



# **Diversity and Inclusion in Brazilian Organizations**

July 2019

## CONCEPTION AND PLANNING

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## PRODUCTION

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MASTER SPONSORSHIP: AVON SPONSORSHIP :



Se é Bayer, é bom

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ABERJE. "Diversity and Inclusion in Brazilian Organizations". São Paulo: Aberje, 2019. (Survey)

**A**s part of the Aberje Communication Diversity Lab, sponsored by Avon and Bayer, the survey “Diversity and Inclusion in Brazilian Organizations” provides an overview of the structure and programs implemented by organizations concerning these themes.

The research examines programs which address the following issues: types of diversity covered, business justifications for implementation, management and dissemination responsibilities, formal committees and affinity groups, processes for monitoring policy effectiveness and actions,

channels for reporting violations, training and awareness-raising activities, and key barriers to implementing strategies in the area.

Data collection took place during March and June of 2019, through an online survey. The sample is non-probabilistic for convenience.

The study included 124 companies, both members and non-members of Aberje, who are among the largest and most reputable in the country, totaling revenues of R\$ 1.24 trillion, equivalent to 18.3% of GDP in 2018.

## CHARACTERISTICS OF PARTICIPATING COMPANIES

### COMPANY TYPE

PRIVATE MULTINATIONAL	57%
PRIVATE NATIONAL	32%
NON PROFIT	4%
MIXED (PUBLIC/PRIVATE)	4%
PUBLIC	3%

### NUMBER OF EMPLOYEES

UP TO 100	3%
FROM 101 TO 1000	19%
FROM 1001 TO 3000	23%
FROM 3001 TO 5.000	8%
FROM 5.001 TO 10.000	15%
ABOVE TO 10.000	32%

### BUSINESS SECTOR

TECHNOLOGY INFORMATION	9%
FOOD	7%
ENERGY	7%
PHARMACEUTICAL	5%
CONSTRUCTION	4%
BANKING	3%
RETAIL TRADE	3%
COSMETICS	3%
METALLURGY	3%
CHEMICAL	3%
OTHER - MISCELLANEOUS	53%

### LOCATION

SÃO PAULO	63%
RIO DE JANEIRO	11%
MINAS GERAIS	7%
OTHER - MISCELLANEOUS	19%

### ORIGIN OF CAPITAL

BRAZIL	43%
UNITED STATES	19%
FRANCE	7%
OTHER EUROPE	10%
OTHER	21%

## Most participating organizations have a Diversity and Inclusion program.

Among the 124 companies participating in the study, 63% have a Diversity and Inclusion program. These companies employ approximately 850,000 employees and have a total annual revenue of about R\$ 1 trillion, or 15% of 2018 national GDP.

Among those who do not have a program (37%), the total number of employees is approximately 192,000 and the total annual revenue represents 3% of GDP.

DOES YOUR ORGANIZATION HAVE A DIVERSITY AND INCLUSION PROGRAM?

YES  
63%



NO  
37%

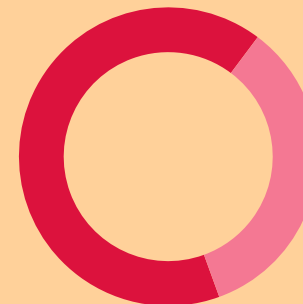
### 15% of GDP

Companies with a Diversity and Inclusion program represent 15% of GDP. These companies employ a total of 850,000 people.

### 3% of GDP

In 2018 the total gross annual revenue of companies that do not have an Inclusion and Diversity program represented 3% of GDP. These companies employ a total 192,000 people.

YES  
66%



NO  
34%

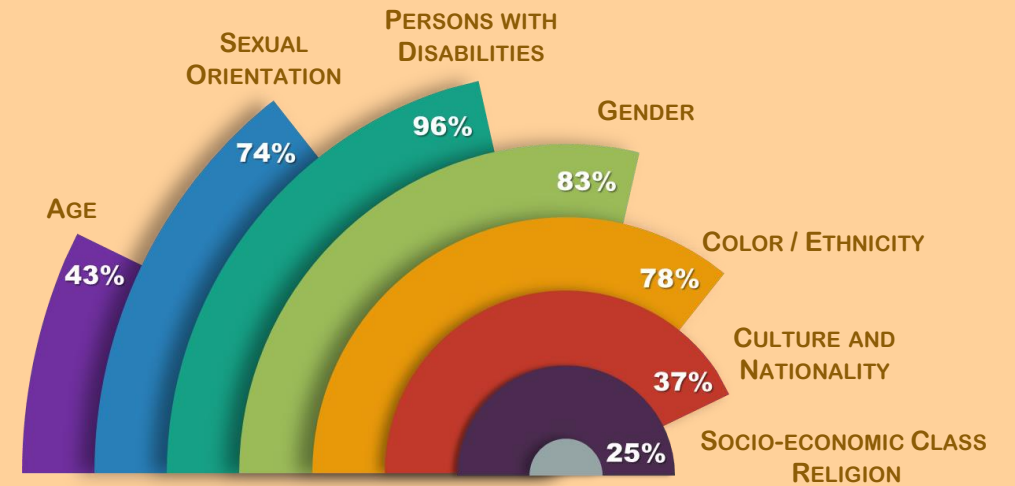
IS THE PROGRAM ESTABLISHED AS OFFICIAL POLICY WITHIN THE ORGANIZATION?

## DIVERSITY AND INCLUSION PROGRAM

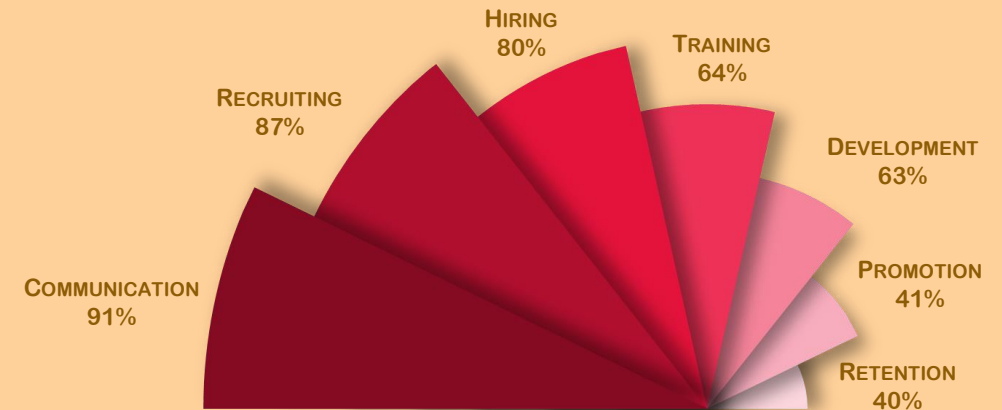
Persons with Disabilities and Gender are the issues most covered by programs in organizations.

The types of diversity most covered by the programs within organizations are: persons with disabilities (96%), gender issues (83%), color / ethnicity (78%) and sexual orientation (74%).

Organizations have dealt with these issues mainly through processes such as communication, recruitment and hiring, and training and development.



WHICH TYPES OF DIVERSITY ISSUES ARE COVERED BY THE PROGRAMS WITHIN YOUR ORGANIZATION? (CHOOSE ALL THAT APPLY)



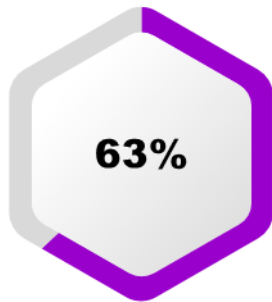
WHICH AREAS ARE COVERED BY THE DIVERSITY AND INCLUSION PROGRAM IN YOUR ORGANIZATION? (CHOOSE ALL THAT APPLY)

**Improving organizational image and reputation and contributing to the structural changes in society are the main justifications for diversity initiatives.**

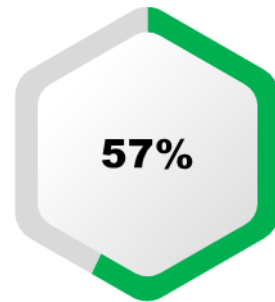
The main justifications for diversity initiatives in organizations are: improving organizational image and reputation (68%), contributing to society's structural changes (63%), increasing internal efficiency (57%), improving organizational culture (54%) and development of innovative solutions (47%).



