Transgender person: someone whose gender identity, physical appearance and/or anatomy does not fit their assigned gender at birth (female or male). The term gathers, however, different realities, such as those of transvestites and transsexuals.

.....
⁶ SANTOS, Boaventura. “Por uma concepção multicultural de direitos humanos”. In: SOUSA SANTOS, Boaventura de (Org.). *Reconhecer para Libertar: os Caminhos do Cosmopolitismo Cultural*. Rio de Janeiro: Civilização Brasileira, 2003, p.429-461 (quotation from page 458).

LGBT HUMAN RIGHTS

A HISTORY UNDER CONSTRUCTION

ISN'T THE UNIVERSAL DECLARATION OF HUMAN RIGHTS ENOUGH TO TALK ABOUT LGBT HUMAN RIGHTS?

"Whereas the peoples of the United Nations have in the Charter reaffirmed their faith in fundamental human rights, in the dignity and worth of the human person and in the equal rights of men and women and have determined to promote social progress and better standards of life in larger freedom (...) the General Assembly Proclaims this Universal Declaration of Human Rights as a common standard of achievement for all peoples and all nations"

Preamble of the Universal Declaration of Human Rights, 1948.

The Universal Declaration of Human Rights, dated 1948, should inspire all United Nations Member States to defend and protect every person, regardless of their identifiers, that is, what characterizes them as subjects (gender, age, race/ethnicity, origin, sexual orientation, gender identity, religion, among others).

Unfortunately, that is not always the case, and discrimination and violation of

rights often take place and are justified on the basis of religious beliefs and cultures, as clearly remarked by current United Nations Secretary-General Ban Ki-moon on a recent statement:

“ I fully respect peoples’ rights to believe – and to follow in their own lives – whatever religious teachings they choose. This, too, is a human right. But there can be no excuse for violence or discrimination, ever”.¹

Addressing the themes of sexual orientation and gender identity within the United Nations has not been an easy task. Arbitrarily, 76 countries (around 40% of UN Member States) criminalize homosexual acts between consenting adults². Besides creating barriers to women’s rights, some countries claim religious and cultural reasons to deny rights to homosexuals, transvestites and transgender individuals.

United Nations Agencies have sought to include in their documents (recommendations, resolutions and conventions) the guarantee of rights related to sexual orientation and gender identity. Some are milestones and boost advances in the theme.

UN DOCUMENTS THAT ENCOURAGE AND GUIDE LGBT RIGHTS PROMOTION PRACTICES

This is the case of ILO **Convention 111**, “Discrimination in Respect of Employment and Occupation Convention”³. According to the document, signatory member states shall protect all people against discrimination in the workplace as well as those who are getting prepared to start working or seeking employment.

Convention 111 refers to discrimination as “any distinction, exclusion or preference made on the basis of race, color, sex, religion, political opinion, national extraction or social origin, which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation”.

Another important reference to the world of work is ILO **Recommendation 200**⁴, that sets forth guiding principles to HIV and AIDS response in the workplace, particularly regarding non-discrimination and gender equality.

This recommendation implicitly addresses discrimination on grounds of sexual orientation and gender identity by stating that “HIV and AIDS have a more severe impact on vulnerable and at-risk groups, and that stigma, discrimination and the threat of job loss suffered by persons affected by HIV or AIDS are barriers to knowing one’s HIV status, thus increasing the vulnerability of workers to HIV and undermining their right to social benefits”.

The United Nations Human Rights Council, created in March 2006 to replace the

¹ Article originally published at the newspaper *Folha de S.Paulo*, on January 4th, 2013, hardcopy and online versions. Available at: <http://www1.folha.uol.com.br/opiniao/1209729-tendenciasdebates-protecao-de-toda-a-familia-humana.shtml> (accessed on October 10, 2013).

² Ilga. *Homofobia do Estado – Análise Mundial das Leis: Criminalização, Proteção e Reconhecimento do Amor entre Pessoas do Mesmo Sexo* (State-Sponsored Homophobia – A world survey of laws: Criminalisation, protection and recognition of same-sex love). Available at: http://old.ilga.org/Statehomophobia/ILGA_State_Sponsored_Homophobia_2013_portuguese.pdf (accessed on October 10, 2013).

³ Available at: <http://www.oitbrasil.org.br/node/472> (accessed on October 10, 2013).

⁴ Available at: http://www.oitbrasil.org.br/sites/default/files/topic/hiv_aids/pub/recomendacao_200_277.pdf (accessed on October 10, 2013).

United Nations Commission on Human Rights, which existed for 60 years, is nowadays a key inter-governmental body within the United Nations system in the discussion of the theme. The Council is made up of 47 United Nations Member States and is responsible for strengthening the promotion and protection of human rights around the globe.

A mechanism used by the Council is the Universal Periodic Review, also created in 2006, which serves to assess the human rights situations in all 192 United Nations Member States every four years. Brazil has already participated in two review sessions, one in 2008⁵ and one in 2012⁶. In both reports presented by the Brazilian government, the need to acknowledge and promote human rights among the LGBT population in several spheres was pointed out, as well as the data regarding 2,790 deaths of LGBT people in the national territory between 1980 and 2006, as a result of homotransphobia.

BORN FREE AND EQUAL

One of the most recent and important landmarks towards human rights for the LGBT population in the United Nations is the document ***Born Free and Equal – Sexual Orientation and Gender Identity in International Human Rights Law***⁷.

Under the responsibility of the United Nations High Commissioner for Human Rights, Navi Pillay, this document followed the first United Nations resolution on human rights, sexual orientation and gender identity, adopted in June 2011, which paved the way for the first official United Nations report on the same subject, also prepared by the Office of the High Commissioner for Human Rights.

The report presented evidence of a pattern of systematic violence and discrimination directed at the LGBT population – from discrimination in employment, health care and education, among others. It shows the homosexuality criminalization in all regions and the rate of targeted physical attacks, even killings.

In the presentation of the document Born Free and Equal, Navi Pillay reminds us that the opening words of the Universal Declaration of Human Rights are unequivocal: “All human beings are born free and equal in dignity and right. Ending violence and discrimination against individuals on the basis of their sexual orientation and gender identity is a great human rights challenge”.

The aim of the publication is to define legal obligations of States regarding LGBT persons and present the mechanisms used by the United Nations when addressing this theme from five steps⁸:

.....
⁵ Available at: <http://daccess-dds-ny.un.org/doc/UNDOC/GEN/G08/117/04/PDF/G0811704.pdf?OpenElement> (accessed on October 10, 2013).

⁶ Available at: <http://daccess-dds-ny.un.org/doc/UNDOC/GEN/G12/116/21/PDF/G1211621.pdf?OpenElement> (accessed on October 10, 2013).

⁷ Available at: http://www.onu.org.br/img/2013/03/nascidos_livres_e_iguais.pdf (accessed on October 10, 2013).

⁸ *Born Free and Equal*, p. 13.

1. Protect people from homophobic and transphobic violence. Include sexual orientation and gender identity as protected characteristics in hate crime laws.
2. Prevent torture and cruel, inhuman and degrading treatment of LGBT persons in detention by prohibiting and punishing such acts and ensuring that victims are provided with redress.
3. Repeal laws criminalizing homosexuality, including all laws that prohibit private sexual conduct between consenting adults of the same sex.
4. Prohibit discrimination on the basis of sexual orientation and gender identity.
5. Safeguard freedom of expression, association and peaceful assembly for LGBT and intersex⁹ people.

LGBT ACTIVISM AT THE UN

The evolution of LGBT people's rights has been possible thanks to advocacy supporting Human Rights at the United Nations, mainly by lesbian, gay, bisexual, transvestite, transgender and intersex activists.

This activism supporting human rights of the LGBT population neither necessarily seeks new legislation nor special rights to this community, but the guarantee of non-discrimination in the enjoyment of all rights, as set forth by the Universal Declaration of Human Rights and pointed out by the United Nations High Commissioner for Human Rights Navi Pillay.

In this sense, it is important to get acquainted with the latest timeline of advocacy made by LGBT activists at the United Nations to promote Member States' initiatives that protect sexual orientation and gender identity within the scope of Human Rights:

- **2003** Brazil presents a resolution to the United Nations Commission on Human Rights on sexual orientation and human rights.
- **2003** A coalition of LGBT groups from all continents is formed to support Brazil's initiative. The first meeting was held in Rio de Janeiro.
- **2005** Brazil withdraws motion for a resolution due to pressure made by Arab countries, which threatened to boycott ongoing trade transactions.
- **2005** Presentation of a joint statement on sexual orientation and human rights at the Commission on Human Rights, delivered by New Zealand, on behalf of 32 countries.
- **2006** Presentation of a joint statement on sexual orientation, gender identity and human rights at the Human Rights Council, delivered by Norway, on behalf of 54 countries.

.....

⁹ "Intersex" is a general term used for a variety of conditions in which a person is born with a reproductive or sexual anatomy that doesn't seem to fit the typical definitions of female or male. For example, a person might be born appearing to be female on the outside, but having mostly male-typical anatomy on the inside. Or a person may be born with genitals that seem to be in-between the usual male and female types—for example, a girl may be born with a noticeably large clitoris, or lacking a vaginal opening, or a boy may be born with a notably small penis, or with a scrotum that is divided so that it has formed more like labia. Source: What Is Intersex?, adapted from <http://www.isna.org/> (accessed on October 10, 2013).

- **2006** Creation of the Yogyakarta Principles, on the application of international human rights law in relation to sexual orientation and gender identity.
- **2008** Presentation of a joint statement on sexual orientation, gender identity and human rights at the UN General Assembly, delivered by Argentina, on behalf of 67 countries.
- **2008/2012** Simultaneous with the United Nations process, a resolution on sexual orientation, gender identity and human rights was approved at the Organization of American States (OAS).
- **March 2011** Presentation of a joint statement on sexual orientation, gender identity and human rights at the Human Rights Council, delivered by Colombia, on behalf of 85 countries.
- **June 2011** Adoption of the first UN resolution on sexual orientation, gender identity and human rights at the Human Rights Council, delivered by South Africa.
- **December 2011** Publication of the Report of the United Nations High Commissioner for Human Rights “Discriminatory laws and practices and acts of violence against individuals based on their sexual orientation and gender identity”.
- **March 2012** Panel at the Human Rights Council for discussion of the High Commissioner’s report.
- **September 2012** Publication of the document of the United Nations High Commissioner for Human Rights *Born Free and Equal – Sexual Orientation and Gender Identity in International Human Rights Law*.
- **March/April 2013** Upon recommendation of South Africa, regional seminars on sexual orientation and gender identity were held, aimed at drafting the presentation of a new resolution on the theme. The Latin America and Caribbean regional meeting was held in Brazil.
- **April 2013** Civil society meeting gathering 36 activists from 18 countries: Brazil, Ecuador, Trinidad & Tobago, Paraguay, Uruguay, Honduras, Argentina, Chile, Venezuela, Dominican Republic, Bolivia, Peru, Jamaica, Costa Rica, Santa Lucia, Suriname, United States and Canada. The meeting aimed at drafting the presentation of the new resolution (Statement on Sexual Orientation, Gender Identity and Human Rights).
- **April 2013** Regional seminar with delegations from Latin American and Caribbean countries and civil society representatives, in Brasília.
- **April 2013** Oslo Conference, sponsored by the Norwegian government (with around 200 participants from 84 countries), to present the regional seminars and write the final version of the motion for a resolution to be presented at the Human Rights Council meeting in June 2013.
- **June 2013** The resolution reached no consensus. South Africa was pressured by other African governments and withdrew the motion. The presentation of a new resolution was postponed to a more favorable moment.

STRATEGY TO INCREASE VISIBILITY AND PROTECTION TO LGBT PERSONS

The strategy to ensure the LGBT human rights theme on the agenda and move forward through declarations and resolutions seeks to find gaps for processes and/or mechanisms to be strengthened, supported and developed at the United Nations aimed at:

- identifying existing gaps (legal and practical) in LGBT persons' protection, addressing cases regardless of violations that do not fall under existing special procedures and expansion of specific focal areas where there are violation patterns;
- ensuring development of regular and/or annual reports on violations against LGBT and presenting best practices;
- permanently focusing on and paying attention to issues regarding sexual orientation and gender identity on the United Nations Human Rights Council agenda.

THE IMPORTANCE OF THE LGBT AGENDA AT THE UNITED NATIONS

It has been key to:

- following human rights violations on grounds of sexual orientation and gender identity;
- meeting the needs of human rights advocate;
- filling potential gaps in existing protection mechanisms;
- promoting positive dialogue;
- increasing consensus and understanding of governments regarding sexual orientation and gender identity issues;
- ensuring a continuous awareness-raising on this theme within the scope of the Human Rights Council, always from a human rights perspective.

In this way, the history of efforts to promote and defend LGBT human rights is still underway, but shows several advances towards acknowledging sexual orientation and gender identity, like the ones of this agenda.

United Nations Member States, regardless of a more explicit statement on the human rights of LGBT persons, have carried out actions through public policy and regulations.

Likewise, organizations in the business world have adopted measures to ensure equal rights even before they become mandatory. Getting acquainted with this situation and its dynamic aspect, under continuous change, encourages people to act within their companies and places them as actors in the construction of this new frontier for a segment of the population that faces all kinds of challenges throughout the world.

SOCIAL RESPONSIBILITY, VALUING DIVERSITY AND PROMOTION OF LGBT RIGHTS

VALUING DIVERSITY, HUMAN RIGHTS AND SUSTAINABLE BUSINESS

VALUING DIVERSITY

Valuing diversity means considering the set of characteristics of a person as a source of richness, something essential for life and also for the vitality of organizations and society as a whole. Something simple and yet full of challenges in the field of business management and relationship with various stakeholders.

For different reasons, diversity is neglected, disregarding the plurality of characteristics, perspectives, expectations and concrete claims that it presents to organizations and their activities.

