

# Swiss LGBTI Label: Factsheet



Swiss  
**LGBTI**  
Label

## Vision

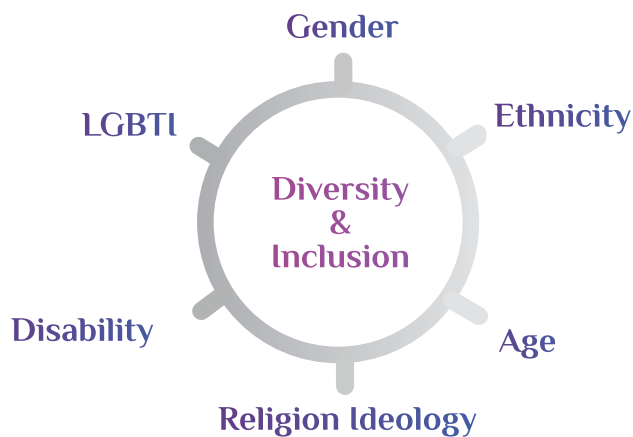
Business organizations are perceived as attractive employers if their brand celebrates a culture of openness, inclusion and appreciation of LGBTI people/employees.

## Challenge

The outcome of demographic change, changes in the labor environment and social developments require holistic diversity management from organizations today.

With the change in values of employees, awareness of the need for diversity management has increased. Expectations arise of a culture that values the diversity and uniqueness of employees so that they can contribute free of stereotypes and norms.

Current and future employees are increasingly conscious of the degree of openness of an organization, beyond gender, age and culture (in the sense of ethnicity/nationality or migration background).



*Since the introduction of the Swiss Partnership Act, the diversity dimensions of sexual orientation, gender identity and sex characteristics have also come increasingly into attention.*

## LGBTI Definition

LGBTI stands for lesbian, gay, bi, trans and intersex. It refers to people who differ from the majority of the population in terms of their sexual orientation, gender identity or their physical sex characteristics.

## Benefit

*Successful Swiss organizations have understood that holistic diversity management is a key competitive advantage in the ongoing war for talent.*

Organizations that are publicly known for their diversity activities increase their attractiveness as employers, become more efficient, productive, and innovative and will increase employee retention.

The prerequisite, however, is that the value of diversity is cherished and appropriately supported. The Swiss LGBTI Label makes it possible to award a seal of quality to this appreciation and the associated measures.

*Holders of the Swiss LGBTI Label send a clear message of inclusion and appreciation for their employees at all business and organizational levels.*

## Award

The Swiss LGBTI Label is awarded to organizations that, as part of holistic diversity management, have internalized the diversity dimension of sexual orientation, identity and gender through systemic measures and celebrate openness and inclusion daily.

The acronym is used in diversity management to name the dimension, but must not lead to stereotyping these employees.

## Concept

The Swiss LGBTI Label is available to companies, organizations, and educational institutions. It was developed by Swiss LGBTI umbrella organizations in collaboration with leading Swiss companies and organizations.

The review and classification are based on a self-declaration using a questionnaire and the submission of documented evidence of the declared tools and measures.

The evaluation based on standardized criteria is an invitation to organizations to embark on a continuous improvement process. The Swiss LGBTI Label is awarded by the award committee.

## Your investment

Your investment depends on how intensively your organization has already dealt with Diversity & Inclusion Management. Our experience shows that larger companies/organizations that have already dealt with the subject will have to consider investing 40-50 hours, medium sized companies 30-40 hours. In case additional documentation needs to be developed, your investment may be considerably higher.

## Quick test

Do the quick test on our website and find out how the Swiss LGBTI Label can benefit your organization: [www.lgbti-label.ch/en/quick-test](http://www.lgbti-label.ch/en/quick-test)

### Our sponsors



### Packages

Organizations / Employees in Switzerland	Swiss LGBTI Label+Relabeling fee initially and after each 3 years	Annual fee for years 2 and 3
<b>Very large</b> / More than 4000	<b>CHF 6'000</b>	<b>CHF 3'000</b>
<b>Large</b> / Between 250 and 3999	<b>CHF 4'000</b>	<b>CHF 1'000</b>
<b>Medium</b> / Between 15 and 249	<b>CHF 1'500</b>	<b>CHF 500</b>
<b>Small</b> / Up to 14	<b>CHF 750</b>	<b>CHF 250</b>

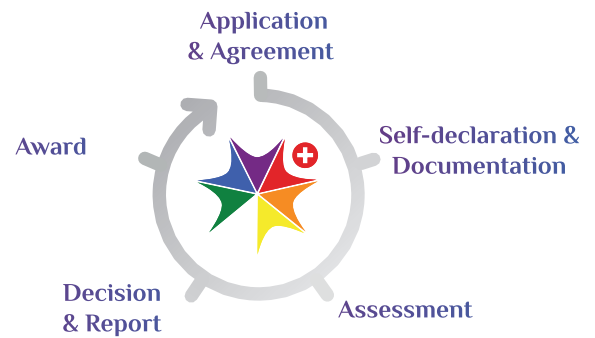


**Sign up here.**

[www.lgbti-label.ch](http://www.lgbti-label.ch)  
[info@lgbti-label.ch](mailto:info@lgbti-label.ch)

## How to apply for the Swiss LGBTI Label

The Swiss LGBTI Label application process runs through five stages. You can count on your point of contact to professionally accompany you at every stage.



### 1 Application & Agreement

You can apply for the label at any point in time. All you have to do is fill out our contact form with your details. After signing up, you will receive an agreement for signature. This regulates the conditions and the process between the Swiss LGBTI Label and your organization. You will then be given access to the online self-declaration tool.

### 2 Self-declaration & Documentation

Now you can start the process of your self-declaration: fill out the questionnaire and upload supporting documents for the declared measures and instruments.

### 3 Assessment

Next, our scientific partners assess your self-declaration. The evaluation is carried out using a partially standardized process based on predefined and binding criteria. If the declared measures and instruments are not sufficiently documented, you can still submit the documents later. Once everything has been submitted, a detailed report follows with the recommendation for or against the award of the label to the award committee.

### 4 Decision & Report

The award committee examines the result report and decides on the award of the Swiss LGBTI Label. You will receive their decision together with your result report within 10 days after the meeting of the award committee. The detailed result report shows the specific strengths and development potential of your organization. If the decision is negative, your organization will receive suggestions as to the measures your organization can take to meet the Swiss LGBTI Label criteria in the future.

### 5 Award

If the decision is positive, you will be invited to the award ceremony where you and your organization will receive the Swiss LGBTI Label. The Swiss LGBTI Label remains valid for three years and can be seamlessly renewed through relabeling.