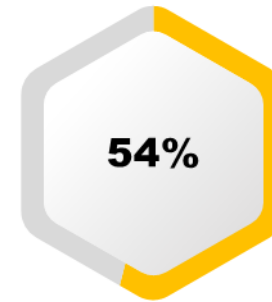
**IMPROVING THE IMAGE AND REPUTATION OF THE ORGANIZATION AND TO DEMONSTRATE ITS COMMITMENT TO DIVERSITY**



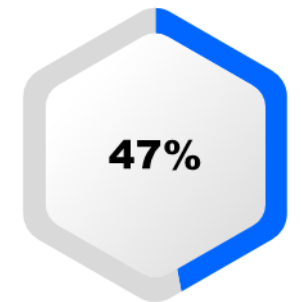
**CONTRIBUTING TO THE STRUCTURAL CHANGES IN SOCIETY**



**INCREASING INTERNAL EFFICIENCY THROUGH A WIDER RANGE OF SCENARIOS AND SKILLS**

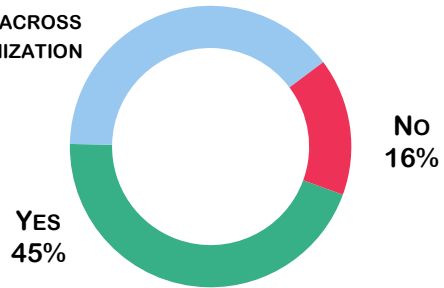


**IMPROVING ORGANIZATIONAL CULTURE AS EMPLOYEES BEGIN TO VIEW DIVERSITY AS A MATTER OF JUSTICE AND MORALITY**



**DEVELOPING INNOVATIVE BUSINESS SOLUTIONS**

No, IT EXISTS ACROSS  
ENTIRE ORGANIZATION  
39%

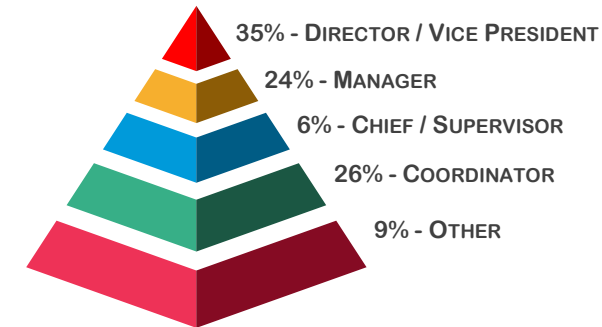
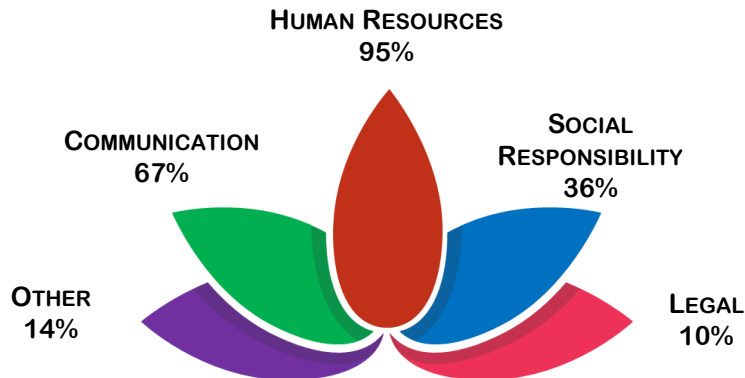


No  
16%

Yes  
45%

DOES YOUR ORGANIZATION HAVE A STRUCTURED FORMAL AREA RESPONSIBLE FOR THE MANAGEMENT AND DISSEMINATION OF THE DIVERSITY AND INCLUSION PROGRAM?

IF THERE IS NO SPECIFIC AREA, INDICATE THE OTHER AREAS WHICH PARTICIPATE IN THE MANAGEMENT AND DISSEMINATION OF THE DIVERSITY AND INCLUSION PROGRAM IN YOUR ORGANIZATION?



WHAT IS THE HIERARCHICAL LEVEL OF THE AREA IN THE ORGANIZATIONAL STRUCTURE?

## DIVERSITY AND INCLUSION PROGRAM

**Organizations have structured areas at the executive level (board and management) to manage and disseminate the diversity and inclusion program.**

45% of organizations have a structured area for the management and dissemination of the diversity and inclusion program, 35% are the board level and 24% at the management level.

39% do not have a specific area, instead they have a general policy that covers the entire organization.

When there is no specific structured area, human resources (96%) is the area responsible for managing and disseminating the program.



## DIVERSITY AND INCLUSION PROGRAM

**Defining strategies, action plans and goals, and communicating and promoting diversity are among the main responsibilities of the area.**

The main responsibilities in the area of diversity and inclusion are:

Effectively communicate and promote diversity to internal audiences (84%);

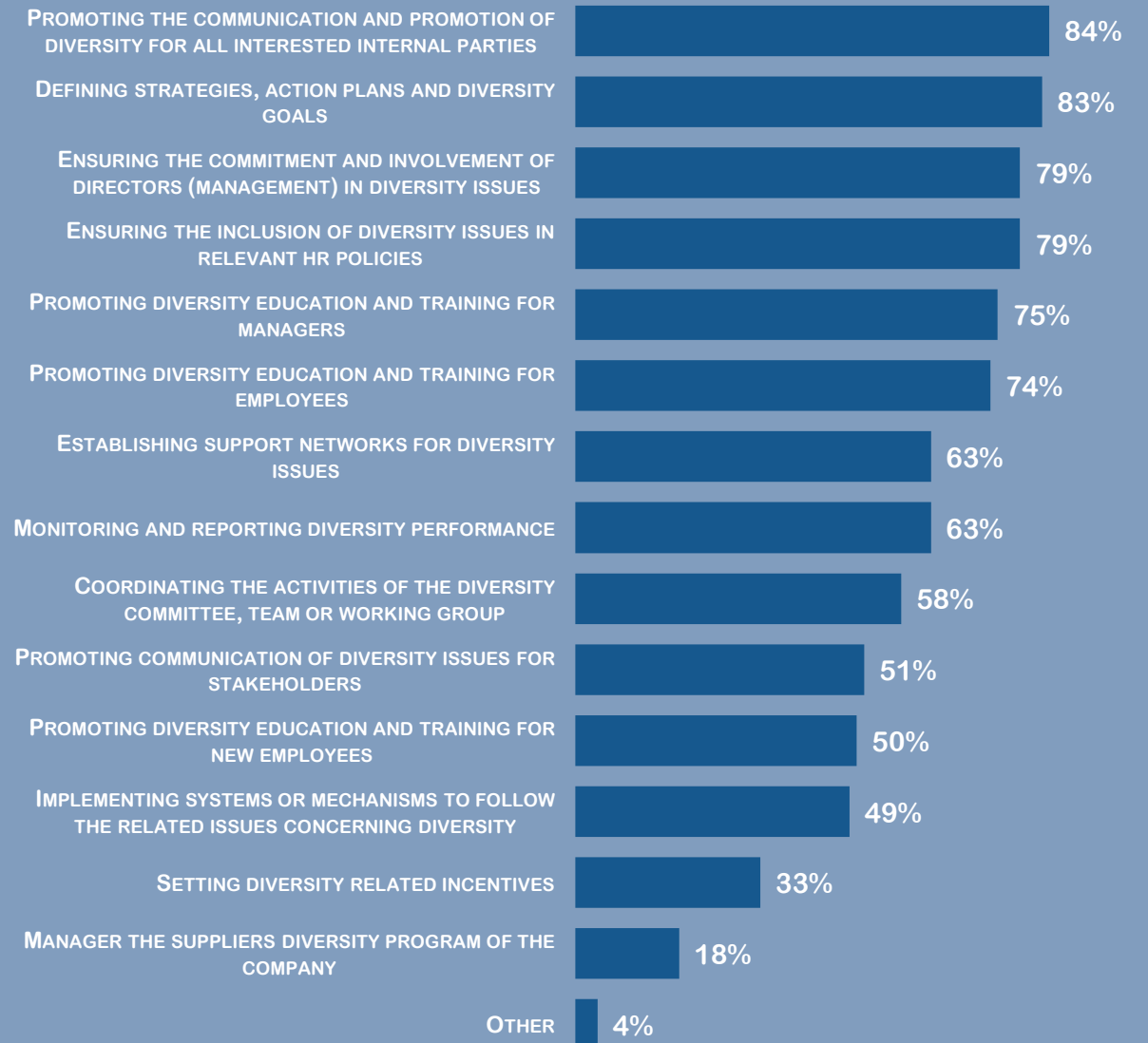
Defining strategies, action plans and goals (83%);

Ensure commitment and involvement of top management (79%);

Ensure diversity in HR policies (79%);

Promote diversity education and training for the internal public (75%).

WHAT ARE THE MAIN RESPONSIBILITIES OF THE AREA OF DIVERSITY AND INCLUSION IN YOUR ORGANIZATION? (CHOOSE ALL THAT APPLY)



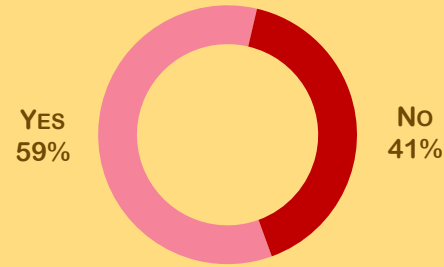
DIVERSITY AND INCLUSION COMMITTEE

**Organizations have specific committees in which the Communication area participates and who meet monthly to address diversity issues.**

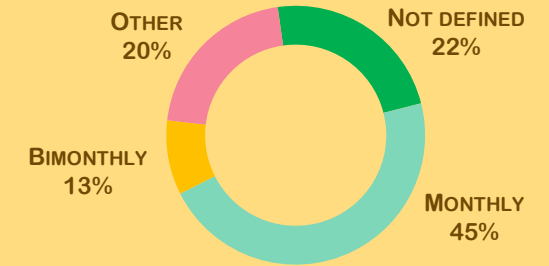
Most organizations (59%) have a formal committee to address diversity issues through monthly meetings (45%).

Several departments are part of the committee, the most common being Corporate Communication (93%) and Human Resources (91%). 62% of the committees include the participation of the representatives of diversity groups.

Committees report to Human Resources in 44% of organizations and directly to the CEO in 33%.

