

## Pride and Prejudice

### *The cost of discrimination*

March 3rd 2016

Hong Kong • London • New York

Attitudes towards lesbian, gay, bisexual and transgender (LGBT) people have changed with remarkable swiftness across much of the Western world. Gay marriage, a bellwether of progress towards equality, is increasingly being written into law. Businesses see competitive advantage in creating a reputation for inclusiveness. Yet global acceptance of LGBT people is not evenly distributed. Worldwide, the situation ranges from mild intolerance to hostile rejection and violence. In many businesses, the “glass closet” remains a formidable barrier to advancement or authenticity. Discussion about same-sex relationships is controversial in many countries, but in a globalised world, gay rights are now a significant issue.

Bringing about meaningful change requires a mix of strategies—litigation, legislation and diplomatic pressure combined with a long process of social and cultural adjustment. Companies in competitive, talent-driven sectors like banking and the law have developed sophisticated policies to ensure LGBT inclusion, while other businesses struggle quietly with the need to manage diverse workforces. Apple, arguably one of the world’s most innovative companies, believes the creativity associated with diversity helps drive its success. Can inclusive workplace policies give other companies the same advantage?

LGBT communities in much of the world are fighting for basic rights, but in liberal societies the challenge is to consolidate the gains already won—a necessarily more subtle and complex task.

- What is the outlook for LGBT rights in different parts of the world?
- Can legislation shift public opinion, or should policy follow social change?
- What are the economic, business, social and human costs of discrimination?
- Why should LGBT rights matter to business?
- Where is the next front in the battle for LGBT acceptance?

**Pride and Prejudice** is a global, 24-hour event spanning three cities, which will challenge policymakers and industry leaders to rethink the future of the global LGBT movement and its impact on business. Participants in Hong Kong, London and New York will take part in a series of globally oriented conversations, joined (where feasible) by live video link. Delegates in each of the three cities will also tackle the thorny questions pertinent to that region, with a common question in mind: what is the cost of LGBT discrimination?

**Global agenda—Overview**

	<b>Hong Kong</b>	<b>London</b>	<b>New York City</b>
8.00am	Registration and networking breakfast	Registration and networking breakfast	Registration and networking breakfast
8.45am	Welcome and opening remarks	Welcome and opening remarks	Welcome and opening remarks
9.00am	Keynote interview: The state of LGBT rights in Asia	Keynote interview: The outlook for LGBT rights <i>Streamed live to Hong Kong</i>	Keynote interview: The outlook for LGBT rights <i>Streamed live to London</i>
9.45am	Are gay rights compatible with Asian values?	Panel discussion: The dollars and cents of discrimination <i>Guest panellist from HK via live video link</i>	Panel discussion: Inclusion at home and abroad <i>Live video link between London and NYC</i>
10.30am	Networking break	Networking break	Networking break
11.00am	Panel discussion: the dollars and cents of discrimination	The roles of international governmental and financial institutions	Panel discussion: the dollars and cents of discrimination
11.45am	On the sofa: Why it matters—Defining the business case	On the sofa: Why it matters—Defining the business case	On the sofa: The Divided States of America
12.30pm	Spotlight interview: Learning from success and failure in gender inclusion	Spotlight interview: Boycotts and public outrage	Spotlight interview: Coming out of the C-suite
12.50pm	Networking lunch	Networking lunch	Networking lunch
2.00pm	On the sofa: The legal and political agenda in Asia	Keynote interview: The outlook for LGBT rights <i>By live video link from NYC</i>	On the sofa: Why it matters—defining the business case
2.45pm	Panel discussion: Inclusion at home and abroad	Panel discussion: Inclusion at home and abroad <i>Live video link between London and NYC</i>	Panel discussion: Achieving inclusion
3.30pm	Networking break	Networking break	Networking break
4.00pm	In conversation: Diversity and inclusion in blue-collar workforces	In conversation: The realities on the ground in...	In conversation: Mirror, mirror—Advertising and the expression of corporate values
4.30pm	Panel discussion: Chasing the pink dollar	Panel discussion: Brain drain—The lost value of LGBT exiles	Panel discussion: Together and unequal—LGBT access to health care
5.00pm	Keynote interview: The outlook for LGBT rights <i>By live video link from London</i>	Channels for change	Channels for change
5.45pm	The way up: Takeaways and closing remarks	The way up: Takeaways and closing remarks	The way up: Takeaways and closing remarks
6.05pm	Networking reception	Networking reception	Networking reception

