

Case Study

Building Pride

Case Study Highlights or Headline Statement

‘Building Pride’ is JLL’s internal LGBT Network; raising awareness of the LGBT community and promoting diversity and inclusion

Case Study Theme(s) Covered

Core Themes

Bridging the Perceptions Gap
Board Level Commitment

Cultural & Behavioral Change

Underlying Good Practice Themes

Role Models & Change Champions
Diversity as Business Imperative
Developing Leadership/Accountability
Public Commitments
Challenging Bias/Unconscious Bias
Inclusive Management initiatives
Internal Networks

Case Study Background

Building Pride and JLL’s Project Management, Cost Management and Building Consultancy teams are working with three top UK construction and fit-out companies to tackle homophobia and transphobia in the construction industry.

Various projects have been launched to support Building Pride internally at JLL. Eg. National Coming Out Day and #ican’tbelieveisaidthat videos. Rainbow Laces was a particularly successful initiative which was supported by Stonewall.

Description of Initiative(s)/Policy Review/Process Change/etc

Rainbow Laces was an initiative devised by Stonewall, where JLL worked with three additional firms (VolkerFitzpatrick, BW and Tétris-blau) to build awareness and support for LGBT diversity and inclusion in the construction and property industry. All three companies signed up to receive the shoe laces which were worn by their employees as a visible display of support for making the construction industry a more open and welcoming place for the LGBT community.

Description of Outcome(s)/Benefits/Lessons Learned/Progress Check

The work of the Building Pride network has been recognised by Stonewall whom listed JLL as their highest ranked property company in their Workplace Equality Index, coming 136 out of all 439 UK businesses ranked in the index. This solidifies JLL’s board level and public commitment to diversity and inclusivity.

Initiatives such as Rainbow Laces challenge bias and unconscious bias in the industry and start a narrative that, with time and continued commitment, will lead to improved inclusivity and acceptance within the industry.

Building Pride is an example of an internal network which has successfully partnered with external organisations in order to drive change forward.

Dave Carlos from JLL summarises the importance of Building Pride and other similar initiatives: ‘Having a diverse workforce needs to be a business imperative in our sector. Great minds think differently, they challenge and innovate’
