

# The Certified Proud Principles

The Certified Proud Principles are the cornerstone of the Certified Proud network. They become the guiding standards that every member understands, adheres to, and exemplifies each day. These are not mere suggestions or nice ideas, but fundamental ethics that are binding in each Certified Proud membership.

1.

## **RESPECT**

To make respect a priority, regardless of sexual orientation or gender identity; all employees and customers will be treated with dignity.

2.

## **EQUALITY**

To create professional environments where treatment of all staff and customers is the same, ensuring everyone is given equal opportunity.

3.

## **INCLUSIVITY**

To offer both customers and staff a positive environment which actively embraces difference, emphasises dignity and rejects stigma.

4.

## **ADVOCACY**

To contribute to the complete elimination of societal inequality and proactively promote equal rights for LGBTQ+ individuals.

5.

## **COMMITMENT**

To appreciate that being Certified Proud means time, dedication, understanding and responsibility to the LGBTQ+ community, all year round.

6.

## **SAFETY**

To encourage accountability and responsibility throughout the workplace to ensure the safety of all LGBTQ+ staff and customers.

7.

## **VISIBILITY**

To increase positive representation of LGBTQ+ people in public life, to highlight issues affecting the community and give a voice to the marginalised in businesses across Ireland.