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NEWS

Inside the CEI system pushing brands to endorse celebs like Dylan Mulvaney

By [Dana Kennedy](#)

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Kate Spade New York is among the corporations who made trans actress Dylan Mulvaney a brand ambassador.

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CAMPAIGN

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it isn't, aren't just virtue signaling.

They're handing out lucrative deals to what were once considered fringe celebrities because they have to — or risk failing an all-important social credit score that could make or break their businesses.

At stake is their **Corporate Equality Index** — or CEI — score, which is overseen by the Human Rights Campaign, the largest LGBTQ+ political lobbying group in the world.

HRC, which has **received millions from George Soros' Open Society Foundation** among others, issues report cards for America's biggest corporations via the CEI: awarding or subtracting points for how well companies adhere to what HRC calls its "**rating criteria.**"

Businesses that attain the maximum 100 total points earn the coveted title "Best Place To Work For LGBTQ Equality." Fifteen of the top 20 Fortune-ranked companies received 100% ratings last year, **according to HRC data.**

Advocacy group Human Rights Campaign introduced the 100-point “Corporate Equality Index” to score companies on their “inclusiveness.”

- 1. Workforce Protections (5 points possible):** no discrimination for employment for sexual orientation or gender identity.
- 2. Inclusive Benefits (50 points possible):** criteria here includes providing health care for sex-sex couples.
- 3. Supporting an Inclusive Culture (25 points possible):** including “gender-neutral dress codes” and “trans-inclusive restroom/facilities policy.”
- 4. Corporate Social Responsibility (20 points possible):** “Marketing or advertising to LGBTQ consumers,” which would include Nike and Bud Light’s use of transgender spokesperson Dylan Mulvaney.
- 5. Responsible citizenship (-25):** Points deducted if a company gives money “to organizations whose primary mission includes advocacy against LGBTQ equality” which is not defined but could include Christian groups.

The CEI is made up of several main scoring components.

The main categories are: “Workforce Protections,” “Inclusive Benefits,” “Supporting an Inclusive Culture,” “Corporate Social Responsibility and Responsible Citizenship.”

James Lindsay, a political podcaster who runs a site called [New Discourses](#), told The Post that the Human Rights campaign administers the CEI ranking “like an extortion racket, like the Mafia.

It doesn't just sit back passively either. HRC sends representatives to corporations every year telling them what kind of stuff they have to make visible at the company. They give them a list of demands and if they don't follow through there's a threat that you won't keep your CEI score.”







Assets manager BlackRock, along with Vanguard and State Street Bank are among the top shareholders of most American publicly-traded corporations (including Nike, Anheuser-Busch and Kate Spade) — and big supporters of ESG initiatives like the CEI.

LightRocket via Getty Images



Black Rock CEO Larry Fink oversees assets worth \$8.6 trillion and has been called the “face of ESG” which is the umbrella movement that includes CEI.
AFP via Getty Images

Mulvaney, 26, who transitioned from male to female in the beginning of March 2021, has reportedly earned **more than a million dollars** from endorsements including fashion and beauty brands that also include Ulta Beauty, Haus Labs and CeraVe, as well as Crest and InstaCart.

“The big fund managers like BlackRock all embrace this ESG orthodoxy in how they apply pressure to top corporate management teams and boards and they determine, in many cases, executive compensation and bonuses and who gets re-elected or re-appointed to boards,” entrepreneur **Vivek Ramaswamy**, who is running for president as a Republican and authored “**Woke Inc.: Inside America’s Social Justice Scam**,” told The Post. “They can make it very difficult for you if you don’t abide by their agendas.”



HRC president Kelley Robinson was a political organizer for Barack Obama's 2008 presidential campaign.

Getty Images for Human Rights Campaign

“Society is demanding that companies, both public and private, serve a social purpose,” Fink wrote. “To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

Fink also let it be known “that if a company doesn’t engage with the community and have a sense of purpose “it will ultimately lose the license to operate from key stakeholders.”



Corporate Equality Index 2022

Rating Workplaces on Equality and Inclusion for Lesbian, Gay, Bisexual, Transgender and Queer Employees



YEARS OF IMPACT

In December, Florida pulled \$2 billion worth of state assets managed by BlackRock. “I think it’s undemocratic of major asset managers to use their power to influence societal outcomes,” Gov. Ron DeSantis said at the time.

Fink has denied that ESG is political, but key staff managing his ESG operations worked in the Obama administration and donate to Sens. Elizabeth Warren and Bernie Sanders.

In his first veto, President Joe Biden last month rejected a GOP-backed bill that sought to block ESG investing — especially in pension funds where, critics say, American retirement funds will be sacrificed to a radical left-wing agenda.

