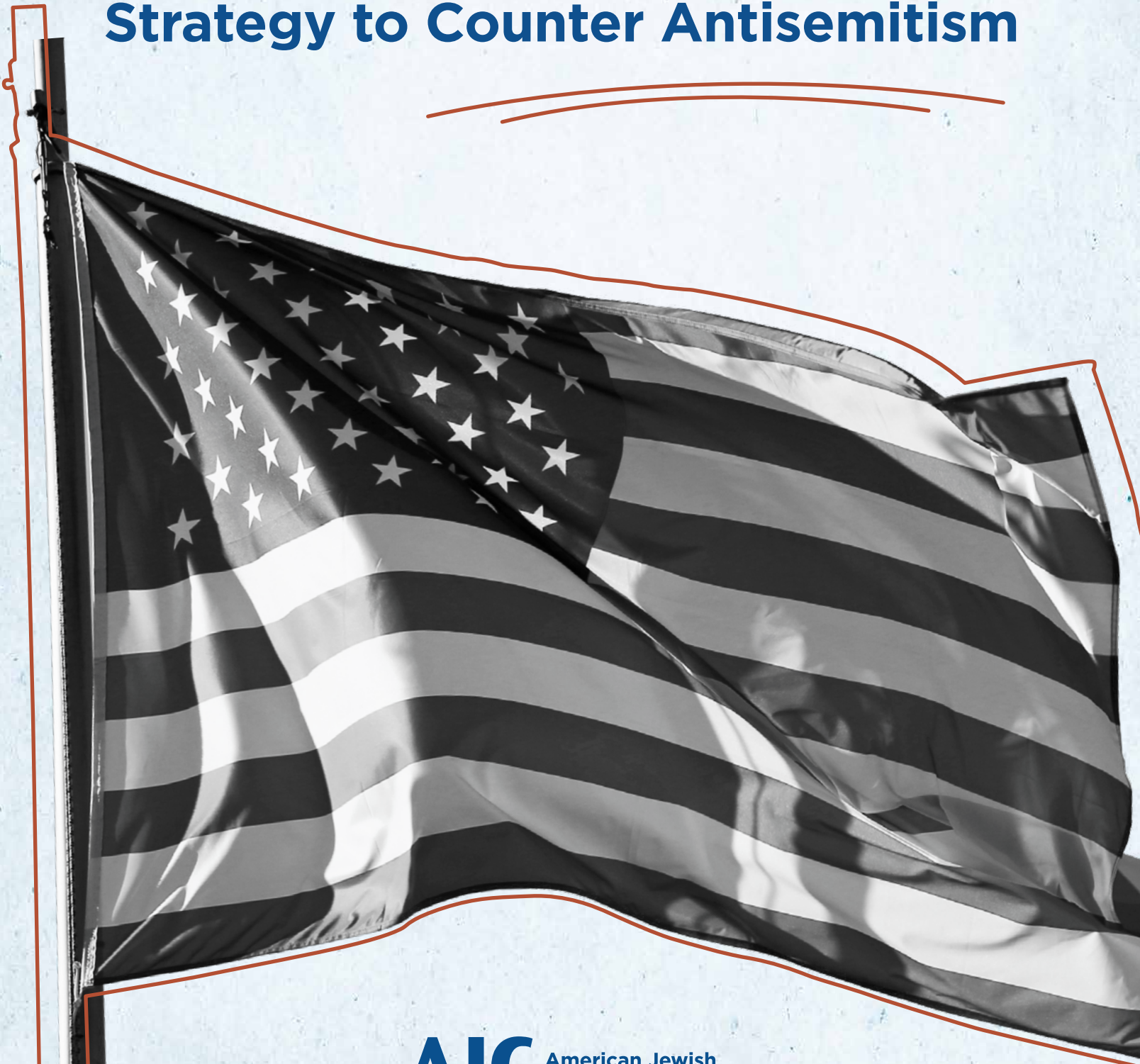


*AJC's Guide for Corporations and Businesses
for Countering Antisemitism:*

Implementing the U.S. National Strategy to Counter Antisemitism



A Guide for Corporations

Implementing the U.S. National Strategy to Counter Antisemitism



According to [AJC's State of Antisemitism in America 2023 Report](#)¹, more than six in 10 (63%) say the status of Jews in the United States is “less secure than a year ago”—more than a 20 percentage point increase in just one year (and a 30 percentage point increase over two years). Seventy-eight percent of American Jews said that the Hamas terrorist attack in Israel [made them feel less safe](#)² as a Jewish person in the U.S.

