

HOW TO LEAD LGBTIQ+ PROJECTS IN ADVERSE CONTEXTS

1 DESIGN AN AWARENESS RAISING PROGRAM

Include the following:

- Diversity and inclusion training.
- Webinars for the whole company.
- Free digital educational resources.



2 SUPPORT YOUR PROJECT

Prepare an **informative document** with data about the LGBTIQ+ community in your country and key arguments in favor of human rights.



If leaders within the company oppose the initiative, organize one-on-one meetings to hear their opinion.

3 EMPHASIZE THAT THE INITIATIVES HELP CREATE A HEALTHY AND FRIENDLY WORKPLACE

Don't force people to change their beliefs and opinions.



Show how **respect** is the foundation of a healthy workplace environment.



4 PROTECT YOUR LGBTIQ+ EMPLOYEES

Don't expose your LGBTIQ+ employees to uncomfortable situations.



5 IF THE PROJECT INCLUDES EXTERNAL COMMUNICATIONS:

- Strengthen your relationship with media outlets before the launch.
- Transform your allies into **ambassadors** of the initiative.
- Prepare a clear and strong company statement.



P R E S E N T E



Respecting human rights is always the right thing to do.