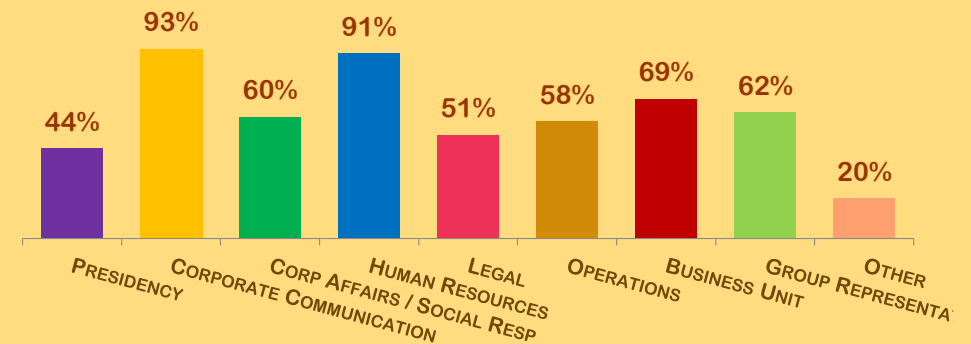


DOES YOUR ORGANIZATION HAVE A FORMAL COMMITTEE TO ADDRESS DIVERSITY AND INCLUSION?

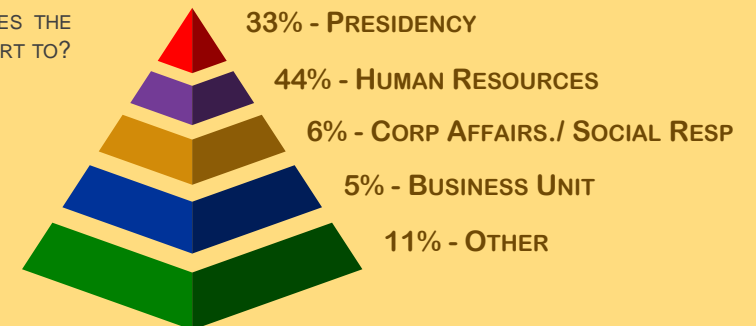


WHAT IS THE FREQUENCY OF MEETINGS OF THE COMMITTEE?

WHICH OF THE FOLLOWING AREAS / FUNCTIONS ARE PART OF THE DIVERSITY AND INCLUSION COMMITTEE? (CHOOSE ANY THAT APPLY)



WHICH AREA DOES THE COMMITTEE REPORT TO?





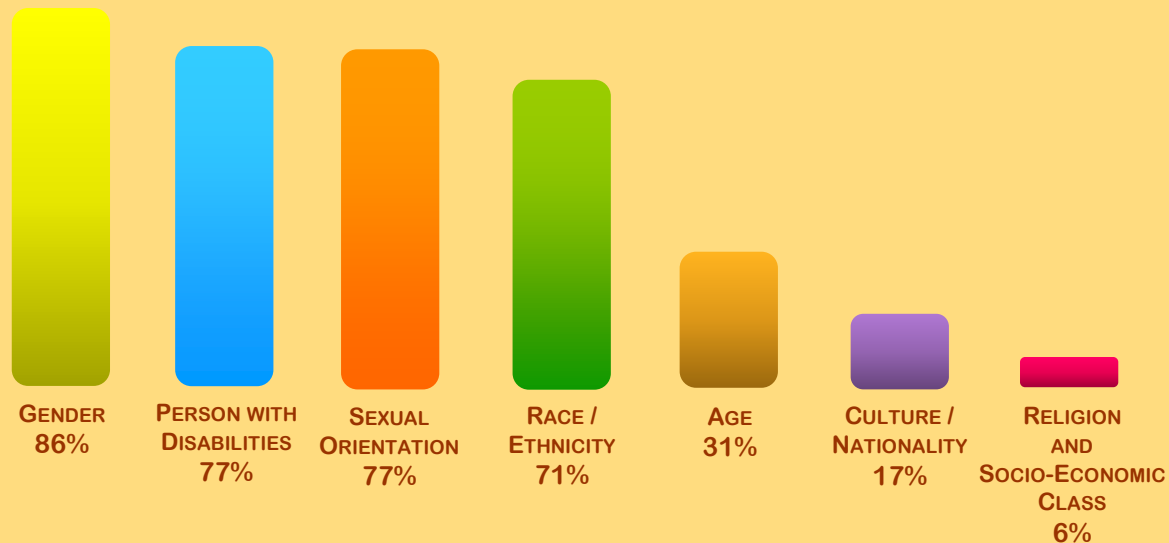
ARE THERE ANY SPECIFIC AFFINITY GROUPS?

Half of the organizations that have diversity programs maintain specific formal affinity groups.

In 46% of organizations that have a diversity program there are specific formal diversity groups.

Existing groups include gender (86%), persons with disabilities (77%), sexual orientation (77%) and race / ethnicity (71%).

Representatives of these groups are part of the diversity committees in most organizations.



WHAT ARE THE EXISTING AFFINITY GROUPS? (CHOOSE ALL THAT APPLY)

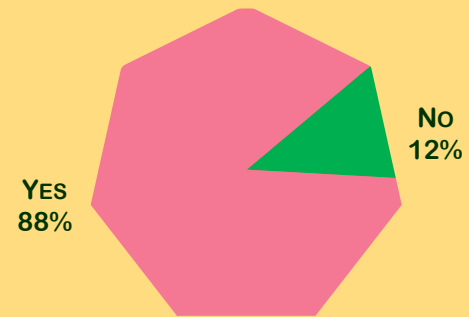
## DIVERSITY AND INCLUSION

While only partially representing the reality of their employees, organizations use images that represent a diverse population in their external communication.

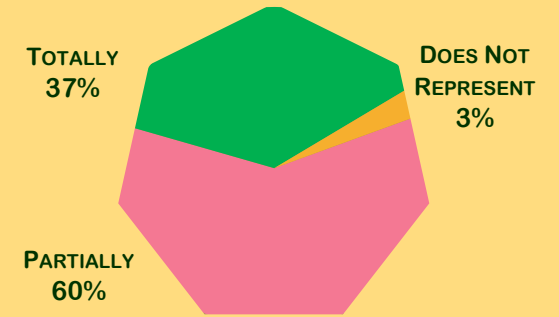
The vast majority of organizations (88%) use advertising, promotional materials and other external communication materials and images that represent a diverse population.

In 37% of organizations, these images fully represent the reality of their team. In the majority (60%), it is only a partial representation.

44% of organizations have demonstrated, through programs, policies or formal statements, a commitment to supplier diversity.



DOES YOUR ORGANIZATION USE IMAGES REPRESENTING A DIVERSE POPULATION IN ADVERTISING, PROMOTIONAL MATERIALS AND OTHER EXTERNAL COMMUNICATION?



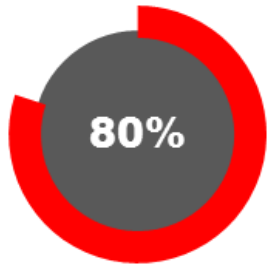
HOW MUCH DOES THE USE OF A DIVERSE POPULATION IN THE EXTERNAL COMMUNICATION OF YOUR ORGANIZATION REPRESENT THE REALITY OF YOUR TEAM?



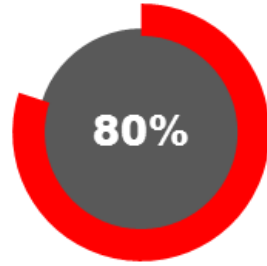
DOES YOUR ORGANIZATION DEMONSTRATE A COMMITMENT TO ENSURE THE DIVERSITY OF SUPPLIERS THROUGH PROGRAMS, POLICIES OR FORMAL DECLARATIONS?

WHICH OF THE FOLLOWING MEASURES, IF ANY, DOES YOUR ORGANIZATION USE TO PROMOTE AND MONITOR DIVERSITY AND INCLUSION? (CHOOSE ALL THAT APPLY)

TRAINING EMPLOYEES TO INCREASE THEIR RESPECT FOR DIFFERENCES BETWEEN COLLEAGUES



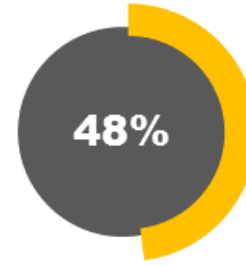
PROVISION OF CHANNELS FOR CONFIDENTIAL HANDLING OF COMPLAINTS RELATED TO EQUALITY OF OPPORTUNITIES



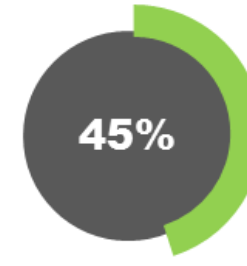
POLICIES TO IMPROVE THE BALANCE BETWEEN PROFESSIONAL AND PERSONAL LIFE



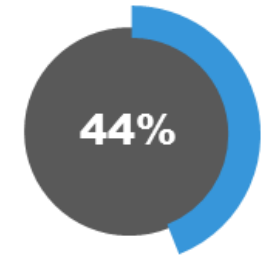
SYSTEMATIC EXPANSION OF RECRUITMENT GROUPS TO EXPLORE NEW SOURCES OF TALENT



SETTING BENCHMARKS AND GOALS FOR MANAGERS TO ENSURE DIVERSITY IN THEIR TEAMS



DEVELOPMENT AND TRAINING OF EMPLOYEES TO IMPROVE THE ADVANCEMENT OF MINORITIES OR THE DISADVANTAGED



## DIVERSITY AND INCLUSION

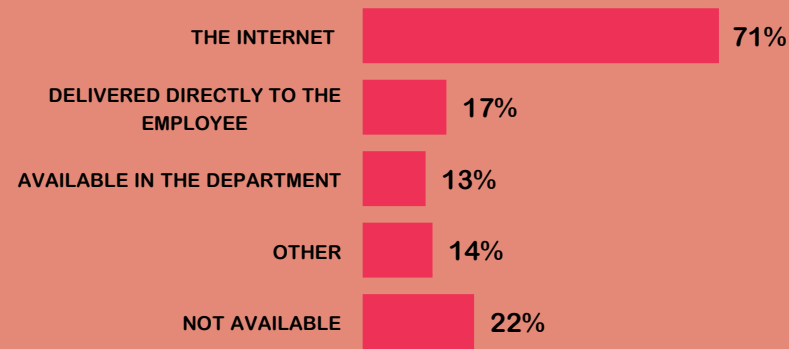
**Training and the creation of channels for confidential complaints are the most commonly used measures by organizations to promote and monitor diversity.**

The most commonly used measures by organizations to promote and monitor diversity are diversity training for employees (80%) and providing channels to address specific complaints (80%).

