



KEEP IT UP

**RAINBOW LACES 10:
A DECADE OF IMPACT**



Stonewall

**RAINBOW
LACES 10**

**TEAM
PRIDE**

WHO ARE WE?

Rainbow Laces is Stonewall's campaign to promote LGBTQ+ inclusion in sport.

Founded in 1989, Stonewall imagines a world where all lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people are free to be ourselves, and where we are free to fulfil our potential.

Rainbow Laces was brought to life ten years ago via a partnership between Paddy Power, Lucky Generals and Stonewall to promote inclusion in sport.

Ten years on, Rainbow Laces is strategically supported by TeamPride, a consortium of world-leading brands committed to making sport everybody's game. To find out more about TeamPride, go to page 18.

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ABOUT THE RESEARCH

Stonewall has been working with Walnut Unlimited to track the impact of the Rainbow Laces campaign since 2016. Each year Stonewall commissions questions in a Walnut Omnibus survey following the completion of the main campaign season in November – December. The methodology and questions have remained consistent over time to enable meaningful comparisons. Fieldwork for the 2022 survey was conducted 16 – 19 December 2022, with a weighted, representative sample of 2,013 GB adults. This includes a weighted sub-sample of 1,221 sport fans comprised of adults who answer a screening question confirming that they regularly follow sport.

SPECIAL THANKS TO

Lucky Generals, the original creative force behind Rainbow Laces, for their ongoing support to the campaign, including providing Rainbow Laces with a fresh look and feel, so we look the part to champion LGBTQ+ inclusion in sport for another ten years.

THE POWER OF VISIBILITY



When I first saw the Rainbow Laces campaign back in 2013, I didn't realise football, the sport I love, cared about my existence, let alone believe I should be there. The power of visibility is wide reaching and affirmative.

Effective and reassuring -even if just a fleeting moment in an advert. Lucky Generals, the brains behind the ad, had created a simple ask – lace up, to make sport everyone's game. Laces, really?

Yes really. Ten years on, Rainbow Laces have changed the game. It's more more than just visibility. Our team works tirelessly behind the scenes to ensure that clubs, fans and players, are supported in building inclusive environments where LGBTQ+ people feel welcome and encouraged to participate in sports and fitness. The last decade has taught us a lot on how important visibility truly is.

When Rainbow Laces began, the world of sport was far different than what we see today. Football didn't boast the wealth of LGBTQ+ supporter groups we see now, and we certainly didn't have the same number of professional athletes out and proud. But we existed. We played, we supported, we coached – LGBTQ+ people have always been in sport, you just might not have known it yet.

The civil rights activist Marian Wright Edelman once said 'you cannot be, what you cannot see', and how true that is. Rainbow Laces shone the floodlights onto a sporting landscape where, too often, LGBTQ+ representation was simply non-existent, and where homophobic language was rife. No wonder that the dreams of so many aspiring LGBTQ+ sportspeople were crushed before they could even begin – mine included.

Football, as our biggest national sport, was our barometer back then – with the initial campaign,

backed by Paddy Power (see page 20) and the incredible creativity of the Lucky Generals team, asking the question: "Over 5,000 professional male footballers in the UK, and not a single one of them is gay. What are the odds on that?"

Today, however, things feel different. There are more openly LGBTQ+ sportspeople than ever before (including in professional men's football!), and our data shows that the mood is turning in the stands, with nearly three-quarters of fans who have seen our campaign now considering LGBTQ+ people part of the sporting community.

We haven't done this alone – far from it. Culture change is a whole team effort, and there are so many fans, clubs and athletes who have gone above and beyond to champion inclusion. Thank you to every fan who held a Pride event, every coach that bought the laces, every journalist that dedicated column inches to our campaign, every organisation that has supported us and every player that laced up to make sport everyone's game.

I'm proud to say that Rainbow Laces has provided both the impetus and vehicle for sport clubs and bodies around the UK and further afield to hold the conversations we need to have to remove the barriers facing LGBTQ+ people in sports and fitness.