Protesters in Paris targeted BlackRock’s office there this week due to the company’s role in managing and privatizing pensions, which are at the heart of the French government’s recent retirement-age reforms.



Republican presidential candidate Vivek Ramaswamy, who is also an author and entrepreneur, is running on an anti-woke platform and is against ESG and CEI.

AFP via Getty Images

Derek Kreifels is the co-founder and CEO of State Financial Officers Foundation, one of several financial officers **fighting ESG on a national level**.

He calls ESG itself a “highly subjective political score infiltrating all walks of life, forcing progressive policies on everyday Americans [and] resulting in higher prices at the pump and at the store.”

The Corporate Equality Index is an ominous cog in ESG’s wheel, Kreifels told The Post.

“The problem with measures like CEI, and its big brother ESG, is that it introduces an incentive structure outside of the bounds of business, often in ways contradictory to fiduciary duty,” Kreifels said. “Whether Anheuser-Busch was trying to cash in on Dylan Mulvaney’s TikTok following or chasing higher CEI ratings for inclusivity, the backlash has been significant, and the stockholders to whom the company is obligated will feel the pinch.”

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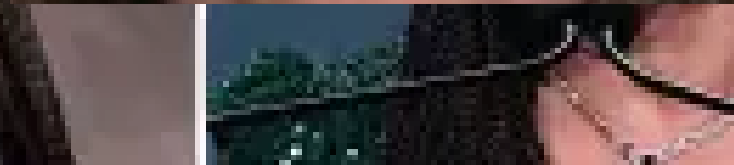
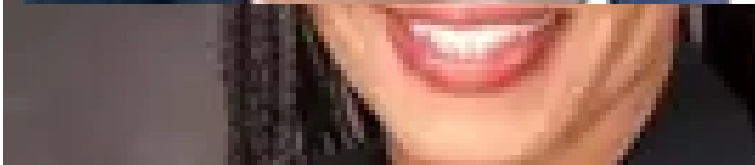
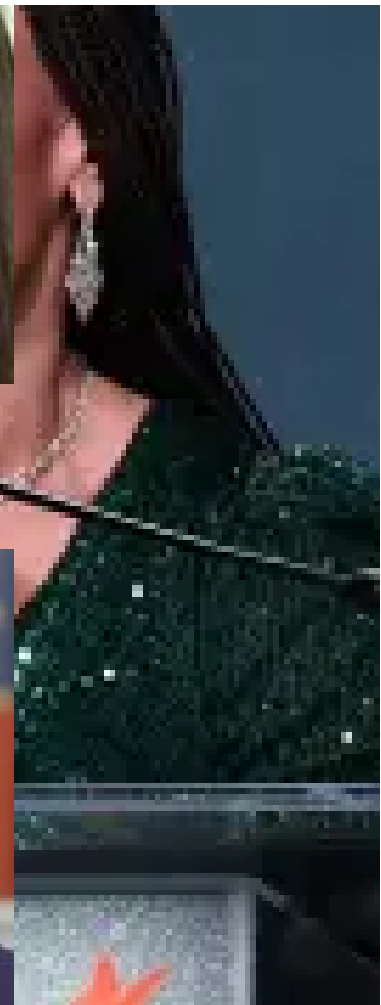
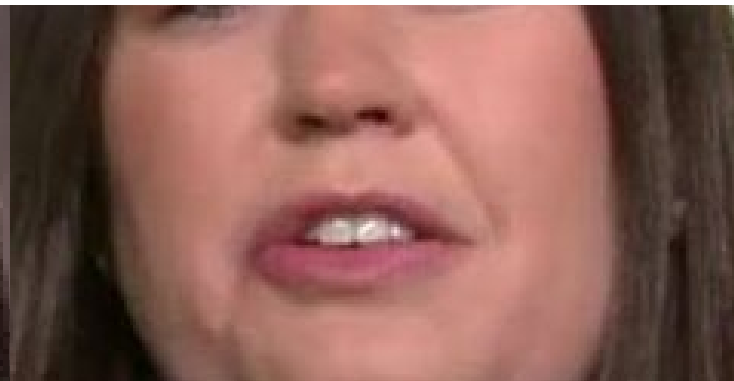
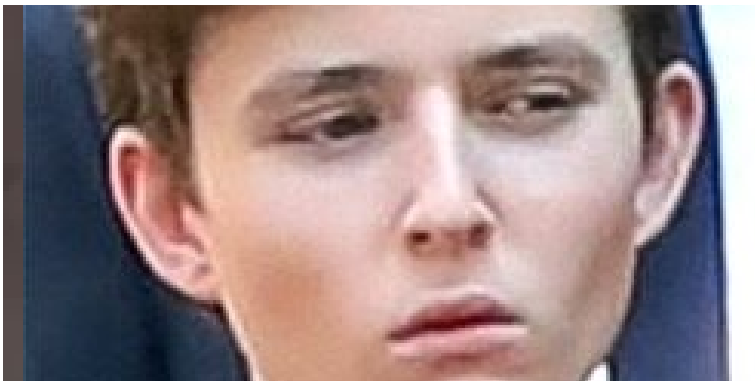
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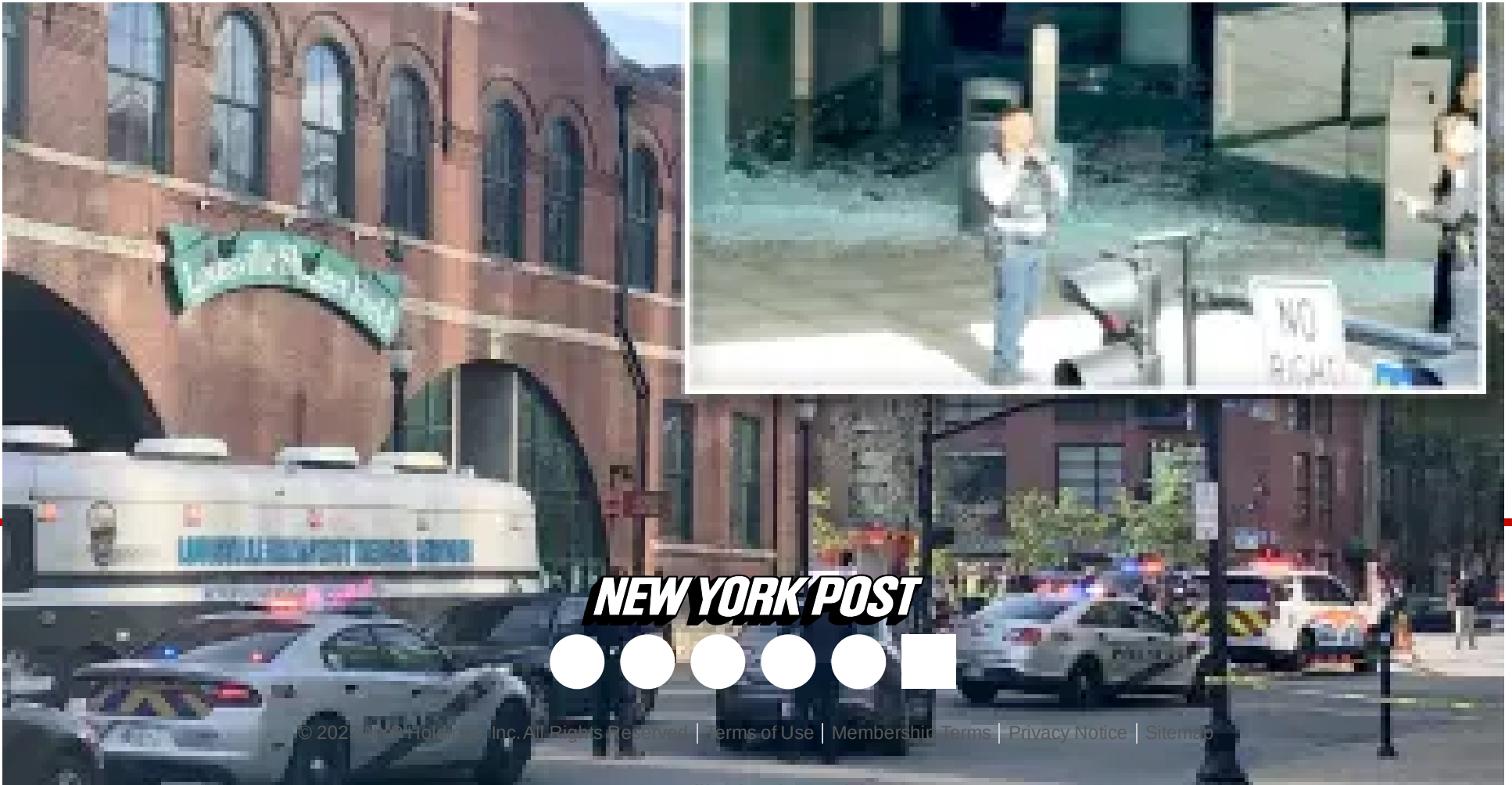
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