



Pride Business Forum

Annual Report 2023

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**We want to
live in a society
where LGBTQ+
people are
accepted and
respected.**

Dear Friends and Partners,

At Pride Business Forum, 2023 was our most significant year ever. We separated administratively from the registered association Prague Pride and established a separate Pride Business Forum Fund, which represents a major milestone in our journey. Why did we decide to make this change? It was already time to become independent for the development of the platform itself and to give ourselves greater opportunities for expansion, entering and developing national and international partnerships, and evolving our activities. Perhaps the most important reason is the external impact of our platform. We live in a country where the biggest ally to LGBTQ+ people is business. It isn't public administration, it isn't politicians—it's business.

After many years of working with different employers, we realised and learned that to achieve true equality and inclusivity in Czech society we also need to do more to support the activities of LGBTQ+ people in regional Czech Republic. It is not just about lending a helping hand; it is also about arming these individuals with the necessary tools and strength to advocate for their rights and needs when they encounter discriminatory or inappropriate behaviour. Our goal is not just to provide support, it is also to empower and motivate LGBTQ+ people to actively face challenges and seek their place in society. We believe that this is the only way we can truly contribute to creating a fairer and more inclusive society.

I am very excited that Pride Business Forum has taken this route to become the only independent funding source for small and grassroots activities supporting LGBTQ+ people in our country, especially regionally. I thank you all for your continued support and cooperation. We look forward to the next steps and successes together on this important journey.



Czeslaw Walek

Chairman of the Board of Trustees
Pride Business Forum Fund

Dear Pride Business Forum Supporters,

For us at Pride Business Forum, 2023 was a significant moment. We became a fully independent organization. This transformation is a major step that will let us continue as a business partner to companies operating (not only) in the Czech Republic, it also opens the door for us to actively engage in building a more equal and inclusive society.

This year has not only brought changes to our organisation; we have also continued to support companies that want to build a working environment where people are not afraid to be themselves, where they feel respected, welcomed and supported. I am immensely pleased that by the end of 2023, we once again grew the number of member companies, now at 77. We welcomed more than 600 attendees to our events during the year. We have had 890 female and male employees attend our training sessions at individual companies, and at the end of the year, we selected the first four projects for support with a foundation grant.

I am proud of everything we accomplished in 2023. I look to the future with courage and enthusiasm, along with the entire Pride Business Forum team. We are ready to continue our efforts together to build a world where everyone is respected and can live freely without fear of discrimination. Thank you for being with us in this.



Tereza Kadlecová

Executive Director

Pride Business Forum Fund

Our Role in Fostering Inclusivity (Not Only) in the Workplace

We opened a discussion about the position of LGBTQ+ people in the workplace in 2011, at a small event during the Prague Pride festival programme. Over the years, the Pride Business Forum has grown into a platform that brings together dozens of companies that actively work to make their workplace friendly and accepting for people with diverse gender, relationship and sexual identities and orientations. In 2023, we reached another milestone—**the Pride Business Forum became an independent organization.**

We realise that companies working honestly on their working environment often hit a limit; it is a major side effect of the circumstances in Czech society on individual LGBTQ+ people. Years of oppression, discrimination and rejection of LGBTQ+ people are taking their toll in the form of internalized homo/bi/transphobia. This is often the cause of hiding and fear, even with employers whose environment is fair and welcoming. A safe island at work is often not enough. We know that companies have the potential to enable and grow similar islands of safety throughout society.

We established the Pride Business Forum Fund to lend a helping hand to companies that understand their social responsibilities and are committed to taking the next steps towards true equality.

Timeline

- 2011** PBF starts a side event at the Prague Pride festival
- 2015** PBF becomes the largest event of its kind in Central and Eastern Europe
- 2016** PBF starts organizing year-round activities
- 2018** PBF awards the first LGBTQ+ Friendly Employer award
- 2019** PBF actively works with CEOs and leaders: the Pride Business Forum Heroes. The first workshop outside Prague is also held
- 2020** 10th anniversary of Pride Business Forum
- 2023** PBF becomes an independent organization: Pride Business Forum Fund

We Help Employers Create Safe Environments For LGBTQ+ People

We strive for a future where all employers in the Czech Republic treat LGBTQ+ people with dignity, ensure equal treatment for all employees, and create an inclusive environment outside the workplace.

The work of Pride Business Forum Fund is built on several values:

Dignity. Each of us deserves to be treated with dignity. People should not be humiliated, ridiculed or targeted for abuse or attack. Such undignified behaviour denies a person their human worth.