In order to undervalue diversity, one single pattern of human being is imposed and elected as the normal, the good, the beautiful, the correct. Around this single pattern all things are planned, from architectural spaces to fringe benefits, from communication to products and services offered to customers.

Historically, culturally or ideologically, this normal pattern is male, heterosex-

ual, white, non disabled, adult, lean, catholic, among other attributes like the ones mentioned above, of normality, morality, beauty and ability to decide and lead the organizations. Based on this pattern, stereotypes are formed, prejudices arise and discriminatory practices not even acknowledged as such are developed, since the “correct” is to have a profile like this.

VALUING SEXUAL DIVERSITY?

When it comes to sexual orientation and gender identity, the imposition of this pattern is called **heteronormativity**, which presupposes that everyone is heterosexual, with the same characteristics, life style, interests and claims.

Even worse, heteronormativity imposes this pattern as the only acceptable and valued way of being, acting and relating. Therefore, it embarrasses, harasses, oppresses and represses so that everyone is heterosexual and behaves according to what is deemed ‘normal’. This imposition creates discrimination, humiliation, exclusion, and exposes people to various forms of violence.

In the management field, the impact of heteronormativity does not happen only in people’s attitudes and behaviors, but also in the organizational structure, which rejects any possibility other than heterosexual in the way of being, acting and relating. It does not conceive, and consequently, not even recognizes as a right, for example, the possibility of including on the payroll the social name of the trans person.

How to value diversity in a working environment that is heterosexual, heterosexist and heteronormative?

Heterosexual The environment has a large majority of heterosexual persons. It discriminates the non heterosexual in recruiting and selection or denies the existence of other possibilities of sexual orientation and gender identity, even when these are present, which renders LGBT persons and their rights invisible.

Heterosexist The rituals, processes, ways of deciding, working, speaking and dressing only accept, value and recognize qualities in what resembles the idealized heterosexual pattern. If one does not behave like this, even being heterosexual, is underestimated in many ways.

Heteronormative Puts pressure on those who are and those who are not heterosexual so that people look like, become or desire to be like the heterosexual idealized by heteronormativity. It is, therefore, a source of oppression and bias, unfair treatment that impacts on self-esteem, productivity and people’s engagement with the company.

Valuing diversity is about recognizing the inherent dignity in all members of the human family and their equal and inalienable rights, as stated in the preamble to the Universal Declaration of Human Rights, which says that this recognition “is the foundation of freedom, justice and peace in the world”. Valuing diversity means putting the first article of the Declaration into practice, according to which “all human beings are born free and equal in dignity and rights”.¹

¹ Universal Declaration of Human Rights. Available at: http://portal.mj.gov.br/sedh/ct/legis_intern/ddh_bib_inter_universal.htm (accessed on October 10, 2013).

This assertion that all people are equal in dignity and rights becomes essential because of the diversity of the human family and the risks of imposition of patterns that ignore or violate such diversity. Asserting equality is important when one human type is established to be superior and another inferior, like in men-women relations (machismo), between whites and non-whites (racism) or between heterosexuals and non-heterosexuals (homotransphobia).

Like all the other situations involving human diversity, sexuality is not subject to an absolute relativism in which everything or anything is accepted. The dialogue among civilizations, the spirit of the United Nations Charter² that created the UN, has been the way to deal with controversial or polemical issues, updating, building consensus and resolutions around the universal nature of human rights. We increasingly see human rights being quoted to state that discrimination based on sexual orientation and gender identity cannot be accepted.

Therefore, valuing sexual diversity means recognizing that there are people that are not heterosexual and do not identify with the sex assigned to them at birth, not to mention intersexed persons. Recognizing means giving visibility to their reality and claims, which can strengthen the promotion of their rights and the advances in the agenda of rights.

People's sexual orientation is richer or more plural than just heterosexual. Gender identity involves other possibilities in the social and cultural expression of gender related to the sex of birth. There are people who love people of the same sex and there are people who were born as men or women but do not see themselves as such, and seek a gender expression attributed to the opposite sex.

Why are these people like this, and not heterosexual? Respect for men and women is inherent to their condition as human beings, and does not depend on scientific or any other explanations to justify this respect for the different expressions of human sexuality. If, on the one hand, science or religion can have explanations about sex, race, disability, sexual orientation and gender identity, among so many other issues of human diversity, on the other hand and above all, there is the statement that all members of the human family must be treated with the same dignity and respect.

Valuing sexual diversity is more than just recognizing that there is such sexual diversity; it means respecting, accepting and embracing it in the conscience as well as in the organizational and societal structures. It means celebrating it as a form of richness, something that makes societies richer with their plurality of possibilities and with the learning achieved by practicing respect in social relations.

Hence the importance of demonstrations such as the LGBT Pride Parades, made in several parts of the world. They reject humiliation and state the pride in being LGBT against the shame imposed by heteronormativity. But they also state that respect allows for expression of diversity and enrichment of the social environment, in a coexistence and interaction that boost creativity and innovation to face their challenges.

.....
² Executive Order that enacts the United Nations Charter in Brazil. Available at: http://www.planalto.gov.br/ccivil_03/decreto/1930-1949/D19841.htm (accessed on October 10, 2013).

VALUING DIVERSITY IS ABOUT COUNTERING HOMOTRANSPHOBIA

Valuing diversity is something that will only actually happen when one recognizes there is a cultural or ideological element influencing every person's stereotypes and prejudices, which, in turn, can lead to discriminatory practices. Denying the prejudice prevents talking about the theme, understanding its origin and the ways to counter it in the organizational life and dynamics.

Valuing diversity is, therefore, having the task of facing the single pattern and discriminatory ideologies. They violate the dignity of people and disturb organizations in their relationship with the various realities and possibilities found in life and society.

In this case, we are talking about countering an expression of heteronormativity that is homophobia or, speaking more comprehensively and precisely, homotransphobia. Therefore, we are talking about the ideology that considers heterosexuals as the only possibility of being and living. The others should not exist or, when existing, should not manifest themselves, express themselves or seek equal treatment.

The enemy of homosexuals, transvestites and transgender people is not the heterosexual, but homotransphobia. Understanding this point is key to valuing diversity in organizations, thus creating better conditions for dialogue and for solutions focused on careful and quality relations among all people. Empowering and offering equal opportunities to LGBT persons is not enough. It is necessary, at the same time, to face ideology and its impacts on people's conscience and on the organizational structure.

Being an ideology, it can be internalized or taken as true even by people that are part of the segment subject to discrimination. It affects self-esteem, creates self-rejection, denial of one's own reality, besides influencing analyses and judgments of oneself and of others. The harm pervades the environment and everyone around, not only the direct victims of homotransphobia.

Homotransphobia can be present when the person not even questions the heteronormative pattern used to judge someone as being outside of the normal pattern, but also in very conscious violent practices to exterminate LGBT people.

Homophobia ranges from disregard for LGBT people when making public policy or developing the sales strategy of a product to jokes and comments that underestimate, ridicule, intimidate and offend one's moral and self-esteem.

The more the company understands the value of diversity, the more disposition, energy and resources it will allocate in countering homophobia and its many expressions in business management. More importantly, the value of diversity makes the organization effectively start seeking plurality for believing that it potentially means adding value to all.

PROMOTING DIVERSITY

Promoting diversity in business management means commitment to legitimate societal and organizational claims expressed in the organization's identity: mission, vision, values, principles, codes of conduct and policies related to this identity. The company becomes more perennial when it can combine society's legitimate interests

with the company's legitimate interests expressed in its purpose, way of being, of developing its activities and relating to its various stakeholders.

The relationship with international human rights standards is what qualifies an interest as legitimate. The closer it is to the principles and statements of the human rights standards, based on international consensuses of respect for human dignity and grounded on the commitment to promoting sustainable development, the more legitimate the interests of society and the company.

This is how the Ethos Institute presents its concept of corporate business responsibility:

“Corporate business responsibility is the way of conducting business defined by ethical and transparent relations with all stakeholders. It is also characterized by the establishment of business goals compatible with the sustainable development of society, conserving environmental and cultural resources for future generations, respecting diversity, and promoting reduction in social inequalities.”

Socially responsible conduct integrates into business management the legitimate interests of society and the company, resulting in the definition of strategies or paths the company will follow in search of results that are sustainable and contribute to sustainable development. The conduct of a sustainable company is based on human rights-related principles that guide its choices, its practices and, therefore, the way it achieves results.

When it comes to valuing diversity, its promotion means going beyond the speech to develop practices that bring the company closer to society, that effectively contribute to sustainable development and to raising the cultural standard in respect of human rights and decent life for all.

Respect for the human rights of LGBT people, therefore, is prior and superior to marketing arguments that may justify profit-driven promotion of diversity. Respect for people's dignity is unconditional and non-negotiable. Whether it is worth or not to be done by the company is not the point, because respecting is the right thing to do.

Besides, successful business is one that gets away from superficial speeches and seeks practices that are consistent, coherent and perceived by their integrity, dignity, familiarity and day-by-day execution of what the company claims to be and intends to mean to people. The result obtained by a considerate and respectful look at the LGBT community reflects a set of implemented principles and practices, and not only a marketing strategy to deal with this community.

Practices that justify the attention to LGBT people merely on the basis of potential profit for the company tend to be considered opportunistic practices, uncommitted to the well-being and success of its target consumer. In addition, they are disrespectful and ineffective and do not last long, like any other theme that does not create deep roots in the company. The search for financial results is negatively impacted by superficial approaches.

Recognizing that companies seek results, as well as any other organization, including, in this case, financial results and profit, the action's consistency lies in the commitment to the promotion of LGBT human rights as an integral part of the company's identity and strategy. It is a CSR-based approach that firmly believes in its potential to create a significant competitive edge as compared to approaches that only consider the purchasing power of the LGBT segment.

On the one hand, it is obvious that the discrimination of extracts of the population may represent risks and restrictions for their economic development and, therefore,

risks and restrictions for the business and its results. Discrimination insults the dignity of people and is also a form of boycott on society's development.

In addition, it opposes the principle of merit, creates inequalities and an artificial basis of impoverished persons, for it is based on people's characteristics rather than on their competencies or condition to reach new positions in the socioeconomic pyramid.

Discriminatory ideologies act so effectively that they can undermine a company's own vocation to be profitable. In the case of homotransphobia, not even the spending potential of the LGBT community can motivate profit organizations to break the patterns of discrimination, which involves ignoring the existence, underestimating, rejecting, humiliating, excluding, practicing all kinds of violence or connive at these practices against LGBT persons.

In Brazil, the so-called pink money, term used to express the purchasing power of the LGBT community, has not motivated companies to act, devise products and services that can please them and gain their loyalty. We are in a period of transition, but there are few companies promoting diversity and wishing to link its brand to the LGBT segment, even despite arguments based on the profit they may bring.

The reasons are lack of knowledge, lack of discussion of the sexual diversity theme, prejudices and fear that making a stand for LGBT human rights may attract criticism from internal and external sectors that are against the human rights of LGBT people.

Public statements of companies that recognize their customers or consumers beyond heteronormativity both win praise from the LGBT community and draw criticism from sectors that oppose to their human rights. Companies have to make a choice. Also customers and consumers, besides employees and suppliers, tend to choose companies based on their stance, like with any other theme.

However, if the company has principles, it should share it with all its stakeholders, not being submissive to one or other segment when it comes to violating human rights. That is why it is interesting to broaden internal discussion beyond market segmentation, potential profitability or adding value to the brand. To avoid controversies related to human rights issues, it is necessary to take a stand on human rights, as the United Nations Secretary-General Ban Ki-Moon encourages us to think about the LGBT human rights:

“Some will oppose change. They may invoke culture, tradition or religion to defend the status quo. Such arguments have been used to try to justify slavery, child marriage, rape in marriage and female genital mutilation”, he said, and added: “I respect culture, tradition and religion – but they can never justify the denial of basic rights.”³

The silence regarding LGBT human rights is already a manner of taking a stand, of taking sides and expressing one's compliance with the dominant pattern, with heteronormativity and homophobic practices. Worse than that, there is daily news about employers' neglect of human rights of this segment in the daily business management routine, with violence used against employees or customers based on their sexual orientation or gender identity. The intended neutrality is a fallacy given the great number of situations of this nature. Controversies are avoided, but

³ Available at: <http://www.onu.org.br/religiao-e-cultura-nao-podem-justificar-discriminacao-contra-pessoas-lgbt-diz-onu/> (accessed on October 10, 2013).

a distance is created from the company's own purpose, which can be negative at some point or in some circumstances.

PROMOTING SEXUAL DIVERSITY

Valuing and promoting diversity invites showing respect for other people as an unquestionable standard of ethical conduct. Homophobia and its several practical expressions may put a company at risk regarding its image and reputation, with lawsuits and costs that are obviously not desirable.

Homophobia may drive the company away from talents, customers, suppliers, financial results or profits and, more importantly, from its own identity, where its purpose, mission, vision and values are stated.

When homophobia is chosen as a conduct, denying rights to employees, taking the side of people who do not tolerate the existence of the other and lack respect for diversity, the organization's identity statement is questioned and may create vulnerabilities also to other key themes.

Also comes from Ban Ki-moon, in two occasions, the reference for business leaders and professionals to act in the promotion of LGBT human rights, thus avoiding the risk of not responding to homophobic people's criticism.

“I understand it can be difficult to stand up to public opinion. But just because a majority might disapprove of certain individuals does not entitle the State to withhold their basic rights. Democracy is more than majority rule. It requires defending vulnerable minorities from hostile majorities. Governments have a duty to fight prejudice, not fuel it.”⁴

“As Secretary-General, I am committed to raising my voice. Along with many committed partners, we are working to elevate this struggle and draw greater attention to the specific challenges facing the LGBT members of our human family. I appreciate all those who support this effort and call on others to engage.”⁵

ILO Convention 111 is an example of a United Nations instrument that can be used to inform employers' commitment to the promotion of LGBT human rights and the rejection of discriminatory practices.