Ten years on from that first Rainbow Laces campaign, and I feel like there's a place for me, you and all of us in sport. But we haven't won just yet. Hold the trophy ceremony and pause the ticker tape – if we want to create a world in which all LGBTQ+ people feel welcome in sport, we need to keep it up, and we share our vision for the next ten years on page 11. Inclusion has no off-season, and it's vital that we all continue to play our part in making sport everyone's game.

Liz Ward
Director of Programmes, Stonewall

OUR IMPACT



HOWZAT? The Ashes series between Australia and England is one of cricket's most fiercely-contested rivalries – yet LGBTQ+ inclusion can bring together even these two old foes. Pictured, the stumps received an inclusive makeover for the first day of the third Test match of the 2023 Men's Ashes.

RAINBOW LACES IN NUMBERS

With widespread take-up at all levels, from grassroots to England captains, Rainbow Laces reaches – and moves – an incredible number of sports fans.

It started with a shoelace. A simple show of allyship to show LGBTQ+ people that they are welcome in sports. On the pitch. In the gym. On the stands. Always.

Since then, it has become so much more. It has become sweatbands. Headbands. Captain's armbands. Corner flags. Cricket stumps. Rainbow fireworks. Entire stadiums at night, lighting up from red to violet in a loud, proud display of support for LGBTQ+ inclusion.

That has always been the beauty of the Rainbow Laces campaign – it started with a shoelace, yes, but since then it has become so much more – with athletes, clubs, sporting bodies and brands turning up in rainbow in ways that are authentic to them, bringing their communities together, with one shared common goal – to make sport everyone's game.

Rainbow Laces is a year-round campaign, with a dedicated 'Rainbow Laces season' taking place every year, typically in late November, to provide the sporting world with a focal point for their activities. The result is a campaign that reaches millions of sports fans every year – and the numbers, like league tables, don't lie. The Rainbow Laces campaign is a proven way to cut through to your community and to help them to not only understand the issue – but speak up on it, too.

EACH YEAR AROUND...

12 MILLION
ADULTS ACROSS BRITAIN
SEE THE RAINBOW LACES CAMPAIGN

20%

of the British public saw the Rainbow Laces campaign in 2022.

This includes...

30%

of sport fans in Britain - people who regularly follow or play sports

And...

40%

of under 35s who follow sport

OUR IMPACT



ON THE BOARD Rainbow Laces campaign displayed on electronic boards around Tottenham Hotspur Stadium, ahead of a Premier League match, 23 October 2022.

HOW RAINBOW LACES HAS CHANGED THE GAME

It's more than just a lace – it's a mindset. And with more openly LGBTQ+ athletes than ever before flying the flag, it's rapidly becoming a movement.

Ten years. That's longer than the average professional sporting career. Which is to say, we're now at the point where we've inspired a new generation of LGBTQ+ athletes and enthusiasts.

That's ten years in which millions of people have seen and interacted with Rainbow Laces – hearing their favourite player talk about it on TV, seeing it backed by a major sponsor, and wearing the laces with pride on and off the field of play. In short, it's ten years of LGBTQ+ people discovering (or rediscovering) the world of sport and fitness and seeing that this is now a place where they, too, belong.

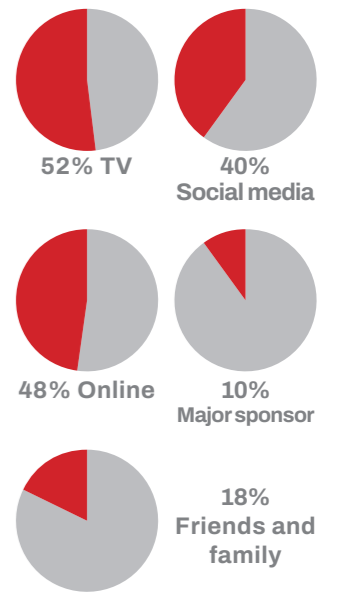
With visibility comes progress. And we've witnessed a sea change in the way we think and talk about LGBTQ+ people in sport.

