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# PEPP PROUT EMPLOYER – LGBT\*IQ PARTNER PROGRAMM COMPANIES SHAPE SOCIETY

September 2022

ANDERS.  
ZUSAMMEN.  
ARBEITEN.

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## LGBT\*IQ IS FOR EVERYONE



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## LGBT\*IQ IS FOR EVERYONE

A large circular graphic is centered on the page. It features a solid grey inner circle containing text. This inner circle is surrounded by a thick yellow arc on the left side and a dashed black arc on the right side.

**People having to hide  
all the time,  
can't concentrate  
on the actual tasks  
and work at  
full performance.**

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## WORK. DIFFERENT. TOGETHER.

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### **We create a tangible visibility of LGBT\*IQ in the workplace.**

Equality and equal opportunities must not only be demanded by the affected underrepresented groups. PROUT AT WORK thinks ahead when it comes to LGBT\*IQ issues and thus also influences the political agenda. Win-win for all sides: People and companies, society and economy.

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### **Everyone benefits from a respectful and constructive corporate culture:**

- strong team spirit
- increased work ethic
- higher productivity
- greater employer attractiveness

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### **LGBT\*IQ is worth it.**

If everyone can be as they are, talents can be lived, energies can be concentrated, and perspectives can be expanded. In this way, an open mind for each other becomes a productive cooperation.

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### **The PROUT AT WORK-Foundation is a leading think tank, consultant and designer on LGBT\*IQ topics in the working environment in Germany.**

Since 2005 we have been committed to equal opportunities for people of all sexual orientations, gender identities and all sexual expressions and characteristics through publications, events, workshops, consultations and projects.





# IN GREAT COMPANY – PROUT EMPLOYER 2022



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## IN A NUTSHELL - OUR USP

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### PROUT AT WORK is

- Pioneer and think tank for LGBT\*IQ in business.
- Mediator between society, companies, politics and the LGBT\*IQ community.
- the specialist for work culture today and tomorrow.
- non-profit idealist: we are dedicated to the issue, not to profit.

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### PROUT AT WORK offers

- individual, independent counselling and support.
- a personal contact person.
- scope for social participation.
- a wide range of trainings, workshops and events with an immediate impact on their visitors.
- freely accessible educational material, always up-to-date, always to the highest standard.
- top-class networks nationally and internationally.
- added value for your corporate responsibility.



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## STATEMENTS FROM OUR CORPORATE PARTNERS

Without you, a loud voice advocating for LGBT\*IQ diversity would be missing.

Without you, LGBT\*IQ diversity would be lacking visibility.

Without you, there would be a lack of seriousness in dealing with LGBT\*IQ diversity.

Without you, there would be less knowledge about the different facets of LGBT\*IQ diversity (e.g., HOW TO Guides, DEEP DIVES, etc.).

Without you, the LGBT\*IQ diversity dimension would not be implemented in companies to such a degree.

Without you, people would be quieter, have less confidence, and may keep their story to themselves forever.

You are not just changing organizations; **you are changing people and life stories!**

Thank you for being there.

*Sofia Strabis,  
Head of Diversity & Inclusion Management, Commerzbank AG*



THINK  
OUTSIDE  
THE BOX

**PEPP –  
THE PROUT EMPLOYER PARTNER PROGRAMM**



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## PEPP MAKES COMPANIES MORE COLOURFUL - DIVERSITY WORKS

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### **We build bridges between individuals and society, companies and politics.**

Every year we accompany 60+ employers on their way to becoming LGBT\*IQ-Partners.

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### **Education | Awareness | Empowerment**

We educate, ask questions, find answers. We pick up managers and employees where they are. We strengthen the reputation, the brand and the attractiveness of our PROUT EMPLOYER.

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### **Diverse range**

Via social media, newsletters and mailings we reach over 60,000 people and multipliers in a very short time. Our member companies gain new coverage and talent, new knowledge and a new standing - within and outside the LGBT\*IQ community.