Also noteworthy is the defining of policies to improve the balance between personal and professional life (60%), the expansion of recruitment groups (48%), benchmarking and setting goals for managers (45%) and training / development of minority groups (44%).

## COMMUNICATION OF DIVERSITY

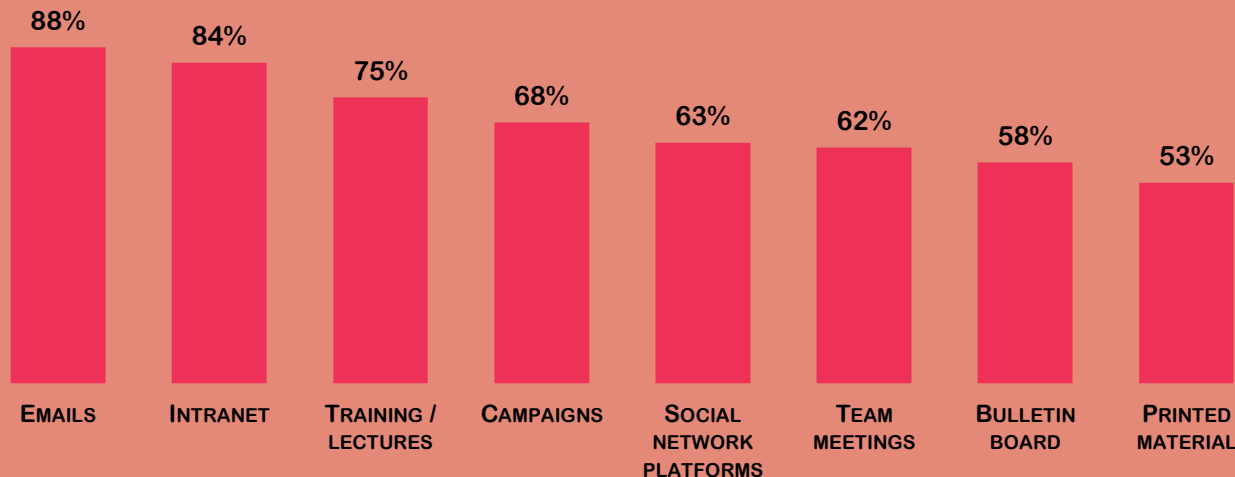
WHERE ARE THE DIVERSITY AND INCLUSION POLICIES OF YOUR ORGANIZATION AVAILABLE? (CHOOSE ALL THAT APPLY)



**The intranet is used to disseminate policies. Emails, intranet and training are used to pass on information about diversity.**

71% of organizations use the intranet to make diversity policies available to their employees. 22% do not provide them.

HOW ARE THE DIVERSITY AND INCLUSION INFORMATION / MESSAGES DELIVERED IN THE ORGANIZATION? (CHOOSE ALL THAT APPLY)



The transfer of messages and information related to diversity is carried out mainly through e-mail (88%), intranet (84%), training and lectures (75%), through campaigns (68%) and social networks (63%).

Bulletin Boards (58%) and various printed materials (53%) are also used.

## DIVERSITY AND INCLUSION METRICS

**Organizations set goals and create indicators for diversity and inclusion which are monitored and measured periodically.**

56% of organizations have metrics to track the evolution of diversity, of which 21% are in the development phase.

Setting goals and creating indicators with KPI tracking and measurement by surveys are the most common ways.

Some organizations incorporate diversity goals into the variable leadership compensation process (bonus, profit sharing).

DOES YOUR ORGANIZATION HAVE METRICS TO MEASURE THE SUCCESS OF ITS DIVERSITY AND INCLUSION INITIATIVES?



### Already exist ...

- ❑ GOALS SET FOR DIVERSITY GROUPS SUCH AS: % OF WOMEN AND BLACKS IN LEADERSHIP POSITIONS; INCREASE IN HIRING PERSONS WITH DISABILITIES; INCREASE OF LGBT REPRESENTATION; % OF WOMEN IN THE FINAL STAGES OF THE HIRING PROCESS;
- ❑ VARIABLE REMUNERATION RELATED TO DIVERSITY GOALS.
- ❑ KPIs - DEFINITION AND MONITORING OF DIVERSITY INDICATORS, SUCH AS: AMOUNT OF EMPLOYEES IN EACH GROUP; PERCENTAGE OF DIVERSITY IN LEADERSHIP; PRESENCE OF DIVERSITY IN ALL STAGES OF THE HIRING PROCESS;
- ❑ MEASUREMENT OF DIVERSITY THROUGH SURVEYS (EMPLOYEE SATISFACTION, CENSUS, EXPERIENCE).

### In development ...

- ❑ DEFINITION OF GOALS FOR DIVERSITY GROUPS SUCH AS: % OF WOMEN IN LEADERSHIP POSITIONS; % OF WOMEN AND PERSONS WITH DISABILITIES IN THE ORGANIZATION;
- ❑ KPIs – DEFINITION, ACCOMPANIMENT AND MONITORING OF DIVERSITY INDICATORS, SUCH AS: GENDER; COLOR / ETHNICITY; AGE; PRESENCE OF DIVERSITY IN THE HIRING PROCESS;

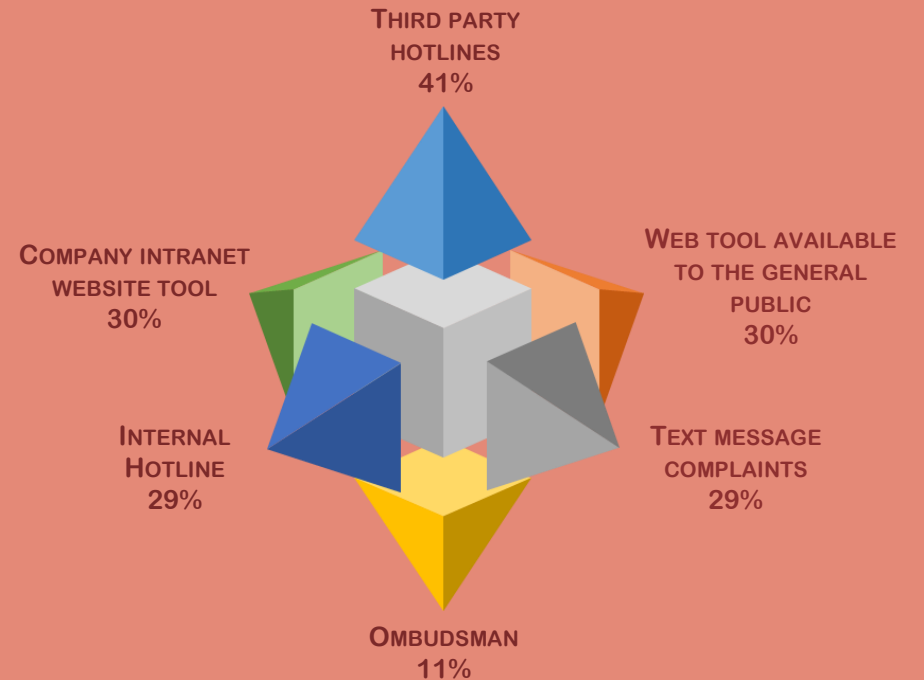
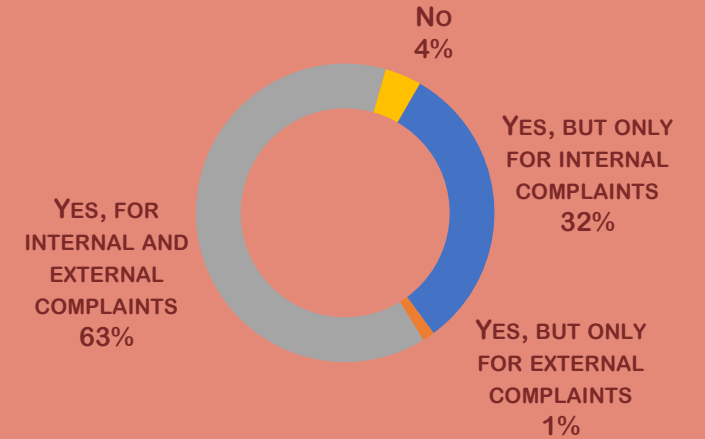
## CHANNELS FOR COMPLAINTS

**Organizations provide channels for reporting complaints of diversity program violations, with the third-party hotline being the most common.**

96% of organizations provide channels to receive reports of violations of the diversity program, with 32% accepting internal complaints only.