Fairness. A fair approach is essential. We believe that everyone deserves fairness, a level playing field, justice and decency, regardless of relationship or sexual orientation, gender and gender identity, job title, age, or background.

Acceptance. To feel accepted is to have the genuine respect of others and be a full part of society. This is the key to strong relationships and team success.

The Three Pillars of Pride Business Forum

Inspiration & Knowledge Sharing. We share our years of experience and knowledge through conferences, awards for companies and individuals active in LGBTQ+ inclusion in the workplace, examples of good practice and mentoring programmes.

Learning. Through educational workshops, in-company training, toolkits and e-books, we teach staff how to be friendly to their LGBTQ+ colleagues.

Empowerment / Empowering LGBTQ+ people. We support the emancipation and empowerment of LGBTQ+ people not only in the workplace. The foundation's support of LGBTQ+ projects and initiatives lets us extend our reach into the community.

Members of the Board of Directors and Supervisory Board of Pride Business Forum Fund

Board of Directors



Czeslaw Walek
Chairman



Pavlína Kalousová
Member



Jakub Komenda
Member



Lenka Králová
Member



Alena Sochorová
Member



Filip Milde
Member



Jana Vychroňová
Member

Supervisory Board



Alan Neradný
Chariman



Antonio Nasuto
Member



Donna Lynn Dvorak
Member

Members of Pride Business Forum

We are delighted to see an increasing number of companies committed to LGBTQ+ inclusion in the workplace.

This trend is evident in the growth of Pride Business Forum's membership base, which saw its largest ever increase in 2023, with 23 new members. At the end of 2023, Pride Business Forum had 77 members, and two companies increased their membership from regular to premium in the same year. Our platform became even more open to SMEs in 2023, which expanded the scope of our cooperation with companies in the Czech Republic.

Founding members:



Premium members:



Members:



Pride Business Forum LGBTQ+ Friendly Employer Awards

The growing importance of LGBTQ+ inclusion in companies was also evident in the results of the LGBTQ+ Friendly Employer Awards, which we have been running since 2018. These awards raise the profile and motivate employers who are implementing measures for improved inclusion of LGBTQ+ employees in their workplaces in the Czech Republic.

Gold

In the GOLD category, Vodafone Czech Republic, which repeatedly holds the top spot in this ranking, received this award. The jury highlighted the company's efforts for trans and non-binary employees. MSD Czech Republic also received this award, scoring high in recruitment and retention of employees, particularly in educating employees on LGBTQ+ issues. v tématu LGBTQ+.

Silver

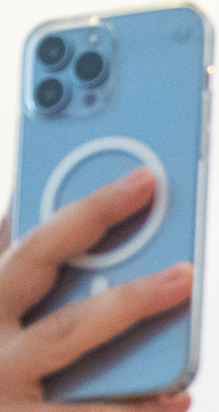
SAP and Accenture took the prize in the SILVER category. For SAP, the jury highlighted excellence in the categories of regulatory and equal benefits, trans and non-binary employee care, and recruitment and retention of employees. Accenture scored in monitoring and evaluation, recruitment, retention of employees and support for employee-led initiatives.

Bronz

In the BRONZE category, ČSOB, Novartis and Sentinel One received this award. ČSOB rated highly for its leadership role in promoting equality for LGBTQ+ people in the workplace, Novartis scored highly for its excellent legal regulations, and SentinelOne's care for trans and non-binary employees was among the best in the Czech market.

PRIDE
BUSINESS
FORUM

PRIDE
BUSINESS
FORUM



ESS

The Big Step Forward award is given to the company whose LGBTQ+ employment inclusion is judged by an expert panel to have made the most progress. ČEZ won the 2023 award.

The Employee Driven Initiative award is given to the company with the best score in the employee initiative category. Novartis earned the award for 2023.



The Pride Business Forum Hero award recognizes individuals who excel in promoting equal opportunities for LGBTQ+ employees at their companies and go above and beyond the call of duty.

In 2023, the winners were Ladislav Kučera (SAP), David Lhota (WPP), Martin Zelenka (ČSOB), Jan Kotík (Škoda Auto), Jana Vychroňová (Vodafone) and Kateřina Nosek (Novartis), Roman Samotný (Ide nám o život).

Taste of Equality: Pride Business Forum Annual Conference

12

panellists

3

keynote
speakers

247

visitors

3

workshops

The programme of the thirteenth annual conference was led by renowned pastry chef and TV presenter Josef Maršálek and included panel discussions and keynote speakers. Visitors could also take part in interactive workshops during the afternoon programme.

