

# ANTISEMITISM IN CORPORATE AMERICA 2021



REPORT CARD



# ANTISEMITISM IN CORPORATE AMERICA

## INTRODUCTION

In 2020, the U.S. experienced an overdue racial reckoning, catalyzed by the murder of George Floyd, an unarmed black man, at the hands of the police. In response, corporations have sought to be partners in effectuating positive social change by promoting anti-racism positions and adopting Diversity, Equity, and Inclusion (DEI) practices to make the corporate workplace a more diverse, equitable, and inclusive space.

Despite these positive intentions, the corporate workplace has become increasingly hostile to American Jews, in a broader environment of rising antisemitism. The latest conflict between Israel and Hamas in May 2021 produced stunning and unprecedented scenes of Jews in New York, Los Angeles, and other American cities being assaulted by mobs of anti-Israel extremists, accompanied by a torrent of anti-Jewish hate in the form of harassment, vandalism and online abuse.

This report documents the state of antisemitism in corporate America. The report employs the U.S. Department of State adopted International Holocaust Remembrance Alliance (IHRA) Working Definition of Antisemitism and aims to create a framework to protect Jews in the workplace by using three specific baseline measures - Corporate Platform, Allyship, and Internal DEI Practices.

The DEI approach has failed to combat bigotry against Jews. For example:

1. In June the Chief Equity Inclusion Officer of the Society of Children's Books Writers and Illustrators (SCBWI), April Powers, who is a Black Jewish woman, was pushed to resign by antisemitic activists who launched a vicious campaign against her for putting out a statement on behalf of SCBWI condemning recent antisemitism, deeming it anti-Palestinian despite Powers never mentioning Israel.
2. In June Google did not fire Kamau Bobb, the Google Global Lead for Diversity, Strategy and Research, who, in an act of vile antisemitism, wrote Jews have an "insatiable appetite for war and killing". Instead he was simply moved off the diversity team and put in another position.
3. Jewish mental health professionals at Stanford University's on-campus counseling clinic filed federal complaints of workplace discrimination for alleged "severe and persistent" anti-Jewish harassment by colleagues.

This report is necessary to respond to the deteriorating state of antisemitism in the American workplace, a mere 80 years since the onset of the Holocaust. The report issues a "report card" with specific grades for leading corporations on how well or poorly they are responding to antisemitism based on our baseline measures.



# ANTISEMITISM IN CORPORATE AMERICA

## BASELINE MEASURES

### CORPORATE PLATFORM

- Does the corporation use its platform to stand against the persecution of Jews?

### ALLYSHIP

- Does the corporation forcefully speak out against antisemitism?
- Has the corporation stood with the targeted American Jewish population in the form of statements (internal/external) or other actions?
- Has the corporation been able to take a stand against antisemitism without forcing mention of other forms of bigotry at the same time?

### INTERNAL DEI PRACTICES

- Does the corporation's DEI practices include Jews? Many DEI policies have conspicuously ignored Jews despite widespread statistics that they are one of the most targeted minority groups in the United States.
- Is there training on antisemitism within the company?
- Given the rising prevalence of antisemitism in American society, is the corporation educating its workforce on antisemitism, using such readily available tools as the IHRA Working Definition on Antisemitism?



This report was created by [STOPANTISEMITISM.ORG](https://stopantisemitism.org), an American watchdog organization that monitors antisemitism and exposes those that espouse hatred against the Jewish people.

# ANTISEMITISM IN CORPORATE AMERICA

## NEGATIVE NOTABLE FINDINGS

### GOOGLE:

In an act of vile antisemitism, the Google Global Lead for Diversity, Strategy and Research Kamau Bobb had written that Jews have an “insatiable appetite for war and killing”. When his antisemitic writings were exposed in 2021, Google did not fire him as many notable Jewish organizations called for; instead he was simply moved off the diversity team and put in another position.

### UNILEVER:

In July 2021, Ben & Jerry’s, the American ice cream maker and subsidiary of Unilever, selectively boycotted the sale of its products in certain areas of Israel including portions of Jerusalem. This action arguably violates the IHRA Working Definition of Antisemitism by applying double standards against the Jewish State of Israel. The move was widely decried as antisemitic.

## POSITIVE NOTABLE FINDINGS

### FACEBOOK:

The social media giant has taken much needed steps to address the deep hate speech issues directed toward Jews on its platform. In August 2020, Facebook “banned antisemitic stereotypes about the collective power of Jews that often depicts them running the world or its major institutions.” In October 2020, Facebook updated its “hate speech policy to prohibit any content that denies or distorts the Holocaust.”