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## PEPP MAKES COMPANIES STRONG – COMPANIES SHAPE SOCIETY

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### PROUT EMPLOYERS are

- LGBT\*IQ partners,
  - Business partners
  - Input providers
  - Sparring partners
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### PROUT EMPLOYERS are

- Employers of Choice,
  - Role Models
  - Shapers of change
-

## EDUCATION | AWARENESS | EMPOWERMENT

**Our program prepares PROUT EMPLOYERS for LGBT\*IQ diversity:**

**Those who understand diversity can translate it into goals and measures and give them life.**

**On their way to becoming LGBT\*IQ partners, we support our member companies individually with consulting and training, comprehensive know-how and best practices:**

- Workshops for HR/Diversity and/or the employee resource group
- Creating awareness for staff and managers
- Analysis of business processes
- Promotion of LGBT\*IQ talents
- Networking meetings to discuss and deepen knowledge
- Connection to our national and international network
- In addition, earlier than in the free content area of our website: fast access to extensive figures, data, facts and figures on the topic as well as best practice

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## PEPP FOR COMPANIES: DIVERSITY PAYS OFF!

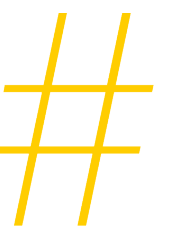
| **Stronger team spirit**

| **Increased work ethic**

| **Higher productivity**

| **Greater attractiveness**

- HR/Diversity: Professional support for LGBT\*IQ work
- Establishing or expanding the LGBT\*IQ employee resource group
- Diversity training for employees and managers
- No pinkwashing! Check and certification of LGBT\*IQ diversity
- Employer branding and CSR: focusing, optimizing, expanding
- Appearance in interviews and social media campaigns: authentic, transparent, convincing
- Visibility in the LGBT\*IQ community: New customers, new talents
- Seat on our Advisory Board of experts and other PROUT EMPLOYERS: Together we shape the society of today and tomorrow!



## THE MEMBERSHIP

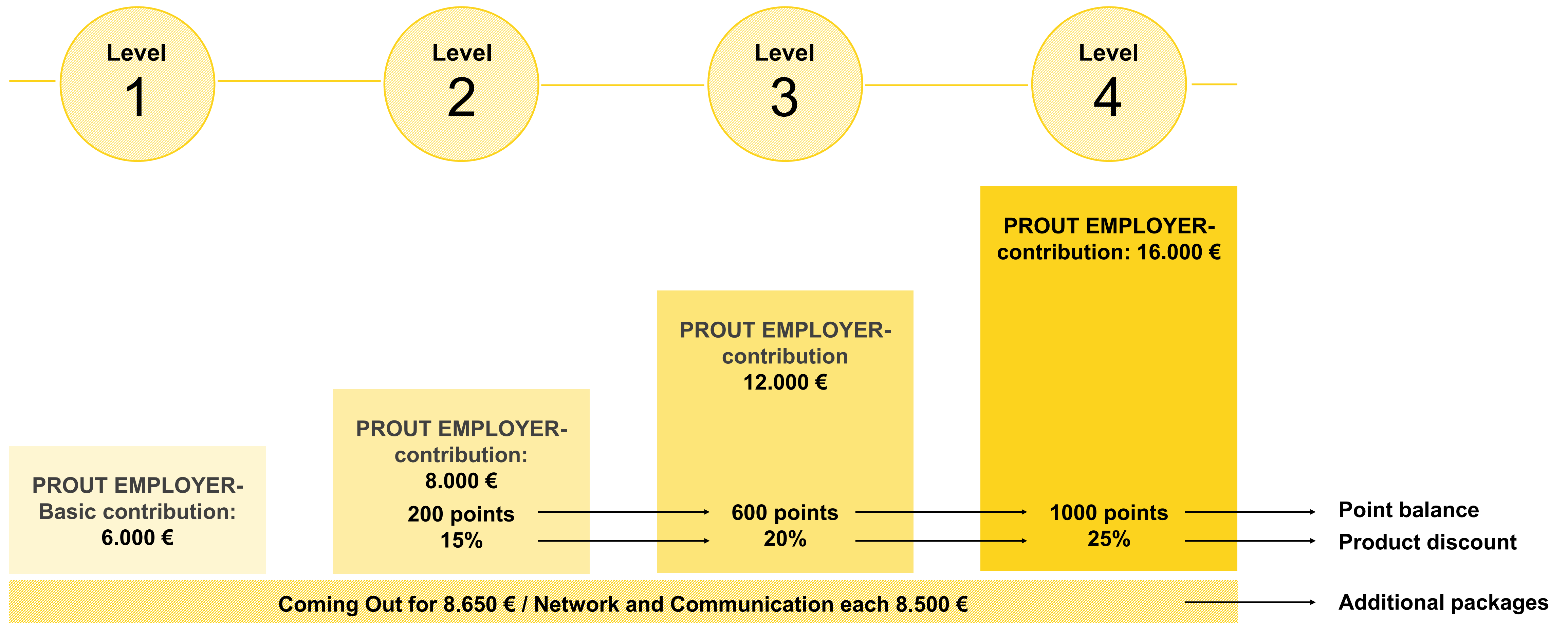
PROUT EMPLOYERS support PROUT AT WORK financially and morally. They communicate the goal of equal opportunities internally and externally:



