



JetBlue Airways

Locations: New York (HQ)

Industries: Transportation

RISK LEVEL:



High Risk

DESCRIPTION:

JetBlue Airways scored an 70 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, JetBlue 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. JetBlue uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. JetBlue does not provide its employees with protections against viewpoint discrimination, though the company has not publicly terminated business relationships due to views or beliefs. JetBlue signed on an open letter in support of the Equality Act. The company denounced various states' legislative efforts to protect election integrity and security. For these reasons, JetBlue 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**

JetBlue received a score of 70 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company 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). JetBlue endorses affirmative action. "All Crewmembers are expected to make every reasonable effort to carry out their Affirmative Action Program responsibilities to ensure that equal opportunity is available to all" (3). However, the company has not publicly terminated business relationships due to views or beliefs.

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

JetBlue's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). JetBlue limits its charitable giving to supporting STEM and aviation education (3)(4).

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

JetBlue does not provide protections against viewpoint discrimination (12)(3).

Corporate Governance and Public Policy

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

JetBlue'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. JetBlue signed on an open letter in support of the Equality Act (34).

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

JetBlue'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 (3). In 2019, JetBlue donated one million of its reward points (roughly \$10,00) to a New York branch of the National Urban League but restricted the funds for travel use only (4).

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

High Risk

JetBlue'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. JetBlue has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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