



Global Diversity Leadership Exchange



COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this COE:

From: April 2014

To: April 2016

Part I. Statement of Continued Support by the Chief Executive or Equivalent:

June 30, 2016

To our stakeholders:

I am pleased to confirm that Global Diversity Leadership Exchange reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communications.

Sincerely yours,

MaryAnne Howland
Founder & CEO



Part II. Description of Actions

Global Diversity Leadership Exchange (GDLE) is a 501c3. As a business association, our goal is to raise awareness of the UN Global Compact and its Principles and to cultivate new participants.

GDLE serves as a catalyst for innovative ideas and solutions for business growth inspired and led by senior level executives and global thought leaders who understand the nexus between diversity and inclusion and sustainability in the global economy.

GDLE is a Leadership Development platform for C-Level executives, government officials, NGO's, academia, and direct reports in business development, corporate social responsibility, sustainability, diversity and inclusion, finance, human resources, investor relations, marketing, operations, and social media. Diversity officers, senior executives, and those on the front lines of opening new markets learned that sophistication in best practices in diversity and inclusion in the United States are not exportable to far away places wide ranging from Abu Dhabi to Zanzibar.

GDLE supports an exclusive community of global leaders with a platform for the sharing of intelligence, experience, resources and networks to support the efforts of companies that strive for global cultural competency and high road social impact to support sustainable growth with sustainable solutions.

Since its membership with the UN Global Compact, GDLE has hosted two annual forums:

In 2014, GDLE became a member of the UN Global Compact and held its first Exchange at the United Nations: *Connecting Cultures and Corporate Value*.

In 2015, GDLE held its second Exchange at the United Nations: *Sustainable Profitability: Triple Bottom Line*.

Part III. Measurement of Outcomes

2014

The GDLE annual forum was themed, *Connecting Cultures & Corporate Value*, and was presented in partnership with **UN Global Compact**—the world’s largest voluntary corporate sustainability initiative--and hosted, for the first time, at the United Nations Headquarters in New York City. Approximately 100 professionals from the realms of business development; diversity and inclusion; finance; human resources; investor relations; marketing; operations; social media; and corporate social responsibility were in attendance.

Live TweetChats throughout the day engaged attendees and others around the globe in dynamic discussions and Q&A sessions. Social Media teams at participating companies and organizations, and Facebook and Twitter influencers for GDLE, participated in a range of activities from live-tweeting/blogging/Facebooking the event to engage their followers in the discussions. The event garnered 16 million Twitter impressions in 29 countries worldwide.

More than two dozen multinational corporations were represented at the event including AT&T, Hewlett Packard, Wyndham Worldwide, and Time Warner, Inc.

Event Agenda:

Following opening remarks from **MaryAnne Howland**, Founder & CEO, Global Diversity Leadership Exchange; and **Olajobi Makinwa**, Head of Transparency & Anti-Corruption Initiatives, UN Global Compact, attendees heard from **Elizabeth Littlefield**, President & CEO, Overseas Private Investment Corporation (OPIC) in both a keynote address and a one-on-one conversation with CNN National Correspondent, **Zain Asher**.

OPIC has supported more than \$200 billion of investment in over 4,000 projects; generated an estimated \$76 billion in U.S. exports; and supported more than 278,000 American jobs. Littlefield spoke in great detail about initiatives to bring energy to African nations to spur economic development.

The morning agenda further comprised panel discussions featuring global thought leaders from multi-national entities. The session descriptors and participants were as follows:

Session I: Redefining Diversity for a Sustainable Global Economy

As businesses expand and extend beyond borders, diversity and inclusion must also be defined from a global perspective. How do we move from a US-centric view of diversity and garner a more thorough understanding of the cultural, political and socio-economic dynamics that impact the talent pipeline, workforce development, leadership capabilities and community investment in international markets?

The audience heard from global leaders who are making great strides in harnessing the power of D&I on the world stage to innovate and create sustainable ROI for themselves and their

stakeholders around the globe. Panelists shared the tools to help ensure that your D&I strategy is ready for travel abroad.

