



Open  
For  
Business

## Business action for LGBT+ inclusive societies

accenture



AT&T

BCG

BRUNSWICK

BURBERRY  
LONDON ENGLAND

Deutsche Bank

DIAGEO



Google



IBM

INDITEX



LinkedIn

Linklaters



McKinsey  
& Company

Microsoft



RELX Group

Standard Chartered

TESCO

THOMSON REUTERS

Virgin

wework

**Who We Are**

**Who Are You?**

**Four Quick Survey Questions**

## Our Purpose

Open For Business's purpose is to **improve the legal and social situations of LGBT+ people by using the influence of the private sector.**

## Our Strategy

### Research

Construct and promote the economic and business case for LGBT+ inclusion.

### Global

Catalyze a coherent voice on LGBT+ inclusion from the global business community.

### Local

Create local networks of senior business leaders to advance LGBT+ inclusion.

# Our programs

---



## Knowledge & research

Our work is based on the economic and business case for LGBT+ inclusion. We continuously work with coalition partners to develop new research to strengthen this case.



## Global Influencer Program

We use our research to inject the economic case for LGBT+ inclusion on high-profile platforms and organizations. This creates a coherent voice from the global business community that LGBT+ inclusion is good for business and economic growth.



## Local Influencer Program

The momentum from these global conversations allows us to create strong networks of local senior business leaders to advance LGBT+ inclusion in their societies. We work in priority countries for 3 years, building the confidence of business leaders to support LGBT+ inclusion.

# The Local Influencer Program Theory of Change

---

**Develop a strong, data-driven *economic case* for  
LGBT+ rights**

**Use that research to  
*build a network* of  
business leaders and  
civil society  
organizations**

**Identify smart *strategies*  
for acting in the public  
*sphere* and implement  
them**

# Making LGBT+ inclusion an economic issue in Kenya

- Re-framed LGBT+ inclusion as an **economic issue**
- Showed that **LGBT+ discrimination costs Kenya up to \$1.3 billion per year**, or 1.7% of GDP
- Headlines in major Kenyan media and **13 million impressions** on social media
- Built a network of business leaders and civil society organizations looking to take **collective action on LGBT+ inclusion**

A world map with a light gray background and a red outline for Kenya. The word "Kenya" is written in black text next to the red outline.

Kenya



# Business support for marriage equality in Taiwan

- Developed research on the **economic benefits of marriage equality** in Taiwan
- Research was **signed by a mix** of Open For Business coalition partners and local Taiwanese businesses
- Made **national media coverage**, and the report was placed directly into the hands of legislators
- Marriage equality **passed** in May 2019

 Taiwan

# The Central & Eastern Europe Program

---

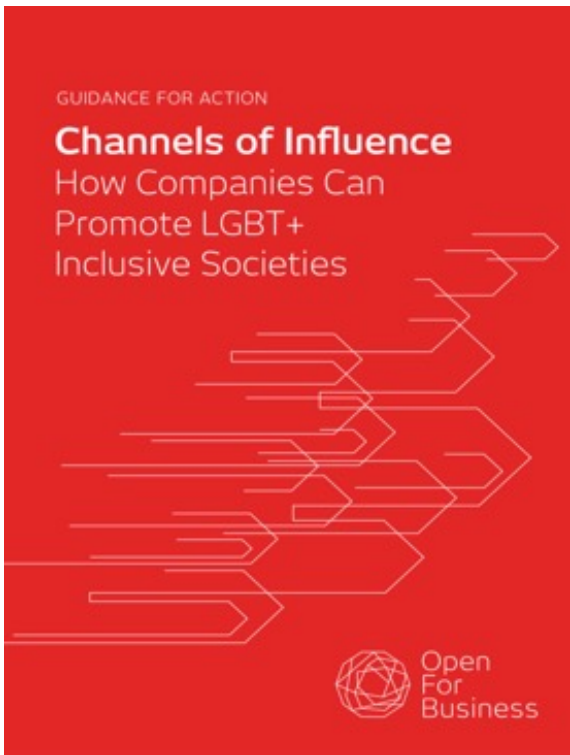
- **Focus on 4 countries:**
  - Hungary, Poland, Romania, Ukraine
- **Researching key arguments or propositions that will best influence business leaders, policy makers and key opinion leaders in the region**
- **Regional and country-specific reports ready this fall**
- **Local engagement plan to follow**



# Help us with our Propositions

---

**Two more questions**



## CHANNELS OF INFLUENCE (2019)

This report shows how companies can act in the public sphere to promote LGBT+ inclusive societies.



# How can you get involved?

---

- **Introduce us to business leaders, policy makers, civil society leaders or other key opinion leaders in our 4 target countries**
- **Stay connected, especially if you come from these countries**
  - [george.Perlov@open-for-business.org](mailto:george.Perlov@open-for-business.org)
  - **Connect with Open For Business via LinkedIn, Twitter or Facebook for updates**

**Help us build a more diverse and inclusive environment for the LGBT+ community in Central and Eastern Europe!**



Open  
For  
Business

## Business action for LGBT+ inclusive societies



Open For Business



@OpenForBusinessLGBT



@OFB\_LGBT