

Open For Business is a coalition of global companies making the case that inclusive, diverse societies are better for business. Our task is to present the business rationale on global LGB&T inclusion: successful, enterprising businesses thrive in diverse, inclusive societies and the spread of anti-gay policies runs counter to the interests of business and economic development.

The Coalition

Open For Business launched at the Clinton Global Initiative (CGI) Annual Meeting in September 2015. Since launch, 8 new supporter companies have joined the coalition.

Founding supporters



New supporters



The Economic & Business Case

The Open For Business report is the most comprehensive evidence base on the business and economic case for LGB&T inclusion to date. It was published with the launch of the coalition, with the purpose of supporting advocacy against LGB&T discrimination, wherever it exists in the world.

This content created the springboard to engage global leaders on a number of high-profile platforms:

- **Clinton Global Initiative Annual Meeting** – September 2015 in NYC
- **Out Leadership Asia Summit** – November 2015 in Hong Kong
- **World Economic Forum** – January 2016 in Davos
- **The Economist Pride & Prejudice Programme** – March 2016; Global
- **Milken Global Conference** – May 2016 in Los Angeles
- **World Economic Forum on Africa** – May 2016 in Kigali
- **Deputy UK Ambassador's Residence, PRIDE** – May 2016 in Washington DC
- **B-Team '100% Human' Conference** – June 2016 in London

Open For Business networking events have taken place at Brunswick Group offices in **London**, in **Washington DC** where Burberry and Inditex held an event at the Burberry store for policy makers and civil society, and in **Johannesburg** where Standard Chartered held a panel discussion at the Stock Exchange.

Social Media Reach

The most engaged countries on social media include those with anti-LGB&T policies, such as India, Nigeria, Malaysia, Singapore and the UAE.



Global Media Highlights

Open For Business continues to reach influential audiences through top-tier global media, including broadcast, press, blogs and podcasts.



The Argument

In the Open For Business report the business and economic case for LGB&T inclusion exists on three levels – economic performance, business performance and individual performance – and the evidence base is presented in the following 23 propositions.

A. Economic performance

Proposition 1: Urban Economic Growth

LGB&T inclusion signals a diverse and creative environment, which creates the right conditions for urban economic growth.

Proposition 2: Entrepreneurship

LGB&T inclusion results in higher levels of enterprise, creativity and innovation.

Proposition 3: Corruption

LGB&T discrimination often goes hand-in-hand with a culture of corrupt practices and a lack of openness.

Proposition 4: Foreign Direct Investment

LGB&T inclusion is associated with countries which attract higher levels of foreign direct investment.

Proposition 5: Global Markets

LGB&T discrimination may inhibit local companies from connecting to global markets.

Proposition 6: Brain-drain

LGB&T discrimination results in a 'brain drain' – the emigration of talented and skilled individuals.

Proposition 7: Health

LGB&T discrimination leads to negative economic consequences as a result of poor health outcomes.

Proposition 8: National Reputation

LGB&T discrimination can shape perceptions on a world stage, with a negative impact on tourism, talent attraction and export markets for consumer goods.

Proposition 9: National productivity

LGB&T discrimination leads to lower levels of national productivity.

B. Business performance

Proposition 10: Attracting Talent

Companies that are more diverse and inclusive are better able to compete for talented employees.

Proposition 11: Retaining Talent

Companies that are more diverse and inclusive have higher rates of retention of talented employees.

Proposition 12: Innovation

Companies that are more diverse and inclusive have higher levels of innovation and creativity.

Proposition 13: Collaboration

Companies that are more diverse and inclusive create an atmosphere of trust and communication, which is essential to effective teamwork.

Proposition 14: Customer Orientation

Companies that are more diverse and inclusive are better able to anticipate customer needs and to access a broader client base.

Proposition 15: Brand Strength

Companies that are more diverse and inclusive have greater brand appeal and loyalty with consumers who want socially responsible brands.

C. Individual performance

Proposition 16: Authenticity

Individuals working in open, diverse, inclusive environments are able to be themselves, instead of concealing important aspects of their identity.

Proposition 17: Motivation

Individuals working in open, diverse, inclusive environments have higher levels of motivation.

Proposition 18: Affinity

Individuals working in open, diverse, inclusive environments have greater affinity with values and culture of the workplace.

Proposition 19: Satisfaction

Individuals working in open, diverse, inclusive environments have higher levels of satisfaction.

Proposition 20: Health

Individuals working in open, diverse, inclusive environments are free from discrimination – a cause of poor mental health and physical violence.

Proposition 21: Speaking Up

Individuals working in open, diverse, inclusive environments are more likely to speak up with suggestions to improve performance.

Proposition 22: The Extra Mile

Individuals working in open, diverse, inclusive environments are more likely to go beyond their formal remit and make a contribution to the culture of the company.

Proposition 23: Individual Productivity

Individuals working in open, diverse, inclusive environments have greater productivity – more efficient work with higher quality outputs.

The Road Ahead

Open For Business launched with two commitments at CGI 2015, to be accomplished by September 2017. Over the next 12 months the coalition will hold a series of high-level, under-the-radar roundtables in countries where LGB&T rights are a concern. Starting in India this September, local business leaders will get together to discuss what their role should be in improving LGB&T inclusion.

1

The first year has been about **catalysing a coherent global voice on LGB&T rights from the global business community**



2

Over the course of the next year the focus will be on **empowering advocates in local business communities**