Debbie Storey, Chief Diversity Officer and SVP, Talent, AT&T, moderated this panel that included: **Shainoor Khoja**, Principal, Better Business Enterprise, United Arab Emirates; **Lt. General (retired) Richard Y. Newton**, Assistant Vice Chief of Staff and Director, Air Staff, Headquarters U.S. Air Force; and **Michael Armstrong**, SVP & GM, BET International & Paramount Channel at Viacom

Session II: Establishing New Measures of Success

We have often heard the mantra that “Diversity is good for business”, but what does that mean outside the US? How do you connect markets, commerce, finance and technology to advance practical solutions to common challenges when cultures are worlds apart? How do you achieve bottom-line success while benefiting societies and contributing to a more sustainable and inclusive global economy? These questions, and more, were addressed by global thought leaders from a variety of industries.

Janelle Rodriguez, VP, Programming, CNN Worldwide led the discussion with panelists, **Faith Taylor**, Chief Sustainability Officer, Wyndham International; **Michael Waas**, Global Business Development, TerraCycle; **Lisa Garcia Quiroz**, Chief Diversity Officer and Senior Vice President, Corporate Social Responsibility, Time Warner Inc.; and **Erika Karp**, Founder & CEO, Cornerstone Capital Group. Karp also serves on the GDLE Board of Advisors.

During the GDLE luncheon, attendees engaged in round-table discussions to share lessons learned from the morning’s conversations and to identify actionable commitments to advancing the values of GDLE. **Dr. Dilshad Dayani**, Founder & CEO, World Women Global Council helped to facilitate these conversations and the subsequent Report Outs from each of the groups.

Lessons Learned:

- The 4 P’s –People, Planet, Profit & Purpose drive corporate excellence and regenerative business.
- Diversity is at the heart of innovation.
- Global Diversity may be measured by head, short term, and by heart, long term.
- Profit and sustainability can coincide and thrive. TerraCycle and Wyndham provided the most vivid examples of that, today.
- Remove the fear factor from growth into diversity.
- Change begins with us and transforms perspectives in our circle of influence. Today’s conference helped me revisit my stereotypes.

- Diversity and sustainability are not interchangeable.
- The fact that there will be 100 million teenagers in Africa represents 100 million global business opportunities.
- We don't have a common lexicon, besides economic profit, to measure business.
- Millennials will make a significant difference in the future workplace because they have grown up in a more diverse world.
- We have a lot to learn from the US military on diversity and cultural mobilization.
- The needle has moved further than we thought in America.
- It's about leadership diversity; but it's not just about leadership—the troops have to be mobilized.
- Question: How do we shift to a longer-term mind frame to facilitate diversity and sustainability goals?
- Principles should inform governance.
- Empathy, compassion, collaboration and transparency help bring diverse cultures together.
- Customers lead business.
- How much longer will diversity be an issue?
- Progress is being made; leadership is not mobilizing the troops.
- Open acceptance of failure. We need the opportunity to fail.

Commitments:

- “Double the number of participants for next year's GDLE” – Iva Kaufman
- “To live with compassion at my core” – Simone Bresi-Ando, I'M Possible
- “To expand the global presence of NV magazine by adding languages to our site” – C. Chaney, NV
- “To grab more diversity executives to address best practices and design culturally competent procedures” – Toni Fay

Social Media Metrics:

Social media engagement is a key component of GDLE agenda as it helps to ensure that the dialogue goes beyond the walls of the venue and truly engages a global audience.

While LinkedIn and Facebook were included in the tactical mix, Twitter seemed to be most effective. As stated previously, the hashtag #GlobalDiversity had 16 million Twitter impressions in 29 countries. The GDLE Twitter account was new this year and had 70 followers at the start of the conference. By the end of the day it had 104 followers and continues to grow. The sheer volume of impressions that were captured with such a small amount of followers is testimony to the number of influencers that re-tweeted and started following GDLE during the conference.

Most Tweets came from GDLE attendee Donnetta Campbell @DWCampbellNYC who has 26,715 followers and re-tweeted 93 times. Linda Scott, @ProfLindaScott followed Donnetta with most tweets and has 32,888 followers. She re-tweeted 70 times.

