

OUT IN THE WORLD: SECURING LGBT RIGHTS IN THE GLOBAL MARKETPLACE



LGBT PEOPLE AROUND THE WORLD CONTINUE TO FACE PREJUDICE AND PRESSURES REGARDING THEIR SEXUAL ORIENTATION OR GENDER IDENTITY

Although many multinational corporations (MNCs) enact protective policies to attract and keep top LGBT talent, such measures are often in conflict with local laws and cultures.



93% of Fortune 500 corporations prohibit discrimination on the basis of sexual orientation¹



But **75 countries** have laws criminalizing same-sex sexual conduct²



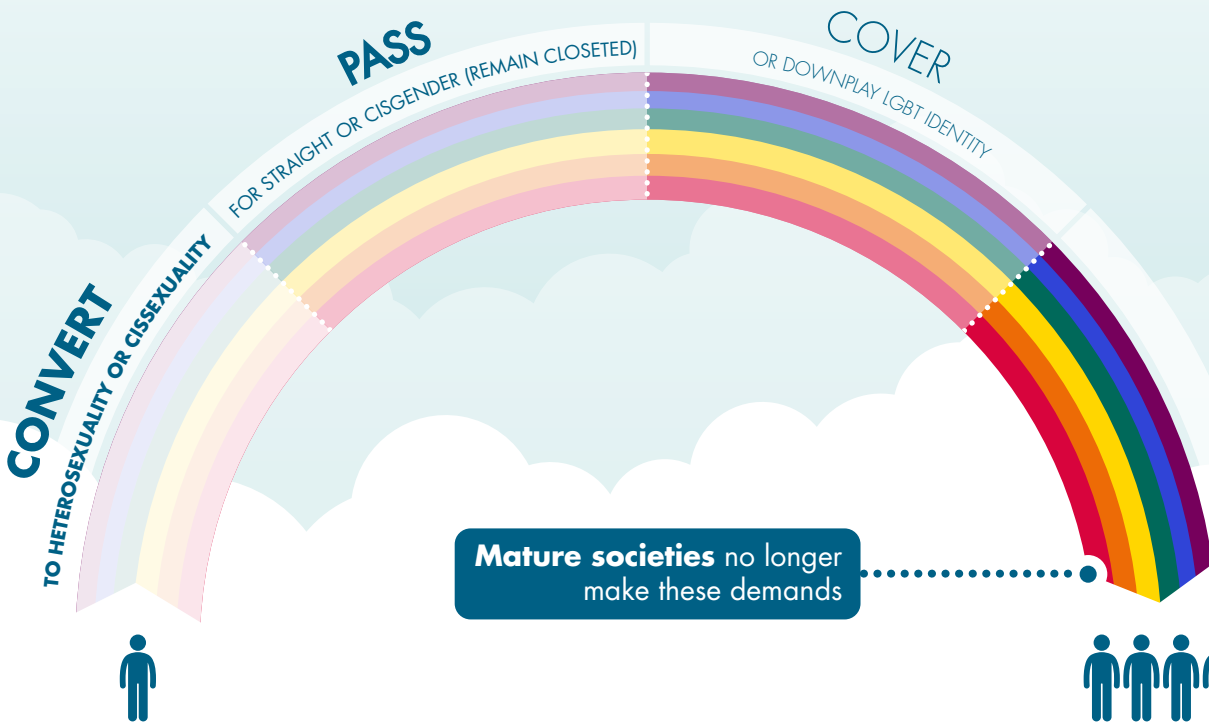
75% have nondiscrimination policies relating to gender identity¹



And in **8 countries** same-sex sexual conduct is punishable by death

THE MATURITY CURVE: A JOURNEY TO INCLUSION

Societies around the world ask that LGBT people...