Antisemitism is affecting American Jews in the workplace. For Jewish adults who are employed full-time or part-time, and not self-employed, three in 10 (30%) say they have avoided or experienced at least one of these issues in the workplace this past year: 24% have avoided expressing their views on Israel because of fears of antisemitism, 15% have avoided wearing or displaying something that would identify them as Jewish because of fears of antisemitism, 13% have felt uncomfortable or unsafe because of their Jewish identity, and six percent reported being told they could not take time off work for the Jewish holidays³.

Notably, one in five (19%) American Jews reported local businesses where they live have been the target of antisemitism in the past five years⁴.

The U.S. National Strategy to Counter Antisemitism outlines a whole-of-society effort to address anti-Jewish hate. American Jewish Committee (AJC) and our [Task Force to Implement the U.S. National Strategy to Counter Antisemitism](#)⁵ endeavors to work with all stakeholders, including business and corporate leaders, to protect Jewish employees and Jewish businesses from discrimination and harassment. **This guide outlines action items from the National Strategy specifically geared towards businesses and corporations.**

¹ [AJC.org/AntisemitismReport2023](#)

² [AJC.org/AntisemitismReport2023/AmericanJews](#)

³ [AJC.org/AntisemitismReport2023/AmericanJews](#)

⁴ [AJC.org/AntisemitismReport2023/AmericanJews](#)

⁵ [AJC.org/NationalStrategyNews](#)

Suggested Actions and AJC Resources

The U.S. National Strategy to Counter Antisemitism calls on employers to review their diversity, equity, inclusion, and accessibility (DEIA) programs to ensure full inclusion of antisemitism awareness and training as well as workplace religious accommodation requirements and best practices to prevent religious discrimination. When providing training on discrimination and implicit bias, employers should include examples involving antisemitism.

Ensure that your DEIA programming addresses anti-Jewish hatred and discusses it alongside other forms of hate, including misogyny, Islamophobia, homophobia, and racism. When antisemitism isn't addressed as a relevant form of hatred that is still part of today's world, and when Jews are simply assigned an identity that equates Jewishness with whiteness and privilege, Jews can become scapegoats and misperceptions about Jews flourish.

Partner with AJC to plan trainings on how to recognize antisemitism, raise awareness, and address it using various tools. To schedule a training, contact antisemitism@ajc.org.

The U.S. National Strategy calls on employers to ensure that their policies and practices on discrimination and harassment are clear and vigorously enforced.

Encourage employees to [report incidents of antisemitism](#)⁶ and hate at their businesses to the proper internal and/or external authorities, including local law enforcement and community organizations, when appropriate.

Create clear policies and practices on discrimination and harassment. A firm policy should elucidate the company's zero tolerance stance toward antisemitism. When providing examples of harassment in company policy and training, also include obvious and more subtle examples of anti-Jewish harassment. When providing training on conscious and implicit bias, include examples involving Jews. Such actions not only will help minimize legal exposure but will also help assure Jewish employees that their workplace is a safe space to express their full identity and that anti-Jewish bias has no place in the company.

⁶ [AJC.org/ReportingAntisemitism](https://www.ajc.org/ReportingAntisemitism)

The Strategy calls on corporations to connect employers with community-based organizations to provide training and resources for owners and employees on preventing and responding to incidents of antisemitism, Islamophobia, and other forms of hate.

Connect with [AJC's Regional Offices around the U.S.](#)⁷ for trainings and other resources. AJC can also serve as a convener with cross-community partnerships like AJC's [Muslim-Jewish Advisory Council](#)⁸, [Latino Jewish Leadership Council](#)⁹, and Christian-Jewish, Black/Jewish, and other coalitions.

Educate company leadership and employees on the impact of antisemitism on American Jews and how the general public perceives and understands antisemitism using [AJC's State of Antisemitism in America 2023 Report](#)¹⁰.

The Strategy calls on employers to leverage DEIA efforts to share information with employees about American Jewish heritage, culture, and history and provide resources on countering antisemitism. For example, employers can acknowledge Jewish holidays and other important days and events to the Jewish community, such as International Holocaust Remembrance Day or Jewish American Heritage Month, and invite Jewish employees to share their family stories and Jewish identities.

Plan for Jewish American Heritage Month, which occurs in May. AJC offers many resources designed to help corporations celebrate [Jewish American Heritage Month](#)¹¹, including talking points, customizable social media posts, and template press releases.

Acknowledge International Holocaust Remembrance Day, designated by the UN to occur annually on January 27. Corporate leaders can issue [public statements](#)¹², use the opportunity to encourage Holocaust education, and hold company events reaffirming the fundamental guiding lesson of the Holocaust: never again.