From a world where you would likely struggle to name more than one out player in any professional sport, we're now in a place where the 2022 Commonwealth Games had more openly LGBTQ+ athletes competing than ever before.

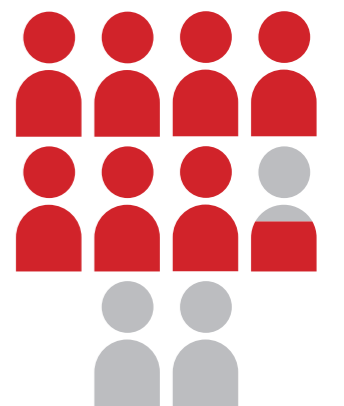
Our national football team captains wear our rainbow armband with pride while playing around the world. And during the 2022 Men's World Cup in Qatar, the injustices still facing LGBTQ+ people in Qatar and around the world made headlines every day.

If seeing is believing, then Rainbow Laces has shown sports fans and players from all walks of life that they belong in sport and fitness, and – whether amateur or professional – that they can thrive in it. We can see this from the number of faces on our screen – but we can put hard numbers on it, too.

Where have sports fans seen the campaign?



Fans who see the Rainbow Laces campaign are more likely to see LGBTQ+ fans as part of their community



74% of sport fans who saw the campaign considered that LGBTQ+ people are part of the sport community (up from 68% the previous year), compared to 58% of sport fans who didn't see the campaign.

OUR IMPACT



BRAID WITH PRIDE
Leah Galton of Manchester United Women wearing Rainbow Laces in her hair, showing her support for the campaign.

WE'VE SCORED SOME BIG GOALS FOR INCLUSION

As a united movement for change, together we've made incredible progress – and for LGBTQ+ people, that's a game-changer.

The benefits of sport and fitness go beyond just keeping you in shape. It can benefit your mental health, reduce anxiety, and help you connect with friends and community. Now imagine being shut out from it, simply because of who you are.

LGBTQ+ people don't have to imagine such a world. It's a sad truth that for years, coming out in sport could mean having to face vitriol from sport fans and the press, being shunned by your teammates, and having your private life scrutinised at every turn. So you either gave up on your dreams, or had to hide who you are – with all the mental turmoil that can bring.

Today, it's a very different story.

In 2022, when Blackpool FC's Jake Daniels became the first player to come out in UK men's professional football in over 30 years, he described the experience of living his truth and being embraced by his club with open arms:

"Since I've come out to my family, my club and my team-mates, that period of overthinking everything and the stress it created has gone. It was impacting my mental health. Now I am just confident and happy to be myself finally."

Jake's experience just goes to show how far we've come, and what a world of difference it makes for LGBTQ+ players to be able to come out in a safe, supportive environment. After coming out to his mum and sister, Jake scored four goals in his next game – what better proof that inclusion allows us to thrive?

It's not just a buzzword. It's a tangible shift in culture that's felt far beyond the pitch or locker room – it ripples across grassroots sports teams, community gyms, school matches, and beyond.

LGBTQ+ fans and players have always loved their sport. Now, sport has started to love them back.

According to our latest research, Britons are increasingly embracing LGBTQ+ people as an important part of the sports and fitness community.



56% agreed that gay sportspeople are good role models



78% said they would not be embarrassed if their favourite player came out as gay



58% agreed that gay people fit in at football matches



74% of respondents would be happy to play alongside a bisexual teammate



60% of respondents would be happy to play alongside a trans teammate

OUR IMPACT

DEFENDING OUR LEAD

21% of sport fans think anti-LGBT language is harmless if it's just meant as banter



24% said they would not confront someone making homophobic comments at a sports event

Now isn't the time for us to sit back and defend our lead – there's still work to do to make sport everyone's game.

While we've made remarkable progress, the path to inclusion for all stretches on.

LGBTQ+ players and fans alike still face discrimination, with homophobic chants at matches often making headlines even in 2023. Although we've come a long way since the days when being yourself might mean the end of your career, there's a reason why so few athletes have chosen to come out, particularly in professional sport.

Hate comments on social media, rainbow armbands banned at matches, and global tournaments held in countries where it's illegal to be yourself – the fight to level the playing field continues.