Other key re-tweeters with large followings:

- @TerraCycle – 28,535 followers
- @davidhoffman – 16,600 followers
- @DCBYGBounce – 36,585
- @ciciholl – 7,861 followers
- @MediaMJWalker – Mary Jane Walker – 19,086 followers
- @THEREnyc – BYG Platform – 15,522 followers
- @CSRCooperative – 14,840 followers
- @ATT – 435, 531 followers
- @hpnews – 159,755 followers
- @iluvblackwomen - 61,347 followers

Directly, following the event thru March 27, there was an uptick in number of followers for each of our influencers, and there were a few notable new followers of GDLE:

- @DCBYGBounce – Donnetta Campbell – 36,800 followers
- @TerraCycle – 28,600 followers
- @DWCampbellNYC – Donnetta Campbell other account -26,800 followers
- @Womenseday – Women’s Entrepreneur -23,300 followers
- @MediaMJWalker – 19,200 followers
- @davidhoffmanca – 16,600 followers
- @LendySpires – 13,800 followers
- @AmirDossal – 13,700 followers
- @ciciholl –chollow 7,866 followers
- @ZainAsher – 4,100 followers

Country Representation:

Both Google Analytics and Twitter indicated that there were individuals from 29 different countries—listed below--engaging with GDLE

- Afghanistan
- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Columbia
- Cote d'Ivoire
- France
- Germany
- India
- Indonesia
- Israel
- Italy
- Japan
- Mexico
- Mexico
- Netherlands
- New Delhi
- Pakistan
- Philippines
- Singapore
- South Africa
- Sweden
- Thailand
- UK
- US

2015

In support of UN Global Impact, 2015 Global Diversity Leadership Exchange was held at United Nations headquarters in New York, June 12, 2015. “*Sustainable Profitability: The Triple Bottom Line*” reached more than 150 million impressions!

Senior level executive and thought leaders from across the US to Moscow participated in the three Leadership Sessions held in the hallowed ECOSOC Chamber at United Nations for the 4th Global Diversity Leadership Exchange. The opening session: **Technology, Women and People with Different Abilities** offered an examination of the impact technology and the power of positive personal image, fashion, art, and global media have on eliminating barriers, creating a gateway for marginalized and underserved communities of untapped potential, valuable talent, skills and opening a world of global business opportunities. **Geraldine Moriba**, VP of Diversity Inclusion, **CNN Worldwide** led the discussion with **Amir A. Dossal**, Chairman, **Global Partnerships Forum**; **Dean Garfield**, President & CEO, **Information Technology Industry Council (ITI)**; **Felita Harris**, SVP, Global Sales, **The Donna Karan Company, LLC**; and **Dr. Janina Urussowa**, Founder & CEO, Noncommercial Partnership Cultural Center, **Bezgraniz, Moscow**.



Opening session related links:

<https://www.youtube.com/watch?v=WcWCLqN7yjU> - action=share

<https://www.youtube.com/watch?v=cQnJPWz4y2M>

The second panel: ***Millennials Making Global Impact*** introduced young mavericks who represent the future of global business strategy: the triple bottom line of people, planet, profit, a values driven approach designed to create social impact as well as global business prosperity for all. The Session was moderated by **Bradley Smith**, host of Nasdaq's #Social Bell. Panelists include **Tiffany Pham**, Founder & CEO, **Mogul**; **Enrico Mangalindan**, Executive Assistant for Head of Americas Monitoring and Surveillance & Co-Chair of UBS Pride Memberships and Communications, **UBS**; and **Britnie Faith Turner**, Founder & CEO, **Aerial Development Group**.





Jay Coen Gilbert, co-Founder, **B Lab**, led ***Inspirations Unpinned***, to wrap the day with a session designed to release the energy of rejuvenated and engaged attendees to turn inspiration into action through a productive construct of individual action planning based on lessons learned during the day. During this segment, attendees discussed and volunteered their shared insights and take-aways from the day's content, as well as made personal commitments to further diversity and sustainability in our world, personally and professionally.

“INSPIRATIONS UNPINNED” GDLE 2015 COMMITMENTS



Chris Bregman

“ Introduce Aerial Development to Corcoran Real Estate Group to help advance the development of more projects in Kenya”

Deepa Patel

Deepa.patel@outlook.com

“Think about and seek out different perspectives that people with different abilities have and think of a way to help alleviate that issue/challenge? I could offer my time.”

Britnie Turner

“ I will actively seek out differently abled people to hire in my company.”

Kaley Turner

“ I will encourage myself and other women to make women changing the world normal as well as have empathy for disabled people and figure out how to create opportunities for them and make them feel important. How can I help diversity?

Roberta Ervine

“Initiate a proposal for a women’s study course aimed at producing a practical consortium of women at the institution where I teach.”

Victoria Collado

“ I’m committed to creating a staged reading series of plays written by women, directed by women of diverse backgrounds to promote opportunities for female artists in the performing arts community.