Include [major Jewish holidays](#)¹³ in company calendars to accommodate Jewish religious and cultural observance.

⁷ [AJC.org/regionaloffices](#)

⁸ [AJC.org/MJAC](#)

⁹ [AJC.org/LJLC](#)

¹⁰ [AJC.org/AntisemitismReport2023](#)

¹¹ [AJC.org/JewishAmericanHeritageMonth](#)

¹² [AJC.org/InternationalHolocaustRemembranceDay](#)

¹³ [AJC.org/Culture](#)

The Strategy notes that employers should know that antisemitism can manifest distinctively. Discrimination and double standards that impact the terms and conditions of employment are not only wrong, but also can expose employers to legal liability under federal, state, and local anti-discrimination laws.

Utilize AJC's [Translate Hate glossary](#)¹⁴ as a resource to help identify and expose antisemitic tropes, words, and symbols that can be hidden in plain sight.

The Strategy calls on employers to ensure that workers know about their legal duty to accommodate workers' sincerely held religious beliefs or practices unless the accommodation would impose an undue hardship on an employer's business.

Publicize employee rights. Broadly share the EEOC's fact sheet, "[What To Do If You Face Antisemitism At Work](#)"¹⁵," which outlines Title VII requirements for religious accommodation and outlines prohibition of disparate treatment, segregation, harassment, and retaliation toward Jewish employees.

The Strategy calls on employers to support Jewish employees by promoting employee resource groups, including Jewish staff. Employers should work with these groups, especially in issuing internal and external statements when antisemitism occur.

Consult AJC as a resource that Jewish or interfaith ERGs can turn to for content, training, and resources on antisemitism, Jewish history and diversity, and allyship.

Encourage company-wide participation in commemoration events, such as International Holocaust Remembrance Day and the celebration of Jewish American Heritage Month.

¹⁴ [AJC.org/TranslateHate](https://www.ajc.org/TranslateHate)

¹⁵ https://www.eeoc.gov/sites/default/files/2023-05/WTD%20Antisemitism%20at%20Work%20May%202023-9_508%20final.pdf

The Strategy calls on American CEOs and business leaders to speak out loudly and clearly against antisemitic speech and conduct, especially when it occurs in communities where their businesses are based. Targeted communities must know that American businesses stand with them and against antisemitism.

Start at the top. When the C-suite of a company issues swift and strong condemnations of antisemitism, it sends a message to the entire organization that antisemitism is a serious issue worthy of attention.

Issue unequivocal condemnations. When an incident occurs, business leaders should speak out loudly and clearly using their broad reach, affirming that antisemitism is not just a Jewish problem, but an assault on American values.

Strong statements of condemnation should come immediately and should:

- **Specifically, name and condemn antisemitism when it occurs**, even in the larger context of free speech.
- **Offer pathways forward, including resources for victims**, that can help the community heal while also proactively addressing antisemitism by generating an improved understanding of Jewish history, identity, and heritage.
- **Define antisemitism.** Dozens of cities and municipalities across the country—as well as corporations, sports leagues, and universities—have embraced the International Holocaust Remembrance Alliance (IHRA) [Working Definition of Antisemitism](#)¹⁶, to help determine when incidents may be deemed antisemitism.

In many ways, the [U.S. National Strategy to Counter Antisemitism](#) mirrors AJC's [Call to Action Against Antisemitism in America](#)¹⁷, a guide for all sectors of society to understand, respond to, and prevent antisemitism released in September 2022.

¹⁶ <https://holocaustremembrance.com/resources/working-definition-antisemitism>

¹⁷ [AJC.org/CallToAction](https://ajc.org/CallToAction)

American Jewish Committee (AJC) is the global advocacy organization for the Jewish people. With headquarters in New York and more than 75 offices, institutes, and international Jewish community partnerships worldwide, AJC's mission is to enhance the well-being of the Jewish people and Israel, and to advance human rights and democratic values in the United States and around the world.

Following the historic unveiling of the U.S. National Strategy to Counter Antisemitism by the White House, AJC CEO Ted Deutch announced the creation of the AJC Task Force to Implement the U.S. National Strategy to Counter Antisemitism. AJC's Task Force is designed to ensure the execution of the National Strategy, which includes dozens of AJC's recommendations closely resembling [**AJC's Call to Action Against Antisemitism in America**](#), in a meaningful and timely manner. For more information on AJC's Task Force visit [**AJC.org/NationalStrategyNews**](#).