*»We create an open work environment for all people,  
in which sexual orientation, gender identity, qualities and characteristics  
and gender expression play a positive role.«*



## FOUR LEVELS OF COOPERATION – ONE GOAL



The basic contribution of 6000 Euro is exempt from sales tax.



## THE PEPP-BENEFIT



### FOR ALL LEVELS OF COOPERATION

- Mentioning as PROUT EMPLOYER on the PROUT AT WORK website with your logo.
- Use of the PROUT EMPLOYER logo to show your support for LGBT\*IQ.
- Priority access for employees to PROUT AT WORK public events.
- Participation in exclusive free events and working groups

### LEVEL 2 TO 4

- From level 2 on, PROUT EMPLOYERs automatically receive a point balance that can be flexibly redeemed for events, consulting or communication
- PROUT EMPLOYERs receive a discount on all other PROUT AT WORK products (LGBT\*IQ out of the box-box, posters, etc.) - Level 2: 15%, Level 3: 20%, Level 4: 25%

A photograph of a man with a beard and mustache, wearing a dark suit jacket over a light blue shirt, smiling warmly. The background is a blurred office setting. A semi-transparent white box with a yellow horizontal bar at the top is overlaid on the right side of the image, containing the text "PEPP FOR POINTS".

## PEPP FOR POINTS

## PEPP FOR POINTS PRODUCTS: EDUCATION, AWARENESS\*

		Prices
■ Expert lecture in the company	→	from 120 to 240 points
■ Workshop for HR/Diversity and/or networks	→	240 points/day
■ LGBT*IQ Awareness-Session	→	120 points
■ Participation:		
— PROUT AT WORK-Conference	→	11 points/PA
— DEEP DIVE Workshop	→	11 points/PA
— TOGATERHING network meeting	→	0 points/PA
— COMING OUT seminar	→	120 points/PA

## PEPP FOR POINTS PRODUCTS: COMMUNICATION, EXTERNAL POSITIONING & CONSULTING\*

		Prices
■ Participation in DINNER BEYOND BUSINESS (per PA)	→	22 points
■ Interview** with Head of Diversity	→	110 points
Board member	→	165 points
■ Company profile on our website (per year, without/with link)	→	90/220 points
■ Social Media Takeover (per week)	→	330 points
■ Participation in social media campaign	→	22 points
■ Best Practice presentation (per year)	→	45 points
■ Editorial contribution on our website including social media promotion	→	110 points

\* plus 19% VAT

\*\* On PROUT AT WORK website, Social Media, Activity Report etc.

## PEPP FOR POINTS PRODUCTS: COMMUNICATION, EXTERNAL POSITIONING & CONSULTING\*

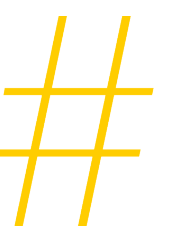
		Prices
■ Hosting:		
■ TOGATHERING	→	135 points
■ PROUT DIVERSITY LEADERS	→	240 points
■ DEEP DIVE	→	350 points
■ Audit Corporate Maturity Level	→	from 900 points

\* plus 19% VAT

\*\* On PROUT AT WORK website, Social Media, Activity Report etc.

## GOOD TO KNOW: THE FINE PRINT

- The four cooperation levels are not communicated to the outside world.
- Level upgrades are possible at the turn of the year, downgrades after three years.
- The point balance can only be redeemed in the respective membership year.
- Until November 30th of the current year, you can choose how you would like to divide the points between the product categories *Education, Awareness, Consulting* and *Communication & Fundraising* in the following year. For reasons of foundation and tax law, bookings cannot be moved between product categories during the year.
- If in one year more than 50% of the points balance is used for the *Communication & Fundraising* category, the number of available points is reduced by 25% in the *Communication & Fundraising* category. At least 25% of the points must be used for the category *Education, Awareness, Consulting*.
- The basic contribution as well as the part *Education, Awareness, Consulting* are not subject to VAT. The *Communication & Fundraising* part is subject to 19% VAT.
- Our PEPP products are calculated to cover costs with a value of 10 Euro/point, additionally required points can be purchased via PROUT AT WORK at 15 Euro/point.
- For non-PROUT EMPLOYERS or third parties for reasons of foundation law, however, only at the official price of 15 Euro/point.
- The additional packages *Coming out, Network and Communication* can be booked separately each year. If you book in advance for several years, it may be cheaper to book the underlying services via a correspondingly higher cooperation level.