This is a must-win game. And we need your support to roar us on.

We will win when LGBTQ+ athletes can be their authentic selves without fear. When locker rooms become safe spaces for everyone. When LGBTQ+ fans in the stands can celebrate their teams with pride.

When inclusion isn't a token gesture or an exception, but instead part of the fabric of the game.

As we lace up for the next ten years of Rainbow Laces, let's make sure we keep our ultimate goal in mind: a future where every corner of sport reflects the vibrant diversity of humanity, in which we can all take part.

So let's keep it up for LGBTQ+ inclusion in sport. Together, we'll win.

LACING UP As an openly gay woman in combat sports, Stonewall Sport Champion Molly McCann doesn't pull her punches when it comes to showing her pride, threading her laces through her boxing gloves.



Only 35% agree that live sports events provide a welcoming environment for lesbian, gay, bisexual and trans fans



Only 33% agree that competitive sport is a welcoming environment for gay and bisexual male sports personalities



Only 36% agree that competitive sport is a welcoming environment for lesbian and bisexual female sports personalities



Only 23% agree that competitive sport is a welcoming environment for trans sports personalities

CASE STUDIES: LACING UP TO KEEP IT UP

From the stands to the pitch, university groups to professional clubs - we all have a part to play, and the impact of Rainbow Laces has been felt across each and every level of sport over the last decade.

In their own words, here is what inclusion means to some of our most passionate supporters...



THE UNIVERSITY CLUB

Cambridge University Rugby Union Football Club

CURUFC is so proud to be part of Stonewall's fantastic Rainbow Laces campaign. We know that it means a lot to many of our athletes to see them worn by players throughout the season and in Varsity matches.

Other queer people can see us wearing our laces and think [...] there is somewhere I can be embraced and love whoever I choose to love.

As a club, we love that it is just a small gesture but "gets the conversation started" when our friends and families ask about why we wear the laces, and that it serves as a symbol of inclusion without singling anyone out, creating an accepting and welcoming club culture.

The involvement of the women's side in the Rainbow Laces campaign has encouraged progress on the men's side, with around half of the first team wearing the laces at this year's Varsity – we would love to increase engagement further this year and get everybody showing their support.

We hope Rainbow Laces will continue to be a cornerstone for change, both in our club and the sporting community, and we are excited to continue our involvement.

It feels really affirming to have everyone show support so publicly - even if it's just laces to some people, it's everything to others.



THE ATHLETE

Michael Gunning, Stonewall Sport Champion, former swimmer for Team GB and Jamaica

As the countdown begins to the Paris 2024 Olympic Games, eyes will be on sport now more than ever, and it's nice to see that ten years since Rainbow Laces first launched, we're seeing record amounts of out and proud queer athletes embracing their sexuality, and can feel the world of sport becoming a more accepting space.

Sport can be tough at the best of times with pressure and expectations to perform, but hiding your true self and keeping secrets from coaches and teammates can make an athlete feel segregated, and no-one deserves to feel isolated in sport.

Each year the Rainbow Laces campaign gets bigger and better and we've witnessed first-hand the progress that's taken place.

The visible support from sporting bodies, fans and allies all around the UK really makes such a big difference, as athletes have the courage to own their own identities, and this helps pave the way for the future.

Representation is everything, and it's my main mission to help pave the way for young LGBTQ+ people in sport, so that they feel empowered in their identities and feel able to bring their whole selves to training/games/competitions. The fight continues to make sure all LGBTQ+ people feel able to participate in the sport they love, so I'm looking forward to the next ten years.

THE GRASSROOTS CLUB

London City Panthers

London City Panthers is a mixed lacrosse club, founded in 2021. The aim was to establish a club providing regular mixed playing opportunities to players of all levels – from beginner to international – in an environment which rejects many of the gender-normative and racist systems that are prevalent across sport.