The most common means are a hotline maintained by third parties (41%), tools on the company's intranet (30%) and those available on the web which are accessible to the general public (30%).

ARE THERE SAFE CHANNELS IN YOUR ORGANIZATION THAT RECEIVE CLAIMS ABOUT POTENTIAL VIOLATIONS OF THE DIVERSITY AND INCLUSION PROGRAM?



WHICH CHANNELS ARE USED? (CHOOSE ALL THAT APPLY)



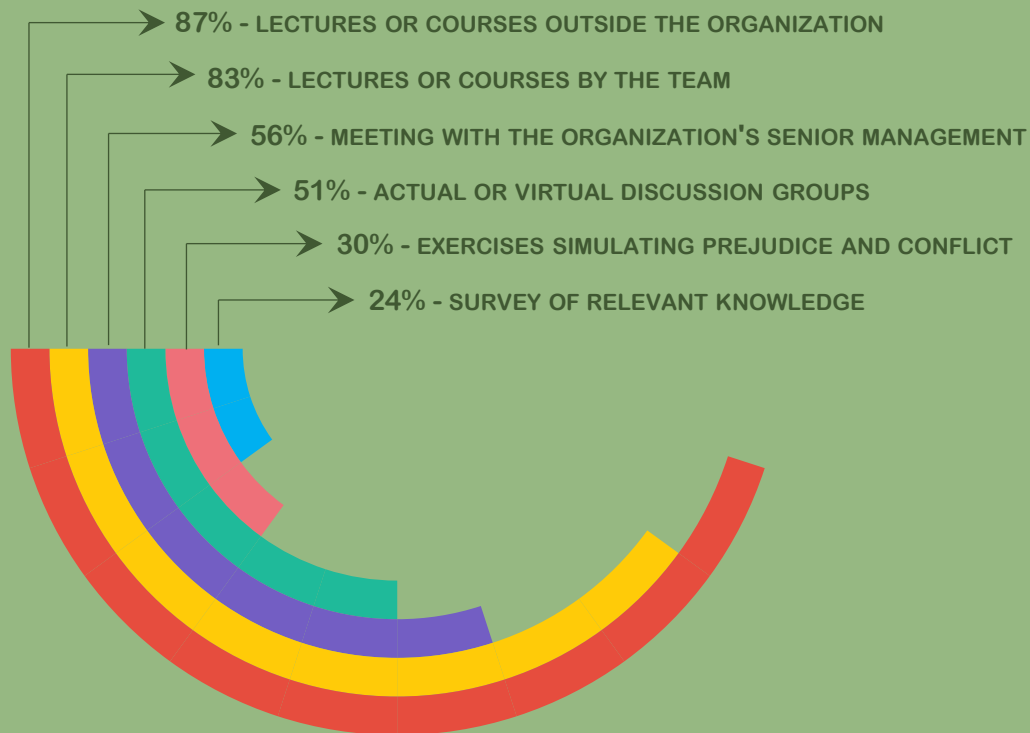
DOES YOUR ORGANIZATION DEVELOP TRAINING AND AWARENESS ACTIVITIES FOR EMPLOYEES TO IMPACT DIVERSITY AND INCLUSION BEHAVIOR?

YES  
85%



NO  
15%

WHICH TRAINING AND AWARENESS ACTIVITIES DOES YOUR ORGANIZATION PROVIDE: (CHOOSE ALL THAT APPLY)



## DIVERSITY TRAINING

**Organizations conduct employee training and awareness-raising activities, such as courses, lectures, discussion groups, and meetings with senior management.**

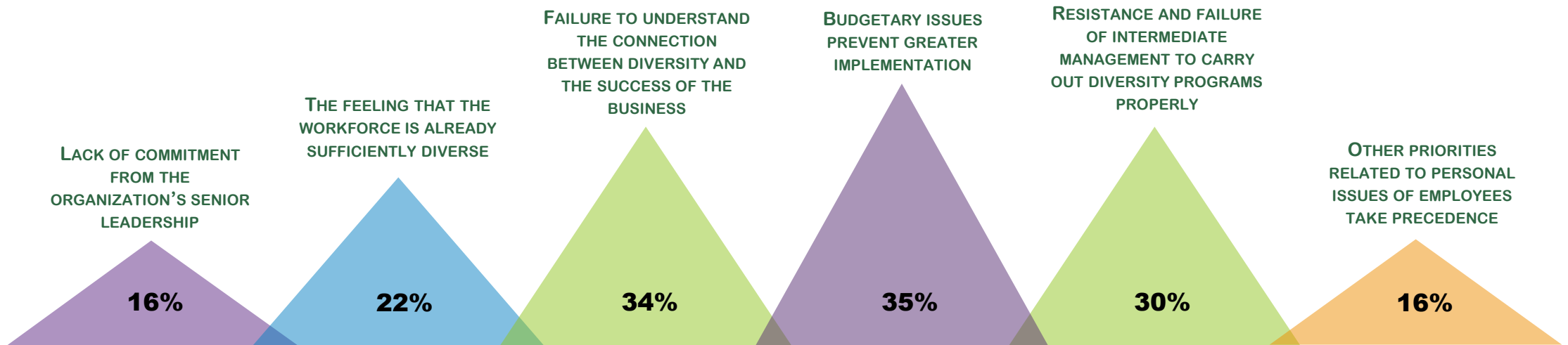
Most organizations (85%) carry out training and / or awareness activities that impact employee behavior regarding diversity.

Among the activities most utilized are courses and lectures with internal (83%) and external (87%) professionals, direct meetings with the organization's senior management (56%) and face-to-face or virtual discussion groups (51%).

## BARRIERS TO DIVERSITY AND INCLUSION

**Budgetary issues, misperceptions about the connection between diversity and business, and resistance from middle management are major barriers to the diversity and inclusion strategy.**

The most significant barriers to diversity and inclusion strategy in organizations are: budget issues (35%), failure to realize the connection between diversity and business drivers (34%) and resistance and failure of middle management to implement programs (30%). There is still a general feeling that the workforce is sufficiently diverse (22%), that there is a lack of commitment from senior leadership (16%) and other priorities take precedence (16%).

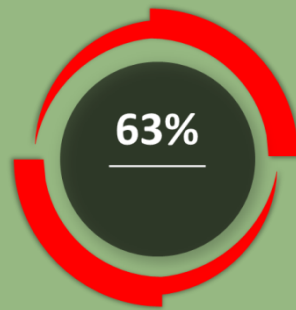


WHAT ARE THE MAIN BARRIERS THAT YOUR ORGANIZATION FACES WITH RESPECT TO DIVERSITY AND INCLUSION STRATEGY? (CHOOSE ALL THAT APPLY)

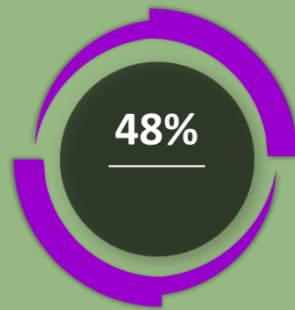
## PROGRESS IN DIVERSITY

The greatest progress the organization has made in diversity and inclusion has been in relation to gender issues.

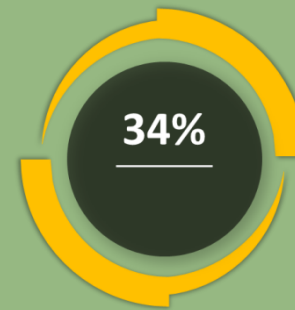
The diversity and inclusion programs have made the most progress in the area of gender (63%), followed by persons with disabilities (48%), sexual orientation (34%) and color / ethnicity (29%).



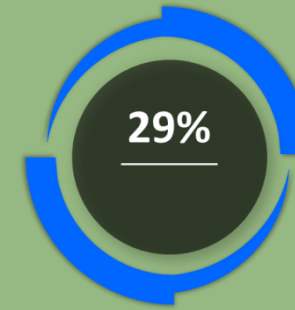
GENDER



PERSONS WITH DISABILITIES



SEXUAL ORIENTATION



COLOR / ETHNICITY

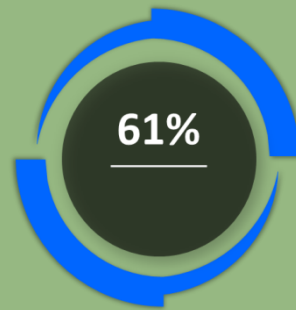
WHICH AREAS OF DIVERSITY HAVE ACTIONS HAD THE GREATEST IMPACT IN YOUR COMPANY? (CHOOSE ALL THAT APPLY)

## THE NEED FOR IMPROVEMENT IN DIVERSITY

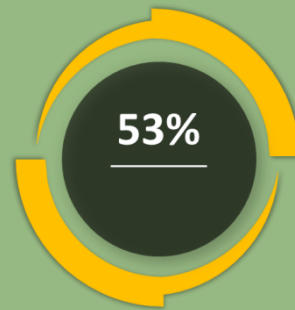
**With an increasing focus on diversity and inclusion, participants believe Color / ethnicity is in need of the most improvement.**

88% of respondents believe that the organization will focus more on diversity over the next few years (significantly 53% and slightly more 35%).