A horizontal yellow bar is positioned above the section header.

## ADDITIONAL PACKAGES

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## COMING OUT PACKAGE



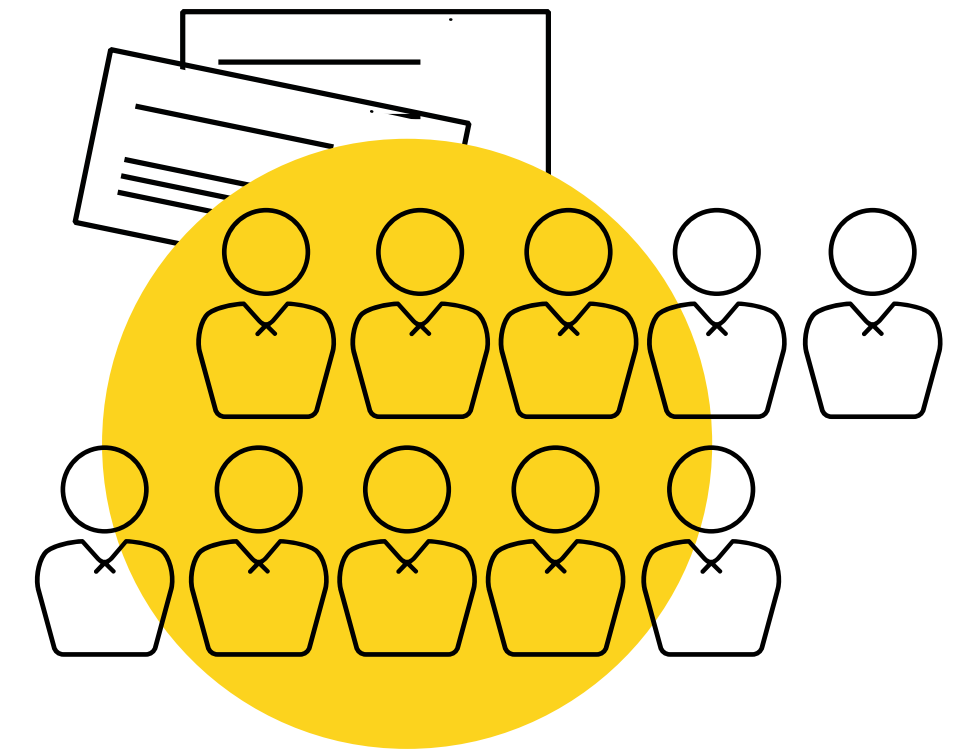
Tickets for 3 persons  
for the PROUT AT WORK-  
Coming Out seminar  
*"Should I or should I not?"*

3h Coming Out telephone coaching  
for 3 persons  
with a professional coach  
specialized in LGBT\*IQ

**8.000 €**



## NETWORK PACKAGE 1



1 workshop for HR/Diversity and/or networks

plus

Two-hour follow-up workshop after 3 months

2 tickets for DEEP DIVES in the year purchased

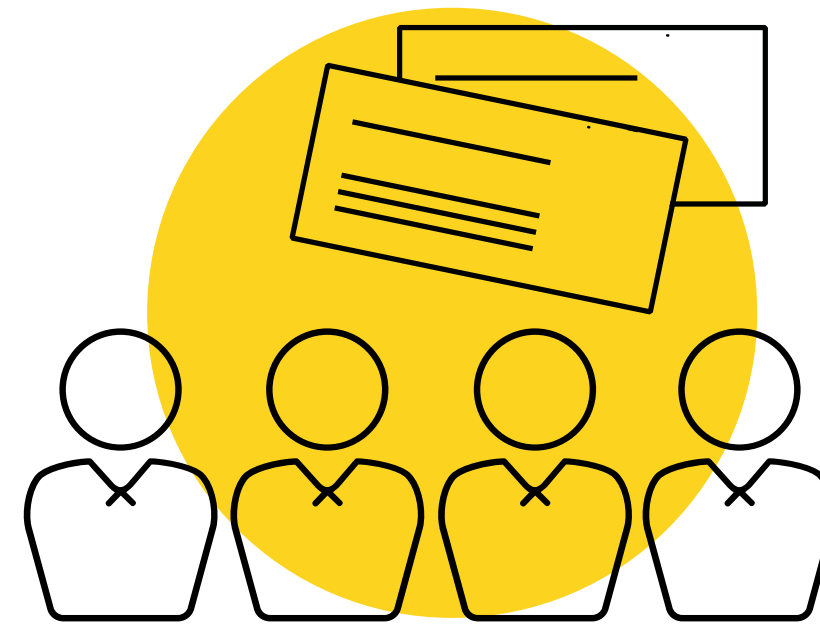
10 tickets for the PROUT AT WORK-conference of the respective year

