



WE  
ARE ALL  
HUMAN

HISPANIC  
LEADERSHIP  
SUMMIT ■ ■ ■ ■

# Overview of The Hispanic Leadership Summit 2020



## **WE ARE ALL HUMAN**

is a foundation dedicated to advancing the agenda of equality, diversity and inclusion. Our team is made up of an experienced group of marketers and sustainability activists with backgrounds from the United Nations, global affairs, media and the corporate world. We are committed to making change through collective action.

We believe that the world is already diverse, but we need to make it more inclusive. We are driven by the vision that circumstances at birth should not determine opportunities in life, we all deserve a fair chance and to be valued and heard regardless of race, religion, nationality, culture, gender or other constructs.

We Are All Human celebrates our differences. It is because of them, not despite them, that we are strong. By embracing the unique gifts each person brings to this world, we unleash the human spirit.





# HISPANIC LEADERSHIP SUMMIT

DECEMBER 7-8-9

2020



# The Hispanic Leadership Summit 2020.



Following the US presidential election, the Hispanic Leadership Summit 2020 will gather top Hispanic leaders, organizations and community allies to establish and prioritize the shared agenda for the Hispanic community for the next 10 years. We will use the Sustainable Development Goals as a model and framework to develop the Hispanic - Sustainable Development Goals as a way to have a strategic agenda for the community.

The summit will use a multistakeholder approach to agree, validate and prioritize the shared vision and kick-off this master plan through the comprehensive understanding of barriers, goals, targets and indicators. This will lead towards the rollout of a collaborative, community-wide action plan. While we drive our agenda, allies play an incredible role in the roll out and advancement of the community. We aim to have a great representation of ally leaders involved in the discussions.

The Hispanic Leadership Summit will be data-driven, consensus-seeking, high-level, interactive and inspirational for Hispanics and non-Hispanics to sing from the same song sheet and create intentional networks of support to progress, celebrate and uplift the community.

Additionally, one year after announcing the Hispanic Star at the 2019 Hispanic Leadership Summit, we will review the first year of this unification platform. We will continue diving into the perception change problem experienced by the Hispanic community and engage in action-oriented discussions around how to move the needle for perception change.

# Sustainable Development Goals (SDGs).

Since 2018, We Are All Human have been driving awareness for the progress being made by individuals and organisations in achieving the U.N.'s Sustainable Development Goals.

By championing the SDGs at global events and highlighting inspiring stories through the Global GoalsCast, our SDG podcast, we are doing our part to keep people focused on the need to act now to save our planet.

Established by the United Nations General Assembly, the Sustainable Development Goals are a collection of 17 interlinked goals designed to be a “blueprint to achieve a better and more sustainable future for all.” Set into action in 2015, the goals are intended to be achieved by 2030.



# A welcome note from some of our sponsors.

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Thank you for stepping up in the effort to unite and advance the Hispanic community and for partnering with us to make this historic event possible.



## IBM

**Dear WAAH Hispanic Leadership Summit participants,**

On behalf of IBM Corporation, I am pleased to welcome all of you to the 2020 edition of this inspiring event, aimed at envisioning the Hispanic Agenda for the next 10 years.

As the Senior Executive Sponsor for the IBM Hispanic Council and Senior Executive Champion for Diversity and Inclusion for IBM, I am excited about the wealth and impact of ideas, talent and contributions from our nation's Hispanic community.

At IBM, we have a long history of pioneering diversity and inclusion, and we take pride in the progress we've made so far. Still, we acknowledge the unprecedented challenges that this year has presented, which heavily impact Hispanics and other underserved communities. These challenges demand new strategies and a deeper commitment from all of us. It's clear that there's work to be done.

As an attendee at this year's Summit, you have a unique and powerful opportunity to influence how the future will look for Hispanics. I invite you to be present, to fully participate in the different sessions, and to make your voice heard through the various opportunities that Claudia and her team have prepared for you.

It was an honor to sign the Hispanic Promise this year, on behalf of IBM. Along with the IBM Hispanic Executive Council and the Hispanics at IBM community members and allies, I am fully committed to making the Hispanic Promise a reality every day, within and outside IBM.

I'm looking forward to the outcomes of this Summit. Gracias for being part of it.

***Tom Rosamilia***

SVP, IBM Systems and  
IBM Chairman, North America

A handwritten signature in blue ink that reads 'Tom'.



## **NRG Energy Inc.**

### **Fellow Hispanic Leadership Summit Guests,**

In a year of unprecedented change, it is a treat to gather with all of you once again—albeit virtually—in recognition of the impact and influence Hispanic Leaders and allies provide throughout our economy.