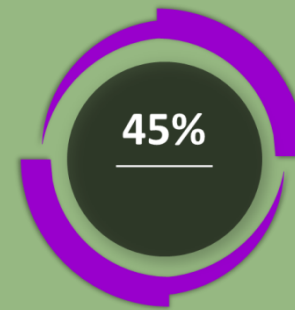
Although significant progress has been made with issues of color / ethnicity (61%), sexual orientation (53%), persons with disabilities (45%) and gender issues (39%), participants believe these issues need improvement.



COLOR / ETHNICITY



SEXUAL ORIENTATION



PERSONS WITH DISABILITIES



GENDER

WHICH TYPES OF DIVERSITY ISSUES IN YOUR ORGANIZATION ARE IN NEED OF IMPROVEMENT? (CHOOSE ALL THAT APPLY)



**Diversity and Inclusion in Brazilian  
Organizations  
PROFESSIONALS**

In the study “Diversity and Inclusion in Organizations in Brazil”, 269 communication professionals were also surveyed. They work in various organizations, with similar characteristics to the companies that participated in the study, i.e., 68% are private, located in the state of São Paulo (47%), with over 1,000 employees (58%) and represent almost every sector of the economy.

Data collection took place between April and May of 2019 through an online survey. The sample is non-probabilistic for convenience.

The results below, although far from ideal, reveal the effort and good work in the field of Diversity and Inclusion that organizations have carried out, where 57% of professionals believe that diversity and inclusion have been expanded or have become more evident in the organization they currently work for.

## CHARACTERISTICS OF COMPANIES WHERE PARTICIPANTS CURRENTLY WORK

### COMPANY TYPE

PRIVATE MULTINATIONAL	29%
PRIVATE NATIONAL	39%
NON PROFIT	12%
MIXED (PUBLIC / PRIVATE)	8%
PUBLIC	12%

### NUMBER OF EMPLOYEES

UP TO 100	16%
FROM 101 TO 1000	26%
FROM 1001 TO 3000	17%
FROM 3001 TO 5.000	10%
FROM 5.001 TO 10.000	15%
OVER 10.000	16%

### BUSINESS SECTOR

TRANSPORTATION AND LOGISTICS	8%
HOSPITAL SERVICES	5%
ENERGY	4%
RETAIL BUSINESS	4%
MINING	3%
OIL	3%
INFORMATION TECHNOLOGY	3%
AGRIBUSINESS	3%
PHARMACEUTICAL	3%
CHEMICAL	2%
OTHER	52%

### LOCATION

SÃO PAULO	47%
RIO DE JANEIRO	13%
MINAS GERAIS	10%
OTHER	30%

### ORIGIN OF CAPITAL

BRAZIL	69%
US	8%
FRANCE	4%
OTHER EUROPE	8%
OTHER	10%

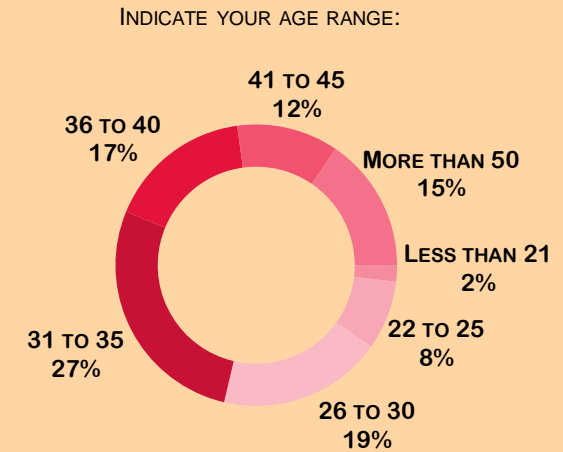
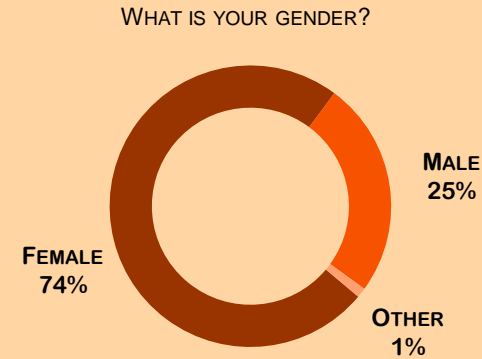
## CHARACTERISTICS OF PARTICIPATING PROFESSIONALS

**Female, 40 years old and younger and currently in the position of Communication Analyst: is the profile of the participating professional.**

74% of the participating professionals are female.

Most (73%) are 40 years old and younger, and 56% are millennials, 35 years old and younger.

The position of Communication Analyst is held by 50% of professionals in the company where they work and 68% have held this position for a period of between 1 and 7 years.



HOW LONG HAVE YOU WORKED IN YOUR CURRENT COMPANY?

LESS THAN 1 YEAR	9%
FROM 1 TO 3 YEARS	35%
FROM 4 TO 7 YEARS	33%
FROM 8 TO 10 YEARS	9%
FROM 11 TO 15 YEARS	8%
FROM 16 TO 19 YEARS	5%
MORE THAN 20 YEARS	2%

WHAT POSITION DO YOU HOLD?

DIRECTOR	2%
MANAGER	5%
SUPERVISOR / COORDINATOR	12%
CONSULTANT	6%
ADVISOR	11%
ANALYST	50%
ASSISTANT	6%
INTERN	3%
OTHER	5%



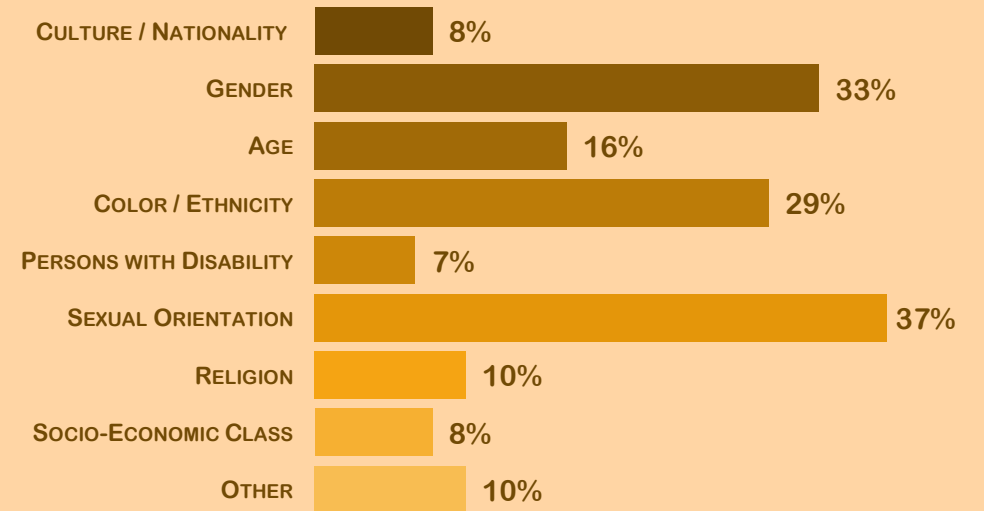
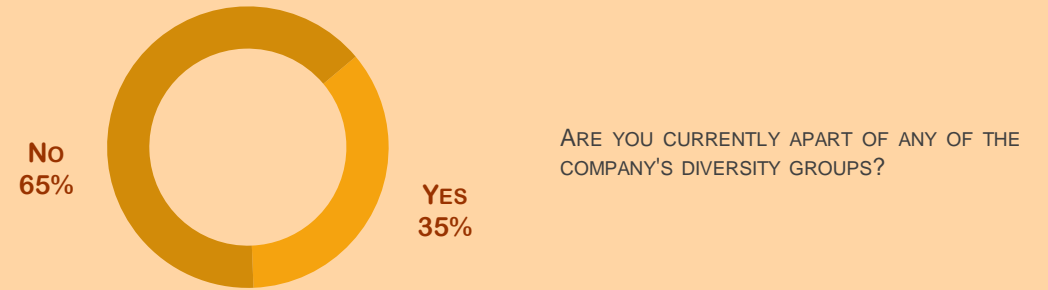
## CHARACTERISTICS OF PARTICIPATING PROFESSIONALS

35% of participants fall into some kind of diversity group, with sexual orientation and gender being the groups most participate in.

65% of participating professionals do not fall into any of the diversity groups in the company they currently work for.

For the rest, most are apart of either the sexual orientation (37%) or gender equality (33%) groups.

29% fall into the color / ethnicity group and 16% are in the age group.



## CHARACTERISTICS OF ORGANIZATIONS

**Generally, participating professionals are satisfied with the issues of diversity and inclusion in the organizations in which they currently work.**

Participants are mostly satisfied with the diversity in the organization where they work. 89% believe that people, regardless of their differences, are treated with respect in their department and 69% believe so in the company as a whole. 56% of employees include diverse colleagues in their daily activities.

This satisfaction is also evident from the fact that they never considered leaving the organization because they felt isolated or unwanted (65%). The participants did not feel pressured to change personal characteristics to fit company standards (58%) and they did not feel the need to work harder than others to be valued (58%).