“Considering that the Declaration of Philadelphia affirms that all human beings, irrespective of race, creed or sex, have the right to pursue both their material well-being and their spiritual development in conditions of freedom and dignity, of economic security and equal opportunity;

Considering further that discrimination constitutes a violation of rights enunciated by the Universal Declaration of Human Rights, adopts (...) the following Convention, which may be cited as the Discrimination (Employment and Occupation) Convention, 1958:

⁴ Available at: <http://www.unicrio.org.br/protecao-de-toda-a-familia-humana-por-ban-ki-moon/> (accessed on October 10, 2013).

⁵ Available at: http://www.unifem.org.br/003/00301009.asp?ttCD_CHAVE=189100 (accessed on October 10, 2013).

Article 1.

1. For the purpose of this Convention, the term discrimination includes:

- (a) any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction or social origin, which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation;
- (b) such other distinction, exclusion or preference which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation as may be determined by the Member concerned after consultation with representative employers' and workers' organisations, where such exist, and with other appropriate bodies.”⁶

Differently from what happens to women's rights, for example, the Brazilian society has not yet consolidated its position in favor of equality regarding LGBT human rights. There is not even an explicit federal regulation against homophobia. Countering discrimination and violence is not widely supported by standards, government bodies or laws, being subject to interpretations according to values or interests of those who decide or judge.

It is unacceptable in some companies that one employee refuses to work with a person because he/she is black or disabled, but the same still does not happen with LGBT people. Neither are discouraged or punished remarks or jokes about sexual orientation and gender identity, because society still has not developed the awareness shown in other themes, thus impacting people management with an acceptance of what should not be accepted. The status is different, and that requires special attention from employers.

Promoting LGBT human rights in business management still sounds like something to be chosen or a voluntary act that implies risks, once the public opinion does not put the necessary pressure for this to happen and part of the public even favors discrimination and various forms of violence against the segment.

The history of LGBT human rights promotion within the business environment is still told by true heroes that are anticipating the key insights for a company to operate in the 21st Century, whose values are changing quickly and profoundly. If today it is an act of coherence and expression of integrity, tomorrow it may be even a factor in the company's survival, competitiveness, success or failure.

What today sounds like a choice, tomorrow may be a legal and moral duty as happens with other segments of the population that used to be invisible and now are a source of value added to business and society. Consequently, the best thing to do is to act in advance and develop skills that will help professionals to deal with the current and future realities

⁶ ILO Convention concerning Discrimination in Respect of Employment and Occupation (No.111). Available at: <http://www.uitbrasil.org.br/node/472> (accessed on October 10, 2013).

PROMOTING SEXUAL DIVERSITY MEANS GUARANTEEING EQUAL RIGHTS, FAIR AND RESPECTFUL TREATMENT

It is not unusual to find business leaders who fear public opinion against LGBT human rights. These leaders forget to use human rights principles as a basis for their conduct of respect for all people, even though such principles are many times included in their company's statement of identity. It is not a question of personal taste, but of a resolution made by those who defined the company's identity.

Also it is not unusual to find leaders who justify their respect for all people based only on marketing arguments, just like a shield to get protected from internal and external criticism. However, it is not necessary to justify an ethical conduct based on profit. Not everything in a company exists to make profit and, on the other hand, ethical conduct may be related to profit, which then legitimizes it.

It is not even unusual to find business leaders that fear the term "promotion" of LGBT human rights because it may be interpreted as an encouragement for heterosexual persons to become homosexuals.

Besides the lack of knowledge of the complex issues involving human sexuality, it is not the promotion of rights that necessarily makes some people become different. It is not because of women's rights promotion that men will want to become women, or Indians, or change religion, region, become disabled or older...

Employers should take care of the quality of relations within their work environment, as well as promote LGBT human rights in their relations with all other stakeholders. The promotion of sexual diversity means recognizing its existence, the affirmation of the proper rights and duties of a citizen.

LGBT persons, being subject to rights, are also bound to the same conducts established in society as legal or accepted. It already works this way with tax payments, compulsory voting and fulfilling civic duties.

There are rights inherent to being a member of the human family, equal to everyone that shares this condition. The search for LGBT human rights has been based, above all, on this equality of treatment, more than on specific rights or rights different from those available for heterosexual persons. One of the characteristics of this movement for rights is that it neither denies those of other people nor requests any further; it asks for equal rights.

Promoting diversity considering the different sexual orientations and gender identities should mean encouraging true and open dialogue about the theme, as well as creating channels to listen to their voices, what they have to say, their potential complaints, their perspectives and proposals, enriching the environment by countering discrimination and expanding the range of possibilities for the organization and its business.

Diversity promotion practices that consider the LGBT segment are still going through a review of structures, processes, procedures, policies and everything else that may express respect and support in the organization and in the relationship with various stakeholders.

Fortunately, there are more and more statements from business leaders about LGBT human rights based on the belief in their potential value added by meaning the promotion of an environment free from discrimination and near the key insights for doing sustainable business in the 21st Century.

The potential value added, from the perspective of business, competitiveness and

profitability, is a result of the need to express something more than just the concern with the internal stakeholders: diversity management. It is not enough to include and “allow” the expression, but it is necessary to promote respectful and potentially creative and innovative interactions around the essence of the company, its purpose and its strategies.

DIVERSITY MANAGEMENT

Diversity management is the consideration of singularities, the promotion of respect for human rights and of practices that get people close to one another and get the company closer to the plurality of the world, increasing understanding and improving the quality of relationships. This management of persons and relationships with different stakeholders aims to create synergies, exchanges, creative and innovative interactions, adding value to all.

With respect to the internal stakeholders, diversity management means people management. Where there are people, there is diversity. The diversity that characterizes people will be present regardless of the fact that the company seeks higher diversity of characteristics, ideas, competencies, etc. in its internal stakeholders.

Diversity management, in this case, is the management of persons in their singularities, with similarities and differences, looking after the quality of relationships in a respectful and inclusive environment full of perspectives, expectations, life stories and claims. Management is the way through which the human diversity richness will become value added to people, to business and to society.

Diversity management translates into the promotion of interactions, meetings, exchange of perspectives, expectations and insights in an environment full of cooperation and good performance. Respectful and inclusive environments enable this creative interaction that creates innovation and development of interesting solutions for the diversity of demands to which the company must relate.

Diversity management makes the plurality of visions, proposals, ways of being and doing things become value added by promoting everyone’s engagement with the company’s identity, purpose and common challenges.

Therefore, more than just affirming singularities, demanding respect and consideration, diversity management articulates and/or integrates thoughts, styles, customs, beliefs and expectations to put into practice the purpose that is common to all and the company’s strategies in a certain period of time and place.

SEXUAL DIVERSITY MANAGEMENT

Managing sexual diversity, including the issue of sexual orientation and gender identity, involves this look that embraces differences and enables the organization to improve its structures, processes, ways to relate to its internal stakeholders, suppliers, community, customers and other stakeholders.

It involves the effort to understand segment-specific realities, perspectives and claims, preventing them from disappearing in practices that homogenize around heteronormativity. It means, therefore, to give voice and visibility to, and encourage the expression of human diversity so that everyone can interact from their realities to provide new insights and solutions that people alone or in extremely homogenizing environments cannot find.

It means many times taking a stand in situations of disrespect, affirming one's principles in view of an attempt to impose other principles not committed or opposed to human rights and respect for dignity of all people.

Sexual diversity management helps eradicating inequalities, and not singularities, as suggested by the imposition of heteronormativity. Managing diversity allows LGBT persons to express themselves, give their opinion, actively participate in the company's success without disappearing in a heteronormative environment that ignores and oppresses them.

Valuing, promoting and managing diversity are integrated into the organizational identity, into the company's strategy and in its search for being competitive in different dimensions of its performance with different stakeholders. The access to talents to form its teams is an example of it.

Valuing diversity should then help the company to meet objectives, improve frameworks, systems, processes and procedures in daily relations, always considering its search for results.

It is a theme with growing space and consistency in the corporate social responsibility movement, in sustainable businesses that aim simultaneously at the company's and society's success.

GAINS WITH THE PROMOTION OF LGBT RIGHTS

A respectful and caring environment that promotes the expression of singularities and interactions, insights, innovations in search of solutions that include all people is or should be interesting to everyone.

Being a heterosexual person, imagine yourself as a homosexual in a work environment where you do not feel comfortable talking about your life, your family, your weekend or any other theme related to you.

Imagine yourself in an environment where everyone expects from you, for being gay, being friendly and funny, but at the same time they won't stand your participation in a project when the situation or activity is increasingly "serious".

Imagine yourself in an environment where everyone expects from you, for being lesbian, beauty and femininity, but at the same time they cannot stand your participation in projects or actions that require delicacy and sensitiveness.

Imagine yourself in the situation of a person that is not heard, whose opinions are not taken into account by the group, who treats you based on stereotypes and does not allow you to talk about life so that they can understand what sexual orientation or gender identity is all about.

Imagine yourself in an environment where your way of being, speaking, expressing yourself or even dressing is reason for remarks of any kind to the point that you prefer indifference to this type of "inclusion" in the group.

Imagine yourself having to live with prejudiced persons or with those who feel at easy criticizing you, telling you that you are a freak and asking you to change departments while nobody, not even your managers, follows the principle of respect to all persons, the focus on merit and on results.

Imagine yourself working in an environment where people make remarks and jokes about homosexuals, are not ashamed of it, do not bother if there are homosexuals among the workmates, customers or suppliers, and are sure that nothing will happen to them because of it.

Now imagine yourself, being heterosexual or homosexual, as a transvestite or transgender person, whether male or female, who was “lucky” to find a job or remain in it; nevertheless, no one calls you by your name but the one that is in your file.

Imagine yourself as a person prevented from using the restroom that corresponds to your gender identity because it bothers other persons and the managers always take the side of those who disrespect you and the principles that govern the company and society.

Imagine yourself, being male or female, according to your gender identity, having to dress like a man or woman, according to your biological sex of birth and the name that is in the company’s file or on your ID card.

These are some of the situations experienced by LGBT people in companies that do not value diversity and ignore their legal and moral duties of promoting employees’ human rights.

An inclusive, respectful environment that favors LGBT human rights directly benefits both persons of this segment and those who cannot stand working in a place where there is discrimination.

Companies that value diversity attract talents that can make a difference, bring something special and add value to a respectful, inclusive, creative and innovative interaction with the other members of the staff.

Such companies have a broader perspective on reality, considering the wide range of possibilities there are in the world where they operate and do business, enhancing their strategic plans for products, services and quality customer service.

Such companies avoid risks arising from environments full of discrimination and violence, payment of fines, redress and lawsuits of any sort that affect their financial results, their image and reputation.

There is higher productivity, lower absenteeism, leaves or employee turnover because it is stimulating to work in a place where people respect one another and where leaders take the side of justice and ethics and take decisions based on merit, valuing people’s diversity and plurality of characteristics.

Companies with respectful and inclusive work environments, concerned with the human rights of minorities, which ensure everyone can fully develop their potential with their own characteristics – and not despite them – have differentiated climate, engagement and culture, become highly competitive in a market in need of increasingly qualified professionals or professionals willing to get better qualified along their professional lives.

Companies that take fair decisions and promote human rights, even facing opposition, tend to earn the admiration of the public, including people who have a different position because they recognize the integrity of the organization. Handling with transparency and honesty themes that are subject to controversy and conflict is always a positive and desired factor.

Besides, fair and principled companies get rid of those in their network of relationships that are not interested in ethical conduct, that are not principled, that act based on values not compatible with those of the organization and its way of doing business. The loss, in this case, is very interesting and even desirable.

Companies that value diversity and take a stand in favor of LGBT human rights – which have not been totally provided by law yet – in a society that has not even considered homophobia as a problem and is not ashamed of being homophobic, may take

chances with the majorities. However, they can also engage stakeholders whose loyalty and dedication transcend their own understanding or investment in marketing. Such companies create positive stories, which may bring one-off recognitions, but also credibility and support in situations where their intentions are questioned.

People, the organization, business and all society win when companies take decisions and are guided by values in tune with human rights, expanding their market and raising the ethical standard on which they depend to be effectively sustainable.

SOCIAL RESPONSIBILITY AND LGBT HUMAN RIGHTS

THE LGBT ISSUE CAN NO LONGER BE DEALT WITH LIKE BEFORE

The sexual orientation and gender identity themes are gaining momentum and it may seem they have just come to the scene in the business world, mainly in the corporate social responsibility movement.

Becoming more relevant means getting more visibility on the workplace agendas and inclusion in effective human rights- and social responsibility-related practices. It does not mean they have not been around longer.

If the theme was once denied, neglected, if it was forgivable not to mention it or to disregard it, nowadays this is not possible anymore because society does not address it the same way or with the same expectations. The movement made by civil society and the Brazilian Government, besides the international community, has called more attention, which translated into more discussion on the theme, new legislation and new paradigms to corporate management.

If once the situation was solved by simply excluding LGBT applicants from recruitment processes, mainly transvestite and transgender persons, now a company feels the society is not silent anymore and its name can end up in the conventional general media, and more importantly nowadays, in the social networks, tarnishing its reputation and causing all sorts of damage.

There is a new awareness in the organizations that includes the theme in the discussion about their identity, as well as in their strategic planning, bringing to light claims that had inconsiderately been put aside.

This publication is presented in a moment when companies have become more aware and even seeking clarification. Legislation has changed and the business world has not always updated its management practices to the new reality.

More than complying with legal requirements, which is the least expected, compa-

nies realize they can and should act voluntarily, because there is a legitimate claim, both internally and externally, for more respect and consideration for LGBT rights. This also provides an opportunity for consolidation as an inclusive and open company, with significant impacts on the organizational climate and culture, as well as on the attraction of customers more in tune with the idea that everyone should be respected.

A socially responsible company, which promotes human rights in its way of acting and relating, will necessarily find barriers among people or social sectors that are indifferent to or even act radically against this way of doing business.

