

Beiersdorf

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Locations: Connecticut (HQ), Germany
Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Beiersdorf is Medium Risk. The company 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. Beiersdorf 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. Medium Risk

Beiersdorf was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilif[y]" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (1)(2)(3). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (4).

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

Beiersdorf does not appear to discriminate against charitable organizations based on views or beliefs. The company's charitable giving focus areas are "empowering girls" and "disaster relief" (1).

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

Beiersdorf appears to prioritize diversity over merit in its business structure through the establishment of gender targets for its leadership composition. The company is seeking "women account[ing] for 30% of the first level below the Executive Board and 35% of the second level at tesa SE by mid-2027" (1). The company does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

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

Medium Risk

Beiersdorf supports DEI within its business practices. From its Diversity Commitment page: "we are bringing our commitment to life by systematically embedding Diversity, Equity & Inclusion in all aspects of our business" (1). The company is committed to net zero emissions by 2045 (2).

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

High Risk

Beiersdorf was a member of the Global Alliance for Responsible Media (1)(2)(3). The company is a corporate partner of Ashoka, a global network of entrepreneurs focused on widespread, systemic social and environmental change (4). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (5).

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

N/A

Beiersdorf does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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