



D&I Initiative of the Year



“Inclusion is more important than ever during these volatile times.”



Gordon Watson

AXA Asia was rewarded for its consistent efforts to support equality across genders and sexualities.

This was demonstrated through activities in May to support The International Day Against Homophobia, Transphobia and Biphobia (IDAHOT) which occurs each year. In addition, the company supported the annual PRIDE celebration in June for the LGBTQ+ community.

Apart from supporting these global initiatives, AXA Asia also organised internal activities to make sure their employees have the comprehensive understanding of “LGBTQ”. The firm has managed to raise awareness of “LGBTQ” both internally and externally.

In 2020, AXA Asia commissioned an online debate about the meaning of the acronym LGBTQ+ to raise awareness among employees and an external audience of the importance of diversity and inclusion (D&I).

The firm developed a social media campaign and video on what LGBTQIA means. It turned out most people know the first three or four letters but could not identify the latter letters.

The resulting video of the call was shared on AXA’s social media channels around Asia, and through AXA’s internal channels. Since its launch, the video has been viewed for more than 200,000 times and shared 3,200 times. AXA’s Asia and Africa chief executive Gordon Watson’s LinkedIn post attracted 20,000 views alone.

“AXA is proud to be an ally to the LGBTQ+ community because, as an equal opportunity employer, we believe companies thrive through an environment where people can bring their whole selves to work. Inclusion is more important than ever during these volatile times, so we remain committed to raising awareness of the barriers that people face in the workplace and working together to fight against discrimination,” said Watson.

It has almost become a cliché in recruiting posts to say that employees will enjoy equal rights regardless of your genders and religions. But in reality, there’s still so much to do to truly make everyone feel comfortable to be themselves. And to achieve that, it takes pioneers like AXA, to stand out as a corporate, and spend money and time to advocate for diversity and inclusion.