

# BARILLA'S JOURNEY TOWARD INCLUSIVENESS

At Barilla, we're on an endless path of introspection and discovery. But sometimes, we lose direction.

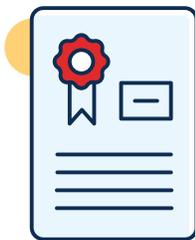
In September 2013, Chairman Guido Barilla made insensitive comments about featuring LGBTQ families in company advertisements. So we paused, reflected and seized the moment to learn about, grow and foster inclusivity.

Shortly after he made his remarks, Guido Barilla issued a formal apology, launched a listening tour to personally engage with employees and LGBTQ leaders and implemented a plan to become one of the leading companies on LGBTQ inclusion. Under Guido's leadership here is what Barilla has done since then:

## FIRST, WE LOOKED INSIDE:



Formed a 10-person [Diversity & Inclusion](#) Board of internal and external advisors, and named our first-ever Chief Diversity Officer.



# 100%

of employees (including all executives and employees in Europe, Asia and the Americas) have completed Diversity and Inclusion training.



Following an independent, global audit, implemented significant corporate D&I policies and practices including Employee Resource Groups such as VOCE, "voice" in Italian, to counsel on LGBTQ equality.

## THEN, WE TOOK OUR LEARNINGS OUTSIDE OUR WALLS:

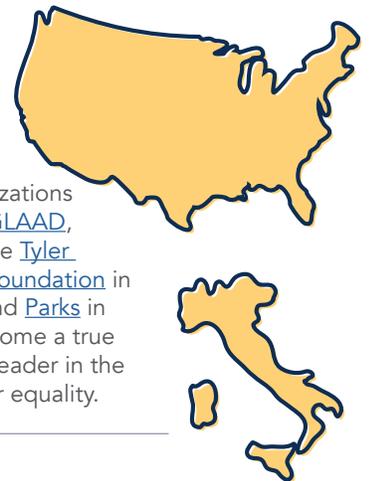


Debuted 9 episodes of the While the Water Boils video series, hosted by YouTube star and LGBTQ icon Hannah Hart, that won an Inclusive & Creative Disruptors [Award](#).



Employees marched in the 2017 Milano and Chicago Pride [parades](#).

Partnered with organizations including [GLAAD](#), [Catalyst](#), the [Tyler Clementi Foundation](#) in the U.S., and [Parks](#) in Italy to become a true corporate leader in the struggle for equality.



## AND AS A RESULT:



In 2017, CEO Claudio Colzani joined more than 270 executives to sign the [CEO Action for D&I pledge](#), committing to advancing diversity and inclusion in the workplace.



Earned a [perfect score](#) for three years running.



Barilla employees ranked 'treating all customers/consumers with respect, regardless of background' as their #1 priority at work, for 3 years in a row.<sup>1</sup>

1. Barilla's 2017 Diversity & Inclusion survey

