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# 1st Forum on Best Practices for Diversity and Labor Inclusion of LGBTTTI Population in Mexico City.

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## REPORT

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November 24th 2014

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GRAN ACUERDO  
POR EL TRATO IGUALITARIO  
Y LA NO DISCRIMINACIÓN



## COUNCIL TO PREVENT AND ERADICATE DISCRIMINATION IN MEXICO CITY



On May 19th 2014 the publication of the **Agreement by which different agencies in Mexico City were instructed to carry out actions to against phobias towards the Lesbian, Gays, Bisexual, Transgender, Transexual, Transvestite or Intersexual populations (LGBTTTI)** took place pursuant to the orders provided by Mexico City's Mayor. Dr. Miguel Ángel Mancera Espinosa.

As a result of this agreement COPRED has the responsibility to promote the **Broad Agreement for Equal Treatment** this task seeks to add diverse actors from the civil society and private sector to promote actions and policies towards equal treatment.

The change towards a society in which respect to diversity and equal treatment prevails is only possible through the synergy between COPRED and civil society organizations, groups and public and private agencies with a common commitment to defend and promote the Right to and Equal Treatment and No Discrimination. On this event COPRED hosted the presence of the **Alliance for Diversity and Labor Inclusion** for the contact and location of best practices towards LGBTTTI populations amongst the companies residing in this city.

The **Law to Prevent and Eradicate Discrimination in the Federal District** in its article 37 establishes that one of the mandates for COPRED is to provide acknowledgements and recognitions to public or private entities in Mexico City, along with organizations of the civil society, individuals or corporations, that stand out for implementing programs and policies to prevent discrimination in their practices, organizational instruments and budgets.

Additionally, the **Human Rights Program in the Federal District** in its line of action number 38 related to the right to equality and no discrimination, dictates the public recognition of the institutions, organizations or companies who stand out for the implementation of non-discriminatory measures and the respect of diversity, as well as for applying affirmative actions in the hiring process and promoting equal job opportunities in Mexico City.





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In this frame, one of the initial actions of the **Broad Agreement for Equal Treatment** was carrying out the **First Forum on Best Practices for Diversity and Labor Inclusion of LGBTTTU Population in Mexico City** on November 24, 2014 in the Popular Art Museum.

**Purpose of the Forum:** Making visible and recognizing the best practices to promote equal treatment, no discrimination and labor inclusion towards LGBTTTI populations, conducted by companies in Mexico City.

### Methodology:

1. Previously, meetings with 12 companies took place with the purpose of locating best practices, labor inclusion and equal treatment towards LGBTTTI populations, in which they also presented the **Broad Agreement for Equal Treatment**, these meetings happened with the coordination of ADIL (acronym in Spanish: **Alliance to Diversity and Work Incorporation**).
2. The companies we visited were invited to present their best practices in a forum, in which they also could learn about other measures developed in the private sector and create a network of inclusive businesses.
3. The government of Mexico City, through COPRED gave and acknowledgement to those companies for the implementation of equal treatment best practices. (see Annex 1)
4. Media was present documenting the presentations of the companies who received recognition and acknowledging the actions carried out pursuant to the mandate of Mexico City's Mayor.
5. A publishable folder with experience of implementation of best practices of each company was developed; this will be a means of inspiration to other companies so they can join in this initiative.

### Companies that attended:

1. Accenture
2. Banco Nacional de Mexico
3. Dow Química Mexicana
4. IBM México
5. J.P. Morgan
6. JW Marriot Mexico City
7. Microsoft Mexico
8. Pfizer Mexico
9. Procter & Gamble
10. Scotiabank





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### BEST PRACTICES ACKNOWLEDGED

The actions carried out to promote equal treatment within the companies, were identified in the following subjects:



**Accenture** is an international consulting, technology and outsourcing company which keeps organized the **LGBTTTI Network & Mexico Allies** and intends to generate a more inclusive and respectful environment towards LGBT employees. This will increase the commitment and talented people on their staff, and also their positioning as a diverse and inclusive company with talents and potential clients. **Accenture** participated officially as the company in the **Gay Pride Parade in Mexico City and Monterrey**.

With the aim of raising awareness among their employees toward LGBTI pride, every year for a week **Banamex** carries out the **Pride Week Mexico**, this year they developed a film series in 15 locations nationwide. Additionally, thematic conferences were carried out with recognized speakers from the LGBTI community and the presentation of the monologue "I propose Juan Gabriel and I" had the assistance of over 300 guests.