Whereas the company may, on the one hand, lose customers, on the other hand it may find more opportunities in segments or sectors interested in a more sustainable, respectful and fair society to all its citizens. For this end, its actions must be more consistent, and, above all, play a role in the education of its internal and external stakeholders. Besides doing, the company should explain why it does, how it does and show the results of its actions.

THE LGBT ISSUE IN ETHOS INSTITUTE PUBLICATIONS

For those in the people management area, and mainly for those in the sustainability and corporate social responsibility area, it is interesting to know the path paved by the corporate social responsibility movement led by Ethos Institute.

Since the institute's creation, the diversity theme is present. The publications below show that the sexual orientation and gender identity theme is also fostering internal dialogues and making practices more consistent, without the feeling of starting from scratch.

How Companies Can (and Must) Value Diversity (2000)¹

“For many companies, the adoption of diversity in the workforce, besides being an ethical commitment, has proven to be a competitive edge. Therefore, companies have invested in actions aimed at attraction, retention and incentives for an increasingly diversified workforce. Traditionally, these actions aimed almost exclusively at racial and gender issues. Currently, companies have broadened their definition of diversity, including issues related to employees' social and economic condition, work style, age, descent, nationality, marital status, sexual orientation, physical or mental impairment and health conditions, among other differences. They have also become more inclusive, providing more receptive working environments to workers traditionally discriminated, stigmatized or marginalized.”

“Valued corporate image – When valuing diversity becomes a macro trend identified in several countries, the strategic importance of putting it into practice internally is perceived. The theme has been present in the media, especially when companies provide examples of racism or sexual discrimination.”

¹ How Companies Can (and Must) Value Diversity. Available at: <http://www3.ethos.org.br/cedoc/como-asempresas-podem-e-devem-valorizar-a-diversidade-setembro2000/#.UIXUqFCsim4> (accessed on October 10, 2013).

In Ethos Institute's 2008 publication *Diversity and Equity: Methodology for Business Census*, the sexual orientation issue had already been addressed as a claim in view of the purpose of the internal census:

“The sexual orientation issue is included in the questionnaire as suggested in the question that addresses marital status and spouse information. It is recommended not to ask about sexual orientation in the employee's identification, but same-sex couples can be considered in the marital status and spouse information item. Such information allows the company, for instance, to plan same-sex partners' benefits in health, dental and retirement plans, among others, to provide a fairer treatment to employees of this population segment.”

Even if sexual orientation were included in the census in the marital status item, the document warns and recommends not asking about employees' sexual orientation:

“It is recommended not to ask about employee's sexual orientation. However, due to potential existing or future benefits, it is possible to include the possibility of an employee answering whether he/she has a same-sex partner. No such information as the number of homosexuals in the company can be inferred from the results, not even if every employee has decided to answer the question.”

Among the products delivered by the internal census, the action plan addresses the sexual orientation issue within the review and alignment of communication, policies, processes and development of projects that can help value diversity.

As for the monitoring of labor grievances made by specific segments of the population:

“Although not included in the documents that address the processes mentioned, the information on sexual orientation is an issue that deserves attention from the company's top management.”

Ethos Indicators on Corporate Social Responsibility (2nd generation)³

In the *Ethos Indicators on Corporate Social Responsibility – 2nd Generation*, the sexual orientation issue is mentioned twice in the topic Workforce, more specifically in “Respect for the Individual”: “11.1. The diversity and non-discrimination policy is included in the organization's code of conduct and/or values statement”; and “11.6. This policy explicitly includes the sexual orientation issue.”

² *Diversity and Equity: Methodology for Business Census*. Available at: <http://www3.ethos.org.br/cedoc/diversidade-equidade-metodologia-para-censo-nas-empresas-junho-2008/#.ULXQjICsim4> (accessed on October 10, 2013).

³ *Indicadores Ethos de Responsabilidade Social Empresarial (segunda geração – 2010)*. Disponível em: <http://www3.ethos.org.br/cedoc/indicadores-ethos-versao-2010/#.ULXQ9VCsim4> (acesso em 10 de outubro de 2013).

Business and Human Rights from the Decent Work Perspective – Landmark (2011)⁴

The sexual orientation issue is also included from different perspectives. In chapter “1st Commitment: Promotion of Gender Equality in the Workplace”, when discussing labor practices and employment and employment relationships, the issue is mentioned when dealing with equal opportunities:

“Ensuring equal opportunities for all workers and not discriminate either directly or indirectly in any labor practice based on race, color, gender, age, nationality or national origin, ethnic or social origin, caste, marital or family status, personal relationships, disability, health status such as HIV/AIDS status or political affiliation.”

In the same chapter, when describing the III National Program on Human Rights (PNDH3):

“When integrating projects funded by the federal government, demanding the adoption of strategies that are not discriminatory against children and adolescents based on social class, race, ethnicity, creed, gender, sexual orientation, gender identity, disability, involvement in crime and origin.”

There is a chapter covering the evolution of business practices aimed at valuing diversity that shows the results of 34 companies among 510 participating in the survey *Social, Racial and Gender Profile of the 500 Brazilian Largest Companies and Their Affirmative Actions*. The purpose was to identify what companies were doing to promote equality and how they were moving ahead.

The sexual orientation issue comes up as one theme taken into account by the companies when asked about prioritized segments in their internal census. However, the chapter warns:

“The issue of sexual orientation (...) is controversial, for companies not always have policies that show explicit commitment to the rights of the LGBT segment. If the question is not inserted in the context in which the company is performing pro-diversity actions, either focused or not on a certain segment, it can be misinterpreted.”

“After the (2010) IBGE Census addressed the issue of sexual orientation focusing on the identification of same-sex families – IBGE being a government agency – companies are more comfortable to address the theme with their employees or even with other stakeholders, such as customers. However, observing the warning above is necessary and requires clarity about the objectives of the item sexual orientation and gender identity in the company’s survey.”

The survey asked about segments prioritized by programs or similar structures (actions or activities aimed at valuing diversity). People with disabilities ranked first, probably as a result of the quotas legislation. Women, afro-descen-

⁴ Business and Human Rights from the Decent Work Perspective – Landmark. Available at: <http://www3.ethos.org.br/cedoc/empresas-e-direitos-humanos-na-perspectiva-do-trabalho-decente-marco-referencial/#.ULXRGFsim4> (accessed on October 10, 2013).

dants and people over 45 are also present. Sexual orientation is included but, timidly, at 7%.

In the same chapter, when describing business actions.

- “ Banco do Nordeste (BNB) adopted the Programa Pró-Equidade de Gênero e Raça (Gender and Racial Equality Program) in 2007. It also develops actions aimed at people with disabilities and the sexual orientation theme (homosexuals).”
- “ The 2010 Great Place to Work survey qualifies Unimed Rio as one of the companies with the best work environments with regard to the main diversity-related issues, describing the company with the following words: (...) ‘People here are well treated, regardless of their sexual orientation’.”
- “ Banco HSBC – Monitors the demography of this age group, takes decisions and implements actions accordingly. Encouraged, sponsors and helps an Affinity Group – comprised of volunteers that work on sensitization / awareness-raising of employees, mapping business opportunities and making improvements in the workplace. It is the Grupo de Seniores (Seniors’ Group), with people over 45 and younger people. The group, like other groups of the bank, seeks to include members with diverse characteristics, such as men and women, sexual diversity, marital status, with and without disabilities, whites and afro-descendants, among other aspects. (...) Grupo de Afinidades PcDs (affinity group for people with disabilities), Grupo de Afinidades Cor e Ação (afro-descendants), Grupo de Afinidades Mulheres (women), Grupo de Afinidades LGBT (homosexuals), Grupo de Afinidades Sênior (people over 45) and Grupo de Afinidades Geração Y (young people and apprentices).”

Ethos Indicators for Sustainable and Responsible Business (New Generation)⁵

In the new generation of the Ethos Indicators, launched in 2013, the sexual orientation and gender identity issue is addressed with more emphasis and is considered under the perspective of guarantee of equal rights or promotion of equality. It is addressed in affirmative actions, under the Human Rights theme – Social Dimension:

- “ Aimed at guaranteeing legitimate and fundamental conditions to all employees, the company should, first of all, adopt affirmative actions such as not allowing any type of discrimination in recruiting, access to training, compensation, performance appraisal or promotion. Equal opportunities should, therefore, be offered to all, regardless of sex, race, age, origin, sexual orientation, religion, physical condition, health condition, etc. And what is more: special attention should be given to vulnerable groups.”

When dealing with Promotion of Diversity and Equality, at stage 1, the sexual orientation and gender identity theme is also present:

.....
⁵ Indicadores Ethos para Negócios Sustentáveis e Responsáveis, launched in 2013. Available at: <http://www3.ethos.org.br/cedoc/indicadores-ethos-2013/#.UIXQv1Csim4> (accessed on October 10, 2013).

“The company complies with the national laws regarding negative discrimination and has a clear stance against behaviors that do not promote equal opportunities in the workplace and in its relations with customers, suppliers and surrounding community: 23.1.3 – The company rejects in its code of conduct and/or values statement any form of discrimination on the basis of ethnicity, gender, sexual orientation/gender identity, physical appearance, religion or opinion.”

LEADERSHIP OF SOME COMPANIES HAS BEEN KEY TO GETTING STANDARDS AND INSPIRING GOOD PRACTICES IN THE PROMOTION OF LGBT RIGHTS

This theme has gone through continuous evolution because there is still a lot to be done and there is a significant gap as compared to the attention given to other segments of the population, diversity and human rights themes or issues. Some companies, however, are leading the process in the business world and give the impression they even go beyond legislation and the corporate social responsibility movement agenda.

Good practices in LGBT rights have not always followed the same pace other stances and practices have in other themes. Among some reasons, we find the fear of linking the brand to the LGBT theme; there are doubts about how to publicize it; there is little understanding that the practices are addressing corporate social responsibility issues.

Although having good practices in place, some companies seem to be waiting for an authorization to take a stance without taking risks, which is understandable, but undesirable in view of the demands of a theme that requires visibility to move ahead.

Those who do make a stance on a theme that is still so controversial are subject to criticism and reprisal, but are also praised by target sectors to their business, thus encouraging leading action and attitude. There are signs of a set of consistent business actions that can be more widely known provided they overcome the fear of conflict, there is more media coverage and commitment from organizations that deal directly or indirectly with LGBT human rights, mainly with surveys that could bring more details about where we are and where the actions in this area are heading for.

There are companies with good practices aimed at internal stakeholders, but they fear to have the same attitude in the company's marketing. A few are running high quality marketing campaigns and providing substantial contribution to a culture of respect to LGBT human rights by explicitly stating their respect or by showing sexual diversity in their advertising materials.

There are companies that extended the theme of LGBT rights to their products and services, acknowledging their existence, specificities, perspectives and claims. This business performance clearly impacts on their customer service and relationship with clients and consumers from the LGBT segment. The inclusion of a box for social name in customers' files is an example of initiative that positively impacts on all clients and consumers who do not use their birth names, not only transvestite and transgender people.

These initiatives, as previously said, become more consistent when diversity is experienced by internal stakeholders and there is a strategy that translates the organization's identity or values.

While the social responsibility agenda has encouraged the inclusion of the LGBT rights theme in the business world, it is little influenced by the organized civil society engaged with

this issue. This is mostly due to the little dialogue among the leaders of these movements.

Not mentioning the misleading terminology typical of its time, it is obvious that the gender identity theme was the most ignored of all in the beginning of the social responsibility movement; but there have been changes in the past few years.

Among the different segments included in the acronym LGBT, the reality of transvestites and transgender people deserves the most attention:

- Due to significant absence of these people in the formal marketplace; mainly in large companies;
- Due to the discriminatory and even violent treatment they receive, even when they get through the marketplace or are already in it (when they go through gender identity adjustment processes after being hired).

The corporate social responsibility movement has a key role in making the Brazilian society, not only the business world, move forward in acknowledging and promoting the LGBT human rights. By providing visibility to the theme, by showing it is a society's legitimate claim and, at the same time, a legitimate claim of sustainable business, it contributes towards making practices more consistent and encourages innovative stances and actions aimed at respecting each and every person.

10 BUSINESS COMMITMENTS TO THE PROMOTION OF LGBT RIGHTS

A FAVORABLE CONTEXT TO BUSINESS IN THE PROMOTION OF LGBT RIGHTS

Due to quick changes in the legal area and the broad visibility that the LGBT segment has been gaining in the Brazilian society and abroad, Txai Consultoria e Educação¹, a company strongly engaged in valuing diversity, invited some companies to discuss the LGBT human rights.

This dialogue was started in March 2013, in partnership with the Ethos Institute, resulting in a business movement that in August of that year reached three meetings, the participation of 36 large companies and 74 professionals discussing themes related to daily life of companies in search of a practical application of LGBT people's rights.

The LGBT Business Forum was then created, to become a space for dialogue, sharing good practices and enhancing the movement for affirmation of LGBT people's human rights in business management.

¹ Txai Consultoria e Educação is a company that operates in the area of sustainability, corporate social responsibility and human rights, particularly aiming at valuing diversity. It is also an organization that promotes social dialogue, and a space for studies and research on themes relevant to the business world and society. In this scope, Txai took the initiative of gathering its network of relationships to set up the LGBT Business Forum.

The issues that motivated its creation are also present in those companies that, throughout the country, look for solutions related to addressing the LGBT theme so as to add value to everyone involved. They are the following:

- What is the expectation of the LGBT segment regarding your company? What do LGBT employees say? What about your customers?
- What is the impact of this debate on the business management's daily life and stakeholder relationship?
- What is going to change in people management policies as a result of regulations passed in the country?
- Is it enough to have inclusive policies in the company? Is what happens outside of the company none of its business?
- What are Brazilian companies doing? What are they doing about it when they also have units in other countries?
- What are the parent companies of multinationals discussing and doing about this theme? Are these practices present in Brazil?
- Can our companies make formal commitments to countering heteronormativity and homophobia? Should they do it?