For International Holocaust Remembrance Day in 2021, Facebook noted the “the well-documented rise in antisemitism globally and the alarming level of ignorance about the Holocaust, especially among young people.”

### WALMART:

President and CEO of Walmart Doug McMillon in a May 25, 2021 statement mentions that “deeply alarming events continue to take place, like attacks on Asian Americans and Pacific Islanders and more recently, Jewish Americans...”

### LOREAL:

The beauty leader found itself in a social media storm in 2018 when one of its brand influencers, Amena Khan’s antisemitic tweets were discovered. Loreal quickly dropped her and adopted the “L’Oréal Influencer Value Charter” which states: “influencers will not share views or engage in behavior which could be interpreted as racism, antisemitism, homophobia, misogyny, religious intolerance, violence, bullying or aggressiveness towards others, pornography or any type of criminal activity.”

# TECH



FACEBOOK is committed to "Diversity".

FACEBOOK has Facebook Resource Groups (FBRGs) for its diverse community of employees. There is an Interfaith group, which could potentially include opportunities for Jews to express themselves.

GRADE:

**B**



APPLE is committed to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

APPLE has Diversity Network Associations for its diverse community of employees, including a "range of faith based and cultural groups," which could include one for Jews.

APPLE has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**C**



AMAZON is committed to "Diversity, Equity, and Inclusion"- there is no mention of Jews or antisemitism.

AMAZON has affinity groups for its diverse community of employees - there is no group for Jews.

AMAZON has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**



MICROSOFT is committed to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

MICROSOFT has Employee Resource Groups for its diverse community of employees - there is no group for Jews.

MICROSOFT has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**



GOOGLE is committed to "Diversity, Equity, and Inclusion" - there is no mention of Jews or antisemitism.

GOOGLE has Employee Resource Groups (ERGs) for its diverse community of employees, including an Inter Belief Network, which "consists of multiple member chapters representing specific communities of interest."

GOOGLE does not hold employees accountable for making antisemitic statements.

GRADE:

**F**

# BEAUTY



L'ORÉAL

L'ORÉAL is committed to "Diversity and Inclusion" - their Employee Human Rights Policy states: "Proselytism (i.e. attempting to convert others) as well as expression of hatred (i.e. antisemitism, racism, homophobia) are contrary to the values of L'Oréal and prohibited."

L'ORÉAL has made no known statements or posts in solidarity with the Jewish community.

GRADE:

A



Johnson & Johnson

JOHNSON & JOHNSON is committed to "Diversity, Equity and Inclusion" - there is no mention of Jews or antisemitism.

JOHNSON & JOHNSON has Employee Resource Groups (ERGs), including an Association of Middle East and North Africa (AMENA), which could potentially include Americans of Jewish and Israeli heritage.

JOHNSON & JOHNSON has made no known statements or posts in solidarity with the Jewish community.

GRADE:

C



ESTÉE  
LAUDER  
COMPANIES

ESTÉE LAUDER is committed to "Inclusion, Diversity and Equity" - there is no mention of Jews or antisemitism.

ESTÉE LAUDER has employee resource groups (ERGs) for its diverse community of employees - there is no group for Jews.

ESTÉE LAUDER has made no known statements or posts in solidarity with the Jewish community.

GRADE:

D



P&G

PROCTER & GAMBLE is committed to "Equality and Inclusion" - there is no mention of Jews or antisemitism.

PROCTER & GAMBLE has affinity groups for its diverse community of employees - there is no group for Jews.

PROCTER & GAMBLE has made no known statements or posts in solidarity with the Jewish community.

GRADE:

D



Unilever

UNILEVER is committed to "Equity, Diversity and Inclusion" - there is no mention of Jews or antisemitism.

UNILEVER has made no known statements or posts in solidarity with the Jewish community.

UNILEVER uses its platform to stand against the Jewish State, rather than taking a stand against antisemitism.

GRADE:

F

# GENERAL RETAIL



WALMART has a "Global Office of Culture, Diversity, Equity and Inclusion" - there is no mention of Jews or antisemitism.

WALMART has Associate Resource Groups (ARGs) for its diverse community of employees. The Faith and Vocation: Opportunity and Reality (FAVOR) ARG could potentially include opportunities for Jews to express themselves.

GRADE:

**B**



TARGET is committed to "Diversity and Inclusion".