The chemical products company **Dow Chemical** presented the initiative **GLAD: Gays, Lesbians and Allies @ Dow**. This initiative was created with a series of actions seeking to ensure an inclusive language, to have more connections between companies and inclusive leaders, promote learning relationships between members, create a working network and synergies with other organizations. Their goal is to create and promote a safe, inclusive, open, and supportive work environment for all their employees, besides from their sexual orientation and gender identity.

**Dow Chemical**, through **GLAD** organizes lectures, film series, sensory experiences like wine tastings; also integrational activities such as a choir and a course about diversity. All of these actions developed to promote self-acceptance and self-realization for LGTTTI populations.

**IBM**, the company that links services and technology, has various programs to promote an inclusive, supporting and non-discrimination working environment towards LGBT population such as: **spousal benefits for same sex couples** or non-married heterosexual couples who live together; **a group of LGBTTTI employees** and within this one there are employees who are "straight" with an outstanding career in the company who work together to provide their points of view and set an example of support and inclusion working as **allies**, they carry out **group sessions or one on one's** where LGBT employees share their work experience, life history and the way they developed in and out **IBM** finally, they have a **public data base for all their collaborators in which the top-level managers and vice-presidents part of the LGBTTTI**





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**population**, worldwide share their stories and reinforce the fact that it is possible to believe in a company asides of the sexual orientation.

For the financial services company **J.P. Morgan**, the commitment with diversity appeared from the top, when they mention that their president established that every employee should treat their clients with respect in line with the corporate values; personal commitment, honesty, teamwork, diversity and sensibility of the environment. **J.P. Morgan** has **PRIDE**, a corporate group available for all the employees aside of their sexual orientation or identity. The members of **PRIDE** are focused on creating an equal treatment and growing opportunities environment within **J.P. Morgan** for the LGBTTTI population by adding allies. Over a 100 people attended the release of **PRIDE**, in which a lecture took place regarding the importance and benefits of having a diverse working environment. Also a short explanation of what it means to be LGBTTTI and the responsibilities of an ally.

At the **JW Marriott** hotel in Mexico City, the motto is: "Yes to respect, yes to diversity", their policy is to practice the value of respect towards their clients and their employees. They have a **Diversity Board** which organizes several campaigns and activities to promote inclusion and respect towards LGBT population. This year, the company allowed their employees to leave their jobs to participate in the **Pride Parade in Mexico City**, as a way of reclaiming their identity.

**Microsoft** presented **GLEAM, a network between LGBTTTI employees** that has the main goal of fighting for equal treatment, pushing forward innovation and the evolution of diversity and inclusion, the priorities of this network are to create new connection experiences within the community members; and making this initiative grow around the globe through ambassadors in several countries building solid relationships with key allies inside and out the company. This network is highly relevant, that's why every year there has been an increase in the "pride celebrations". The network is part of a policy that recognizes the relevance of inclusion and diversity, has support groups for LGBT employees.

The participation of the lab with more than 150 years of experience and leader in the market, **Pfizer**; was related to their **Corporate Committee on Diversity and Inclusion** which has an LGBTTTI **Subcommittee linked to OPEN (Out Pfizer Employee Network)** a global network, was created to ensure the implementation of corporate policies on non-discrimination, and recognizing the respect and inclusion toward LGBT populations; promoting equal opportunities and benefits to them.

The company **Procter & Gamble** which has one of the strongest portfolios of leading brands in the market and operates in 70 countries worldwide since 2010 implemented a **strategy on Diversity and Inclusion**. Focused on serving diverse consumers around the globe starting with their employees, developing and utilizing the advantages of a having a company that is highly diverse. In regards to the LGBT population there is **GABLE** a group of employees dedicated to create a network in the world which will support and allow their **Gay, Allies, Bisexual, Lesbian and Transgender** employees to contribute with their top potential and "bring their entire person every day to work".

Finally **Scotiabank**, a bank that provides innovational financial products, created an internal policy about non-discrimination. They have the **LGBT Employees Group Resource, a Board of Diversity and Inclusion**, volunteers in favor to vulnerable groups, the invitation to **Pride Connection**, the diversity and inclusion campaign, and an **e-learning platform for diversity and inclusion**. The **Pride Connection** initiative, seeks to support and foster an inclusive environment where the LGBT community and their allies feel safe, appreciated and respected.





