



Rapp Worldwide

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Rapp Worldwide 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. Rapp Worldwide 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. Lower Risk

Rapp Worldwide has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Rapp Worldwide does not publish charitable giving guidelines (1).

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

Rapp Worldwide does not provide viewpoint protections for its employees (1)(2). The company has partnered with Unlearn to participate in Diversity, Equity, and Inclusion training (3).

Corporate Governance and Public Policy

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

Rapp Worldwide signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (1). To celebrate Pride Month, Rapp Worldwide hosted a panel of drag queens (2). Otherwise, there are no publicly known cases of Rapp Worldwide using its reputation to advance ideological causes or policies (3).

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

Rapp Worldwide has partnered with Open Pride, Out and Equal, and the Pride TV Summit (1). It has also given to GLADD which is one of the largest LGBT advocacy groups in the US (2). Otherwise, there are no publicly known cases of Rapp Worldwide using corporate funds to advance ideological causes, organizations, or policies (3).

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

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

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