By October 2013, the following companies had participated in the Forum's meetings and activities: Accenture, Alcoa, Anglo American, Atento, BB Mapfre, BASF, Bradesco, Bunge, Caixa, CEVA Logistics, CITI, Comitê Rio 2016, Deloitte, Dow, GE, Google, Grupo Carrefour, Grupo Fleury, HSBC, Hospital Albert Einstein, IBM, IFF, International Paper, Itaú Unibanco, KPMG, Leão Alimentos e Bebidas, Masisa, Metrô SP, Monsanto, Natura, Oracle, P&G, Pernambucanas, Pfizer, Porto Seguro, PwC, Santander, SAP, Sodexo, Walmart and Whirlpool.

Others are joining the forum in search of space to present their practices, doubts and findings. Generally, participating professionals work in their company's diversity valuing programs or are members of groups gathering LGBT professionals (affinity groups) existing in some companies like Dow, GE, Google, HSBC and IBM.

Because it is headed in São Paulo, the Forum has the participation of the LGBT Policies Coordination of the São Paulo Municipal Secretariat for Human Rights and Citizenship, thus favoring contact with government bodies and agreements regarding public policy in this area. More than a special guest, the LGBT Policies Coordination participated in the initial talks to create the Forum.

Companies are encouraged to liaise with a government body also in the other cities where their units are located, under the principle of engagement with public policy, to strengthen both its internal reach and the movement for LGBT human rights in society as a whole.

The LGBT Business Forum started ongoing business dialogue aimed at collaboration on common challenges, betterment of actions and increasingly effective interaction with governmental and non-governmental organizations that represent or act on the LGBT issue.

Its objective is to articulate and disseminate knowledge about business practices of sexual diversity management – focused on LGBT rights – that counter homophobia and add value to the brands. Its challenge is to build alliance both internally and externally

to strengthen business practices increasingly consistent and aligned with society and the international LGBT human rights movement.

In a setting that is so gloomy when the whole market place and the high rates of discrimination and violence against LGBT people are taken into account, the Forum offers an optimistic outlook. Among the participating companies, many do not find it so strange to deal with equalitarian benefits, to address issues related to transvestites and transgender people among customers and employees, to talk about the theme in advertisements, taking a stand and showing respect for the LGBT segment. A lot has been learned and there is a lot yet to be shared.

BUSINESS COMMITMENTS TO LGBT RIGHTS

Within the Forum, 10 Business Commitments to Promoting LGBT Rights were made so as to create an agenda of practical actions expressing legitimate societal claims, international human rights standards, expectations of the corporate social responsibility movement and discussions on ongoing practices in some companies in Brazil.

The 10 Commitments, their indication of actions and their indicators, however, go beyond the Forum and are offered here for participating companies and for other companies in general. The Forum, assisted by Txai and in partnership with the Ethos Institute, provides the 10 Commitments with the nature of a movement based on this theme that sensitizes, mobilizes, welcomes and disseminates insights on an ongoing basis.

The 10 Commitments offer parameters and, together with the indication of actions and depth indicators, enable the company to make a diagnosis of the situation and its action plan to maintain, improve or create its own LGBT rights promotion practices. Such commitments are based on claims expressed in international documents produced within the LGBT movement, the UN and the Brazilian Federal Government, especially the Brazil without Homophobia Program and the national conferences, which had a large participation of the organized civil society.

The 10 Business Commitments to Promoting LGBT rights are put forward for acceptance by the company's top management and they are expected to be broken down into actions that value business practices, encourage stances and exchange of insights, and boost a permanent enhancement of the commitments.

The commitments positively impact on business relationship with the LGBT segment, especially in people management, and also with customers, suppliers and communities, as well as in communication, products, services and customer service offered to all.

Therefore, they inspire the performance of civil society, government bodies, UN organizations, corporate social responsibility movement and unions in monitoring and improving business practices.

Learn the commitments on the following page.

10 BUSINESS COMMITMENTS TO PROMOTING LGBT RIGHTS

- *Commit – CEO and executives – to respecting and promoting LGBT rights.*
- *Promote equal opportunities and fair treatment to LGBT people.*
- *Promote a respectful, safe and healthy environment for LGBT people.*
- *Sensitize to and educate on LGBT rights.*
- *Encourage and support the creation of LGBT affinity groups.*
- *Promote respect for LGBT rights in communication and marketing*
- *Promote respect for LGBT rights in planning products, services and customer service.*
- *Promote professional development actions for people of the LGBT segment.*
- *Promote economic and social development of LGBT people in the value chain.*
- *Promote and support actions aimed at LGBT rights in the community.*

PRESENTATION

The company, through its leaders, should commit itself to promoting the human rights of lesbian, gay, bisexual, transvestite and transgender people, which means:

- **Observing principles, laws and norms** of respect to human rights directly or indirectly related to the LGBT segment; performance aimed at expanding these rights in society and, voluntarily, within the company and its relations; affirmation of human diversity as a value to be respected and promoted, rejecting discrimination and violence even when laws and regulations do not make specific requirements for the company;
- **Company's and employees' engagement** in respect of sexual diversity, with attitudes and practices that turn into policies, processes and procedures that promote equality, fair treatment and freedom of expression in a respectful environment that is free from harassment and discriminatory practices;
- **Company's and value chain's engagement** in respect of sexual diversity, encouraging and supporting actions in stakeholder relations that express commitment to human rights and the advocacy, protection and enhancement of LGBT segment's rights.

To turn its stance into real actions, the company guides its practices into 10 commitments listed on the opposite page.

PRESENTATION OF INDICATION OF ACTIONS FOR THE PROMOTION OF LGBT RIGHTS IN COMPANIES

Through indication of actions, the 10 Commitments are detailed to streamline their application in business management practices. They may be turned into indicators; alternatively, targets may be set and a timeline made under a general or item-specific action plan.

1. Commit – CEO and executives – to respecting and promoting LGBT rights

1.1. Address the theme in the company's oral statements, documents and policies

The CEO and other executives should commit themselves to promoting LGBT rights, addressing the theme in the company's oral statements, documents and policies showing the importance of respecting each and every person.

1.2. Not connive at discrimination

The company's top management should not connive at discriminatory practices and attitudes towards LGBT people and, whenever possible, should openly reject discrimination and reaffirm its commitment to human rights.

1.3. Guide decisions based on organizational identity

The CEO and other executives should guide their decisions and practices based on the company's values and principles, strengthening the organizational identity in view of potential conflicts involving violation of LGBT human rights.

1.4. Rejecting homotransphobia in business and activities with stakeholders

As an employer and in their relationship with all stakeholders, the CEO and other executives should promote LGBT rights, rejecting homotransphobia in business and other activities of the company.

1.5. Publicize commitments and practices

The company's top management should publicize its commitments to and its practices of respect to LGBT rights, taking a clear stand and:

- contributing to raising the level of respect to the segment in society;
- reducing risks of discrimination on the basis of sexual orientation and gender identity;
- contributing to facing violence and the high level of murder of LGBT people;
- contributing to lowering vulnerability and obstacles to HIV/aids prevention and treatment services.

1.6. Building alliance with other organizations

The company's top management should build alliance with stakeholders, other companies, governments, civil society organizations and leaders in the dialogue about LGBT rights, their promotion, advocacy and enhancement in society through effective programs and actions.

2. Promote equal opportunities and fair treatment to LGBT people.**2.1. Policy on and practice of non discrimination of LGBT persons in recruiting and selection**

Establish policies on and practices of non discrimination of LGBT people in recruiting and selection processes, especially regarding transvestites and transgender persons.

2.2. Targets for the inclusion of transvestites and transgender persons

Set specific targets for the inclusion of transvestites and transgender persons in recruiting and selection processes, carrying out affirmative actions to increase the segment's share in the market place.

2.3. Revise recruiting and selection tools and procedures

Revise recruiting and selection tools and procedures that might create barriers and discriminate LGBT people.

2.4. Build capacity of recruiting and selection professionals

Build capacity of persons who do recruiting and selection so they achieve better understanding of the theme and can act upon the application of the company's commitment to non discrimination.

2.5. Revise tools and procedures used in the assessment and identification of potentials

Revise tools and procedures used in the assessment and identification of potentials aimed at career development, aligning them with the company's non discrimination attitude and identifying potential discriminatory attitudes.

2.6. Include the theme of sexual orientation and gender identity in censuses and surveys

Include the theme of sexual orientation and gender identity in internal censuses and surveys (climate, engagement, health, well-being, etc.), being careful not to increase discrimination, making sure the LGBT segment is considered and the data may inspire the development of policies and practices, whether or not specific.

2.7. Carry out affirmative actions for career development of transvestite and transgender professionals

Carry out affirmative actions that favor growth in the career, particularly aimed at transvestites and transgender persons.

2.8. Include commitment in managers' performance appraisal

Include commitment to equal opportunities and fair treatment to LGBT people in the dialogue, capacity-building, follow-up and performance appraisal of managers.

2.9. Revise or implement policies for benefits to promote equality

Revise or implement policies, norms and procedures – considering sexual diversity – to promote equality and fair treatment in terms of benefits and other career development practices for employees.

2.10. Establish benefits and favorable conditions to the LGBT segment

Voluntarily establish benefits and favorable conditions to a full development of LGBT people, especially transvestites and transgender persons, increasing the company's attraction and engagement capacity, creating competitive edges and positive impacts on reputation.

3. Promote a respectful, safe and healthy environment for LGBT people.**3.1. Build capacity of managers and teams**

Build capacity of managers and teams in the sexual diversity theme and its implications in carefully managing the quality of relationships in the company's internal environment.

3.2. Implement or improve complaint channels

Implement or improve employees' complaint channels considering sexual diversity, the vulnerability of the LGBT segment to discriminatory practices, and specific needs for building capacity of channel operators to deal with the situations.

3.3. Define non-discrimination policy and anti-discrimination measures

Define policy that shows commitment to eradicating discriminatory practices against LGBT people and the measures to be taken by the company regarding managers, workmates and other stakeholders.

3.4. Define non-discrimination policy for people living with HIV/aids

Establish policy to deal with the theme of people living with HIV/aids, regardless of sexual orientation and gender identity, whether specific or not, that shows commitment to non-discrimination.

3.5. Identify and encourage good management and relationship practices

Identify and encourage good management and relationship practices that promote human rights and respect people of the LGBT segment, giving visibility to the theme, to the company's commitments and to managers and employees in general that practice inclusion and respect.

4. Sensitize to and educate on LGBT rights.

4.1. Define a calendar for internal communication

Define or include in the company's calendar dates related to the LGBT community and its struggle for rights, working on the themes in internal communications.

4.2. Hold events

Hold internal events or support community events with the participation of the LGBT segment giving visibility to the sexual diversity theme, to the company's commitment to human rights and their relevance to the work environment and to stakeholder relationship.

4.3. Addressing the theme in the company's education agenda

Include the theme of sexual orientation and gender identity in the company's education agenda aimed at instructing employees and managers to better deal with it, to know the company's commitment and to promote inclusive, respectful and discrimination-free environments.

4.4. Include the theme in a positive manner in internal communications

Use in internal communications messages of respect to LGBT people, images and facts that favor understanding of their reality and promotion of their rights.

5. Encourage and support the creation of LGBT affinity groups

5.1. Enhance diagnosis, insights and solutions through the affinity group

Enhance diagnosis of the situation, insights about the theme and suggestion of solutions of common interest in the company's relationship with its various stakeholders through the sexual diversity affinity group.

5.2. Formalize participation of the group in the management system

Formalize creation or existence of the group in the governance system of pro-diversity actions or other business management systems, making sure that diagnoses, propositions and action plans are institutionally considered.

5.3. Create means of communicating with employees that are not in the head office

Through the group, establish a mechanism of dialogue and reporting of claims, complaints and propositions of employees that are not working in the head office, preventing, resolving or forwarding potential problems related to the LGBT theme in the company and in the relationship with different stakeholders.

6. Promote respect for LGBT rights in communication and marketing

6.1. Formally monitor campaigns to avoid risk of discrimination

Check the company's communication and marketing through formal monitoring of internal departments and advertising agencies so that campaigns with discriminatory content against LGBT people are not produced or launched.

6.2. Insert positive messages in the company's communication and marketing

Insert positive messages about LGBT rights and respect to the segment in the company's communication and marketing, using images, oral statements and situations that value LGBT people.

6.3. Devise and/or support campaigns that promote the rights of LGBT people and of people living with HIV/aids

Devise, encourage and/or support communication and marketing campaigns that value sexual diversity, promote LGBT rights, address the eradication of violence against LGBT people, instruct in prevention of HIV contamination and promote the rights of people living with HIV/aids.

7. Promote respect for LGBT rights in planning products, services and customer service**7.1. Plan products and services considering the LGBT segment**

Consider LGBT-specific perspectives, expectations and demands when planning products and services whenever applicable and respectful to their rights.

7.2. Ensure access to products and services, with equal rules, norms and treatment

Ensure access of the LGBT segment to products and services through inclusive and respectful planning and language, considering their realities with equal rules, norms and treatment.

7.3. Monitor quality of customer service

Monitor quality of customer service to persons of the LGBT segment, fostering respectful and inclusive relationships that consider their specificities in tools, protocols, processes and procedures. Special attention should be paid to same-sex couples, transvestites and transgender persons.

7.4. Develop policy or procedures against opportunistic practices

Develop internal policy or norm regarding commitment to LGBT rights when planning products, services and customer service so as to ensure inclusive practices and reject discriminatory or opportunistic practices that may put the company at risk.

8. Promote professional development actions for people of the LGBT segment**8.1. Develop and/or support capacity building for members of the LGBT segment**

Develop and/or support capacity building for members of the LGBT segment in the company or with partners in professional development and capacity-building. Special attention should be paid to transvestites and transgender persons.

