

Advice on Driving Business Equality within LGBTQ+ Communities

Munroe Bergdorf

“Develop long term relationships with community figure heads and people who can consult on your products to ensure they are inclusive and diverse as possible. Also develop relationships with services and charities that help Queer people, all year round that are doing the work on the front lines. Don't just get involved during Pride month - make it a year round commitment.”

“Diversity and inclusion is plainly just smart business and it should operate on the continuum of recruiting and cultivating diverse people, designing products and services with diversity and inclusion in mind, and finally, helping sell your product by sharing stories that celebrate diverse experiences and people.”

Tudor Havriliuc
VP HUMAN RESOURCES, FACEBOOK

Dominic Arnell

CEO, JUST LIKE US

“A helpful question for any organisation is ‘How do we handle difference?’ For me, a vision of a more perfect is not a world where everybody knows everything about everyone else, it is a world where people respond positively to difference, listening rather than talking and adopting a solutions-focused rather than paternalistic approach.”

Bobi Carley

HEAD OF MEDIA AND DIVERSITY & INCLUSION LEAD, ISBA

“The problem is not seeing the problem, when eyes are opened then action can take place. Feel confident to challenge anything you feel uncomfortable with. Ask people for help, there are a lot of experts who are happy to guide you, to help you avoid blind spots. Consider everybody: who's briefing? Who's behind the camera? Who are your audience? Who is your media targeting? Keep questioning, be bold.”

“As brand support for LGBTQ+ issues becomes more common, companies can no longer get away with simply adding a rainbow to their brand comms. Engagement with LGBTQ+ staff, clients and customers is critical in ensuring authentic representation of all communities. Indeed many LGBTQ+ people no longer feel represented by the rainbow, an insight which would often only be uncovered by working with LGBTQ+ people and organisations. Companies should consider using the Philadelphia or Progress Rainbow Flags or indeed representing parts of the community with less visibility - trans, bi, pan or intersex for example. Most importantly however, any activation should be accompanied by campaigns that feature and are made by LGBTQ+ people, tell their stories and do so all year round (not just in Pride month) and across the country (not just in a Soho shop window).”

Tom Stevens

HEAD OF MARKETING, IAB UK AND DIRECTOR OF MARKETING, PRIDE IN LONDON, IAB

Leila Siddiqi

ASSOCIATE DIRECTOR, DIVERSITY, IPA

“We recognise this is a hugely challenging time for our industry as we firefight our way through the crisis every day. However, we also know the pandemic has deepened pre-existing inequalities; those with lower incomes are worse off, mental health issues are rising and women, according to a recent UN Women policy brief, are being affected disproportionately and differently from men - especially in areas of economic impact, unpaid care work and gender based violence. There is a huge opportunity for agencies and brands to lead positive societal change by working collaboratively, rethinking their purpose beyond profit and influencing preconceived perceptions of minority groups. If we're hoping to attract today's consumers and the best talent into our industry, while staying relevant to consumers through our creative work, the time to make serious adjustments is now.”

Leila Woodington

MARKETING DIRECTOR, NORTHERN EUROPE, FACEBOOK

“Diversity and inclusion need to be integrated into everything an organisation does, with clear frameworks and measurement to hold us all accountable. One thing we're very focused on as a marketing organisation is ensuring our work represents the audiences whom we serve. To do this meaningfully, it's absolutely crucial to involve people from those communities in the work. For example, for a recent Ramadan campaign we ran, we worked with 11 incredible British Muslim creators to not only produce the campaign, but also co-create the brief.”

Niyi Duro-Emanuel

VICE PRESIDENT OF SOLUTIONS, MERKLE

“Diversity and inclusion requires a real commitment from organisations to honestly assess their ability to attract, retain and accelerate the progression of a richly diverse workforce. Being passive in this area will limit their access to the next wave of talent AND customers.”

FOR MORE TIPS AND ADVICE ON HOW TO DRIVE BUSINESS EQUALITY FOR THE LGBTQ+ COMMUNITY AND BEYOND VISIT

FACEBOOK.COM/HOMOSAPIENSPodcast

“Most brands feature pages and pages on diversity and inclusion on their websites, but what's important is they incorporate this information into their everyday working practices, internally and externally. It's not ok to ‘talk the talk’ without ‘walking the walk’ - the LGBTQ+ community is here 365 days a year and yet, it seems brands often want to ‘fly the flag’ during Pride. We would like to see the flag flying all year round, not brought out and dusted out for Pride events alone.”

Linda Riley
DIVA, PUBLISHER