Kesi Gibson @KyuMelange

“ Launch The Melting Pot Movement™ with the help of Fashion-Beauty-Music and Contemporary Art Editors around the world. The Melting Pot Movement™ is a platform that focuses on the untold narrative of global people/creative professionals.”

Michelle Datuin

mdatuin1088@gmail.com

“ Commit to consistently working towards my goal of empowering the youth.”

Victor Bory

vgbory@icloud.com

“ Build and develop a consultancy firm that assists social enterprises in the wellness and education industries learn and transfer corporate best practices and adopt value-centered business models. Need resources, need commitment, need to take the lead.”

Michiyo Oda

“ Improve quality of education.”

Vivian Hernandez

@VivianVNYC

hernandezvv@gmail.com

“Amplify the voice of SMB owners from diverse communities to create a springboard and lead through examples to aspiring entrepreneurs. Use these stories and tie them in with classes to help set up people with the tools for success.”

Leslie Faulkner

“I commit to involve more “ career-changers” who share the same vision, mission, strong work ethic, and integrity as my company and myself to empower them to act on their passions in a meaningful way.”

Cynthia DiBartoli

“ Committed to hiring and training at least 3 wounded warriors by Jan 2016. Add a minimum of 9 by Jan 2017. Find a strategic partner to provide capital to assist with the success of this program.”

Bill Li

“ As a college student from Bloomington, I’m involved in Habitat for Humanity which aims to help homeless people to build their homes. I want to be committed to not only participating in the program myself, but also to advocate the idea to more people in the community.

Gus Guenther

I commit to interacting, appreciating, learning, and accepting different cultured people and people with different abilities”

Fiddle Viracola

“ Complete legal information to Winnie (80, blind) with landlord and lawyer wanting her to sign contract with blank spaces 2 leave her apartment. I began calling a friend a constitutional lawyer and consultant to Obama. Getting her information. Her constitutional right is not to sign and they are (?)”

Anonymous

“ Continue educating on diversity of all kinds.”

” Celebrate diversity and the understanding of identity.”

“As a female amputee, connect with fashion industry on developing more inclusive and accessible fashion that makes wearers feel beautiful while serving utilitarian needs.”

“Lobby more people to pay attention to fashion for people with different abilities.”

“Throughout my college career, on-campus organizations contributed tremendously to my professional development. I am committed to returning as an alumnus to help with educating students and preparing them for entering the workforce. Many of these students are first generation immigrants and would benefit from individual and group mentorship.”

“I will start using the phrase “ differently able” instead of “disabled.”

Commit to finding a mentor. Commit to finding an intern. Commit to finding a companion/commerce. Re-defining beauty.”

“I’m committed to further developing a strategic support team to develop and advance our multimedia platforms.”

“Find, hire, and engage a champion for the man with different abilities that I am guardian for- to allow enhancing the life of this one person to start changing the whole world.”

“ Using technology as a means to do social good. We “ The Vane” www.thevane.com would love to join the B Lab too!”

“Resonated: Step out of you’re inner world and old ways of our world and open more windows. I am ½ technology ½ human in the process of evolution. Where do I belong? Words of Ron Ike- way out.”

“ Support diversity in the near future and future events. Pay great ideas forward via social media.”

“Elevate the contribution of millennials in our workplace. Celebrate the quality of ideas, not importance of titles.”

“Commit to helping people succeed.”

“Consistently promote and financially support 3 groups/organizations that I believe in by making at least monthly contributions.”

“One thing I will commit to do is ask for help in my projects finding schools/ alternative schools/ detention centers, reaching out to them so that they know about our resources. Help them by being supportive, providing advice, and being proactive and open to feedback.

“I will expand programming and be consistent in supporting other organizations.”

SOCIAL MEDIA REPORT

Social media is part of GDLE's core strategy to make the conversation truly global. Via live TweetChats and Social Media teams at participating companies and organizations, and Facebook and Twitter influencers for GDLE, this year's event garnered **MORE THAN 150 MILLION IMPRESSIONS!**