8.2. Invest in dialogue with and support to educational institutions

Invest in dialogue with and support to educational institutions (regular schools, vocational and technical schools, colleges and universities, among others) to partner with them to promote LGBT rights and value sexual diversity, favoring inclusion and also the eradication of discriminatory practices.

8.3. Create internal mechanisms aimed at career development of LGBT employees

Create internal mechanisms, such as coaching or mentoring, among others, to break down barriers that prevent or hinder the development of LGBT employees in their career.

9. Promote economic and social development of LGBT people in the value chain**9.1. Support actions that favor entrepreneurship in the LGBT segment**

Encourage and support programs that favor LGBT entrepreneurs, with emphasis on support to transvestites and transgender persons.

9.2. Develop companies led by LGBT people

Encourage and support programs and actions aimed at the development of companies led by LGBT people, especially transvestites and transgender persons.

9.3. Encourage the creation and/or strengthening of LGBT Chambers of Commerce

Encourage the creation and/or strengthening of LGBT Chambers of Commerce to foster business in, with or aimed at the LGBT community.

9.4. Carry out affirmative actions for the LGBT segment in the purchasing area

Encourage and support policies and programs in the company's purchasing area that carry out affirmative actions for LGBT people, especially transvestites and transgender people.

9.5. Support and fund entrepreneurs of the LGBT segment

Establish partnerships, sponsorships, incentives and/or events with organizations that support and fund entrepreneurs so that they consider the LGBT segment in their plans and activities.

10. Promote and support actions aimed at LGBT rights in the community**10.1. Include the theme of LGBT rights in the contents of the company's social action**

Consider the theme of LGBT rights in the contents worked on in private social investment or social and community actions carried out or supported by the company.

10.2. Favor the participation of LGBT people in the company's social and community action

Consider the LGBT segment, prioritizing transvestites and transgender persons, as target of private social investment or social and community actions carried out or supported by the company.

10.3. Be attentive to the rights of people living with HIV/aids and prevention practices

The theme of being attentive to the rights of people living with HIV/aids and prevention practices should be present in private social investment or social and community actions carried out by the company.

10.4. Encourage and support corporate volunteering aimed at the LGBT cause

Encourage and support corporate volunteering aimed at the LGBT cause, the organizations that fight for its rights and/or directly care for LGBT people.

10.5. Build capacity of corporate volunteering to deal with the LGBT theme

Build capacity of corporate volunteering to deal with the LGBT theme in their volunteer work or as opinion-maker and supporter of organizations so that they take LGBT rights into account in their practices.

10.6. Partner with governmental and non-governmental organizations

Establish partnerships with governmental and non-governmental organizations for the promotion of LGBT rights in society.

10.7. Support civil society organizations (NGOs)

Encourage, support or sponsor civil society organizations that act to promote, guarantee, raise awareness of and enhance LGBT rights.

10.8. Hold or support events that promote LGBT rights in society

Encourage, support or sponsor events that promote LGBT rights in society.

INDICATORS AND DIAGNOSIS OF THE SITUATION

PRESENTATION

The 10 Business Commitments to Promoting LGBT Rights may be broken down into indicators that favor a diagnosis of the situation by the company.

They are depth indicators. The advanced stages presuppose that the previous ones have been addressed or resolved. Otherwise, a stage that better represents reality should be checked, thus providing the diagnosis with more consistency.

This assessment of the company's stage allows:

- Identifying the current situation;
- Defining the desired situation;
- Developing the action plan to reach the desired situation.

For example, in a certain commitment, the company identifies that it is in stage 1 and would like to reach stage 2 within six months. It then develops its action plan with the necessary activities, people in charge, investments and deadlines to reach the goal in six months.

DEPTH INDICATOR

COMMITMENT

STAGES

1. Commit – CEO and executives – to respecting and promoting LGBT rights.

- | | |
|---|-----------------------|
| 1. CEO and executives discuss LGBT rights with managers and employees. | <input type="radio"/> |
| 2. CEO and executives include the theme in internal documents addressing stakeholder relations. | <input type="radio"/> |
| 3. CEO and executives talk to various stakeholders about the LGBT rights they promote. | <input type="radio"/> |
| 4. CEO and executives promote or participate in events in the community about LGBT rights. | <input type="radio"/> |

2. Promote equal opportunities and fair treatment to LGBT people.

- | | |
|---|-----------------------|
| 1. The company has policy rejecting discrimination of LGBT people and sets targets for transvestites and transgender people in recruiting and selection. | <input type="radio"/> |
| 2. The company revised or implemented policies on benefits that promote equal treatment to homosexuals, transvestites and transgender people. | <input type="radio"/> |
| 3. The company revised tools and procedures to identify and assess potential candidates to promotion, prioritizing transvestites and transgender people. | <input type="radio"/> |
| 4. The company monitors data related to the LGBT segment and carry out affirmative actions, especially those aimed at the career of transvestite and transgender employees. | <input type="radio"/> |

3. Promote a respectful, safe and healthy environment for LGBT people.

- | | |
|--|-----------------------|
| 1. The company has documents, such as code of conduct, and other policies to counter homotransphobia. | <input type="radio"/> |
| 2. The company identifies and communicates good internal practices of promotion of LGBT rights. | <input type="radio"/> |
| 3. The company has complaint channels with qualified professionals in the LGBT rights theme and anti-discrimination measures. | <input type="radio"/> |
| 4. The company publicizes its commitments to LGBT rights through internal communication channels and other channels aimed at job applicants. | <input type="radio"/> |

4. Sensitize to and educate on LGBT rights.

- | | |
|--|-----------------------|
| 1. The company has a calendar of events with important dates for the LGBT community. | <input type="radio"/> |
| 2. The company holds events with the presence of LGBT movement's leaders (government or civil society) in important dates for LGBT rights. | <input type="radio"/> |
| 3. The company included the theme in daily internal communications. | <input type="radio"/> |
| 4. The company included the theme in a specific or cross-cutting manner in educational processes involving its executives, managers and employees. | <input type="radio"/> |

5. Encourage and support the creation of LGBT affinity groups.

- | | |
|--|-----------------------|
| 1. The company encourages and supports group discussion about LGBT rights. | <input type="radio"/> |
| 2. The company has a formal group for discussion of the theme as part of stakeholder relations. | <input type="radio"/> |
| 3. The company creates internal mechanisms so that the group's production is formally presented to the top management. | <input type="radio"/> |
| 4. The company supports the group's actions, the performance of diagnoses and action plans for the promotion of LGBT rights. | <input type="radio"/> |

COMMITMENT

STAGES

6. Promote respect for LGBT rights in communication and marketing.

1. The company has a code of conduct and policies that reject discrimination of LGBT people in internal and external communication. ☐
2. The company discusses with communication suppliers about non-discrimination of LGBT people and takes measures in case of non-compliance. ☐
3. The company encourages respectful communication and marketing related to the LGBT segment. ☐
4. The company provides LGBT people with visibility and considers them – as far as respect for their rights are concerned – in its communication and marketing. ☐

7. Promote respect for LGBT rights in planning products, services and customer service.

1. The company considers the segment's perspectives, expectations and claims when planning products, services and customer service. ☐
2. The company ensures access to products and services through an inclusive, respectful language that complies with LGBT rights. ☐
3. The company has formal rules and procedures that include the LGBT segment and consider its reality in the access to products, services and customer service. ☐
4. The company has norm for or policy on commitment to LGBT rights in the definition of strategies related to this segment. ☐

8. Promote professional development actions for people of the LGBT segment.

1. The company adopts non-discrimination policies regarding LGBT people in learning programs and the like. ☐
2. The company holds discussions with opinion-makers among its internal stakeholders aimed at non-discrimination and employability of LGBT people, prioritizing transvestites and transgender persons. ☐
3. The company provides coaching, mentoring and other career development actions focused on persons of the segment identified for promotion, prioritizing transvestites and transgender persons. ☐
4. The company communicates internally and externally its affirmative actions aimed at the LGBT segment. ☐

9. Promote economic and social development of LGBT people in the value chain.

1. The company has a code of conduct or policies that reject discrimination of suppliers based on sexual orientation and gender identity. ☐
2. The company encourages and supports dialogues between its suppliers and the market about promotion of LGBT rights. ☐
3. The company supports the development of companies led by LGBT people, prioritizing transvestites and transgender people. ☐
4. The company carries out affirmative actions in the supply chain, purchasing from companies led by LGBT people, prioritizing transvestites and transgender persons. ☐

10. Promote and support actions aimed at LGBT rights in the community.

1. The company includes the theme of LGBT rights in contents dealt with in community relations, in its social action and corporate volunteering program. ☐
2. The company supports social organizations that work on LGBT rights and organizations that work on the prevention, attention and/or promotion of rights of people living with HIV/aids. ☐
3. The company carries out social and/or community actions, either in partnership with NGOs or directly, aimed at LGBT people, prioritizing transvestites and transgender persons. ☐
4. The company sponsors, supports or holds events that promote LGBT rights in society, communicating its actions to all its stakeholders. ☐

RECOMMENDATIONS FOR THE PROMOTION OF LGBT RIGHTS IN THE COMPANIES

Through the 10 Commitments, the indication of actions and depth indicators, it is possible to implement in the organization a working agenda involving different stakeholders.

Nevertheless, some tips should be in mind to set up and keep actions aimed at valuing sexual diversity to promote LGBT rights and counter heteronormativity and homotransphobia.

DIAGNOSIS OF THE SITUATION

In order to engage the company's top management and put the theme on their agenda, it is interesting to make a diagnosis of the situation that shows issues and data related to the external and internal environments, including risks and opportunities to add value.

This is a survey with a critical analysis to enable understanding of and decision-making by the leaders on the LGBT rights theme. Relevant non-governmental and governmental organizations engaged in the theme should be heard so that society leaders and, if possible, professionals in the company can have a say.

TAKING A STANCE

For the company and its leaders to take a stance on the theme and promote LGBT rights it is necessary a diagnosis and survey of reasons that make the organization act or justify its practices.

Motivation to act on the theme must be found, above all, within the company's own

identity, which confers more consistency to arguments, for instance, for enhancing the capacity to attract and engage different stakeholders, for competitiveness and for different gains derived from the promotion of LGBT rights.

The stance can be a text, which can be publicized or not, depending on the decision of the company and its stage of engagement with the 10 Commitments. The text can inspire the review or development of other documents, such as the code of conduct, policies, etc.

ACTION PLAN

A defined action plan is also important (to enhance the business case). The basis for its development can be the four foundational questions of book *Blue Ocean Strategy*¹ by W. Chan Kim & Renee Mauborgne, which help challenge the business management paradigms:

- What needs to be reduced?
- What needs to be eliminated?
- What needs to be raised?
- What needs to be created?

An appreciation approach is embedded in these questions, once not everything has to be just eliminated, reduced or created, but also raised.

The action plan should have a company's stance on the theme to be shared internally and even externally, with different stakeholders, depending on the emphasis to be given to the LGBT issue. This stance should translate the link with the company's identity, its purpose and beliefs about the relevance of the theme to everyone.

QUANTITATIVE AND QUALITATIVE DATA

In the business world, there is always the need for figures or quantitative data. However, the sexual orientation and gender identity theme has not found yet a manner to be addressed in basic statistics. How many people are we talking about? Can they be asked about their sexual orientation and gender identity?

There are companies implementing initiatives to conduct an internal census with questions regarding sexual orientation and gender identity. Direct questions are not advisable, unless the company has a strong tradition of valuing, promoting and managing diversity.

The census would, therefore, be part of a program aimed at valuing diversity where the company has already shown its intentions, internal and external stakeholders see clearly that it is a legitimate initiative, committed to the promotion of rights and against discrimination. Otherwise, it might happen that anyone can file a grievance and show, for instance, that his/her dismissal or non-promotion stemmed from the census conducted.

Therefore, starting the action with a survey that seeks to identify how many people are LGBT in the company is not advisable. It is also important to understand that figures obtained in any implementation phase of pro-diversity actions can never be construed

¹ KIM, W. Chan; MAUBORGNE, Renée. *A Estratégia do Oceano Azul*. Editora Campus, Rio de Janeiro, 2005.

as absolute, because not everyone is willing to reveal their sexual orientation or gender identity, not to mention the different interpretations and feelings on the theme.

As with the racial issue, data gathered in governmental or companies' internal censuses are a reference, but always bearing subjectivity and doubts about undercount.

VARIETY OF INFORMATION SOURCES

It is important to show to those requiring figures that it is possible to work on a theme when data is lacking or not totally reliable. It is also important to encourage and support the LGBT community to express themselves as such in the company, but that will derive much more from the effective seriousness and commitment of the company to their rights than from a personal decision or a matter of individual awareness.

Equal benefits, or those that comply with the rights of same-sex couples, for instance, provide figures that can help understand the behavior of employees regarding these benefits while helping understand the company's behavior as well as its employees' perception.

Low adherence to the benefit may mean there are few employees under this condition in the company. It can also be the result of discrimination in the workplace, which leads to fear of exposure, among other reasons, like a specific leader who has strong influence and no opposition to his/her arbitrariness; an unresolved or poorly dealt with event in the company history, etc.

There is also data from specific complaint channels and even cases that became lawsuits. Surveying and quantitatively analyzing this data may provide interesting clues to plan actions.

Climate/engagement survey or any other means in which the respondent's identification is not required may also include the sexual orientation and gender identity issue, thus allowing analysis of this data.

Questions made by the 2010 IBGE Census are interesting to identify the number of employees married or living with same-sex persons. Anyway, the company must have a clear reason to survey this data, transparent communication about its intentions and explicit commitment to valuing sexual diversity.

SENSITIZING TO ENGAGE

Sensitization to the theme, insertion in internal communication, promotion of events, production of guides and other educational and professional development materials that address pro-diversity actions, respect, anti-harassment procedures and eradication of discrimination practices promote a favorable environment to deal with the LGBT issue.