Indeed, 2020 has tested our resolve and resilience, but this year has also created space, allowing us to reprioritize and reimagine. As we, the leaders of businesses, organizations and communities faced this time of transformation, coming together has and will continue to prove triumphant. Now more than ever, we must take every opportunity to celebrate one another's successes, seek support in our times of challenge, and collaborate for our collective future.

In the refrain of togetherness, I cannot think of a better way to wrap this year than by gathering virtually for this third annual Hispanic Leadership Summit. On the precipice of a new decade, together we can turn the page on the past and chart our course into the future with intention.

I look forward to hearing from all of you as we establish our shared plan, aligning with the U.N. Sustainable Development Goals in pursuit of and inclusive future.

Mis mejores deseos,

**Mauricio Gutierrez**  
President and CEO, NRG Energy

A handwritten signature in black ink, appearing to read "M. Gutierrez". The signature is stylized and fluid, with a long horizontal stroke extending to the left.



## Procter & Gamble



### Greetings Hispanic Leadership Summit Attendees,

Welcome to the third annual Hispanic Leadership Summit! This year might be different because of the pandemic but, despite the difficult times we are living in, it's important to come together and demonstrate our commitment to our Hispanic familia.

P&G aspires to be a force for good and force for growth for Hispanic employees, consumers, and communities, providing relief to those in need and tackling barriers in the way of progress, equity, equality and inclusion. This longstanding commitment started over half a century ago and is more important than ever.

We know the pandemic has disproportionately affected Hispanics in the U.S., as more than 80 percent of working Hispanic adults are providing essential services that help keep our country running. This has demanded strong and immediate action, which is why P&G is proud to be a founding partner of Hispanic Star. The initiative brings together individuals, nonprofit organizations and corporations to support Hispanics affected by COVID-19 and enable their faster recovery through donations of time, money, information, food and product. It's also a platform created to unify, facilitate advancement and celebrate achievements in the Hispanic community.

We look forward to working together to create a world where equality and inclusion are achievable for all, and where equal access and opportunity to learn, grow, succeed and thrive are available to everyone.

Best wishes,

***David Taylor***

Chairman of the Board, President  
and Chief Executive Officer

***Shelly McNamara***

Chief Equality & Inclusion Officer



## Be Inclusive

The Hispanic community in IBM has achieved an amazing history of impact in our communities and company in the areas of education, mentorship and creating opportunities for Hispanic talent. At IBM, we lead and participate on teams that drive innovation by bringing our diverse backgrounds to the conversation. Together, we are bolder and continue to develop leaders.

IBM is a proud sponsor of the 2020 We Are All Human Hispanic Leadership Summit.

# Our Proudest Accomplishments.

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The Hispanic Promise | The Hispanic Star | Hispanic Star Hubs  
Hispanic Heritage Month 2020 | Hispanic Star Book | The US Hispanic 2020  
Perception Study | Sustainable Development Goals (SDGs)

# The Hispanic Promise.



**A national pledge by Corporations  
to prepare, hire, promote, retain and  
celebrate Hispanics in the workplace.**

## **The Hispanic Promise is unique in its national scope and impact in promoting DE&I for Hispanic Employees.**

This pledge has been backed by more than 15 Hispanic Organizations and signed by more than 180 Companies, including multinationals such as P&G, IBM, Unilever, YUM, Bank of America, Microsoft, AT&T & PepsiCo; as well as regional companies such as Flagstar Bank, Medtronic & Pollo Loco. Find the complete list of signatories [here](#).



## **THE HISPANIC PROMISE**

**I promise** to create inclusive environments within the workplace and to take positive intentional actions to prepare, hire, promote, retain, and celebrate Hispanics as employees, customers and citizens.

**I aim** to create or strengthen employee engagement, mentorship programs, employee or business resource groups, talent advancement and an inclusive company culture where employees feel they belong, are valued and have a voice.

**I acknowledge** the priorities selected by Hispanic Leaders under the Vision 2020, which include access to education, financial empowerment and improving the image of Hispanics.

**As a result, I aim** to increase the number of Hispanic employees in my company to better reflect the US population, increase Hispanic representation in all levels and all functions of my company, and assess the sentiment of Hispanics in my company.



# The Hispanic Star.

**The Hispanic Star represents an unparalleled, collective goodwill effort to advance the Hispanic community.**

It aims to support and accelerate the positive impact of Latinos on the United States, not only as an integral force shaping the culture but also as critical contributors to the country's prosperity. The Hispanic Star is a symbol that stands for inclusion and inspires trust. It is an invitation for U.S. Hispanics to be proud of their achievements and confident in the future. The work being performed under the banner of the Hispanic Star is particularly important at a time when the Hispanic community has been severely impacted by the COVID-19 pandemic. *Together we shine.*

# Hispanic Star Hubs.

**Within the Hispanic Star, we have launched our Hispanic Star Hubs.**

Each hub is a collection of **compassionate volunteers** committed to unify, advance and support the Hispanic community through local efforts. Hubs were created to engage, assist, and advocate for Hispanic communities everywhere, creating collaborative units within localities nationwide of local and national organizations, corporate partners, individual leaders, and community figures.