GAY RIGHTS: THE GLOBAL PICTURE

The world is a dangerous place for LGBT individuals

Arrested, criminally prosecuted,
harassed by government
(own experience or know
someone with this experience)



LGBT-hostile:
Homosexuality is criminalized
**INDIA, RUSSIA,
SINGAPORE**

Physically assaulted
(own experience or know
someone with this experience)



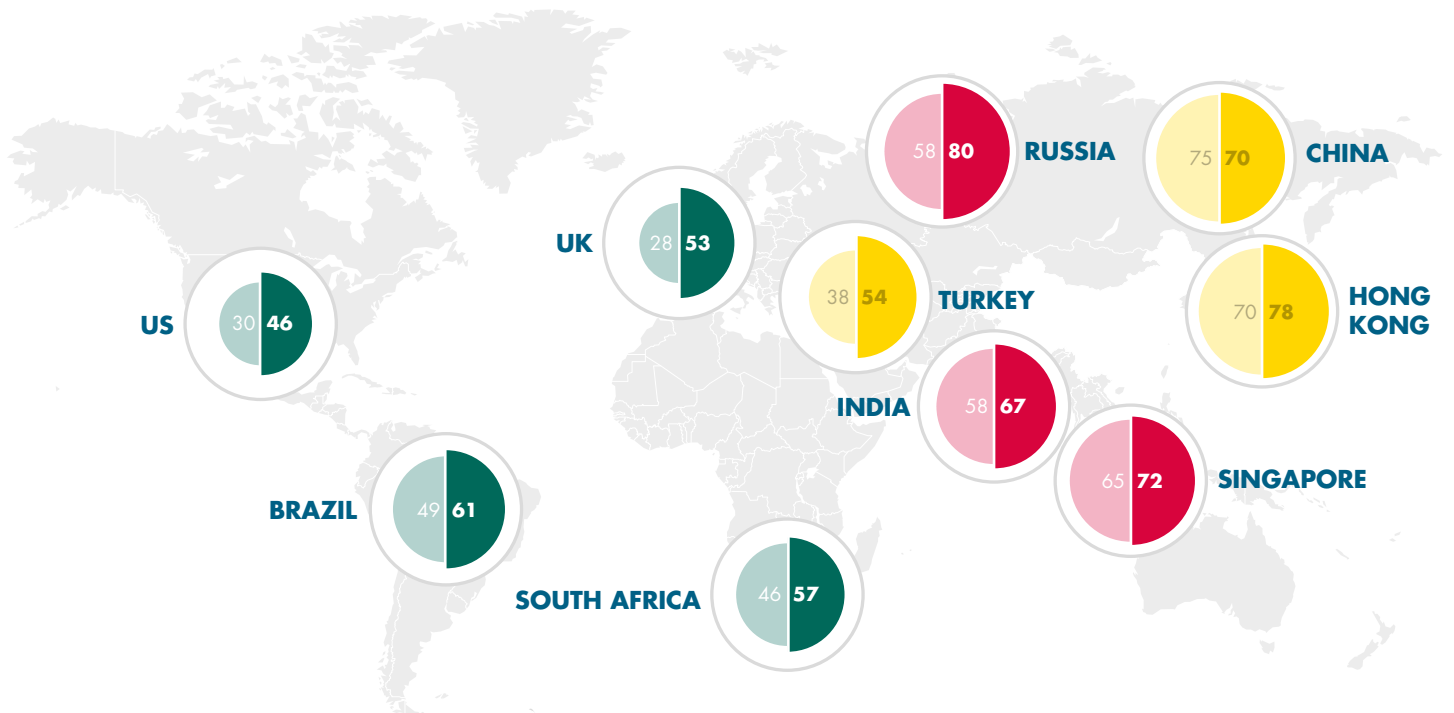
LGBT-unfriendly:
Discrimination is not prohibited
**CHINA, HONG KONG,
TURKEY**



LGBT-friendly:
Laws are protective
**BRAZIL, S.AFRICA,
UK, US**



As a result, in every market, LGBT employees remain closeted or cover



Light green: Employees who are 'out' in their professional lives but cover (downplay their LGBT identity) (%)