8.000 €

## NETWORK PACKAGE 2



2 workshops  
for HR/Diversity  
and/or networks



4 tickets  
for DEEP DIVES  
in the year purchased

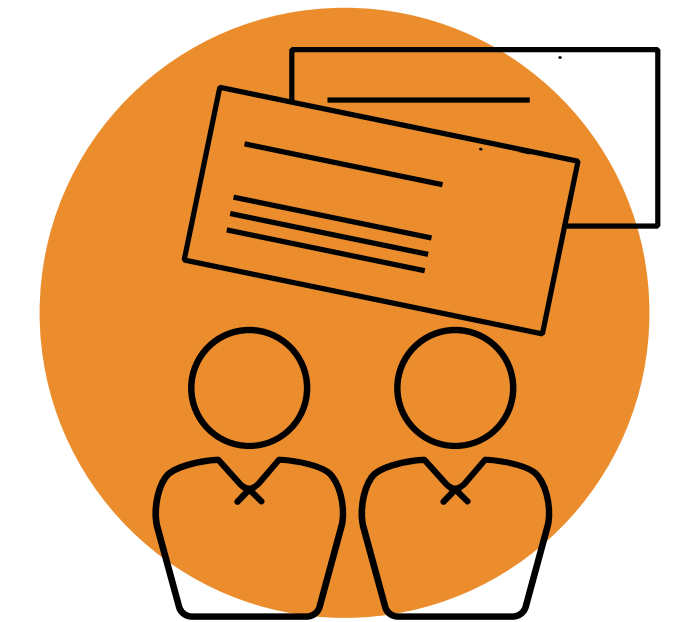
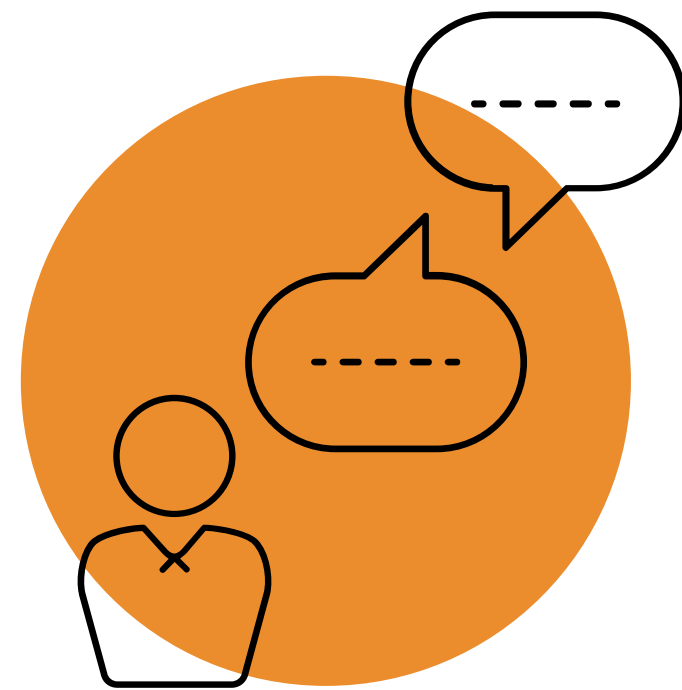
(or 6 tickets, if the  
conference is virtual and  
free of charge)



1 ticket for the PROUT  
AT WORK-conference of  
the respective year

8.000 €

# COMMUNICATION PACKAGE



Company profile  
on our website  
(per respective year, with  
link)

Best Practice presentation  
(per year)

Editorial contribution  
on our website including  
social media promotion

Interview with Head of  
Diversity

(on PROUT AT WORK  
website, Social Media,  
Activity Report etc.)

