
DECIEM

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Locations: Canada (HQ)

Industries: Household and Personal Products

RISK LEVEL:**Medium Risk****DESCRIPTION:**

DECIEM often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes DECIEM occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

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

[1\)\(234\)](#).

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

[12\)\(3\)](#).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

DECIEM requires its employees to take diversity training. It also requires its leadership to take deeper bias and inclusion training. DECIEM appears to prioritize diversity over merit in its performance evaluations. From its Diversity page: “we are implementing diversity scorecards for all managers, as part of their performance evaluations” (1). DECIEM appears to prioritize diversity over merit in its business structure through the establishment of racial targets for its promotions and leadership composition. DECIEM is seeking maintain a workforce that is at least 50% BIPOC and increase leadership representation of BIPOC to 50% (2). DECIEM appears to prioritize diversity over merit in its hiring process making diversity a “critical hiring” criteria (3). DECIEM does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

DECIEM supports DEI within its business practices, employing a Director of DEI. DECIEM hosts a “learning session on inclusive beauty” (1). From DECIEM’s Change is the Journey letter: “We’ve launched an Indigenous Relations Commitment Statement to foster inclusion and support Indigenous Peoples and communities across Canada and beyond” (2). DECIEM advocates for LGBTQ agendas (3). DECIEM supports sustainability and net-zero by 2050 within its business practices. From its Climate Change page: “We’re working on a range of emission reduction activities focused on energy efficiency and switching to less carbon intensive activities” (4).

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

(12). In 2020, DECIEM pledged \$120,000 across 12 organizations, such as BTFA, BLAC, and the Transgender District, which focus on racial and gender ideologies (3)(4)(5)(6)(78910)(1112).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

DECIEM does not operate a PAC at this time and does not lobby for ideological purposes (1)(2)(3).

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