The message and actions of the Rainbow Laces campaign have been a core part of our club values since the beginning. The campaign allows us to visibly show our inclusive stance in our boots, and we've embedded best practice in our Equality & Inclusion Action Commitments. For example, we do not make assumptions or have expectations of specific genders, whether that's about what lacrosse they may have encountered before, their skill level, their style of play, or their athletic ability.

We have found that this approach means that we are a club where people are able to be themselves, and we have many LGBTQ+ players and allies working together to bust harmful assumptions on and off the pitch. Our members can try new skills and playing styles which have traditionally been limited by gender, we talk openly about pronouns and use inclusive language, never pressure people to drink, and hold space for players to bring activism into the sport. This has led to collaborative approaches in encouraging other lacrosse clubs to be more inclusive of non-binary players in their tournament rules; and more awareness raising about the indigenous roots of the sport.

Rainbow Laces has been very powerful in starting the conversation around the barriers LGBTQ+ people face in sport, and we are proud to keep it up.



THE PROFESSIONAL CLUB

Blackpool FC

Rainbow Laces has made a significant impact at Blackpool Football Club (BFC), leaving an indelible mark on the club's culture and the broader footballing community.

Since its introduction, Rainbow Laces has initiated a transformation that goes beyond the visible gesture of wearing colourful laces; it has sparked profound changes in attitudes, policies, and the overall atmosphere at the club.

One of the most striking changes has been the increased visibility and representation of LGBTQ+ individuals in and around BFC.

The presence of Rainbow Laces has created a safe and welcoming environment for LGBTQ+ fans, players, and staff, allowing them to openly embrace their identity without fear of discrimination. This has fostered a sense of belonging and community among LGBTQ+ supporters, who now feel more connected to the club than ever before.

Rainbow Laces has also inspired us to actively engage in education and awareness initiatives. The club has organised workshops and training sessions to educate players, staff, and fans about LGBTQ+ issues and the importance of inclusivity. This commitment to education has not only raised awareness but also cultivated empathy and understanding, leading to a reduction in homophobia and transphobia within our fanbase.

Inclusivity is not just about creating a welcoming environment; it's also about promoting equal opportunities. BFC's involvement with Rainbow Laces has paved the way for LGBTQ+ individuals to participate in all aspects of football, from playing on the pitch to holding positions within the club and influence off the field.

The impact of Rainbow Laces at BFC extends beyond the club's boundaries. It serves as a beacon of hope and progress for the wider footballing community, inspiring other clubs to follow suit. By publicly embracing LGBTQ+ inclusion, BFC has encouraged a ripple effect that is gradually breaking down barriers and stereotypes in football.



LEADING THE LINE
In 2022, Blackpool FC's Jake Daniels took the brave decision to come out as gay - making him the first player to do so in men's professional football in 30 years.

INTRODUCING TEAM PRIDE

Rainbow Laces is supported by TeamPride, a consortium of world-leading brands and organisations committed to making sport everyone's game.

Now in its eighth year, TeamPride joins together to ensure that Rainbow Laces can continue to drive positive change in the sporting world. Partners include Barclays, Paddy Power, Premier League, Sky Sports, and Unilever. Together, they make Rainbow Laces possible by:

- Investing expertise and strategic guidance
- Helping to amplify the campaign message
- Engaging leading sports institutions and bodies
- Creating a team of Rainbow Laces supporters through their staff and customer networks

FIND OUT MORE

Over the next few pages, you'll hear from our current members about what being a part of TeamPride means to them. If you are interested in becoming part of TeamPride and assuming a critical role in helping to shape the future of Rainbow Laces, please contact charlotte.swain@stonewall.org.uk



Q&A WITH KATY BOWMAN, HEAD OF SPONSORSHIP PARTNERSHIPS

Why is LGBTQ+ inclusion important to Barclays?

Championing equality, understanding, respect and inclusivity for LGBTQ+ colleagues, customers and clients isn't just important to us – it's central to our culture here at Barclays. We recognise that sexual orientation and gender identity are only one part of a person's identity and want everyone to feel free to express who they are at all times.

What changes have you seen since Barclays joined Rainbow Laces?