Participation in  
social media campaign

Participation for  
two persons at  
DINNER BEYOND  
BUSINESS

**8.000 €\*\***

\* On PROUT AT WORK website, Social Media, Activity Report etc.

\*\* Plus 19% USt.

A solid yellow horizontal bar.

## **PEPP – ALL OFFERINGS IN DETAIL**

### **CONSULTING AND SUPPORT, WORKSHOPS, COACHING AND TRAININGS**

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## PEPP FOR HR/DIVERSITY

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### LGBT\*IQ? NEW!

#### Workshop for building a LGBT\*IQ diversity strategy

Becoming a LGBT\*IQ-friendly company is actually quite easy. Not all measures can and must be tackled at the same time. It is more important to start at something and then to continue on step by step. In this workshop we will work together, to develop the LGBT\*IQ diversity strategy that is right for you. Individual, authentic and close..


 1 Day / 220 POINTS

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### LGBT\*IQ DIVERSITY: FROM STRATEGY TO REALITY

#### Consulting and support

You have participated in the workshop "LGBT\*IQ? NEW!" and now you have a strategy in the making?  
With this offer we turn possibilities into realities: We accompany you step by step in the implementation of your concepts and goals, as a sparring partner from implementation to evaluation.

 1 Day / 220 POINTS

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## PEPP FOR HR/DIVERSITY

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### PROUT DIVERSITY LEADERS

We have developed a special format that is aimed at diversity & inclusion experts. The event series offers a platform for exchange around LGBT\*IQ diversitys' best practices. In this format, diversity managers and HR managers receive new impulses and tips on their daily challenges and have the opportunity to share insights and experiences in a circle of other experts.

 per PA of PROUTEMPLOYERS: 0 PUNKTE

 HOSTING: 240 points

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## PEPP FOR HR/DIVERSITY

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### TRANS\* AT WORK Consulting to accompany transitions COACHING, MENTORING, MODERATION\*

Accompanying trans\* people in their further development and transition brings its own unique challenges with it. We support and accompany employers and employees during the transition: by coaching top management, mentoring HR partners and moderating team meetings. In order to enable you to act independently in this respect in the future, we develop transition guidelines together.

 Price depending on the time required. We would be pleased to make you an individual offer

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### M/F/D/X: The right of gender at work Advice on the implementation of the third option\*

We support you in the implementation of the Third Gender Option in your company and are at your side during the entire process. We will advise you on language and communication, HR processes and the effects, for example, on construction measures.

 Price depending on the time required. We would be pleased to make you an individual offer

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## PEPP FOR HR/DIVERSITY

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### LGBT\*IQ GOES GLOBAL

#### Consulting for worldwide LGBT\*IQ diversity concepts\*

As a global player, do you also want to promote LGBT\*IQ equal opportunities beyond your national borders and develop the corresponding markets? With our consulting offer "LGBT\*IQ goes global" we tackle this challenge together with you. What is the situation for LGBT\*IQ in the individual countries? What needs to be considered individually and which strategies are generally valid? Which organizations are the best local contact persons? Together we will find future-oriented answers tailored to your needs.

 Price depending on the time required. We would be pleased to make you an individual offer

### LGBT\*IQ DOWN THE CHAIN

#### Advice on LGBT\*IQ diversity along your supply chain\*

Do you have LGBT\*IQ diversity under control internally? You want to put the icing on the cake and take diversity into account in your purchasing process? Do you also want to demand LGBT\*IQ equality from your suppliers and purchase from LGBT\*IQ owned businesses? With our consulting services on supplier diversity, we support and accompany you during implementation.

 Price depending on the time required. We would be pleased to make you an individual offer




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## PEPP FOR COMPANIES: DIVERSITY-TRAINING

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### LGBT\*IQ – WHAT? WORKSHOP to introduce newcomers to the topic

Why should heterosexual employers and colleagues be interested in lesbians, gays and other "others"? Why is the world suddenly talking about diversity, a third option and a gender inclusive and fair language? Don't we have more important topics? And isn't this all private anyway? Our LGBT\*IQ Awareness Workshop provides answers. In a short group experiment and with plenty of time and space for exchange, newcomers to the topic become real LGBT\*IQ experts.

