

# Corporate Maturity Levels – Queer Diversity

TOPIC	LEVEL					Where do we stand? LEVEL 1 2 3 4 5	What can we do? Short, medium and long term? What obstacles do we face? How can we overcome them? Who can support us?
	1 BEGINNER At the beginning of the queer journey to more diversity	2 PROMOTER Positioning of the topic among employees and in society	3 ADVANCED USER Queer Diversity as part of the company's diversity strategy	4 EXPERT Advancing social change around Queer Diversity	5 PIONEER Forerunner in identifying new topics around Queer Diversity		
 <b>Anti-Discrimination</b>	Commitment to Queer Diversity as an explicit part of the anti-discrimination directive	Addressing Queer Diversity and antidiscrimination in company's overarching regulations	Focus on anchoring the directives and anti-discrimination protection at European level	Recognizing social responsibility around Queer Diversity Protection against discrimination is also made possible externally	Active and innovative implementation of social responsibility in all areas of the operating business with the involvement of suppliers	○○○○○ →	
 <b>Structures &amp; Processes</b>	Framework for ERGs Benefits for queer employees	Internal events and activities on Queer Diversity Inclusion	Guideline for the transition process of trans* employees	Processes and infrastructures have binding principles that must be adhered to internationally as a voluntary commitment	Gender-neutral restrooms in all locations	○○○○○ →	
 <b>Queer Network</b>	Existence of an Queer Diversity ERG or employee initiative	Proactive support of network activities	Existence of an Ally program	Use of the network as a business resource and advice center	Systematic recognition of network-related tasks, e.g. as working time or in development goals	○○○○○ →	
 <b>Communication</b>	Exchange between Diversity Management, Marketing & Communication and Network	Communication on Queer Diversity awareness days such as IDAHOBIT, Coming Out Day, Trans* Day of Visibility ...	Encouraging the use of preferred pronouns, e.g., in the signature or on the intranet	Internal communication of queer topics on a broad level (e.g. Europe, America, etc.)	Gender-inclusive language in external communication	○○○○○ →	
 <b>Top Management Support</b>	Queer Diversity as part of the diversity strategy	Executive Sponsorship for Queer Diversity	Commitment of visibly outed managers to Queer Inclusion	Explicit Queer Diversity Strategy	Personal commitment of top management to queer issues	○○○○○ →	
 <b>„Out in the world“ Model</b>	Queer Diversity implementation in Germany/worldwide within the framework of local norms and laws	Germany: internal measures on Queer inclusion Europe/North America: Overfulfillment of legal requirements (Embassy)	Germany: internal engagement for Queer Diversity Worldwide: overfulfillment of legal requirements internally (Embassy)	External engagement for Queer Diversity in countries where queer people are not criminalized (Advocacy) Other countries: Embassy Model	Worldwide: internal and external commitment to Queer Diversity (Advocacy)	○○○○○ →	
 <b>External Positioning</b>	Showing support for the queer community	Signing diversity specific commitments such as „UN Free & Equal“	Participation in Pride events Targeted recruiting measures for queer talents	Active sponsorship or pro bono support of Queer Diversity non-profit organizations Corporate Advocacy: Supporting political lobbying of NGOs on the topic of Queer Diversity	Review of Queer Inclusion measures with suppliers and business partners	○○○○○ →	
 <b>Trainings</b>	Voluntary diversity training with queer content Founding workshop for the queer network	Training on Queer Diversity for key departments Strategy workshop for the queer network	Training on Queer Diversity in management training courses Offers for queer employees	Reverse Mentoring Program for Executives on Queer Diversity	Diversity Leadership Development Program	○○○○○ →	
 <b>Queer Diversity KPIs</b>	Diversity perspectives in employee surveys		Internal reporting	Set up own diversity KPIs to measure success	Queer self-identification as an offer in the company database	○○○○○ →	