Barclays is a proud member of TeamPride and we've supported Stonewall's Rainbow Laces campaign since 2017. Whilst huge strides have been made, there is still more work to do to make LGBTQ+ people feel welcome in sport at every level. In 2022, we created the Barclays Community Football Fund, with the aim to help more underrepresented young access football, including young people from the LGBTQ+ community.

What is the change you want to see over the next ten years?

Our ambition at Barclays is that anyone, regardless of gender, race, disability or sexuality, has the chance to play football in a safe and fun environment. Everybody should be able to be their authentic self without fear, both on and off the pitch, from grassroots to the elite level.

As proud sponsors of the Premier League for the last 20 years, Barclays is synonymous with football. From your work supporting access to football through the Barclays Community Football Fund to your sponsorship of the Barclays Women's Super League and the first title sponsors for the Women's Championship - why is inclusion in football so vital?

At Barclays, our commitment to inclusion is at the heart of everything that we do – and that extends to our Premier League and Barclays WSL partnerships. We also know that sport has the power to transform lives and can give young people skills that last a lifetime. Nobody should miss out on those opportunities – it's everybody's game.



TEAM PRIDE

PADDYPOWER.

Q&A WITH LEAH SPEARS, HEAD OF BRAND

Why is LGBTQ+ inclusion important to Paddy Power?

As a brand born to stand out from the crowd, embracing diversity and championing inclusion is part of our DNA. We take our commitment to these areas extremely seriously, both internally as a business and externally as a brand.

What changes have you seen since Paddy Power joined Rainbow Laces?

Rainbow Laces was a huge eye-opener for everyone. It served as a linchpin of sorts as it triggered a massive wave of support from the football community. There was a tsunami of support with some of the best-known footballers and pundits on the planet willing to lace up and tie themselves to this cause as allies. We're so proud to have played a part in that.

What is the change you want to see over the next ten years?

Sport should be a safe, inclusive and welcoming space for all, whether you're directly involved or simply a spectator.

A decade has passed since Rainbow Laces was born, but there are still times when ugliness occurs, that makes you feel as if we're lightyears away from getting to that place.

As the first company to partner with us on our groundbreaking Rainbow Laces campaign, Paddy Power were early supporters of our work toward LGBTQ+ inclusion in sport. Having recently signed up as TeamPride members 10 years on, what has been the biggest difference you have noted in that time?

Rainbow Laces was an absolute gamechanger when it came to blowing up this conversation.

It transcended football, leaked into so many other disciplines, and it trickled from the top down and right the way onto the streets.

But the one major change we had all hoped and strived for has yet to occur. The fact that we've seen such little change in professional football stands out like a sore thumb. There is no quick fix, but we continue to stand with TeamPride, however long it takes.



Premier League

Q&A WITH KAT ALLEN, DIRECTOR OF POLICY AND CORPORATE PURPOSE

Why is LGBTQ+ inclusion important to the Premier League?

The Premier League wants to create an environment throughout football where everyone can be themselves and thrive. Football is rightly lauded as a game that is accessible to all to play, regardless of ability, social class or any other characteristic, and it's our job to ensure there are no barriers at any point. We want to recognise and celebrate all parts of people's identities – one of our great strengths is our diversity and we're proud of that.

What changes have you seen since the Premier League joined Rainbow Laces?

I think the most demonstrable change has been the visibility of LGBTQ+ fan groups, and the support and engagement of other fan groups, at Premier League clubs. Rainbow Laces has grown in prominence over the last 10 years – and with that has come the development of more LGBTQ+ fan groups, more resources being made available, more year-round activity and, ultimately, more welcoming and inclusive environments for fans.

What is the change you want to see over the next ten years?

I would love younger generations of LGBTQ+ fans and footballers (whether professional or grassroots) to benefit from the great work football and Rainbow Laces have done together over the last 10 years – to be able to participate in the game they love without any worry about not being accepted or welcomed.

As long time supporters of inclusion in football, and Stonewall partners, how has being a TeamPride sponsor and the Rainbow Laces campaign impacted LGBTQ+ inclusion for the Premier League?