TARGET has "Target Business Councils" and "Target Networks" employee resource groups for its diverse community of employees, including a "Jewish Network".

TARGET has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**B**



WALGREENS is committed to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

WALGREENS has business resource groups for its diverse community of employees - there is no group for Jews.

WALGREENS has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**



COSTCO is committed to "Diversity, Equity and Inclusion" - there is no mention of Jews or antisemitism.

COSTCO has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**



KROGER is committed to "Diversity, Equity and Inclusion" - there is no mention of Jews or antisemitism.

KROGER has Associate Resource Groups (ARGs) for its diverse community of employees - there is no group for Jews.

KROGER has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**

# CLOTHING RETAIL



AMERICAN EAGLE OUTFITTERS (AEO) is committed to "Inclusion and Diversity".

AEO has Associate Networks + Connection groups for its diverse community of employees - there is a REAL Jewish Connection group "to celebrate the Jewish culture through education and recognition of holiday rituals throughout the year."

AEO has made no known statements or posts in solidarity with the Jewish community.

GRADE:

A



NIKE is committed to "Diversity, Equity and Inclusion" - there is no mention of Jews or antisemitism.

Nike's "Ascend Network serves people with roots in Asia, the Middle East and the Pacific Islands." This could potentially include Americans of Jewish & Israeli heritage.

NIKE has made no known statements or posts in solidarity with the Jewish community.

GRADE:

C



GAP promotes "Equality and Belonging" - there is no mention of Jews or antisemitism.

GAP has Equality & Belonging Groups (EBGs) for its diverse community of employees - there is no group for Jews.

GAP has made no known statements or posts in solidarity with the Jewish community.

GRADE:

D



ABERCROMBIE & FITCH has a commitment to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

ABERCROMBIE & FITCH has Associate Resource Groups (ARGs) for its diverse community of employees - there is no group for Jews.

ABERCROMBIE & FITCH has made no known statements or posts in solidarity with the Jewish community.

GRADE:

D



MICHAEL KORS

CAPRI HOLDINGS LIMITED (formerly Michael Kors) has a commitment to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

GRADE:

D



# HEALTHCARE

**United  
Healthcare**

UNITEDHEALTH is committed to "Inclusion and Diversity" - there is no mention of Jews or antisemitism.

UNITEDHEALTH has its "Connected Communities" employee resource groups for its diverse community of employees - there is no group for Jews.

UNITEDHEALTH has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**

**Anthem**

ANTHEM is committed to "Inclusion and Diversity" - there is no mention of Jews or antisemitism.

ANTHEM has Associate Resource Groups (ARGs) for its diverse community of employees - there is no group for Jews.

ANTHEM has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**

**♥ aetna**

AETNA is committed to "Diversity and Inclusion" - there is no mention of Jews or antisemitism.

AETNA has employee resource groups for its diverse community of employees - there is no group for Jews.

AETNA has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**

**Humana**

HUMANA is committed to "Inclusion and Diversity" - there is no mention of Jews or antisemitism.

HUMANA has Network Resource Groups (NRGs) for its diverse community of employees - there is no group for Jews.

HUMANA has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**D**

**Cigna**

CIGNA is committed to "Diversity, Equity, and Inclusion" - there is no mention of Jews or antisemitism.

CIGNA has Enterprise Resource Groups (ERGs) for its diverse community of employees - there is no group for Jews.

CIGNA has made no known statements or posts in solidarity with the Jewish community.

GRADE:

**F**

## CONCLUSION

Overall the research shows that corporations have failed their Jewish employees. Corporations need to drastically revamp their corporate and DEI policies and practice genuine allyship to protect their Jewish employees from rising antisemitism.

## RECOMMENDATIONS

- Corporations should put protocols in place to ensure the safety and support of its Jewish employees.
- Corporations should cultivate a safe space for Jewish employees to express their beliefs that are core to their religion and identity.
- Corporations must include antisemitism in their DEI practices.
- Corporations should release statements against antisemitism (similar to statement released in support of other persecuted ethnic and minority groups).
- Corporations should utilize the International Holocaust Remembrance Alliance (IHRA) working definition of antisemitism – the definition utilized by the Biden Administration and the U.S. State Department – in order to more effectively combat antisemitic incidents in the workplace.

We invite all companies listed throughout this report to contact us to establish guidelines and programs to further support and protect their Jewish employees.



Twitter: @StopAntisemites | Facebook: @StopAntisemitismorg

Instagram: stop\_antisemitism | Website: stopantisemitism.org