 90 min. / 120 POINTS

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### LGBT\*IQ – GET OUT ON TOP WORKSHOP to sensibilise managers

They create the direct working environment in which many people find themselves every day - managers. In our awareness workshop for managers, we work out why LGBT\*IQ Diversity is good for business and how you can create a working environment where everyone can be themselves.

 90 min. / 120 POINTS

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## PEPP FOR COMPANIES: DIVERSITY-TRAINING

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### Trans\* and Non-Binary Session

#### Awareness of Gender diversity

When it comes to gender and gender identity, society thinks almost exclusively in two categories. But that doesn't correspond to the diversity that is the nature of human beings. Be curious about new insights around the trans\*, inter and non-binary topic. How many trans\* people live in Germany? What are their experiences? Why is gender-sensitive language important? What is the pronouns topic all about? And what can we all do to make our environment more inclusive? These are some of the questions that will be answered in this interactive session.

**90 min. / 120 POINTS**

## PEPP FOR EMPLOYEE RESOURCE GROUPS

### TOGATHERING

Getting together, sharing ideas, improving each other and learning from each other - we offer all this and much more at the PROUT AT WORK ToGathering - our format for committed LGBT\*IQ networkers and all who want to become one.

**Let's think. talk. change – together!**

per PA: 0 POINTS  
HOSTING: 135 Points

### NETWORK-CALLS

Once a quarter year, we invite LGBT\*IQ employee resource groups for a cross-regional exchange in a joint ZOOM meeting: On current topics, upcoming events and acute questions about employee networks.

per PA: 0 POINTS

### LGBT\*IQ-AWARDS

Since 2018, we have been presenting our LGBT\*IQ Awards to particularly committed and influential corporate employee resource groups. With these awards, we are sending out further signals of appreciation and respect - for people who give the concerns of LGBT\*IQ a voice, a face and value in the workplace.

Only for Conference-PA: 0 POINTS

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## PEPP FOR EMPLOYEE RESOURCE GROUPS


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### ESTABLISHING LGBT\*IQ ERG

#### Workshop

Networks have many functions in companies: They offer employees a place for honest exchange - professionally and privately. They are a contact point for career-related questions and a think tank for LGBT\*IQ diversity in the company. Highly motivated experts are at work here: for themselves, for the needs of their community, for their company.

You want to establish a LGBT\*IQ employee resource group in your company? We can help you with this. In this strategy workshop we will work out the first steps together.


 1 Day / 240 POINTS

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### NEXT LEVEL

#### Workshop to further develop your LGBT\*IQ employee resource group

LGBT\*IQ networks pass through several development stages and gradually gain more creative freedom in the company. In this workshop we will jointly take your LGBT\*IQ employee resource group to the next level. Evolution works!

 1 Day / 240 POINTS

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## PEPP FOR EMPLOYEES

Develop the leadership skills of your LGBT\*IQ talents by participating in PROUT AT WORK events and trainings:

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### COMING OUT SEMINAR: Should I or should I not!?

Depending on the environment, corporate culture, and the personal attitude of colleagues and managers, coming out at the workplace can be a challenge. The constant concealment, on the other hand, costs energy that is then lacking elsewhere. So - no more playing hide and seek? But how? Our seminar offers the opportunity to trace your own coming out biography in a protected space, to explore the compatibility of your (sexual or gender) identity with your professional role, to develop strategies for difficult situations and to try out new behaviors.

**2 Days / 120 POINTS per participant plus 190,- EUR for two nights accommodation and meals (accommodation in single room)**

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## PEPP FOR EMPLOYEES

Develop the leadership skills of your LGBT\*IQ talents by participating in PROUT AT WORK events and trainings:

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### ESCP LGBT LEADERSHIP PROGRAMME\*

In this 6-week part-time program for LGBT\*IQ talents, participants develop and strengthen their personal leadership skills, practice design thinking methods and build a sustainable network to take their career to the next level. Together with the international LGBT\*IQ know-how of PROUT AT WORK, authentic approaches for employee leadership are developed and new techniques for dealing with others are tried out.

**Valuable input for your skillset and your organization: With these basics you can expand your sphere of activity and use the full potential of diversity in your working environment.**

\* Accounting directly by ESCP, points cannot be credited

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### LGBT\*IQ MASTERCLASS (in the planning)\*\*

An integrative working environment brings out the best in employees and makes the best use of existing potential. The consequences for companies are better performance and business results. With this training we encourage people from the LGBT\*IQ community and allies to make their influence felt even more - and empower leaders in their role as role models for inclusiveness.