Practical solutions for LGBTQ+ friendly workplaces

We have tailored the conference to give attendees a comprehensive insight into equality issues in the workplace, information about working with LGBTQ+ internal employee groups, and tips on working better with trans employees. We also looked at ideas on how activities to help LGBTQ+ equality in the workplace can help companies with ESG reporting.

During the conference, we announced the winners of the LGBTQ+ Friendly Employer award, hosted a lunch for leaders with British Ambassador Matt Field, and launched our new toolkit “How to Care for Trans Talent”.

Keynote speakers:

Krishna Omkar

Johanna Nejedlová

Michal Pitoňák

Speakers:

Roman Samotný (Ide nám o život)

Peter Bebjak (director)

Petra Naskosová (In Iustitia)

Lucia Pašková (Curaprox)

Martina Bednar (SAP Austria)

Milena Jabůrková (Svaz průmyslu a dopravy)

Vratislav Maňák (FSV UK)

Johanna Nejedlová (Konsent)

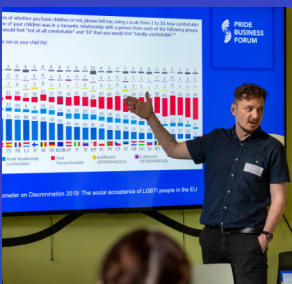
Lenka Králová (Pure Storage)

Steven Van Droogenbroeck (ČSOB)

Tereza De Bardi (Deloitte)

Ivan Tučník (Plzeňský Prazdroj)

Activities in 2023



Workshop: Experience Pride Business Forum: A Sample of our Modules / Workshop: Stand Up to Harassment in Public / Workshop: Inclusive Czech / Talk Show: Pride Business Forum Voices / Webinar: How to be an LGBTQ+ Friendly Employer / Talk: ESG in Practice / Webinar: How to Responsibly and Usefully Collect DE&I Data / Workshop: All Our Coming Out / Workshop: How to Create a Workplace Friendly to Trans and Non-Binary People / Informal Session: Klára Kocmanová, MP, and Adéla Horáková on the current debate on marriage for all in the Chamber of Deputies

11
events

227
participants

Learning

23

workshops

16

companies

890

employees

1

toolkit



Workshops and lectures

In 2023, we organized 23 workshops and lectures at 16 companies for a total of 890 employees. During the workshops, our trainers, Tereza Kadlecová and Aleš Rumpel, focused primarily on building empathy, understanding microaggression, and addressing unconscious biases. Our presentations focused on the importance of inclusion for LGBTQ+ people, building employee-led initiatives, and the fight for equal marriage rights.

Toolkit

In 2023, we introduced the “How to Care for Trans Talent” toolkit in both Czech and English, providing employers with practical advice and recommendations for creating a work environment that is welcoming to trans and non-binary people.

The toolkit provides principles for successful transition in the workplace, tips for respectful communication with transgender employees and clients, and the benefits that diversity in the workplace can bring to both trans people and the entire team.

Empowerment



129

ERG networking
participants

ERG networking

In the summer, during the Prague Pride festival, we held our traditional ERG networking event. Attended by 129 people from the ERG employee groups of our member companies, it gave people the opportunity to meet each other, get to know each other, and share the experiences and successes they have experienced during their participation in ERG groups.



9

participants of
Become Stronger

Become Stronger

We created the Become Stronger programme to equip participants with the skills and confidence to become queer champions, role models, and inspiration to others. Led by Aleš Rumpel, the nine LGBTQ+ champions and allies gained greater confidence in defending themselves against microaggression or queer-negative attitudes.

Foundation Support

The first invite was open to projects that fit into the following priorities:

1 | Be safe (and ready to grow)

The aim is to support existing or create new spaces where LGBTQ+ people feel safe, where they are accepted for who they are, where they can talk freely about their problems and find understanding and support.

2 | Be visible

The aim is to promote the visibility of LGBTQ+ people and normalise the fact that LGBTQ+ people are an integral part of society everywhere in the country, not just in Prague. We want to give regional people courage and show them that they are not alone.

3 | Be out at work (and become an advocate)

The aim is to open and stimulate debate about respect and acceptance in the workplace among LGBTQ+ people. We want to encourage LGBTQ+ people to think about the jobs they enter and to choose employers who are respectful and create psychological safety.

29/9/2023

call closure

5

projects
accepted

4

projects
supported

Applications that met the formal and substantive requirements were evaluated and selected by the Board of Trustees at the end of 2023. Financial support was actually provided to the organizations in 2024, and therefore more detailed financial information will be included in the next annual report.

