

Corporate ToolKit

A simple resource designed to help corporations take part in Outright International's work in advancing LGBTIQ human rights.

Who We Are

Outright International works together for better LGBTIQ lives.

Outright is dedicated to working with partners around the globe to strengthen the capacity of the LGBTIQ human rights movement, document and amplify human rights violations against LGBTIQ people, and advocate for inclusion and equality.

Who We Are

Founded in 1990, Outright works with the United Nations, regional human rights monitoring bodies, and civil society partners. Outright holds consultative status at the United Nations, where it serves as the secretariat of the UN LGBTI Core Group.

Outright is also a Founding Member of the Partnership for Global LGBTI Equality – or PGLE – a World Economic Forum Lighthouse Project and a coalition of businesses committed to leveraging their individual and collective advocacy to accelerate LGBTI equality and inclusion globally.



A person is seen from the back, holding a large rainbow flag high in the air. The background is a light blue sky with abstract, wavy patterns in shades of blue and teal. The text 'Leading with Purpose' is overlaid in large, white, sans-serif font.

Leading with Purpose

**ADVANCING GLOBAL LGBTIQ RIGHTS
THROUGH CORPORATE PARTNERSHIP**

Future-focused companies know that the way forward in business is through shared-valued creation and a strong commitment to solving for social good for the benefit of all of their stakeholders; from employees and customers to communities and shareholders.

If you are one of these companies,

Outright wants to work with you.

What We Do

Our mission is to ensure human rights for LGBTIQ people everywhere by amplifying, advocating, supporting and celebrating.

We Amplify

We see the world and are a global witness to the struggles and successes of our communities, documenting the lived realities and producing groundbreaking research.

We Advocate

We advocate. As a global LGBTIQ organization that consults and has a permanent presence at the United Nations, we serve as secretariat and act as a watchdog on all 193 world governments.

We Support

We support and invest heavily in partnership with grassroots LGBTIQ communities and allies around the world. Their presence is the single greatest factor that produces cultural, social, and legal change.

We provide technical training and funding support where it counts.

We Celebrate

We celebrate progress, wins, love and lives.



Around the world, lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) and allied advocates continue to face enormous challenges and risks to their personal safety by calling out, and forcing changes to laws that discriminate against them. Outright works at the international, regional, and national levels to research, document, defend, and advance human

rights for LGBTIQ people globally.


We partner directly with human rights defenders, allies and organizations to produce reliable data on the experiences of LGBTIQ people around the world and support research-based advocacy and capacity-building for LGBTIQ rights.

**OUTRIGHT PRIORITIZES WORK
WITH CORPORATE LEADERS
TO ADVANCE LGBTIQ HUMAN
RIGHTS GLOBALLY.**

**OUR PARTNERSHIPS REFLECT A COMPANY'S
CORE VALUES, HELP GUIDE DECISION MAKING
AND DRIVE MEASURABLE VALUE. BY EDUCATING
AND ENGAGING SENIOR LEADERS AND
MANAGERS, WE HELP BUILD CSR, DEI AND
CORE BUSINESS COMPETENCE, ENHANCING
COMPETITIVENESS TO DELIVER POSITIVE
SOCIETAL IMPACT.**

78% of consumers expect businesses to help and protect the greater communities they serve in addition to protecting their employees.*

*Source: Edelman Trust Study



Fewer than 1/2 of the United Nations' 193 member countries ban discrimination on the basis of sexual orientation.

At least 68 countries still have national laws criminalizing same-sex relations between consenting adults.

Almost 2.8 BILLION people are living in countries where identifying as gay could lead to imprisonment, corporal punishment or even death.

On a range of social and economic indicators, LGBTIQ people, especially lesbians and transgender people, tend to fare poorly compared with the general population – studies in multiple countries have found rates of poverty, food insecurity, barriers to competent health care and joblessness to be elevated in the LGBTIQ community.

Discrimination, inequitable recovery from COVID-19, and the global economic recession are exacerbating and compounding these disparities.

THE HUMAN TOLL OF LGBTIQ DISCRIMINATION IS UNQUANTIFIABLE.

There is also an economic cost to homophobia and transphobia that hurts everyone – and the numbers are staggering: worldwide, losses likely exceed USD \$119 billion of GDP.

Beyond the moral imperative, advancing inclusive and diverse societies promotes equality, open societies, stronger economic environments and greater opportunity for everyone.

LGBTIQ+ rights are human rights, and human rights are a universal value.



When we look back on this time in our history, we will be measured by our capacity for kindness and compassion and our ability to mobilize collectively – we will be remembered for the actions we take.

In carrying out our mission, Outright engages with a wide array of corporate partners from diverse industries to advance our work, opening up companies to an ever-growing population of LGBT stakeholders and improving our global communities every step along the way.

Outright understands the inherent value of creating strategic partnerships with like-minded companies. Collaboration strengthens Outright and our partners, providing unique opportunities to link social impact with positive outcomes for business.



Take Part

OUTRIGHT TEAMS UP WITH COMPANIES IN A VARIETY OF WAYS. OUR VALUE PROPOSITION INCLUDES:

ADVISORY SERVICES

strategic consultations include project -or country-based analysis, network building and meeting preparation.

EMPLOYEE ENGAGEMENT AND VOLUNTEERING

VIP invitations for your employees to observe insider events, programs and conferences; we work with you to customize virtual programs for a strong corporate volunteer experience.

ACCESS TO DATA AND RESEARCH

be among the first to access Outright's global reports and news releases.

EDUCATION AND TRAINING OPPORTUNITIES

curated workplace events help your employees expand their knowledge of LGBTIQ human rights and strengthen their capacity to apply a global-local lens in defining goals and decision-making.

BRAND VISIBILITY THROUGH COMMUNITY IMMERSION

amplify your values and meaningfully connect your employees and consumers to a cause and community they care about.

BY COLLABORATING WITH OUTRIGHT, BENEFITS TO OUR CORPORATE PARTNERS CAN INCLUDE:

Gaining access to data, knowledge and networks to inform strategy and business decisions.

Gaining an advantage over competitors by leading on best practices.

Improving risk management with regard to the material risk of doing business in hostile environments.

Protecting the image and reputation of your company against the perception of insufficient action.



BY COLLABORATING WITH OUTRIGHT, BENEFITS TO OUR CORPORATE PARTNERS CAN INCLUDE:



Propelling innovation by exploring solutions, including collectively with other businesses, which positions your company to capitalize on emerging opportunities.

Enhancing employee advocacy and talent recruitment.

Advancing financial performance – an authentic commitment to inclusion delivers a clear ROI, while longer-term, combating discrimination opens markets.

Generating customer loyalty, as consumers care and want to do business with companies that demonstrably share their values.

Empowering employees to make a social impact by building their capacity to apply a global-local lens in defining goals and decision-making.

Collaboration

Our custom collaborations are created with partners from beginning to end.

Partnership packages range from USD \$5,000 to \$250,000+. For more information, examples, and to discuss how your company can partner with Outright, please contact:

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“The corporate sector has played an important role in the progress of LGBTIQ rights for several decades. Companies realize that, beyond the imperative to support human rights, it is smart business to promote and advance inclusive societies.”

– Maria Sjödin, Executive Director, Outright International



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