Dialogue with local administrations, besides the promotion of events that bring to the company specialists, governmental and non-governmental leaders to discuss the theme, also provide conditions for a better understanding of the issues regarding LGBT persons, their fights and achievements, and challenges in society as a whole and in the company.

CREATION OF AFFINITY GROUPS

Usually, this set of actions paves the way to the creation of an affinity group comprised of and led by homosexuals, transvestites, transgender people and allies. The creation of such group is very welcome at some point during the implementation of actions because it shows trust in the company's purpose and in the manner the activities are being carried out.

WHERE TO START?

The company's reality will define a common thread in actions. All too often one thinks of starting by an internal census that asks about the sexual orientation and gender identity of employees, which is not advisable, as already said.

When there is someone available for the theme, whether a leader or not, it is interesting he/she takes part in or leads some actions, which might include a dialogue with the management, an article, an event, a visit to an organization, among other ideas.

The slogan of disability activism – “Nothing about us without us!” – fits all actions aimed at valuing diversity. In the case of the LGBT segment, many companies complain homosexuals, transvestites or transgender persons do not exist or do not come out, which requires that leaders start the process and address the theme.

Anyway, on the path to strengthen the actions taken, “Nothing about us without us!” is a motto and a fundamental principle that provides a basis for every action carried out.

WHAT COMPANIES ARE DOING TO PROMOTE LGBT RIGHTS

There are many companies that have good practices in place to promote LGBT rights; however, they not always publicize their actions for varied reasons. The good practices survey in this publication is based on some criteria:

- Contemporaneity – recent practices;
- Company's own publicity – information from their website, advertising materials or news reports with information provided by the company;
- Alignment with the 10 Business Commitments to Promoting LGBT Rights.

Therefore, public information was picked out from 11 companies that are renowned for their performance in the theme. As previously said, there are other companies and the purpose here is to provide some references to different approaches on the theme.

The selection of companies was made by the authors of this publication and none of the companies sent information nor was requested to send authorizations to be mentioned. The presentation of practices is in alphabetical order

BANCO DO BRASIL

- **The Letter of Principles includes its stance against discrimination on the basis of sexual orientation.**

“Banco do Brasil has committed to:
3. Warding off prejudice and discrimination regarding gender, sexual orientation, ethnic status, race, and creed of any nature.”
>> <http://goo.gl/uaqXyn>

- **In 2011, it sponsored Miss Gay Brazi.**

>> <http://www.missbrasilgay.com/2011/>

- **In March 2013, it launched advertising campaign explicitly mentioning same-sex couple.**

The campaign's slogan is “Mortgage to same-sex people: at Banco do Brasil, you can” and the image shows a homosexual couple and the message “Every couple has the right to their own home”.

>> <http://goo.gl/o5Xlon>



- **In October 2013, it launches the BB Services Consortium with inclusive advertising at Facebook.**

Through the BB Services Consortium, the contracting party can acquire several services, such as medical surgeries and aesthetic procedures, hold a wedding or graduation party, pay for college or other courses, and plan a trip.

>> <http://goo.gl/OkH4WY>

CAIXA ECONÔMICA FEDERAL

- **It offers several benefits and carries out pioneering actions aimed at the LGBT segment and has sponsored the LGBT Pride Parade in São Paulo since 2007.**

“Equal rights – Pioneer in the creation of adoption leave policy for single men and same-sex couples, Caixa has also been the first company to acknowledge, in 2006, same-sex civil partnership for internal policies regarding labor benefits. The

measure allowed employees to include their same-sex partners and children from this relationship in their corporate health plans and pension plans, among other things. Since then, Caixa has sponsored the LGBT (Lesbian, Gay, Bisexual, Transvestite and Transgender people) Pride Parade in São Paulo.

“Such initiatives are aligned with the company’s social responsibility and people management policies, which acknowledge and value human diversity, cultural, social and individual differences and counter all forms of discrimination on the basis of race, ethnicity, religion, age, capacity, gender, sexual orientation, political partisan orientation or any other.”

>> <http://goo.gl/VPI96r>

DOW CHEMICAL

- **Has a public stance on its website against discrimination, including sexual orientation discrimination:**

- “ Diversity and Inclusion

Talent does not depend on sex, age, ethnicity, style, religion, disability or **sexual orientation**. Dow’s team reflects the diversity of the Brazilian culture, fostering an environment that gathers different ways of thinking and enhances possibilities for creativity and innovation. The Diversity and Inclusion Code consolidates these values and ensures the effectiveness of policies adopted by the company. Efforts at this theme have also made it the only chemical company awarded by the State of São Paulo Government with the São Paulo Diversity Seal – Full category.”

- **Has an LGBT employee resource group (GLAD), also mentioned on the website.**

- “ Dow also supports the creation of volunteer employees’ networks to implement local actions that foster diversity in the company.

- Gays, Lesbians and Allies at Dow (GLAD): group that acts to create and foster a safe, inclusive, supportive and open working environment for all employees regardless of sexual orientation or gender identity. It is not an exclusive GLBT network; all those who support equal and fair treatment are welcome.”

- >> <http://goo.gl/9Q4Qgn>

GOOGLE

- **Gayglers network.**

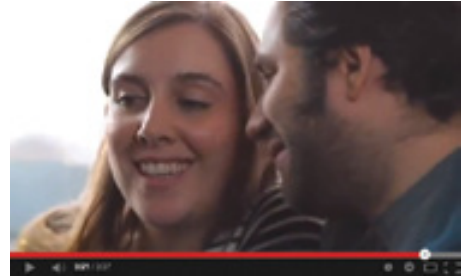
Google has employee resource groups that support diversity and inclusion in the company and in the communities. Members of these groups take part in educational, mentoring, career development and community service activities, as well as social events.

Gayglers is comprised of LGBT employees, who are also called “gayglers”. They are present in all countries where the Company operates, supporting the LGBT community in all aspects showing pride, respect and an anti-discrimination culture.

➤ **Video supporting same-sex marriage.**

A video that became viral on the Brazilian Web was produced and starred by Google Brazil employees, both heterosexual and homosexual, who gave testimonials in favor of same-sex marriage.

>> <http://goo.gl/oliD9>



➤ **In 2013, it participated in the São Paulo LGBT Pride Parade as a corporate sponsor and float participant.**

The idea was that the float, named Gaygler, showed a panel with police safety tips such as “watch out for pushing and shoving” and “check your belongings.” The panel was off due to the rain, but the gayglers still were on the float bearing the Google brand.

>> <http://goo.gl/E01ptD>

FLEURY GROUP

➤ **Adopted a stance in its Code of Conduct against sexual orientation discrimination.**

“2.3. Respect for diversity

The Fleury Group respects and values diversity in its premises. No form of discrimination is accepted against employees, clients, outsourced workers or any other person in its premises on the basis of gender, religion, race, sexual orientation, physical condition or age. In selection and recruiting processes, candidates are assessed based on the descriptions and requirements for the positions applied for.”

>> <http://goo.gl/Ts5qPg>

HSBC

➤ **Promoted a virtual debate on sexual diversity, accessible to everyone.**

On June 28, 2012, the International LGBT Pride Day, it promoted the webcast “Sexual diversity in companies”. The online debate was open to the public.

The discussion addressed how sexual diversity is dealt with in the marketplace and brought up inclusion cases led by the bank. It had the participation of Beto de Jesus, activist, diversity and education consultant, and Elias Benavides, Direct Business specialist and coordinator of HSBC Sexual Diversity Affinity Group.

>> <http://goo.gl/oXx9MQ>

➤ **Benefits for same-sex couples.**

The acknowledgement of same-sex domestic partnership was implemented in 2007, which allows for a joint income to obtain a mortgage, besides including

the partner in the health plan, life insurance and dental care.

A five-day leave is also granted to celebrate the domestic partnership.

>> <http://goo.gl/IaTPeq>

➤ **Policies and benefits adjusted to acknowledge plurality of family arrangements.**

In June 2013, HSBC announced adjustments to its maternity and paternity leave policy, acknowledging the plurality of family arrangements, especially those of same-sex people.

Single parents, widows and widowers or same-sex domestic partner who adopt a child aged up to 8 years old become entitled to a 30 calendar-day license. In case of female employees living under a same-sex domestic partnership, one of them is entitled to maternity leave and the other to paternity leave.

Such measures are part of the HSBC proposal to value LGBT employees within the organization, leverage diversity and inclusion in the workplace and create a competitive edge where it operates. Since 2009, HSBC has a sexual diversity group through which employees hold lectures and foster a safe and pleasant work environment to LGBT employees.

>> <http://goo.gl/94OLTx>



ITAÚ UNIBANCO

➤ **Adopted a stance in favor of same-sex marriage.**

“Defender a igualdade #issomudaomundo” (Advocating equality changes the world).

>> <http://goo.gl/jmyV38>

➤ **Campaigns on Facebook Page and Youtube supporting same-sex couples.**

Saint Valentine’s Day Campaign in 201.

>> <http://goo.gl/aQBPWf>

➤ **Video (advertising) Sessão Casada Itaú.**

The bank created the Sessão Casada Itaú, a movie session that showed two movies simultaneously on the same screen where each person got an earphone for the chosen movie. At the beginning of the ad, there was an animation of couples including homosexual ones.

>> <http://goo.gl/TXubw6>

KPMG

- **Has a stance, on the Brazilian website, on valuing diversity, with an illustration including the LGBT segment.**



“We value and pursuit diversity in all our member firms. Diversity allows for different points of view, new perspectives and, consequently, different ways of doing business”

>> <http://goo.gl/IdoDCR>

PROCTER & GAMBLE (P&G)

- **Has a stance valuing diversity on its Brazilian website, where it publicizes the company's non-discrimination policy, explicitly mentioning the LGBT segment.**

“P&G is committed to offering equal employment opportunities. This means treating our workmates and applicants fairly and never getting involved in any form of illegal discrimination. We comply with all applicable laws in our hiring decisions (recruiting, hiring, training, compensation and promotion) and do not discriminate people on the basis of race, color, gender, age, nationality, religion, sexual orientation, sexual identity and expression, marital status, citizenship, disability, veteran status, HIV/aids condition or any other legally protected aspect.”

>> <http://goo.gl/IOMt0Z>



WALMART

- **Publicly adopted a stance on its website as a company that implements actions aimed at the LGBT segment.**

“Several actions are developed to enhance and respect diversity. Initiatives focus on valuing women, afro-descendants, disabled, youth, lesbians, gays, bisexuals and transgender people (LGBT). A Diversity Guide is available to all employees, with information and guidance on the importance of differences. The Intranet Diversity page provides specific information aimed at this segment. Partnerships are being made with NGOs and other entities, such as LGBT Chamber of Commerce and Casarão Brasil to enhance the scope and quality of information provided.”

>> <http://goo.gl/YFOk67>

- ***On Facebook, the Brazilian subsidiary has taken a stance in favor of same-sex marriage.***

“Walmart believes that through equality we can lead a better life. And you?” See the campaign’s illustration beside.

>> <http://goo.gl/8Ug5B8>

>> <http://goo.gl/MhlqXD>



REGULATIONS: ACHIEVEMENT OF RIGHTS

PANORAMA OF NATIONAL STANDARDS AND NORMS ADDRESSING LGBT RIGHTS

Highlights broken down by relevant themes¹

Discrimination, fundamental rights, secular state

Federal Constitution

Article 3. The fundamental objectives of the Federative Republic of Brazil are:

- I. to build a free, just and solidary society;
- II. to guarantee national development;
- III. to eradicate poverty and substandard living conditions and to reduce social and regional inequalities;
- VIII. to promote the well-being of all, without prejudice as to origin, race, sex, color, age and any other forms of discrimination.

Article 5. All persons are equal before the law, without any distinction whatsoever, Brazilians and foreigners residing in the country being ensured of inviolability of the right to life, to liberty, to equality, to security and to property, on the following terms:

- XLI. the law shall punish any discrimination which may attempt against fundamental rights and liberties;

.....
¹ Brazilian Gay, Lesbian, Bisexual, Transvestite and Transsexual Association (ABGLT). Available at: <http://www.abgl.org.br/port/index.php> (accessed on October 10, 2013).

Article 19. The Union, the states, the Federal District and the municipalities are forbidden to:

- I. establish religious sects or churches, subsidize them, hinder their activities, or maintain relationships of dependence or alliance with them or their representatives, without prejudice to collaboration in the public interest in the manner set forth by law;

Article 227. It is the duty of the family, the society and the State to ensure children and adolescents, with absolute priority, the right to life, health, nourishment, education, leisure, professional training, culture, dignity, respect, freedom and family and community life, as well as to guard them from all forms of negligence, discrimination, exploitation, violence, cruelty and oppression (wording by Constitutional Amendment No. 65, 2010).

>> http://www.planalto.gov.br/ccivil_03/constituicao/constituicaocompilado.htm

Civil union of same-sex people

- CNJ [National Council of Justice] Resolution no. 175.

Same-sex domestic partnership

- STF ADI [Supreme Court's Direct Action of Unconstitutionality] 4277 Domestic Partnership Appellate Decision, published in the DJE [Online Judiciary Gazette] dated Oct 14, 2011.
- Action against the Violation of a Constitutional Fundamental Right no. 132-RJ.
- Domestic Partnerships–Opinion of the General Counsel to the Federal Government: Action against the Violation of a Constitutional Fundamental Right no. 132-RJ.
- Direct Action of Unconstitutionality no. 4.277 – Complaint.
- Message no. 639 of President Luiz Inácio Lula da Silva and Opinion of the AGU [General Counsel to the Federal Government] – ADI no. 4.277 – Same-sex domestic partnership.
- Social security benefits for private sector workers – AGU Opinion no. 038/2010.

Work

Directive no. 41, dated March 28, 2007 – Regulates the records and notes in workers' Employment Book

The Minister of Labor and Employment, with powers vested in him by Article 87 – Sole paragraph (I and II) of the Constitution, hereby resolves to:

Article 1. Prohibit the employer from requiring, when hiring or maintaining the job of a worker, any discriminatory or restrictive documents, especially certificate of no labor claim filed, test, exam, expert opinion, certificate or declaration regarding sterilization or pregnancy status.