#GDLE2015 - #globaldiversity

Tweets – 6,759

Contributors – 642

Reach – 6,695,574

Timeline Deliveries/Impressions – 150,819,452

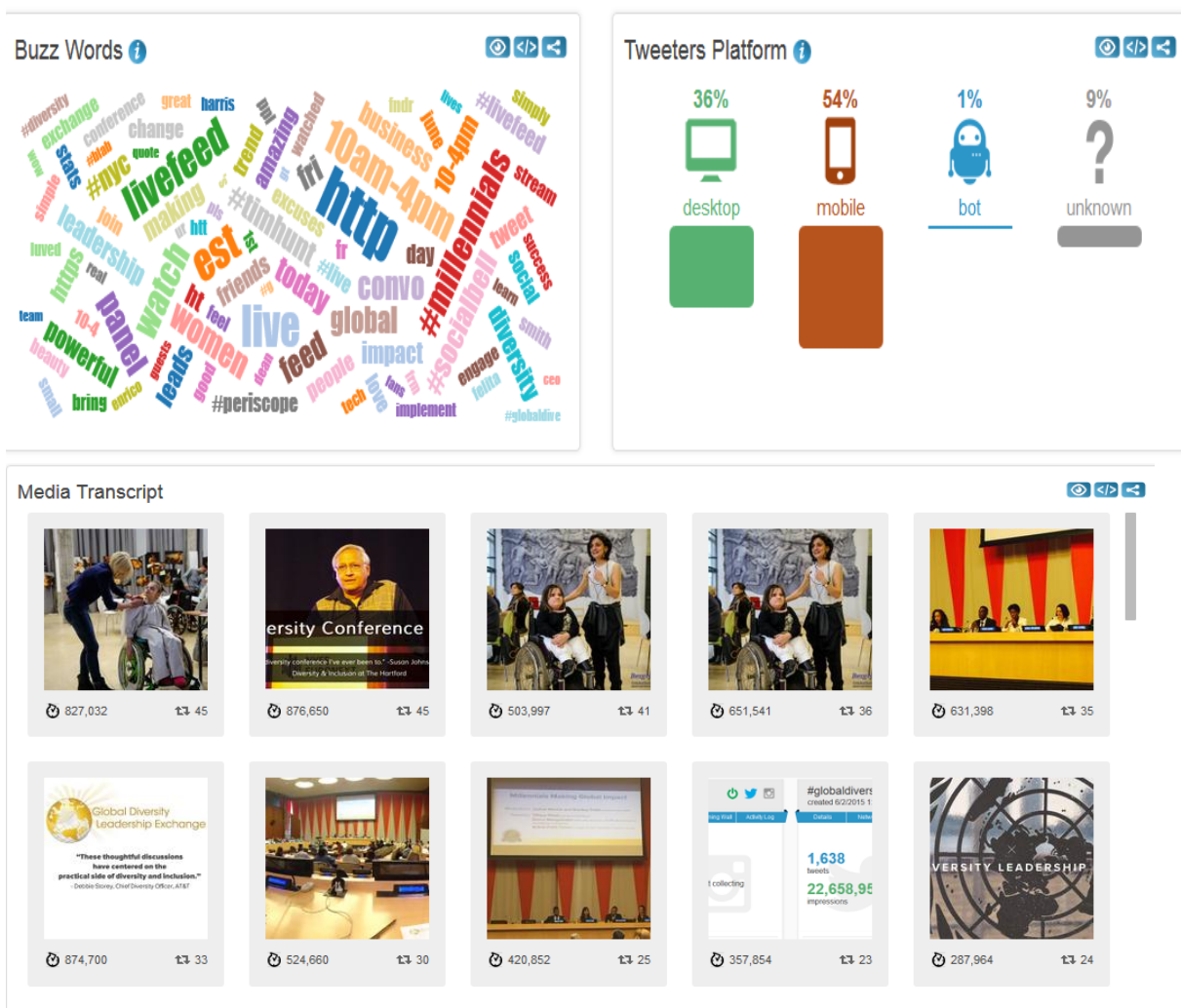
Hashtag - #GDLE2015

Tweets – 3,241

Contributors – 293

Reach – 3,350,701

TimeLine Deliveries/Impressions – 76,688,770



ONLINE MEDIA COVERAGE

<http://webtv.un.org/watch/part-1-2015-global-diversity-leadership-exchange/4297991144001?page=1>

http://www.huffingtonpost.com/c-m-rubin/the-global-search-for-edu_b_7514724.html?utm_hp_ref=education-reform

https://youtu.be/y_2dfD83EnI

<http://partnerships.org/news/article/global-diversity-leadership-exchange-un-2015-sustainable-profitability-the-triple-bottom-line/>

PARTICIPANT SURVEY

“Inspired!” was the overwhelming response to the overall experience and 100% of respondents say they would attend GDLE next year!