



Omnicom Group

Locations: New York (HQ)

Industries: Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with Human Rights Campaign's controversial demands, Omnicom Group increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Omnicom Group forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company is part of the Global Alliance for Responsible Media and allegedly discriminated against a former employee based on his sexual orientation. The company partners with the Gay and Lesbian Alliance Against Defamation (GLAAD) and funds Black Lives Matter (BLM). Omnicom's CEO John Wren is a signatory to CEOs For Gun Safety. For these reasons, Omnicom Group receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Omnicom Group received a score of 100 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2).3(4)(5). The company allegedly sexually discriminated against a former employee in 2017 based on his sexual orientation (6).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Omnicom Group's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Omnicom Group does not appear to discriminate against religious organizations in its charitable giving (3).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Omnicom Group's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Omnicom Group does not provide viewpoint protections for its employees (3)(4).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Omnicom Group's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Omnicom Group requires unconscious bias training for employees and partners with an advocacy group called "sparks & honey," which compiles a list of "anti-racist resources" and donates to a wide variety of organizations addressing racial justice, including BLM (3). The company's CEO John Wren is a signatory to CEOs For Gun Safety (4).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Omnicom Group's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company is a member of the Global Alliance for Responsible Media (3)(4)(5). The company partners with GLAAD, a leading LGBTQ advocacy group (6).

Uses corporate political contributions for ideological, non-business purposes. High Risk

Omnicom Group's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.

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