Building a diverse and inclusive culture at Asda

We know that our colleagues are unique. We want to celebrate and respect our differences. We want everyone to be able to bring their whole self to work.

IDAHOBiT
International Day Against Homophobia, Transphobia and Biphobia

Enter
Be proud!

We need your help to create a truly inclusive Lesbian, Gay, Bisexual and Transgender (LGBT) culture.

Around the world, many LGBT people still face discrimination. IDAHOBiT – the International Day Against Homophobia, Biphobia and Transphobia on 17 May – raises awareness of the issues faced by the LGBT community and encourages people and organisations to take positive action.

On IDAHOBiT Day, we celebrated our values of integrity and respect with an awareness event at Asda House, which was broadcast to our other home offices and Rochdale CDC. Colleagues from across our business came together to share their stories and experiences as well as offer some top diversity tips.

We wanted to share our learning from the day with as many colleagues as possible, so we’ve put together this diversity guide. We know that having the right information can make all the difference when it comes to feeling confident in supporting your colleagues – or coming out yourself.

Have a flick through, listen to what your colleagues have to say, and test your LGBT knowledge in our diversity quiz. We’re hoping to run more diversity events, so we’d love to know your thoughts about this guide – please get in touch via asdalgbt@asda.co.uk, our dedicated, confidential inbox.

We’re proud to be part of Asda Pride. Thank you for being part of our story.

The Asda Pride team

“IDAHOBiT is a great way to celebrate our colleagues and it makes me proud that they are able to openly share their stories and experiences.”

Hayley Tatum, Senior Vice President – People

Colleague voices

Five of our colleagues share their unique reasons for being part of Asda Pride.

Click their pics to hear what they have to say
The LGBT community is national and global – and so is the search for equality. In the UK, LGBT rights have come a long way... as this timeline shows:

1861
Death penalty repealed for homosexual acts

1943
Michael Dillon becomes the first trans man to undergo complete gender confirmation surgery at Bristol Royal Infirmary

1958
Homosexuality decriminalised

2002
Fostering and adoption for LGBT parents

2003
Employees can no longer be sacked for being gay

2010
Equality Act

2014
Introduction of Equal Marriage

The global experience
Around the world, many LGBT people still face discrimination. Did you know...
- In at least 76 countries around the world, discriminatory laws criminalise same-sex relationships.
- In Iran, Mauritania, Saudi Arabia, the Sudan, Yemen, and some religious courts in regions of Somalia and Nigeria, being gay carries the death penalty.
- But on the other hand... Poland has never criminalised homosexuality and in 2015, Ireland voted in favour of same-sex marriages in a referendum. Find out more LGBT facts and stats at ilga.org

"I believe everyone is fighting their own little battles, so if we can be nice to people it helps with the pain"
Sophie Cook, Transformational speaker

DID YOU KNOW?

Can you guess in which area of the UK LGBT employees are most comfortable being completely out at work?

Statistics from diversity charity Stonewall, stonewall.org.uk
How can I help make us even better?

What can I do?

Creating an LGBT-inclusive workplace is a job for us all. Here are some top tips on how to go about it:

- Don’t assume sexuality or gender identity – be careful not to make assumptions.
- Using gender neutral descriptions, like ‘they’, ‘them’ or ‘their’ rather than ‘he’ or ‘she’, can help to avoid confusion.
- Using gender neutral terms (think ‘partner’, or ‘other half’) is more inclusive.
- Be comfortable. Don’t be afraid to ask questions, or have a conversation. It’s ok not to know all the answers.
- Challenge inappropriate behaviour, if you feel you can, or escalate to your manager.
- Get involved! Our Asda Pride group is open to everyone.

We’re proud of our achievements

We’re the most LGBT-friendly employer in the UK – we scooped the top prize at this year’s LGBT Awards. We’re also a Top 100 LGBT-friendly employer – one of the only big retailers to feature in the list.

- Stonewall, the diversity charity, have supported us on our LGBT inclusion journey. We’ve been included on their first ever trans guide for employers. Take a look here: [http://bit.ly/24iu9ZA](http://bit.ly/24iu9ZA)
- We get involved in 30 Pride events across the UK, including London Pride.
- We sponsored *The Independent on Sunday* Rainbow List of LGBT talent.
- We’re a headline sponsor for Sparkle, the UK’s biggest Trans Pride festival. Sparkle also gave us the Transgender Organisation of the Year award!
- We won Organisation of the Year at the British LGBT Awards.
- We’re at number 83 in the Stonewall top 100 companies.

Putting individuals and equality first always.
Over to you! Here’s what you have to say about our IDAHOBiT event and diversity and inclusion at Asda.

Getting the basics right

Working with colleagues, we’ve developed:

- A Same-Sex Families Policy.
- A Dignity at Work Policy.
- A Transgender Policy, which has been used as an example of best practice.
- A Trans Line Manager Guide – so managers can support colleagues.

You can find our policies at bit.ly/mywirePDF

Our leaders gave diversity the thumbs up

“Don’t just talk about it, be it. It is powerful to manage as a company where everyone can be themselves and bring their whole self to work.”

Jo Stenhouse, Buying Manager TV & Set Top Boxes

“What a phenomenal event. I truly enjoyed the personal stories by the Asda associates (very impactful and emotional).”

Jason Viator, Global Leader Development, Walmart, and Past Chair of Walmart Pride

“Call the confidential LGBT inclusive helpline with any questions you have on 0800 316 9337.”

Want to find out more?

- Find out more LGBT facts and stats at ilga.org
- Check out Stonewall for educational tools and guidance stonewall.org.uk

Find more stories on Green Room

Walmart Pride supports the LGBT community, being champions for our customers, counsellors for our business, and a community for our associates.

Click to find out more