Pride Business Forum supported the projects of the following organisations:



Communications

Since June 2023, Pride Business Forum has had its first media partner, which is the weekly Ekonom published by Economia media house. Ekonom has also become one of our premium members. Thanks to this media partnership, we were able to promote Pride Business Forum in the print edition of Ekonom magazine and on the Economia website. We also became a partner of the Ekonom magazine project ESG Company of the Year.

71×

in online
media

12×

in print
media

1×

on TV

1×

in podcast

Mentions of our organisation have appeared in the media: Ekonom, Vlasta, Marketing and Media, Cosmopolitan and Seznam Zprávy.

Team



Tereza Kadlecová
Executive Director



Czeslaw Walek
Knowledge Sharing Manager



Sabina Sedláčková
Project Manager



Andrea Weinbergerová
Member Engagement Manager



Aleš Rumpel
Training Manager



Lenka Hronová
Production Manager



Adéla Foglová
Communications Manager



Hynek Toman
Social Media Manager

Financial report

Pride Business Forum Fund was established in 2023, a year marked by a gradual financial and organizational disconnection from Prague Pride.

Accounting is overseen by external accountant Účto pro NNO s.r.o. For its bookkeeping, the organisation used Premier accounting software, which complies with the relevant legislative requirements.

The company's financial statements were prepared in accordance with Act No. 563/1991 Coll., on Accounting, Decree No. 504/2002, and the Czech Accounting Standards for Non-Profit Organizations.

Daňový subjekt:	Nadační fond Pride Business Forum
IČ / DIČ:	19090676 / CZ19090676
Sídlo účetní jednotky:	Rybná 716/24, Staré Město, 11000 Praha 1

Rozvaha pro účetní jednotky, u kterých hlavním předmětem činnosti není podnikání, v plném rozsahu

ke dni 31.12.2023

(v celých tisících Kč)

A K T I V A		stav k prvnímu dni účetního období	stav k poslednímu dni účetního období
		1	2
A.	Dlouhodobý majetek celkem	0	0
B.	Krátkodobý majetek celkem	0	3083
B.II.	Pohledávky celkem	0	1559
B.II.1.	Odběratelé	0	1559
B.III.	Krátkodobý finanční majetek celkem	0	1524
B.III.3.	Peněžní prostředky na účtech	0	1524
	Aktiva celkem	0	3083

P A S I V A		stav k prvnímu dni účetního období	stav k poslednímu dni účetního období
		1	2
A.	Vlastní zdroje celkem	0	2943
A.I.	Jmění celkem	0	2813
A.I.1.	Vlastní jmění	0	1000
A.I.2.	Fondy	0	1813
A.II.	Výsledek hospodaření celkem	0	130
A.II.1.	Účet výsledku hospodaření	0	130
B.	Cizí zdroje celkem	0	140
B.III.	Krátkodobé závazky celkem	0	140
B.III.1.	Dodavatelé	0	140
	PASIVA CELKEM	0	3083

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Sídlo účetní jednotky:	Rybná 716/24, Staré Město, 11000 Praha 1

**Výkaz zisku a ztráty pro účetní jednotky, u kterých hlavním předmětem činnosti není podnikání, v plném rozsahu
ke dni 31.12.2023
(v celých tisících Kč)**

	Název položky	činnost hlavní	činnost hospodářská	celkem
		1	2	3
A.	Náklady	1441	0	0
A.I.	Spotřebované nákupy a nakupované služby	1436	0	0
A.I.1.	Spotřeba materiálu, energie a ostatních neskladovaných dodávek	42	0	0
A.I.4.	Náklady na cestovné	10	0	0
A.I.6.	Ostatní služby	1384	0	0
A.V.	Ostatní náklady	1	0	0
A.V.22.	Jiné ostatní náklady	1	0	0
A.VIII.	Daň z příjmů	4	0	0
A.VIII.29	Daň z příjmů	4	0	0
	Náklady celkem	1441	0	0
B.	Výnosy	1571	0	0
B.II.	Přijaté příspěvky	1199	0	0
B.II.3.	Přijaté příspěvky (dary)	1199	0	0
B.III.	Tržby za vlastní výkony a za zboží	352	0	0
B.IV.	Ostatní výnosy	20	0	0
B.IV.7.	Výnosové úroky	20	0	0
	Výnosy celkem	1571	0	0
C.	Výsledek hospodaření před zdaněním	134	0	0
D.	Výsledek hospodaření po zdanění	130	0	0