**New York agenda**

**Confirmed speakers:**

**Ralph Becker**, Mayor, Salt Lake City

**Randy Berry**, Special envoy for the Human Rights of LGBT Persons, United States Department of State

**Trevor Burgess**, Chief executive, C1 Bank

**James R. Fitterling**, Vice- chairman and chief operating officer, The Dow Chemical Company

**Chad Griffin**, President, Human Rights Campaign

**Robert Hanson**, Chief executive, John Hardy

**Margaret Hoover**, President, American Unity Fund

**Victoria Kolakowski**, President, International Association of LGBT Judges

**Claudia Lopez**, Senator, Colombia

**Jonathan Mildenhall**, Chief marketing officer, Airbnb

**George Scangos**, Chief executive, Biogen

**Arne Sorenson**, Chief executive, Marriott International

**Hudson Taylor**, Founder and chief executive, Athlete Ally

**Kenji Yoshino**, Chief justice Earl Warren professor of constitutional law, New York University

**8.00am** *Registration and networking breakfast*

**8.45am** **Welcome and opening remarks**

**8.50am** **Keynote interview: The state of LGBT rights**

*Streamed live to London*

**9.15 am** **Panel discussion: Inclusion at home and abroad—Conducting ethical business in a hyperconnected world**

Multinational companies often straddle a moral and cultural divide. Their global policies require LGBT-inclusive work practices, but they also operate in markets where being gay is taboo or even outlawed. How can these businesses stay true to their values while managing the concerns of local employees and stakeholders in countries that do not share them? What practical solutions have leading businesses used to bridge the diversity gap between their head office and local markets? How can businesses grapple with internal reluctance to ensure a level playing field for LGBT people? How can companies discreetly advance gay rights when open support may harm their commercial prospects in some countries?

This session will share the insights of business leaders who have developed best practices in managing across cultures for LGBT inclusiveness.

Interview with **Arne Sorenson**, Chief executive, Marriott International

Followed by a panel:

**Kenji Yoshino**, Chief justice Earl Warren professor of constitutional law, New York University

*This discussion will take place first in Hong Kong, then as a live, video-linked discussion between London and New York.*

10.30am *Networking break*

**11.00am Panel discussion: The dollars and cents of discrimination**

Discrimination is difficult to quantify, yet it appears to have a real financial cost. A recent World Bank study claimed that institutionalised homophobia costs India between 0.1% and 1.7% of its GDP.\* Liberal economists argue that discrimination against LGBT people will diminish as markets open: rich countries with free markets will be the strongest supporters of gay rights, but widespread acceptance of LGBT people will remain elusive where the state directs the economy.

The opening up of the Chinese property market may have made it possible for wealthy gay people to live independently of their families, but how widespread are such benefits? Can new markets targeting the “pink dollar” flourish in the Middle East while conservative values hold sway over policy? As European growth stalls, will the move to greater inclusiveness lose momentum? And is the push for same-sex marriage in the United States a by-product of that country’s economic recovery?

*This discussion will take place at each of the Hong Kong, London and New York events.*

\* *Badgett, M.V. Lee, Ph.D.. 2014. [The economic cost of stigma and the exclusion of LGBT people : a case study of India](#). Washington, DC : World Bank Group.*

**11.45am On the sofa: The Divided States of America**

The United States is often lauded as a liberal pioneer in accepting the LGBT community into wider society. In many respects, this reputation is well deserved: policy and attitudes have moved at breakneck pace. Homosexual acts were illegal just a short time ago; now, many states have enshrined marriage equality in law. Yet acceptance of the LGBT community is still patchy. How can LGBT rights be advanced in those parts of the country and community where they have not yet made headway? What is the outlook for LGBT inclusion over the next 10 years? Can the United States serve as a regional leader in spreading progressive policies, especially in Latin America?

