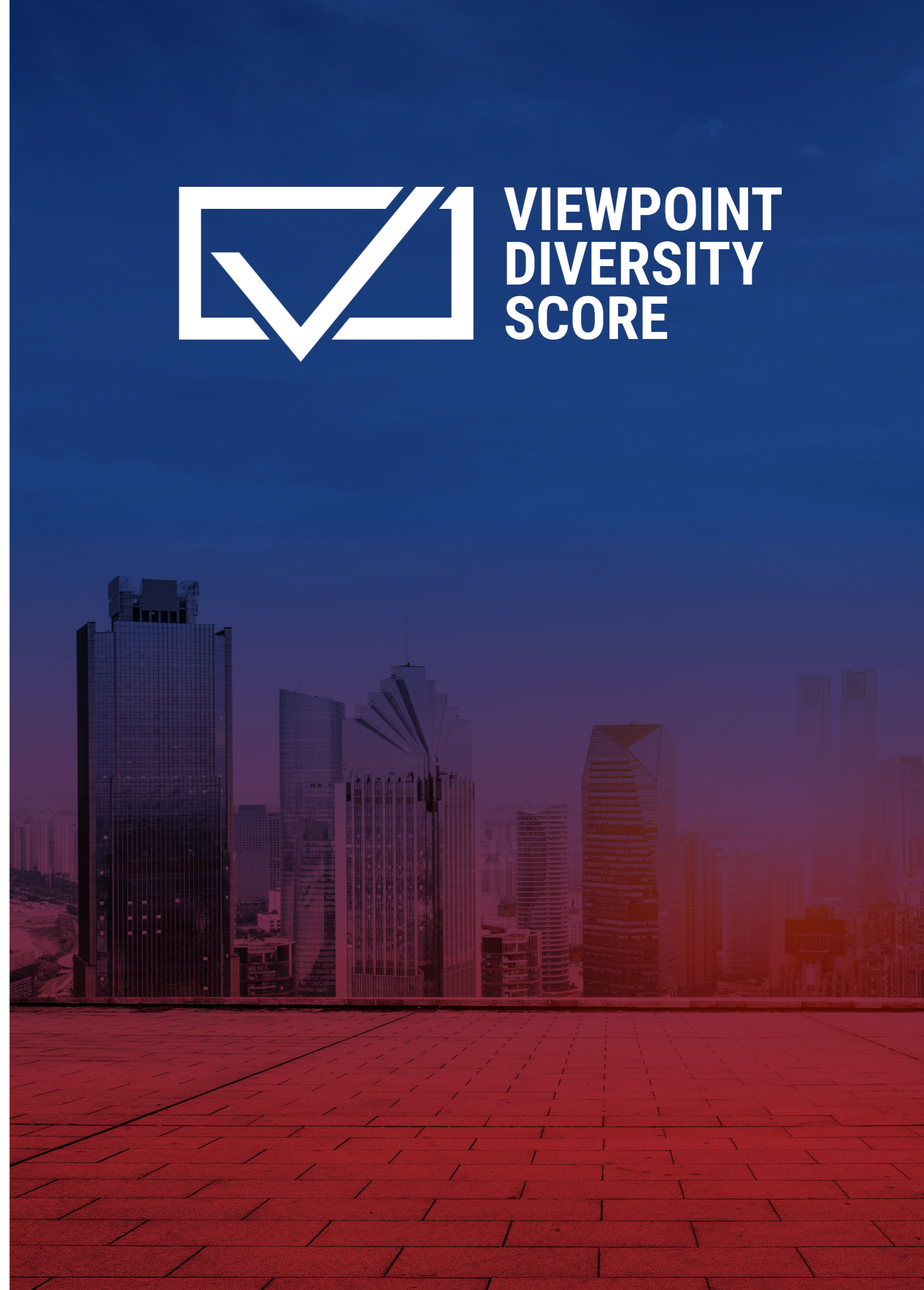


Our mission is to **educate, equip, and galvanize businesses** to respect the diverse views of their employees, customers, shareholders, and other stakeholders.

Businesses that respect people who hold diverse viewpoints are better equipped to serve a broader customer base, promote innovation, ensure responsible governance, and recruit and retain quality talent. They also enrich and strengthen society by fostering a culture that respects free speech, religious tolerance, and open discourse.

Visit [www.ViewpointDiversityScore.org](http://www.ViewpointDiversityScore.org) to learn more.







Viewpoint Diversity Score brings together leaders from business, civil society, and academia who are committed to cultivating a business culture that respects the diverse views of employees, customers, shareholders, and other stakeholders.

Powerful companies in the tech and financial services industries have emerged as de facto **gatekeepers of essential services** and control crucial mediums of expression in the digital public square.

While many of these companies make important contributions to our economy and society, they undermine trust and the foundations of a free society when they engage in censorship, enable cancel culture within their organizations, or advocate for laws and policies that undermine **free speech and religious freedom**.

That's why we're calling on companies to respect viewpoint diversity in how they do business, manage their workforces, engage shareholders, and treat external stakeholders.



Through our Business Index and resources, we're providing a roadmap for businesses to meaningfully respect the diverse views of customers and other stakeholders, foster viewpoint diversity in their workplaces, and reflect a commitment to the underlying principles of American democracy through their giving and political engagement.

The initiative is a project of Alliance Defending Freedom, one of the nation's most respected and successful Supreme Court advocates, working to preserve the fundamental freedoms of speech and religion for all Americans. Inspire Insight, a leading investment advisory service that provides ESG data and ratings to thousands of institutions, fund managers, and private investors also collaborates in the initiative.

Find out more about our work at [www.ViewpointDiversityScore.org](http://www.ViewpointDiversityScore.org)