



INTERNATIONAL BUSINESS EQUALITY
INDEX2011

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THE MOST
LGBT **FRIENDLY**
CORPORATIONS
IN THE WORLD



ARE YOUR LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) PRACTICES AND POLICIES HELPING YOUR COMPANY GROW INTERNATIONALLY?

Return On Investment (ROI) on internal and external diversity initiatives is hard to establish. However, in surveys, most companies agree that it is important to be at the leading edge of diversity programs in order to compete successfully on a global scale. This is especially true in relation to LGBT policies and actions, which are the hardest to gauge and yet have a major impact on business in countries throughout the world.

The International Business Equality Index (Index) is designed to help you understand how your company is performing in this area compared to other companies, in specific countries around the world. It is the only diversity index that measures performance in multiple countries, and is also currently the only diversity index available in most countries.

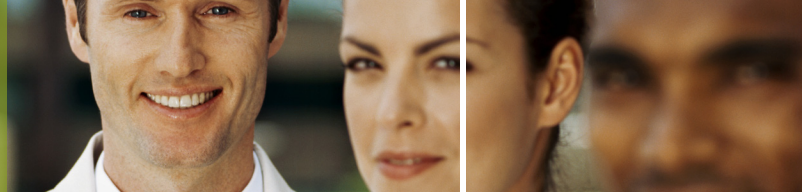
Created in 2008 by the International Gay and Lesbian Chamber of Commerce (IGLCC), the Index is a tool challenging leading international corporations to improve the performance of their Lesbian, Gay, Bisexual and Transgender practices and policies by providing index-based measurements.

WHAT IS THE INDEX?

It is a global Index measuring how major corporations include in their policies and practices the main issues relevant to the LGBT community today. It considers how corporations work with employees, suppliers and consumers alike.

WHAT IS THE PURPOSE OF THE INDEX?

Ultimately, the goal is to help leading international corporations become better global corporate citizens by implementing effective LGBT diversity policies. In the end, the corporation benefits as do the communities in which they operate.



WHY IS IT UNIQUE?

The IGLCC Index is the only Index that is analyzing these issues at the International level. National indexes like the HRC Equality Index in the USA and the Stonewall Index in the UK are major tools for corporations and have greatly contributed to making improvements in these countries. The Index goes further, creating an international benchmark for the participating corporations, enabling them to understand the impact that their diversity policies and values are having in every country they operate in; moreover, it allows companies to compare that impact between country operations as well as compared to other business in specific locations.

HOW DOES IT WORK?

Corporations respond to an online survey of sixteen questions covering four major issues and are scored according to an equitable methodology. Respondents include data for every country they have employees in.

The results are published yearly in a comprehensive report.

IS THERE ANY COST TO PARTICIPATE?

Participation in the Index is free. In return, corporations are provided with a comprehensive report, showing their performance on each of the survey's questions and a comparison to global averages. Participating IGLCC corporate members receive a more customized detailed report, helping them to better assess their performance by making available comparative data on a country or an industry basis. This report is also available to non-member participants for a €1500.

HOW ARE THE RESULTS ANNOUNCED?

The results are compiled in a comprehensive overview outlining the macro findings of the Index and announced in a press release.

In the same day, individual participating companies are provided with a their overall performance as a company. Customized and comprehensive reports are subsequently sent to participating IGLCC members and other companies that have requested this additional service.

PARTICIPATING BENEFITS



BY PARTICIPATING IN THE INDEX, YOUR CORPORATION GETS MANY BENEFITS:

- › A measure of how well it is performing in every country, compared to other companies in the same industry¹ and other countries in which you operate
- › A detailed analysis of the impact of your policies relative to specific participating competitors in particular markets and globally²
- › Comprehensive assessment to enhance global practices and policies
- › Attendance at the annual Index Seminar providing an opportunity to discuss practices and policies with other participating companies and expert presenters and panelists
- › Opportunity to be part of the International LGBT Best Practices Guide
- › Worldwide visibility
- › International recognition in leadership
- › Increased presence in the LGBT market segment

1 Specific industry information is not released for countries or in situations where releasing this information would compromise the confidentiality of any participating company

2 Participating IGLCC members and companies that have requested this additional report



INDEX SEALS



All companies participating in the Index will be entitled to tag communication and marketing materials with the 2011 Index Seal (**“2011 Most LGBT Friendly Corporations in the World”**) attesting to their leadership in global diversity.