**Ralph Becker**, Mayor, Salt Lake City

**Hudson Taylor**, Founder and chief executive, Athlete Ally

**Margaret Hoover**, President, American Unity Fund

**12.30pm Spotlight interview: Coming out of the C-suite**

Only one Fortune 500 company, Apple, currently has an openly gay chief executive. A sharp change in public opinion has seen LGBT people now widely accepted by the community, so why do those in the corner office remain in the closet? Should LGBT CEOs

be expected to make a point of coming out when their peers have traditionally shied away from publicly discussing their personal lives? As millennials climb the corporate ladder, is it only a matter of time before LGBT people in the C-suite are more open about their sexuality?

**Trevor Burgess**, Chief executive, C1 Bank

**Robert Hanson**, Chief executive, John Hardy

**12.50pm** *Networking lunch*

**2.00pm** **On the sofa: Why it matters—Defining the business case**

Business leaders are increasingly enthusiastic about diversity. In a 2010 Economist Intelligence Unit survey, 68% of respondents said a diverse workforce improves financial performance. But with little hard evidence that inclusion directly improves a company's bottom line, what is the business case for supporting LGBT diversity? CFOs will be familiar with the report cards shareholders give them about gender diversity; how long until the definition of diversity broadens to include LGBT people too? To what extent do multinational businesses, which are subject to legislation and consumer pressure, see discrimination as expensive or uncompetitive? Does a lack of diversity hinder a company's ability to expand?

We ask successful and commercially minded CFOs if LGBT inclusion is a compelling business issue or a secondary concern. How does diversity affect their bottom line?

*This discussion will take place at each of the Hong Kong, London and New York events.*

**2.45pm** **Panel discussion: Achieving inclusion**

Even the most progressive and proactive companies have difficulties recruiting specifically from the LGBT community. Indeed, how can quotas be set for sexual orientation when it is not physically apparent like some other diversity markers, such as gender or race, and LGBT people may have to self-identify as such in the midst of a hostile environment? Corporate policy has never been so LGBT-inclusive, so why is implementation sluggish? What can businesses do to ensure progressive policies laid down in the head office take effect on the front line? How do diversity initiatives differ across industries? What does inclusivity mean for the growing numbers of freelancers and self-employed?

**3.30pm** *Networking break*

**4.00pm** **In conversation: Mirror, mirror—Advertising and the expression of corporate values**

Advertising, as part of an organisation's public face, can reflect a deeply entrenched corporate ethos. If a company stands for inclusion and equal opportunity but its

marketing only mirrors heteronormative values, is it living up to its commitment to effect change? If advertisements feature non-traditional families, will they attract new customers, deter loyal ones, or do both at the same time? How can advertising tastefully incorporate LGBT couples and families without indulging in tokenism? Can corporations change the definition of “normal”, and is it their responsibility to do so?

**Jonathan Mildenhall**, Chief marketing officer, Airbnb

**4.30pm Panel discussion: Together and unequal —LGBT access to health care**

The American health-care system is complicated and difficult to navigate at best. The LGBT community often finds the system additionally burdensome because of their sexual orientation. With health insurance largely tied to a person’s employer—or to their spouse’s employer—how many are left uninsured because of discriminatory hiring practices or unequal marriage laws? What difficulties do LGBT people face once in the health-care system? What obstacles must transgender people overcome to access appropriate health care? How can health-care practitioners be better equipped to deal with LGBT people’s needs?

**George Scangos**, Chief executive, Biogen

**5.00pm Channels for change: The next front for LGBT equality**

The fight for marriage equality is largely taking place in the courtroom, but where will the next battle for LGBT rights be waged? What is the future of the LGBT agenda in the next 10 to 15 years? How can the current patchwork of inequalities be remedied? How can the private sector, non-profits and governments do more to co-operate? How can corporations spearhead the campaign for change? What lessons can be learned from other social movements? This forward-looking discussion will flag areas of concern—and highlight reasons for optimism.

**Chad Griffin**, President, Human Rights Campaign

**5.45pm The way up: Where to go from here—Takeaways and closing remarks**

Where does the discussion go next? In this closing session, we consider the major takeaways from the Hong Kong, London and New York City events. What does this dialogue mean and what can be done to carry it forward?

**6.05pm *Networking reception***

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***Contact Us***

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