**Through reflection, communication and insight to LGBT\*IQ master !**

\*\* Price to be determined

# PEPP FOR ALL

## LGBT\*IQ Inclusion Audit

The LGBT\*IQ Inclusion Audit is the way for companies and institutions to make the organization more LGBT\*IQ friendly.










Rooted in our self-assessment tool, it is a qualitative process for organizations to deeply examine the state of LGBT\*IQ inclusion in the workplace and provide tailored recommendations on how to move forward.

The audit provides advice and guidance based on in-depth analysis, continuous improvement, and sharing of good/best practices.

The process is company-specific and is concluded with an audit certificate that includes a target agreement with individual and concrete self-commitment for the company-specific improvement process.

### LGBT\*IQ CORPORATE MATURITY LEVELS



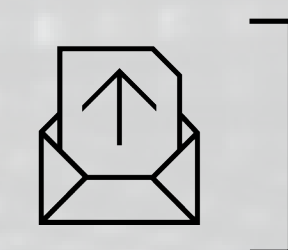
	1 LEVEL LGBT*IQ BEGINNER At the beginning of the LGBT*IQ journey	2 LEVEL LGBT*IQ PROMOTER Positioning of the topic among employees and in society	3 LEVEL LGBT*IQ ADVANCED USER LGBT*IQ as part of the company's diversity strategy	4 LEVEL LGBT*IQ EXPERT Driving social change around LGBT*IQ	5 LEVEL LGBT*IQ PIONEER LGBT*IQ inclusion pioneer
 <b>ANTI-DISCRIMINATION</b>	Addressing LGBT*IQ and anti-discrimination in overarching company regulations				
 <b>LGBT*IQ EMPLOYEE RESOURCE GROUP (ERG)</b>	Existence of an LGBT*IQ ERG or employee initiative	Proactive support of ERG's activities	Existence of an Ally program	ERG as a business resource and advisory body	Systematic recognition of ERG engagement, e.g., as working hours or in development goals
 <b>SUPPORT FOR LGBT*IQ EMPLOYEES</b>		Internal events and activities on LGBT*IQ inclusion	Counseling and support for coming out in the workplace	Guideline for the transition process of trans* employees	Gender-neutral restrooms in all locations
 <b>COMMUNICATION</b>		Communication on LGBT*IQ awareness days such as IDAHOBIT, Coming Out Day, Trans Visibility Day ...	Encouraging the use of preferred pronouns, e.g., in the signature or on the intranet	Guideline on gender-inclusive language for employees	Gender-inclusive language in external communication
 <b>TOP MANAGEMENT SUPPORT</b>		LGBT*IQ as part of the diversity strategy	Executive sponsorship for the LGBT*IQ dimension	Out leaders showing active engagement for LGBT*IQ inclusion	Explicit LGBT*IQ diversity strategy
 <b>"OUT IN THE WORLD" MODEL</b>		LGBT*IQ implementation in Germany within the framework of local norms and laws	Internal pro-LGBT*IQ commitment at German location(s) and implementation of local standards and laws at sites outside of Germany	Internal and external pro-LGBT*IQ commitment at the German location(s) as well as internal commitment at the locations abroad	Internal and external pro-LGBT*IQ engagement at all company's locations
 <b>EXTERNAL POSITIONING</b>		Showing support for LGBT*IQ community  Signing LGBT*IQ specific commitments such as „UN Free & Equal“	Participation in Pride events  Targeted recruiting measures aimed at the LGBT*IQ community	Active sponsorship or pro bono support of LGBT*IQ non-profit organizations  Corporate Advocacy: supporting political lobbying of NGOs on the topic of LGBT*IQ	Review of LGBT*IQ inclusion measures at suppliers' and business partners' side  In-depth auditing of LGBT*IQ measures in the company incl. goals formulation
 <b>TRAININGS</b>			Addressing LGBT*IQ issues in workforce and leadership training	Reverse Mentoring Program for Executives on LGBT*IQ	LGBT*IQ Leadership Development Program
 <b>LGBT*IQ DIVERSITY KPIs</b>			Benchmarking your LGBT*IQ support through applying for LGBT*IQ-relevant awards	Set up own LGBT*IQ KPIs to measure success	LGBT*IQ self-identification as an option in the company's database

# WE LOOK FORWARD TO WORKING WITH YOU – DEVELOPING WORKPLACE DIVERSITY

Let's start talking:



+49 89 1434 780-0



pepp@proutatwork.de

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