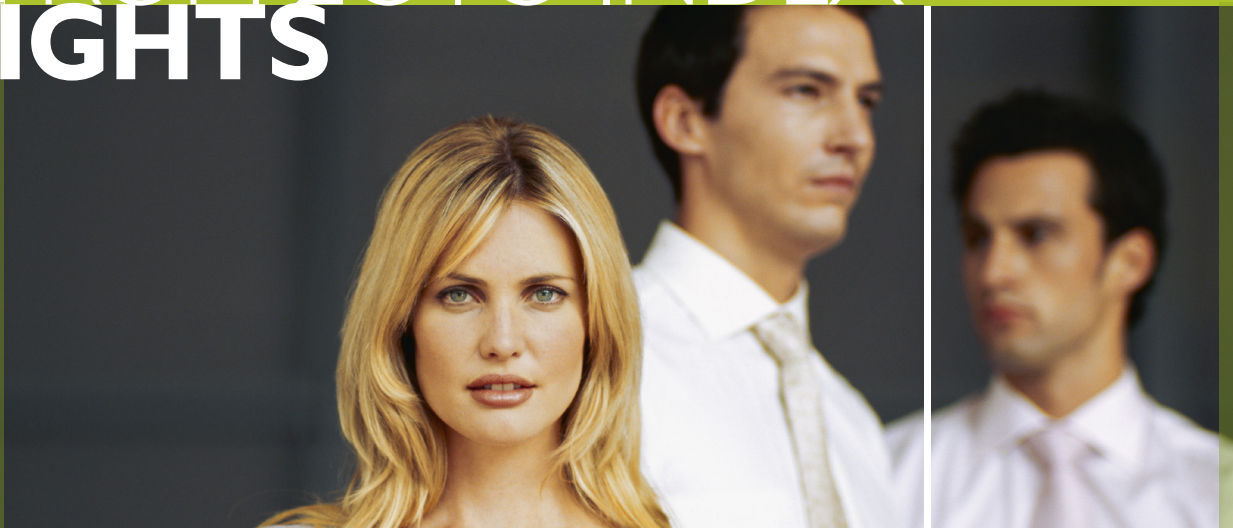
Additionally, corporations who will be ranked in the top five will be permitted use of the Index Top 5 Recognition Seal (**“Recognized as one of the 2011 Top 5 Most LGBT friendly corporations in the World”**).



Only the number one ranked corporation will be entitled to use the prestigious 2011 Index Seal (**“2011 Most LGBT Friendly Corporation in the World”**)

- › American Airlines, BT Group, Cisco Systems, Continental Airlines, Credit Suisse, Cummins Inc., Deutsche Bank, Deutsche Post DHL, Google, IBM, ING Group, Kuoni travel Holding LTD, LAN Airlines, Lenovo Group, Merck, Morgan Stanley, Philips, Royal Dutch Shell, TD bank Financial Group, The Dow Chemical Company, TNT, UBS AG, Paul Hastings LLP, Squire, Sanders & Dempsey LLP and British Council.
- › Inclusion of two new categories: Law firms and NGO's
- › 2.2 million employees in 220 countries
- › USD 1 Trillion global sales
- › Some notable changes in corporations' international policies and practices, enhancing lives of thousands of LGBT people around the world
- › First ever Index Seminar, gathering over 30 LGBT leaders in international diversity and inclusion
- › Endorsement of this new international benchmark by the corporate world, the media and the LGBT community
- › Media coverage of the Index's results in 15 different languages in over 40 countries

FROM 2010 INDEX HIGHLIGHTS



REGISTRATIONS ARE NOW OPEN!

VISIT OUR WEBSITE AND REGISTER YOUR
COMPANY TODAY.

**To register your company, download and complete the survey, visit the
IGLCC Index webpage: www.iglcc.org/index**

Comprehensive information and supplementary data about the survey process and methodology can be found on our Website. You can also access our Q&A section, which contains answers to many of your questions regarding the Index.

If you would like further information, please feel free to contact The Index Team, directly at (1) 514 287 2888 Ext.: 226

DEADLINES AND PUBLICATION

**The deadline to complete and submit the Index survey
is June 15th 2011.**

The 2011 Index findings will be published online on the IGLCC Website on September 16th, 2011.

**FOR INFORMATION OR ASSISTANCE IN COMPLETING
THE SURVEY, PLEASE CONTACT:**

**Index Team
index@iglcc.org
(514) 287-2888 ext.: 226**

DEADLINE TO SUBMIT THE SURVEY

June 15th, 2011

OFFICIAL ANNOUNCEMENT OF RESULTS

International Press Release with the official announcement of the Index results
Online publication of the Index Report on the IGLCC Website

September 16th, 2011

INDEX SEMINAR

Colloquium about Index results and LGBT equality in business
Sofitel Montreal - Canada

September 30th, 2011

INTERNATIONAL LGBT BEST PRACTICES GUIDE

Publication of the First International Compilation of LGBT Best Practices and Policies
Electronic version online **November 25th, 2011**



MARK

YOUR CALENDAR



BE THE MOST GAY
FRIENDLY COMPANY
IN THE WORLD
**MAKE HISTORY
WITH THE IGLCC**

IN PARTNERSHIP WITH

ATYPIC
agence

research ~ brand ~ operationalize
proteanstrategies



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