The Rainbow Laces campaign has provided a great platform for LGBTQ+ fans, which has led to deeper engagement with clubs and other fan groups. I think the key thing about Rainbow Laces – which is sometimes misunderstood – is that it's not a two week campaign with nothing happening the other 50 weeks of the year. Rainbow Laces has been a springboard for policy development, community initiatives, LGBTQ+ fan representation at senior levels of clubs and a tangible change in how inclusive football is, and those things are progressing all year round.



TEAM PRIDE



Q&A WITH STEVE SMITH, EXECUTIVE DIRECTOR CONTENT

Why is LGBTQ+ inclusion important to Sky Sports?

LGBTQ+ Inclusion is important to Sky Sports to show that sport is for everyone. We want our audiences to understand the power that sport has to change behaviours in society, by engaging groups that may not otherwise think about the discrimination that underrepresented groups face in society and how sporting environments have often reinforced these views. By bring this discussion into the sporting editorial discussion, hopefully it will make fans reconsider the impact of their collective behaviour.

What changes have you seen since Sky Sports joined Rainbow Laces?

Sky Sports joining TeamPride, along with the Premier League, highlighted the Rainbow Laces campaign not only across the UK, but the global reach of football. What this did unlock is that many other sporting bodies that Sky Sports partnered with as rights holders then wanted to show the support that their sport wanted to put in place for the LGBTQ+ sports communities outside of the campaign period, such as Rainbow Stumps in Cricket and Rugby League having dedicated activations.

What is the change you want to see over the next ten years?

Greater reporting at an individual level of any homophobic abuse that still takes place either in venue or on social media so that it is eradicated, and venues and players don't have to suffer individual abuse. Progress is also important in how sports governing bodies have the conversations relating to trans participation at both the elite level and grassroots. The polarizing nature of the current discussion does not create a positive environment to make sport for all.

As the premier broadcast news source for sports coverage, Sky Sports is at the forefront of prioritizing real experiences of LGBTQ+ players, coaches, and audiences. How have you seen these stories shift the sports media landscape?

Hopefully by raising awareness of Sky Sports' support of the Rainbow Laces campaign, we've been able to build trust with athletes, coaches and supporters. That means that we have become a chosen platform for LGBTQ+ players and fan groups to share their experiences; to build confidence for others that sport welcomes everyone to enjoy its benefits, not just from a health perspective but also from the social engagement, friendships and enjoyment that comes from engaging as both a fan and a participant.



Unilever

Q&A WITH CHRIS BARRON, GENERAL MANAGER PERSONAL CARE UK & IRELAND

Why is LGBTQ+ inclusion important to Unilever?

At Unilever, we're working to create a fairer, more socially inclusive world – in our business, through our brands and in wider society - which includes advocating for and being an ally to our LGBTQ+ employees and shoppers.

This is important because we know discrimination still exists in many aspects of everyday life for the LGBTQ+ community. We're committed to building an inclusive culture where everyone working at Unilever, without exception, feels able to bring their complete and authentic self to work. Whilst looking beyond our business, through our brands and partnerships, we want to advocate for and drive equal opportunity and inclusion within the communities and society we are part of.

What changes have you seen since Unilever joined Rainbow Laces?

Partnerships, like the one we have with Rainbow Laces, allow businesses like ours to connect to experts, learn and find ways to work with others and have a wider impact together. We're proud to continue to support Rainbow Laces and their continued advocacy for LGBTQ+ inclusion in sport.

What is the change you want to see over the next ten years?

I hope to continue to see partnerships like Rainbow Laces grow in size and impact and for different charities, businesses and brands to continue to work together to ally, celebrate and advocate LGBTQ+ rights.

Unilever supports a wide range of sports across your 400 global brands. Why is LGBTQ+ inclusion central to that support?

Through our partnership and support for Rainbow Laces, as well as advocating for all sport to be free from discrimination, we also hope to demonstrate to the LGBTQ+ community and to future LGBTQ+ employees that Unilever is a place that welcomes, supports and values you.

Stonewall

RAINBOW
LACES 10

TEAM
PRIDE