I AGREE ...

IN MY DEPARTMENT PEOPLE ARE TREATED WITH RESPECT, INDEPENDENT OF THEIR DIFFERENCES



IN THE COMPANY I CURRENTLY WORK FOR, PEOPLE ARE TREATED WITH RESPECT, INDEPENDENT OF THEIR DIFFERENCES



IN THE COMPANY I CURRENTLY WORK FOR EMPLOYEES INCLUDE DIVERSE COLLEAGUES IN THE WORK ENVIRONMENT



I DISAGREE ...

I FEEL THE NEED TO LEAVE THE COMPANY I CURRENTLY WORK FOR BECAUSE I FEEL ISOLATED OR UNWANTED



I FEEL PRESSURED TO CHANGE MY PERSONAL CHARACTERISTICS IN ORDER TO FIT THE COMPANY STANDARDS



I HAVE TO WORK MORE THAN OTHERS TO BE VALUED BY THE COMPANY



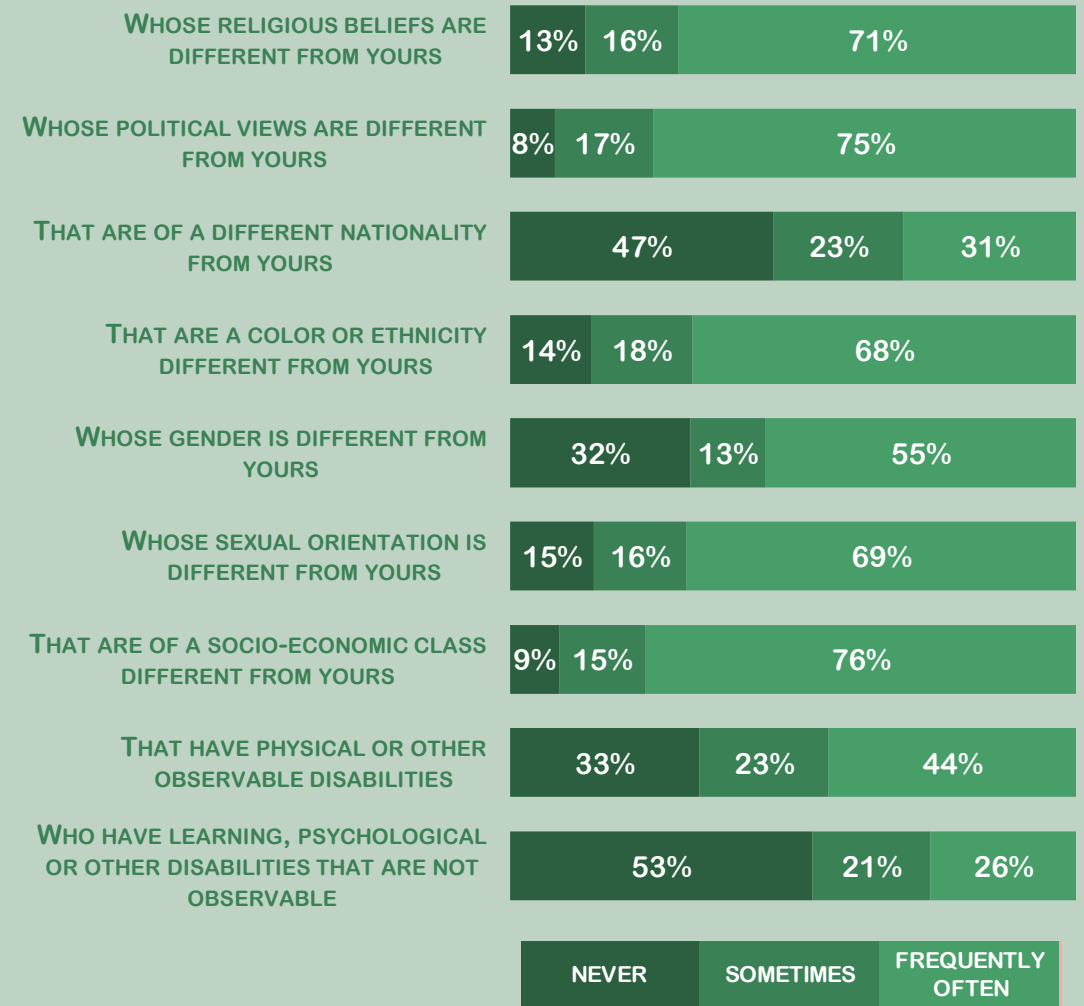
## INTERACTION WITH DIVERSE COLLEAGUES

**In the organization they currently work for professionals often interact with people whose physical and personality characteristics differ from their own.**

Interactions occurred most often with: people of a different socioeconomic class (76%), people with different political views (75%), people with different religious beliefs (71%), people of a different color or ethnicity (68%) and people with a different sexual orientation (69%).

Fewer interactions occurred with people of a different nationality and with people with physical disabilities.

DURING THE LAST 12 MONTHS IN THE COMPANY YOU CURRENTLY WORK AT, HOW OFTEN HAVE YOU HAD SIGNIFICANT INTERACTION WITH PEOPLE:



## DISCRIMINATION IN THE WORKPLACE

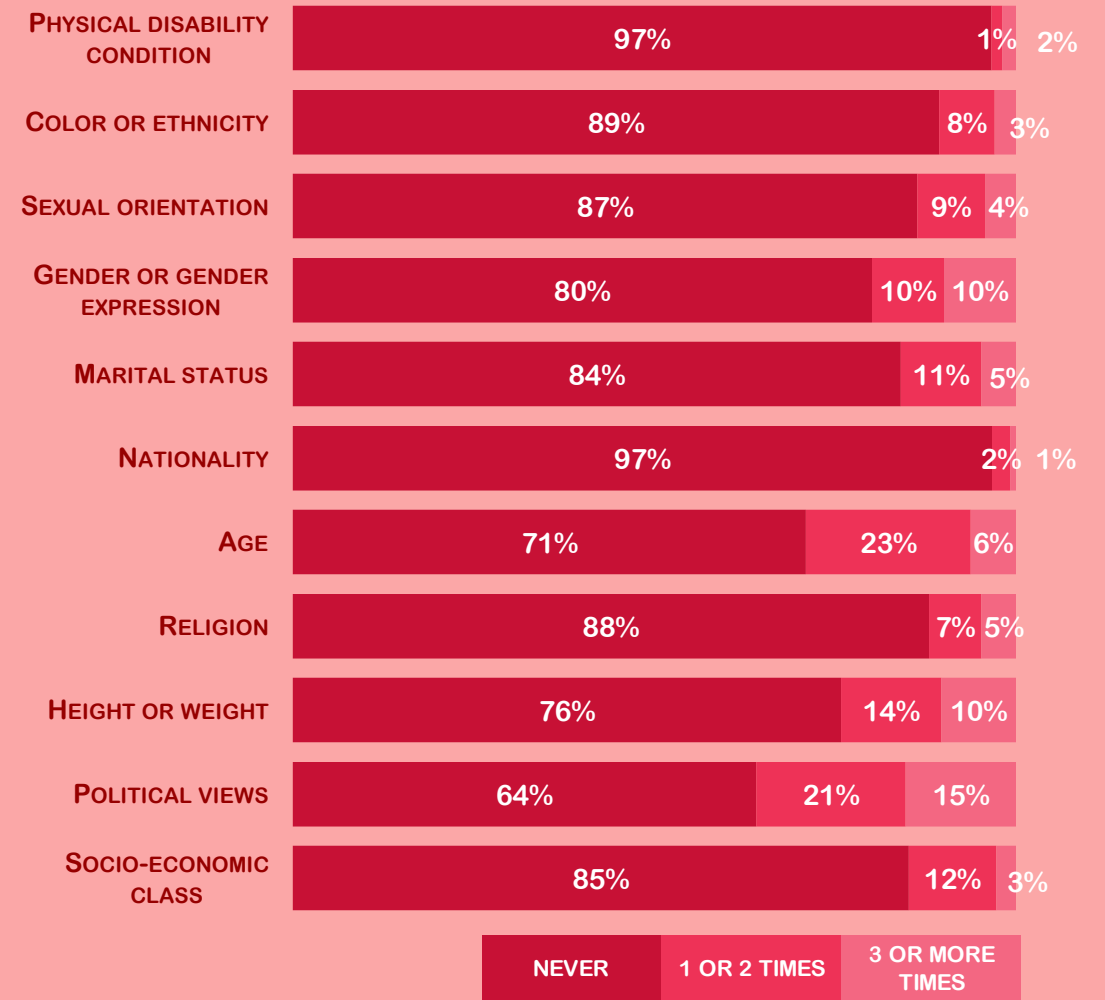
The vast majority of professionals have never experienced any type of discrimination in the organization in which they currently work.

Close to 90% of participating professionals have never experienced any kind of discrimination in the organization in which they currently work.

The cases where discrimination occurred one or more times were related to age (29%) and in relation to height or weight (24%).

It also occurred with regard to political orientation (36%), but this was more because of the current moment in the country than because of an organizational bias.

