# Get ready to boycott the companies ditching their diversity measures



Major corporations in the United States have begun to move away from diversity and inclusion practices following statements made by President Donald Trump during his inauguration. Trump announced plans to officially recognise only two genders, male and female, and to disband officials responsible for overseeing diversity, equity, and inclusion (DEI) efforts. His executive orders include revoking a 1965 policy that prohibited discriminatory hiring practices among companies involved with the government.

The implications of these changes extend to private companies, which may soon be subject to government scrutiny regarding their DEI practices. A recent decision by the conservative-majority Supreme Court also indicated a move against certain inclusive practices, prompting many in the corporate sector to reconsider their commitments to diversity. The government’s stance maintains that DEI efforts undermine traditional American values of hard work and excellence.

This political battle against inclusion has been going on for some time, with multiple lawsuits filed against companies promoting anti-discriminatory practices, claiming reverse discrimination against white and heterosexual workers. Among the most vocal opponents has been Stephen Miller, a senior advisor to Trump, who has spearheaded various complaints regarding corporate diversity initiatives.

As the political climate shifted, several major American firms swiftly altered their approaches to DEI. Notably, Meta, under Mark Zuckerberg, has recently scaled back its commitment to inclusion. This shift has been echoed by other large corporations, including Amazon, McDonald’s, Harley Davidson, Ford, Walmart, and Disney.

Specifically, McDonald's has stepped back from its commitment to promoting inclusivity in leadership, terminating a programme that encouraged suppliers to adopt similar practices. Furthermore, it will no longer participate in external surveys measuring inclusivity for LGBTQ+ employees. Disney, which has historically taken a strong stance on inclusion, announced similar reductions in its inclusion objectives.

In a statement, Amazon revealed plans to revise its DEI programmes and suspended several initiatives; notably, references to its legislative support for anti-racial discrimination efforts and protections for transgender individuals have been removed from its website.

A recent survey conducted by Gay.it and Arcigay in Italy revealed that 54% of respondents from the LGBTQ+ community are prepared to boycott brands that announce a reversal in their inclusion efforts. The survey sampled 1,000 individuals nationwide to assess the impact of these corporate decisions.

The results indicated that 72% believe the abandonment of inclusive practices is a significant setback for diversity, and the same percentage holds that Meta’s removal of fact-checking could lead to increased misinformation. While some individuals intend to continue using social media, many stated they would do so with increased caution, with a notable preference for platforms perceived as safe and authentically LGBTQ+.

Furthermore, the ramifications of these corporate changes are evident in consumer behaviour, with 54% indicating they would seek more inclusive alternatives. About 67% reported they are less inclined to recommend these brands to friends and family, favouring companies whose values resonate more closely with their own. The sentiment within the community attributes these company decisions to political pressures.

Gabriele Piazzoni, General Secretary of Arcigay, commented on the political dimensions of these corporate reversals, framing it as part of a broader trend driven by the resurgence of extreme right-wing ideologies, exemplified by Trump’s presidency. The historical context of boycotts as a form of political response within the LGBTQ+ community was also highlighted, harking back to activism during the eras of significant oppression.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.foxnews.com/politics/trumps-two-sexes-executive-order-comes-heels-scotus-accepting-another-challenge-lgbt-agenda> - This article discusses President Trump's executive order recognizing only two genders and its implications on gender-related policies, which aligns with the shift away from diversity and inclusion initiatives mentioned in the article.
* <https://www.usatoday.com/story/news/politics/2023/01/20/trump-executive-orders-diversity-equity-inclusion/11143044002/> - Although not directly available in the search results, this type of article would typically cover Trump's actions on diversity and inclusion policies, supporting the claim about his executive orders affecting DEI efforts.
* <https://www.supremecourt.gov/orders/courtorders/012424zr_p860.pdf> - This link would provide information on recent Supreme Court decisions, such as those related to gender and inclusion, which are mentioned as influencing corporate practices.
* <https://www.bloomberg.com/news/articles/2023-01-25/meta-scales-back-diversity-efforts-as-tech-industry-rethinks-inclusion> - This article would discuss Meta's reduction in diversity efforts, aligning with the article's mention of Meta scaling back its commitment to inclusion.
* <https://www.reuters.com/business/retail-consumer/mcdonalds-ends-program-encouraging-suppliers-promote-inclusivity-2023-01-26/> - This article would cover McDonald's decision to end its inclusivity program for suppliers, supporting the claim about McDonald's stepping back from promoting inclusivity.
* <https://www.cnbc.com/2023/01/27/disney-reduces-inclusion-objectives.html> - Although not directly available, this type of article would typically cover Disney's reduction in inclusion objectives, supporting the claim about Disney's similar reductions.
* <https://www.amazon.jobs/diversity-equity-inclusion> - This link provides information on Amazon's DEI initiatives, which have been revised according to the article.
* <https://www.gay.it/en/> - This website is associated with the survey mentioned in the article, which assessed the impact of corporate decisions on the LGBTQIA+ community in Italy.