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In Together

Sansiri, Thailand's leading integrated property developer, kicks off a campaign to celebrate LGBTI Pride month. The company's chief creative director, Ou Nopadon Baholyodhin, gives Prijayanat Kalampasut some insights

June is globally acknowledged as LGBTI Pride month. As part of a wider effort to build an inclusive company culture—and in accordance with its core value of diversity—leading real estate developer Sansiri is doing its bit to champion the need for gender equality in the workplace and earlier this year became the first company in Thailand to sign up to the United Nations Standards of Conduct for Business. This month the company also kicks off its Everyone in Family awareness campaign with

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inspiring art installations and home-loan privileges that support the LGBTI community.

Why is it important for Sansiri to commit to LGBTI rights?
 We all have the responsibility to treat each other with compassion, equality and respect. Sansiri has had an impact on the way people live, building communities in Thailand. It is essential for us to try to be an agent of change. We are proud to be a pioneering supporter of the UN Standards of Conduct for Businesses, which seeks to eliminate discrimination of LGBTI in the workplace. By adopting gender diversity and inclusivity policies, we are essentially communicating our messages to everyone. Signing up to the UN programme officially kicks off our celebration of LGBTI Pride this year.

What can we expect from this campaign?
 Sansiri's move to adopt the UN Standards is actually rooted in the company's core business philosophy of Made for Life, which inspired the Sansiri Pride month campaign. This year it is themed Made for Everyone...Everyone is Family. For the entire month, Sansiri is adding the vivid colours of the LGBTI rainbow flag to the company's navy-blue logo. We'll also have online activities and social media campaigns to raise awareness. Our headquarters, Siri Campus, as well as Sansiri properties across Bangkok will brighten the city with vibrant rainbow-inspired art installations. Face masks adorned with LGBTI Pride's rainbow stripes will also be worn by staff and distributed to the public. Food lovers can pick and take home fruits, some in the colours of the rainbow, from Sansiri Backyard at T77, which will also feature art installations. At Siri House we have organised a series of Pride-inspired online streaming activities hosted by an array of key opinion leaders.

How will Sansiri implement and uphold these standards?
 We are working closely with the UNDP dedicated to gender equality and social inclusion for the LGBTI community in Thailand. The UNDP is currently assisting us with practical steps to develop human rights policies, programmes, due diligence tools, training for staff and impact assessments. An online sign-up will also be sent out to all 4,000 staff for their commitment to eliminate discrimination towards this community. Most importantly, Sansiri is making home ownership and starting a family more accessible to LGBTI customers by partnering with banks like SCB, KBank, GSB and UOB to pave the way for these couples to secure joint mortgages more conveniently. We want to ease the financial burden for LGBTI partners wanting to own their own homes during these tough times by paying their monthly mortgage payments for the first 24 months.