

OPEN UK

PFIZER CASE STUDY

OPEN stands for 'Out Pfizer Employee Network'; This is a Pfizer colleague resource group with a strong purpose to be the healthcare employer of choice for LGBTQ+ professionals and change lives in the LGBTQ+ community. LGBTQ+ is an abbreviation for lesbian, gay, bisexual, transgender, and queer (or questioning). Currently we have 25 countries who have an active **OPEN CRG** with just under 3000 members registered. **OPEN UK** began in 2015 and represents colleagues based in the field and at various sites in the UK.

Why has it been put in place?

To work together to create a Pfizer that is safe & welcoming for all LGBTQ+ colleagues; where we are all free to bring our authentic selves to work every day and succeed as part of an educated, allied community, so that every colleague feels included & a sense of belonging.

What impact has it had on the organisation and employees?

Our priorities focus on engaging and educating colleagues to become Allies for LGBTQ+ colleagues and acquire new skills and knowledge. We currently have over **300** colleagues registered as 'Allies' through CRG membership in the UK. Our Ally 123 guide supports colleagues to understand what being an Ally really means;

SAFE SPACE! An ally provides a safe space where friends, family and colleagues can be themselves.

SPEAK UP! An ally speaks up in the place of an individual in situations where they may not be able to do so safely, or may not be there at the time.

ACTIVELY SUPPORT! An ally supports friends, family and colleagues by challenging the status quo, company policies, or even legislation to create a safe and equal environment.

We run workshops and produce webcasts on key topics including 'being an effective ally' and non-binary inclusion in the workplace'. These have been attended by as many as 80+ colleagues per event with amazing feedback that has resulted in colleagues feeling more educated and taking action whether that's creating a safe space for an LGBTQ+ colleague or changing their pronouns on an e-mail signature.

In addition to this, we partner with external organisations to lead the LGBTQ diversity & inclusion conversation. This includes the **Proud Science Alliance (PSA)** that shape policy & activate change in the life sciences industry and the national **Stonewall Charity Diversity Champions Program** that supports Pfizer UK to become a truly inclusive employer for all LGBTQ+ colleagues and their families.

In 2019 Pfizer UK marched in London PRIDE for the first time alongside other life science companies as part of the PSA and this was fantastic! This year due to the pandemic we had to change our plans to create virtual celebrations to give LGBTQ+ colleagues and their allies an opportunity to connect & celebrate PRIDE on Global Pfizer PRIDE Day in June. We created a photo collage of the celebrations to display across our UK sites as well as in digital communications such as Yammer.



How do you see the initiative evolving in the future?

We have some bold ambitions to increase the OPEN UK CRG membership by 25% by this time next year so that we continue to engage & educate more Allies and create an even safer place for LGBTQ+ colleagues to bring their true selves to work. We also want to engage over 100 UK employees to march in PRIDE with us in 2021. We have just launched a new internal website #ThinkAgainActNow full of information and resources and this is designed to bring together all of the work of all of Pfizer D&I groups – not just OPEN – so we can work together on a broader diversity agenda and support colleagues who identify with more than one group.

Contributor: John Shaw



John Shaw, Regional Commercial Director Pfizer Oncology UK



Interview with Marco Carosi, Global Senior Travel & Meetings Manager at Pfizer UK

What is your role in the ED&I initiative?

I am the point of contact for the Open UK activities in Walton Oaks and starting 2019 I've been leading The PRIDE in London initiative with the objective of establishing it as a key appointment for the Pfizer LGBTQ+ community and Allies. 2019 was the first time Pfizer participated officially in the London parade. It was a very galvanising moment that went far beyond the number of participants, thanks to the internal communication campaign. Virtual Pride 2020 was another occasion to mobilize the Allies to show the Pride spirit under the lens of equity, joy and intersectionality. An exhibition of the photo compositions will be hosted in the site to welcome the colleagues back to the office when the back to the office date is set.

Why did you get involved? Why are you passionate about achieving ED&I?

I'm passionate about creating a welcoming work place for LGBTQ+ colleagues and Allies to unleash the potential of Pfizer people in the organisation. My motivation is linked to the values of Equity and Excellence. Equity is the value that allows everyone to contribute at the best of their ability, without holding back and without having to hide their true self. Excellence is the consequence of the fact that LGBTQ+ people don't have to hide or use energy to deflect micro or macro incivilities. That said, it is up to each one to decide to share about themselves, but the key concept is that we are removing the obstacles for that to happen.

How do you feel it has had an impact on your work / your colleagues and/or your organisation?

I feel my interpersonal/professional development has been positively impacted by adding this dimension to the company purpose, and I've seen the same positive reactions within the LGBTQ+ community and the Allies who appreciate the change in the recent years. I believe we still have work to do to engage the new generations entering Pfizer, we have to hear from them what's their experience outside Pfizer and how we can communicate the equity and joy values in a way that is relatable to them.

What do you hope this initiative achieves in the future, in terms of ED&I?

I hope ED&I initiatives increasingly bring the company together while enriching Pfizer of more diverse mix of talents. I hope for Open Global/Europe/UK to stay front and centre of the Pfizer culture and keep conversing and planning with the ED&I groups and the Allies for greater inclusion and fairer representation in the diversity of people in Pfizer's talent mix.

Thank you to both our contributors



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