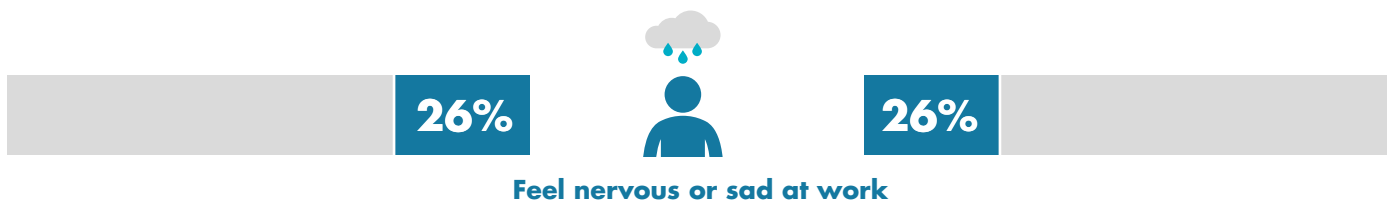
Dark green: Employees who are not 'out' in their professional lives (%)

THE WORKPLACE IS NO REFUGE

Passing and covering carry costs for both LGBT employees... and their employers

People who change how they act in order to pass

People who change how they act in order to cover

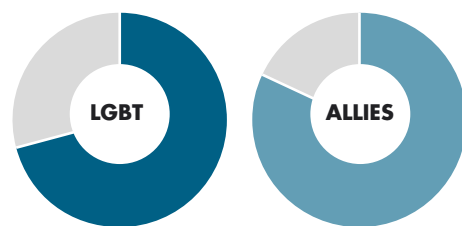
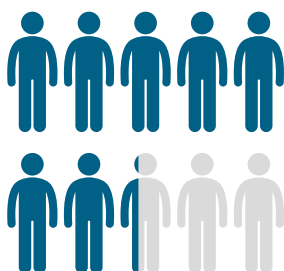


THE BUSINESS CASE FOR ADVANCING LGBT EQUALITY

To win in the marketplace, multinational corporations need to...

attract and retain top talent from around the world

woo LGBT consumers, a \$3.72 trillion market³



72% of allies say they are more likely to accept a job at a company that's supportive of LGBT employees

71% of LGBT individuals and **82%** of allies say they are more likely to purchase a good or service from a company that supports LGBT equality

innovate goods and services that lever open new markets or grow old ones

At companies with a supportive attitude toward LGBT employees



of LGBT employees say their team is not afraid to fail



At companies with a negative attitude toward LGBT employees



of LGBT employees say their team is not afraid to fail

HOW MNCs CAN MAKE A DIFFERENCE

Vested in the growth of emerging and developing markets, multinational corporations can use their market muscle to spur LGBT inclusion globally

Actions are described by three models:



WHEN IN ROME

Adhere to the norms of the jurisdiction



EMBASSY

Implement and enforce protective policies and LGBT-supportive measures on corporate campuses



ADVOCATE

Support local LGBT activism and lobby local legislators to enact protective laws

To learn more about this study, please visit www.talentinnovation.org
Follow the discussion by using [#outglobal](https://twitter.com/outglobal)

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Sources: ¹Human Rights Campaign Foundation, Corporate Equality Index 2016: *Rating American Workplaces on Lesbian, Gay, Bisexual and Transgender Equality* (Washington, DC: Human Rights Campaign Foundation, 2015), 6

²Aengus Carroll and Lucas Paoli Itaborahy, *State-Sponsored Homophobia: A World Survey of Laws; Criminalisation, Protection, and Recognition of Same-Sex Love* (International Lesbian Gay Bisexual Trans and Intersex Association, May 2015), 28

³www.lgbt-capital.com/docs/Estimated_LGBT-GDP_%28table%29_-_July_2015.pdf

All others - Sylvia Ann Hewlett and Kenji Yoshino, *Out in the World: Securing LGBT Rights in the Global Marketplace* (New York: Center for Talent Innovation, 2016)