IN THE LAST 12 MONTHS HOW MANY TIMES HAVE YOU EXPERIENCED DISCRIMINATION IN THE COMPANY YOU CURRENTLY WORK FOR, AND FOR WHAT REASONS:



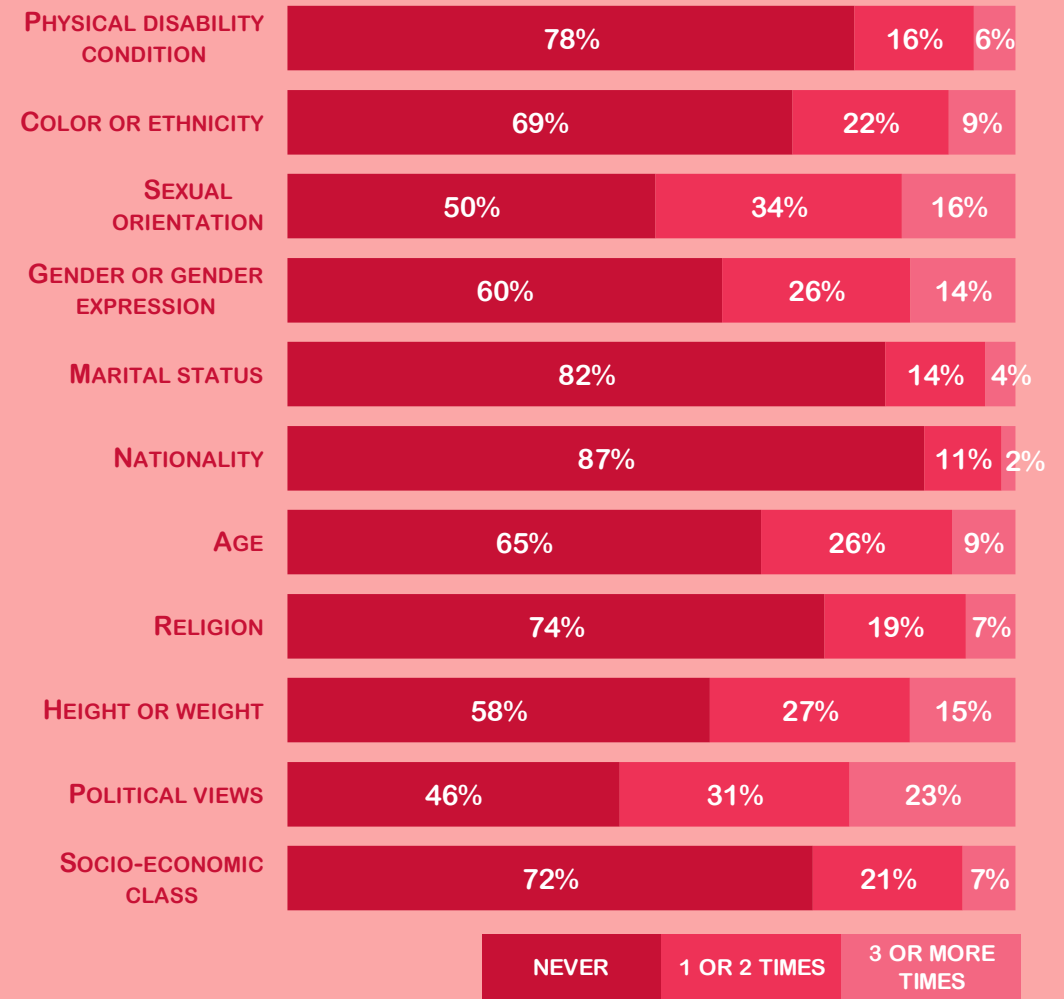
## DISCRIMINATION IN THE WORKPLACE

# Some of the professionals witnessed situations of discrimination in the organization in which they currently work.

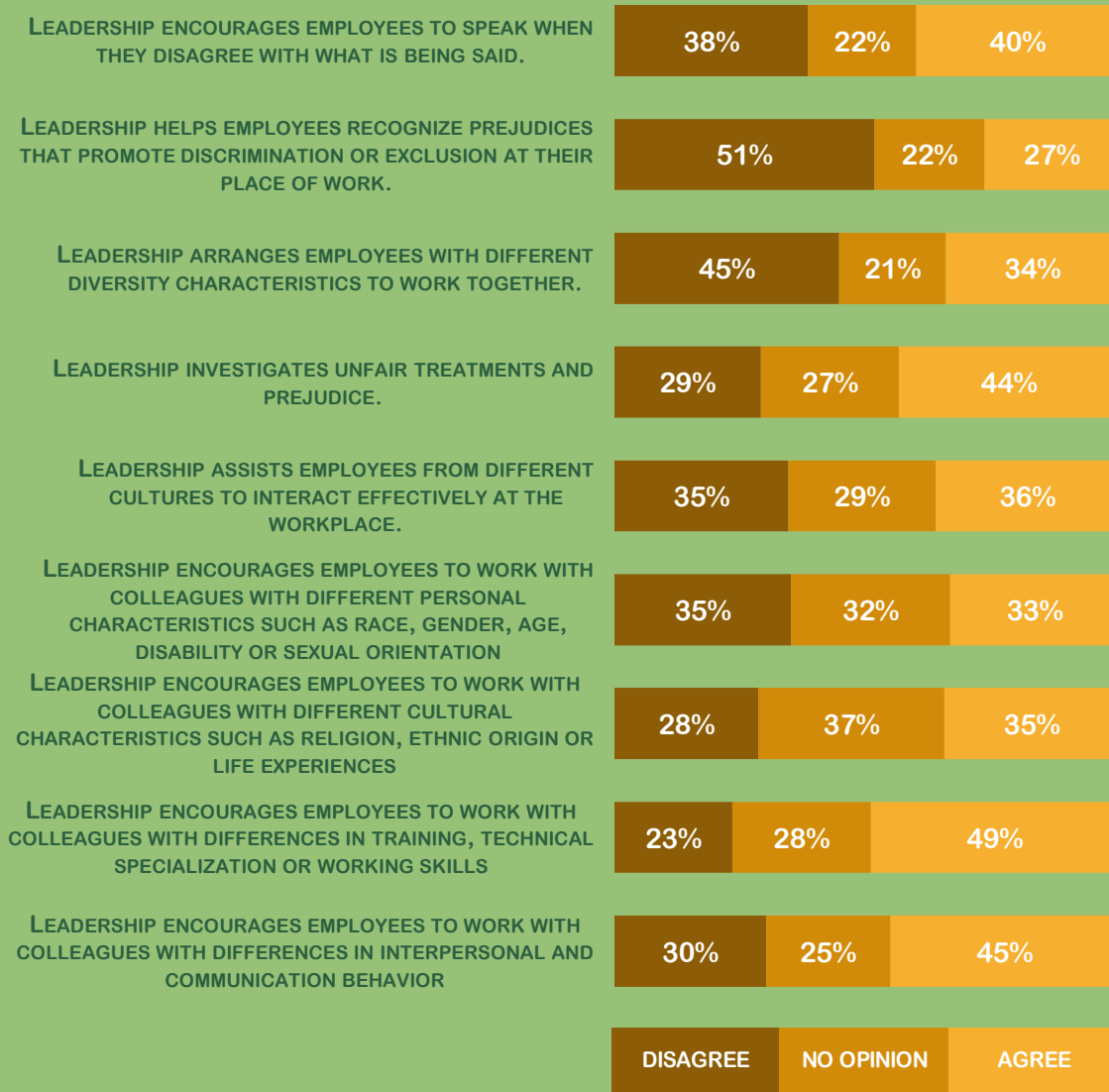
While in the minority, some professionals witnessed, in the organization they currently work for, one or more situations of discrimination with regard to: sexual orientation (50%), weight or height (42%), gender or gender expression (40%), age (35%) and color or ethnicity (31%).

Most situations that were witnessed were in relation to political orientation (54%). Yet, this was due more to the current moment in the country than to an inherent bias within the organization.

IN THE LAST 12 MONTHS, HOW MANY TIMES HAVE YOU WITNESSED SITUATIONS INVOLVING DISCRIMINATION AT THE COMPANY YOU CURRENTLY WORK AT AND WHAT DID IT ENTAIL:



BASED ON YOUR PERCEPTIONS OF THE LEADERSHIP OF THE COMPANY YOU CURRENTLY WORK FOR, HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?



## LEADERSHIP OF THE ORGANIZATIONS

**Participants feel that the leadership in their organizations failed to help employees recognize prejudices that often result in discriminatory behavior within the workplace.**

While, on the one hand, the leadership of the organizations in which professionals currently work encourages employees to work with colleagues with differences in training, technical specialization or work skills (49%) and with differences in interpersonal and communication behavior (45%), and investigates unfair treatments and prejudice (44%), on the other hand failed to help employees recognize prejudices that promote discrimination or exclusion in the workplace (51%) and also are reluctant to encourage employees with different characteristics to work together (45%).



**A**berje - Brazilian Association for Business Communication is a non-profit, non-partisan professional and scientific organization. Its principle objectives are to strengthen the role of communication in companies and institutions, to provide training and career development to professionals in the area, and to produce and disseminate knowledge in the communication area. Founded in 1967, the association produces research, strategic studies and publications, offers courses through the Aberje School of Communication and training events, promotes the exchange of knowledge among members and recognizes the best practices and professionals in the field.

Regarded as the prominent think tank in the area of Brazilian Communication Aberje's activities go well beyond Brazil. The association has a presence on the boards of international institutions such as Fundacom and Global Alliance for Public Relations and Communication Management. Aberje is also a member of the Arthur W. Page Society.

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