So far, the Hispanic Star Hubs have held relief campaigns in **75 cities, and 11 states**. They have helped over **1.5 million people** and donated over **5 million products** during the COVID-19 emergency.







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IS THE PRODUCT OF  
MANY VOICES.

[nrg.com/workplacediversity](https://nrg.com/workplacediversity)

At NRG, we power our customers' lives through diverse energy solutions. So what drives a power company forward? For us, it's our people and the unique skills, backgrounds, and voices they bring to our organization and those we serve. Inclusion and Diversity is not only one of our key values, it's vital to our success.

# Hispanic Heritage Month 2020.

**During Hispanic Heritage Month, we mobilized the Hispanic Star network to elevate the celebration and conversation of our heritage.** We worked with brands, media and organizations to increase the visibility of Hispanic voices in an effort that continues long after the month's end. We aren't settling for 30 minutes of tacos and margarita to check the box on Hispanic Heritage Month - Hispanics deserve more!



## Hispanic Star Book.

**America is made up of stars, Hispanics are one of them.**

Hispanics in the U.S. should be seen, heard and valued. Their stories must be told and showcased. During 2020, in partnership with Fig Factor Media, we released *Hispanic Stars Rising: The New Face of Power* showcasing the diverse backgrounds, experiences and contributions being made by this strong and resilient population. It highlights the challenges overcome, ongoing commitment to America, and the beauty of the community as a whole. This collection of 80 stories shines a light on Hispanic Stars nationwide, across sectors, industries, and age groups.



# The U.S. Hispanic 2020 Perception Study.

As the continuation of the path started by the Hispanic Sentiment Study from 2018, the Hispanic Perception Study (HPS) was developed as a tool to look into the way that U.S. Hispanics are perceived by non-Hispanic communities in the country. The study is based on a survey made to a sample of approximately 2,500 respondents coupled with pieces of secondary research. Its main objective lies in exploring the perception of the U.S. Hispanic community across the country in order to identify strengths to build on and gaps that need correction.



# Thank you for investing in tomorrow's leaders

Bank of America is proud to support We Are All Human for showing our young people that hard work, teamwork and reaching for excellence can lead to a bright tomorrow.

You're an inspiration to our future leaders and to us all.

Visit us at [bankofamerica.com/inclusion](https://bankofamerica.com/inclusion).

**BANK OF AMERICA** 

**Looking  
Forward:**

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# THE WE ARE ALL HUMAN FOUNDATION'S MISSION

is to advocate for every human to be respected and empowered by focusing on our common humanity.

We believe that reaching equality and inclusion for Hispanics in the US is an important part of creating a more respectful world. We aim to impact the achievement of SDGs for all Hispanics such as:

**Goal #3 - Good Health and Well-being.** Ensure healthy lives and promote well-being for all at all ages

**Goal #4 - Quality Education.** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**Goal #5 - Gender Equality.** Achieve gender equality and empower all women and girls.

**Goal #8 - Decent Work.** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Partnerships matter at an international level and are also relevant at a national level. Companies, organizations and ordinary (extraordinary) individuals are the spine of sustainable change. We Are All Human will continue to serve as a unifying and enabling platform for those striving for social improvement and the advancement of the US Hispanic community.



# DEJATU HUELLA™



## Transforming patients' lives through science™

We are in the business of breakthroughs—our diverse, inclusive workforce creates innovative medicines that transform patients' lives. Each one of us dedicates to our mission of discovering, developing and delivering innovations that help patients overcome serious diseases. Every day, our people bring a human touch to every treatment we pioneer.

**We're proud to support the Hispanic Leadership Summit.**

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# Partners that have made HLS 2020 possible.

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# Thank you.

**Everybody needs a plan to succeed, including US Hispanics. Let's use this opportunity that we have together to create a plan with lasting impact for our future. For the future of the Hispanic community and for the world.**

Whether you are a Hispanic, a Hispanic at heart, or an ally, we are honored to have you joining us to be a part of this important work session, coming together to explore how we can effectively move the needle for the US Hispanic community. We will need your collective informed opinions to turn this global framework into an action plan.

Thank you for being part of this historic moment for the Hispanic community.

Abrazos,

*Claudia Romo Edelman  
& the We Are All Human Team*



**We only win,  
if we all win.**

**Thank you.**



For more information go to  
[www.weareallhuman.org](http://www.weareallhuman.org)