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### Other effects: best practices and relationship with other key players

***Some of the acknowledged companies have internal policies about equal treatment not only toward sexual diversity population but also towards other vulnerable groups of the population.***

**Banamex** also presented **Citi Diversity** an internal policy which represents the institution's commitment to have equality in the access of development where innovation and creativity are valued and encourage the balance between working and personal life. The Citi Diversity logo, represents the 8 most important lines of action for the institution: **LGBTQI+ Pride, ethnic heritage, life balance, disability, army veterans, generations, gender equality and, diversity & culture.**

In the case of **J.P. Morgan Mexico** from the job recruitment they have a policy of inclusion identifying the talent and arranging a specialized growth plan. They hunt talents from universities that have diverse groups of populations (LGBT or any others). They organize Business Resource Groups, annual forums, open discussion with business leaders with the contributions from a **multi-cultural point of view. Within the company have benefits and corporate policies and programs, inclusive of a broad range of individual. They also, actively seek to create work relationships with suppliers who are led or give jobs to discriminated groups.**

**The Human Rights Campaign organization** along with **J.P Morgan** will invite other key players from the banking world and different companies in Mexico to have informative breakfast/events, in the hope that more companies implement this kind of Inclusive and Tolerance Corporate Groups as foundations of their corporate culture.

Inclusion and diversity are highly relevant for **Microsoft**, since they recognize that it raises creativity and innovation, helps their clients in the accomplishment of their needs, also brings, holds, and develops their people. Within the company there is a **non-discrimination policy, support groups for LGBT employees, training and events related to diversity and inclusion.** In **Microsoft** their inclusive and diversity policies include **actions of gender equity, disabilities and different generations** besides sexual orientation.

The measures taken by **Procter & Gamble** for diversity and inclusion also include the group of people with disabilities, developing the group **PwD**; which is dedicated to give visibility regarding the daily challenges people with a disabilities have, and this way become an agent of change that promotes an inclusive environment for every employee no matter their physical disabilities. They also recognize the potential of women, that's why they have **CWLT: Corporate Team of Leader Women** (for its acronym in Spanish). CWLT has the commitment towards the development of women assuring that talents and opinions of women are well represented inside the company and on every level of leadership.

Since 2011, **Procter & Gamble** has been recognized as one of the top 10 companies leader in diversity by Diversity Inc.: Company for Latinos, Asian-americans, Company for People with Disabilities, Company for diversity worldwide, also for equal treatment for LGBTQI+ population at work, and for the development of women within the company. Their mission states: Everyone has value, everyone is Included and everyone developing their top potential.

In **Scotiabank** they recognize that the good practice most representative in their Diversity and Inclusion Committee, which main goal is to analyze, make proposals, approve and the follow up to initiatives which increase the awareness and commitment between the leaders, toward Diversity, fostering a culture of inclusion.





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The representatives of this committee belong to different departments from **Scotiabank**, permeating the strategy to all in the financial group. They are the spokespersons in the commitment with diversity and inclusion. This committee generates initiatives in favor of the staff targeted towards several populations: ethnic origin, people with disabilities, youth and women, among others. These measures are advertised through an internal website with which they inform their employees about diversity strategy. They have involved other companies in these actions, currently there are 8 companies that are within the network **Pride Connection**.

### Broad Agreement for Equal Treatment: Actions for cultural change

During the initial interview with **Accenture, American Express, Banamex, Dow Chemical, Google, IBM de México, J.P. Morgan, JW Marriott Mexico City, Microsoft Mexico, Pfizer Mexico, Procter & Gamble y Scotiabank** they were invited to be a part of the **Broad Agreement for Equal Treatment in Mexico City**. This initiative seeks to share the responsibility of pushing forward the principals of equality and non-discrimination in Mexico City, between COPRED and private sector; and also support the initiatives of the private sector to the fight against discrimination for improvement, promotion and motivation of other social key players to embrace these values and share them.

Most of the companies showed interest in creating synergy with this agency, mostly in terms of being sensitive and have trainings for content, incorporation and practice of equal treatment and non-discrimination in their daily activities and the support we offered in the implementation of other policies on equity treatment related to their specific needs.

**Dow Chemical** and **IBM** stated openly their commitment by signing a non-legal adhesion contract which creates a joint-work agenda in collaboration with COPRED. The rest of the companies invited to this alliance have to make several internal processes and are on standby.

In the case of **American Express** and **Google**, the companies were invited to participate in the **Forum to Best Practice About Diversity, and Work Inclusion to LGBTTTI Population in Mexico City** for being companies who have highly important policies for the inclusion of LGBTTTI population, and other communities who have suffered discrimination. Despite their interests some internal policies prevented them from having an answer on time for their adhesion and participation. However, its excitement and recognition to move towards creating a more just and inclusive society is undeniable; that's why we will keep working together until we have their full collaboration.