Article 8. The employer shall not make notes that may cause damage to the worker's image, especially regarding sex or sexuality, origin, race, sex, color, marital status, family situation, age, status of plaintiff in labor claims, health and professional performance or behavior.

>> http://www.abglt.org.br/docs/MTE_Portaria_41-2007.zip

TST [Superior Labor Court] grants collective clause that extends benefits to same-sex domestic partnerships²

“The Superior Labor Court Section Specializing in Collective Labor Disputes (SDC) has granted normative clause that provides members of the Porto Alegre (State of Rio Grande do Sul) Aviation Workers’ Union with equal treatment for same-sex and opposite-sex domestic partnerships, extending the benefits given to partners by companies. The SDC voted unanimously following the vote cast by the drafter of the ordinary appeal in collective labor dispute, Minister Walmir Oliveira da Costa, who based the decision on constitutional principles of human dignity and equality that require equal treatment to all for the construction of a free, fair and solidary society.”

Health Plan

Ministry of Health – National Regulatory Agency for Private Health Insurance and Plans-ANS – Board of Directors – Normative Precedent no. 12, dated May 4, 2010.³

The Board of Directors of the National Regulatory Agency for Private Health Insurance and Plans (ANS), with the powers vested by Articles 3 and 4, items II, XXIV and XXVIII, combined with Article 10 (II) of Act no. 9.961 dated January 28, 2000, and in accordance with Article 6 (III) of the Bylaws approved by Normative Resolution no. 197 dated July 2010.

Whereas the principles set out in the 1988 Constitution of the Federative Republic of Brazil, especially the principles of equality (Article 5 – caput), of prohibition of hateful discriminations (Article 3 – item IV), of dignity of the human person (Article 1 – item III), of freedom (Article 5 – caput), and of protection of legal certainty;

Whereas the provisions of Article 4 (II) of Act no. 9.961 dated January 28, 2000; and

Whereas the definitions of family group as provided in Article 5 (§1, VII) and in Article 9 (§1) of RN [Normative Resolution] no. 195 dated July 14, 2009;

Decides:

To adopt the following binding opinion:

1 – For the purpose of application of supplementary health laws, partner of the beneficiary holder of private health care plan is understood as a person of the opposite or same sex.

Mauricio Ceschin, director-president

.....
² TST. Available at: http://www.tst.jus.br/noticias/-/asset_publisher/89Dk/content/tst-defere-clausula-coletivaque-estende-beneficios-a-unioes-homoafetivas?redirect=http%3A%2F%2Fwww.tst.jus.br%2Fnoticias%3Fp_p_id%3D101_INSTANCE_89Dk%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-2%26p_p_col_count%3D2 (accessed on October 10, 2013).

³ Published in the D.O.U. [Federal Official Gazette] dated May 5, 2010, section 1.

Transvestite and transgender persons**Ministry of Health Directive no. 1.707 dated August 18, 2008**

Establishes, within the Unified Health System (SUS), the Transgender Process, to be implemented in the states of the federation within the jurisdictions of the local, state and national government levels. Signed by José Gomes Temporão.

>> http://www.abglt.org.br/port/trav_trans.php

CFM [Federal Council of Medicine] Resolution no. 1.955 dated August 12, 2010

Provides for sex reassignment surgery and revokes CFM Resolution no. 1.652/02. Signed by: Edevard José de Araújo.

>> http://www.abglt.org.br/docs/resolucao_CFM_1955.pdf

Resolutions of professional councils on discrimination and attitude towards the theme of sexual orientation and gender identity

Federal Council of Psychology Resolution no. 1/1999.

Code of Ethics of the Brazilian Journalist.

National Council of Social Work Resolution no. 489 dated June 3, 2006.

National Day against Homophobia**Presidential Executive Order dated June 4, 2010**

Establishes the National Day against Homophobia:

Article 1. May 17 is hereby established as the National Day against Homophobia.

Signed by: President Luiz Inácio Lula da Silva

>> <http://www.abglt.org.br/docs/decreto%20de%204%20de%20maio%20de%202010.pdf>

Discrimination based on sexual orientation and gender identity – Local and state acts (some examples)**State of Rio de Janeiro Act no. 3.406 dated May 15, 2000**

Imposes penalties on establishments that discriminate people on the basis of their sexual orientation.

Article 1. This Act imposes penalties on establishments located in the State of Rio de Janeiro that discriminate people on the basis of their sexual orientation.

Article 2. Under its jurisdiction, the Executive shall punish any and all establishment, including stores, manufacturing companies, entities, representations, associations, civil societies or service providers which, through acts performed by its owners or agents, discriminate against persons based on their sexual orientation or commit any act of coercion or violence.

Signed by: Governor Anthony Garotinho; author: Carlos Minc.

>> <http://www.abglt.org.br/port/leiest3406.htm>

Federal District Government Act no. 2.615 dated October 26, 2000

Imposes sanctions against discriminatory practices based on the sexual orientation of people.

The President of the Federal District Legislative Assembly hereby enacts, pursuant to Article 74 (§6) of the Federal District Organic Law, the following Act deriving from Project vetoed by the Federal Government and maintained by the Federal District Legislative Assembly:

Article 1. Any natural person or legal entity and any public administration body or entity that, through its agents, employees, managers, advertising or by any other means promotes, allows or contributes to discrimination of persons based on their sexual orientation shall face the sanctions provided herein, without prejudice to other sanctions of civil or criminal nature.

Author: State Representative Maria José (Maninha)

>> <http://www.abglt.org.br/port/leiest2615.htm>

State of São Paulo Act no. 10.948 dated November 5, 2001

Provides for penalties to be imposed on the practice of discrimination based on sexual orientation, as well as other provisions.

Article 1. Any and all offensive or discriminatory act committed against homosexuals, bisexuals or transgender people shall be punished, pursuant to this Act.

Signed by: Governor Geraldo Alckmin

>> <http://www.abglt.org.br/port/leiest10948.htm>

State of São Paulo Executive Order no. 55.589 dated March 17, 2010

Regulates Act no. 10.948 dated November 5, 2001, which provides for penalties to be imposed on discrimination based on sexual orientation.

Article 2. Besides the civil identification, transvestite and transgender people are entitled to be identified in the procedures set out in Act no. 10.948 dated November 5, 2001 by the names they are known and called in their communities and social groups.

Signed by: Governor José Serra

>> http://www.abglt.org.br/docs/Decreto_55589_2010_-_Estado_de_Sao_Paulo_-_regulamenta_lei_10948_2001.pdf

State of Minas Gerais Act no. 14.170 dated January 15, 2002

Imposes sanctions on legal entities for discriminatory act performed against any person based on his/her sexual orientation.

Article 1. The Executive shall impose, within its jurisdiction, sanctions on the legal entity that, through an act committed by its owner, manager, agent or employee while working for said legal entity, discriminates or coerces any person or violates any of such person's rights on the basis of sexual orientation.

Signed by: Governor Itamar Franco

>> <http://www.abglt.org.br/port/leiest14170.htm>

State of Rio Grande do Sul Act no. 11.872 dated December 19, 2002

Provides for the promotion and recognition of freedom of sexual orientation, practice, expression, identity and preference, as well as other provisions.

Article 1. The State of Rio Grande do Sul, through its direct and indirect administration, recognizes the respect for equal dignity of the human person regarding all its citizens, and, therefore, shall promote their integration and repress acts that are offensive to such dignity, especially all forms of discrimination based on sexual orientation, practice, expression, identity and preference, exercised within the limits of every citizen's freedom and without damaging third parties.

Signed by: Governor Olívio Dutra

>> <http://www.abglt.org.br/port/leiest11872.htm>

State of Pará Act no. 6.971 dated May 16, 2007

Provides for prohibition of fiscal incentives and funding to commercial, industrial and service provision enterprises that discriminate against citizens based on their sexual orientation.

Article 1. Commercial, industrial or service provision enterprises that discriminate against citizens based on their sexual orientation shall not receive fiscal incentives and funding from of Pará State agencies.

Signed by: Governor Ana Lúcia Carepa

>> <http://www.abglt.org.br/port/leiest6971.html>

Organic Law of the City of Porto Alegre (State of Rio Grande do Sul) dated April 3, 1990

Article 150. The establishments of natural persons or legal entities that, within the city limits, commit any discriminatory act on the basis of race, gender, sexual orientation, ethnic or religious, origin, age, marital status, rural or urban employment, philosophy or political belief, physical, immunological, sensory or mental impairment, imprisonment, color or any other particularity or condition.

>> http://www.abglt.org.br/docs/PoA_Lei_Organica_Municipal.pdf

Fortaleza City (State of Ceará) Act no. 8.211 dated November 19, 1998

Article 1. Stores, manufacturing companies, service providers and similar establishments that discriminate persons on the basis of their sexual orientation, pursuant to Article 7 (XXI) of the Organic Law of the City, shall face the sanctions provided herein.

Author: Councilor Durval Ferraz

>> <http://www.abglt.org.br/port/leim8211.htm>

Recife City (State of Pernambuco) Act no. 17.025 dated September 13, 2004

Punishes any discriminatory act against homosexuals, bisexuals or transgender people, establishes April 17 as the Sexual Diversity Day as well as other provisions.

Article 1. Any offensive or discriminatory practice against any homosexual, bisexual or transgender citizen shall be punished pursuant to the provisions herein.

Article 8. April 17 is hereby established, within the city's jurisdiction, as the Diversity Day, to be celebrated every year and officially included in Recife's calendar of events.

Signed by: Mayor João Paulo Lima e Silva

>> <http://www.abglt.org.br/port/leim17025.html>

LINKS TO WEBSITES AND REFERENCES

HUMAN RIGHTS

Born Free and Equal

Guide of the Office of the United Nations High Commissioner for Human Rights on sexual orientation and gender identity in international human rights law.

>> http://www.onu.org.br/img/2013/03/nascidos_livres_e_iguais.pdf

Yogyakarta Principles

The application of International Human Rights Law in relation to sexual orientation and gender identity. Document produced by the International Panel of Experts in International Human Rights Law and in Sexual Orientation and Gender Identity.

>> http://www.dhnet.org.br/direitos/sos/gays/principios_de_yogyakarta.pdf

ILO Recommendation 200

International standard that explicitly addresses HIV/aids in the world of work. It has a relevant legal impact and is already part of the precedents of the TST (Superior Labor Court).

>> http://www.oitbrasil.org.br/sites/default/files/topic/hiv_aids/pub/recomendacao_200_277.pdf

ILO Convention no. 111. Discrimination in Respect of Employment and Occupation.

>> <http://www.oitbrasil.org.br/node/472>

BRAZILIAN ORGANIZATIONS**ABGLT**

Brazilian Gay, Lesbian, Bisexual, Transvestite and Transsexual Association, a network with 286 affiliated organizations. It is the largest LGBT network in Latin America.

>> <http://www.abglt.org.br/port/index.php>

General Coordination of Promotion of LGBT Rights – Special Secretariat for Human Rights of the Presidency of the Republic

Created in 2009, is in charge of developing plans, programs and projects related to the LGBT rights and coordinate their implementation nationwide. It is also responsible for fostering pro-LGBT actions in the other bodies and agencies of the federal government.

>> <http://www.sdh.gov.br/assuntos/lgbt>

INTERNATIONAL ORGANIZATIONS**Diversity Inc.**

This consultancy firm is the main source of information about diversity management in the US (and in the world). It publishes a magazine with five issues a year, holds events and has a ranking with the best companies in diversity management, the DiversityInc Top 50 Companies for Diversity.

>> <http://www.diversityinc.com/>
>> www.BestPractices.DiversityInc.com

International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA)

World federation of national and local organizations dedicated to achieving equal rights for lesbian, gay, bisexual, trans and intersex (LGBTI) people. Founded in 1978, it gathers some 600 organizations from 111 countries of all continents and regions.

>> <http://ilga.org/ilga/pt/index.html>

Out&Equal Workplace Advocates

Largest nonprofit organization in the world specifically dedicated to creating safe and equitable workplaces for lesbian, gay, bisexual and transgender (LGBT) people, with a large number of offices in the United States and several global initiatives.

>> <http://www.outandequal.org>

Stonewall

English NGO that works to achieve equality and justice for lesbians, gay men and bisexual people in a number of different ways, including:

- Policy development: Carrying out research, publishing briefings and working with government, trade unions, business, NGOs and policy institutions to remove discrimination;
- Cultural and attitudinal change: Challenging values that allow discrimination to flourish. Changing cultures and attitudes to positively value diversity;
- Lobbying for legal change: Campaigning to ensure that legislation is non-discriminatory and that the diversity and value of LGB life is appropriately recognized in laws;
- Providing information: Well-informed individuals and institutions are better able to recognize how rights and responsibilities should be exercised;
- Good practice design and advice: Issues such as homophobia and homophobic bullying reaching approximately 600 business, governmental and non-governmental organizations.

<https://www.stonewall.org.uk>

Williams Institute

Founded in 2001, it is part of the University of California Los Angeles School of Law. It is dedicated to conducting independent research on sexual orientation and gender identity with the purpose of disseminating relevant data to judges, legislators, policymakers, media and the public. It also analyzes public policy, train lawyers and judges, and develops leaders. The team is formed by social scientists, economists, public health experts, legal scholars and demographers, addressing issues like employment discrimination, adoption and parenting by same-sex couples, state recognition of same-sex couples, LGBT youth, public health, economic impact of same-sex marriage, military, transgender, violence and crime, and immigration, among others.

>> <http://williamsinstitute.law.ucla.edu>

PUBLISHED BY

INSTITUTO
ETHOS

INSTITUCIONAL PARTNERSHIP



SPONSORSHIP



Reino dos Países Baixos



ENGLISH VERSION SPONSORED BY

