

PRINCIPLES FOR EQUALITY

RESPECTING HUMAN RIGHTS

- 1 ► I will put respect for human rights at the heart of my organization.**

Example: Support [UN Guiding Principles on Business and Human Rights](#)

Example: Uphold the [UN Free and Equal Standards of Conduct for Business](#)

These principles are intended to embody B Team leadership as it relates to reducing inequality in the workplace, rather than attempting to address all aspects of inequality. The principles should be more than just inspiring words - they should be specific enough to allow for measurable, meaningful contributions towards creating fairer and more equitable workplaces.

- 2 ► I will seek to address, eradicate and remedy forced labor in my organization and will personally commit to change through my own consumer choices.**

Example: Join [Alliance 8.7](#)

Example: Commit to actions in [The B Team CEO Guide on Modern Slavery](#)

DIVERSIFYING WORKPLACES

- 3 ► I will be a champion for gender equality, diversity and inclusion within and outside of my work.**

Example: Endorse and commit to the [Women's Empowerment Principles](#)

Example: Join [The Valuable 500 campaign](#)

- 4 ► I will mentor others, especially those who are different from me, and will also seek to actively promote, support, train and empower people from all backgrounds, including refugees and migrants.**

Example: Become a member of Tent Foundation and set an ambitious target for hiring, training and retention of refugees and asylum seekers

Example: Work to advance gender balanced leadership, including within the C-Suite and the boardroom

DRIVING SHARED PROSPERITY

- 5 ► I believe in paying a decent living wage to all employees and investing in their professional and personal development and well-being.**

Example: Conduct a [Financial Stability Audit](#) for your employees

Example: Support the [Business for Inclusive Growth pledge](#)

- 6 ► I will support social dialogue and the right to freedom of association within business and in society.**

Example: Uphold [ILO Conventions 101, 86 and 98](#)

Example: Engage in social dialogue with workers

I AGREE TO ADVANCE
THESE PRINCIPLES

Name:

Date:



THE B TEAM ►