

Awareness-raising and transformation campaign about microaggressions related to gender and sexual orientation

These microaggressions are actions or comments, compliments – criticisms, assumptions or even invalidations, often subtle and sometimes even unconscious, that convey a certain disdain, contempt or hostility. Although individually they may seem insignificant or harmless, their constant accumulation has a profound and negative impact on the mental and emotional health of those who experience them. In addition, such interactions support and perpetuate other much more visible and extreme discriminatory and violent acts and behaviours in our society. They provide the basis for the perpetuation of these abuses.

From the GATE process, we have developed this campaign to make 9 situations related to them visible, with the aim of offering keys to transforming and, above all, avoiding them. In this way we will be able to create safer and safer spaces in our organisations, because addressing these issues means being present from a place of great respect, openness, care, listening and also vulnerability.


Illustrations: María Queraltó.



microviolence

ASSUMPTION OF HETERONORMATIVITY

Awareness-raising and transformation campaign




Good to see you back in the office!
How was Christmas? I went down
to the village with the whole family.
It was a bit boring for me and my
husband, but our children had
a good time. So what did you do?

Come on, with your boyfriend,
or do you have family
on the coast?

Well, we went on a getaway
to the coast, to enjoy the sun
and disconnect.


I went with Nathy



Oh, I would have preferred
to go out with friends and
leave all this Christmas
family stuff with my
husband's family, it's so
overwhelming!

No way, Natalia is not her
friend... tell her, tell her!

Yes, well, Natalia and
I are a couple.



Don't tell me you're a lesbian!
I can't believe you, you don't look
like one, you're so feminine!
I thought you were single since
you never talk about boys.
But how long have you been gay?



The assumption of heteronormativity is the belief that it is *normal* to be a cis person of straight sexual orientation, taking it for granted that a person is that way until they say otherwise. This in turn implies that any behaviour that deviates from the norm is punished, devalued, or even pathologised.

Relationships are expected to be monogamous, and gender identities and attraction to be binary (homo / hetero). It is not usually considered that relationships can be polyamorous, that people relate to more than one gender, that they are gender fluid.


In the workplace, more than 70% of LGBTQIA+ people prefer not to come out at work, even if they have come out in other areas of their lives, for fear of reprisals, discrimination or loss of credibility.

[Source: ADIM project]

It is important for each person to decide whether or not to share personal information.

Assuming someone's gender identity and sexuality without asking can be violent for many people.






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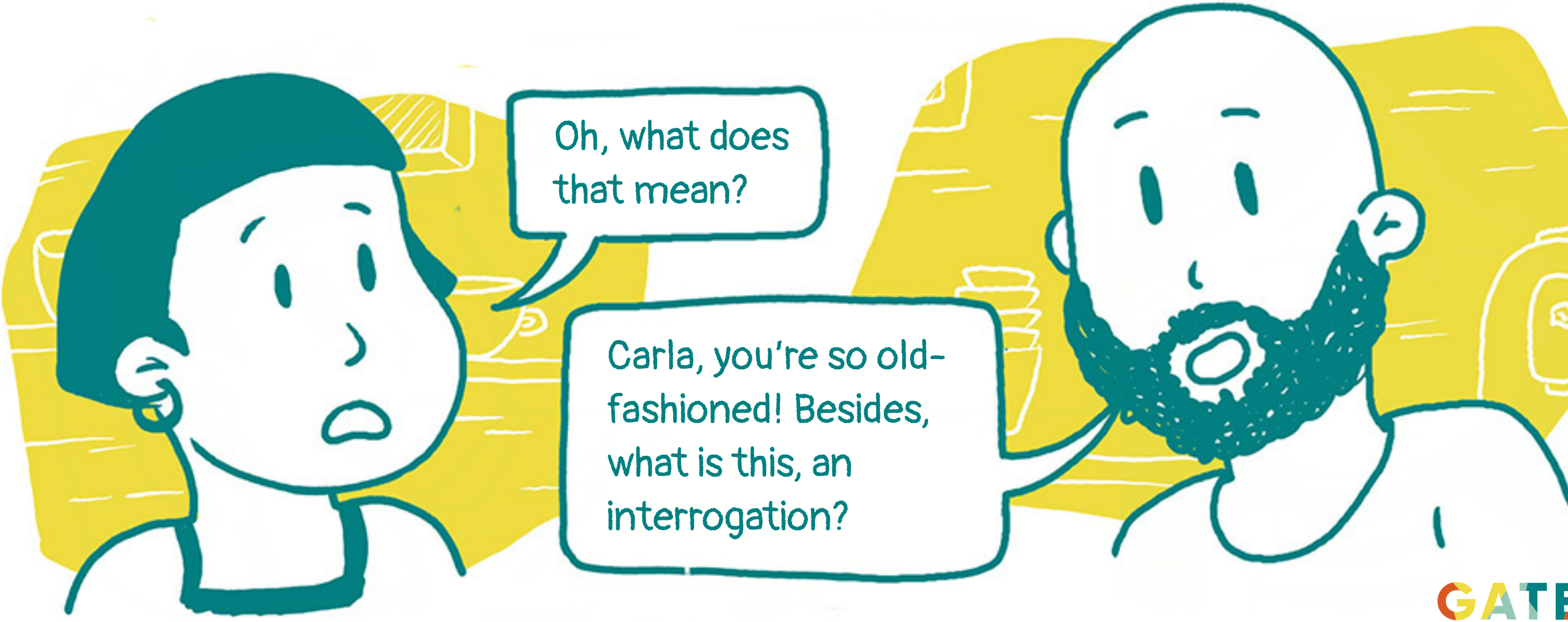
Well, we went on a getaway
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I went with Nathy



Oh, I would have preferred
to go out with friends and
leave all this Christmas
family stuff with my
husband's family, it's so
overwhelming!

Yeah, well, but Natalia is
one of my partners.



Oh, what does
that mean?

Carla, you're so old-
fashioned! Besides,
what is this, an
interrogation?




microviolence
TRANS PASSING
Awareness-raising and transformation campaign




Good morning!

Good morning, I'm Claudia, I start working here today.

Great, welcome to our team! Before we start, I've been asked by HR to fill out this paperwork and I'll also need to make a copy of your ID card.



Oh, but are you...? I mean, you don't look transgender, you're very pretty, I didn't even notice! Let's see how we do with your corporate email address, as we normally use first name and first surname in the document.



Ah, but I had already discussed this with HR!



Trans people are diverse.
There is not one certain way to “look trans”

Telling trans people that they don’t look trans (even if it is intended as a compliment) is harmful and perpetuates the patriarchal system; as if there is a certain way to “look trans” or as if “looking cis” is inherently more desirable.

It’s actually inappropriate to comment
on someone’s appearance
(even more so if you don’t trust them).

It is important to respect their chosen name.
Many trans people do not find it easy to go
through the bureaucratic process of changing
their name, or simply do not want to.

A trans person can be perceived as the gender
they were assigned at birth and this does not make
their gender identity any less valid.






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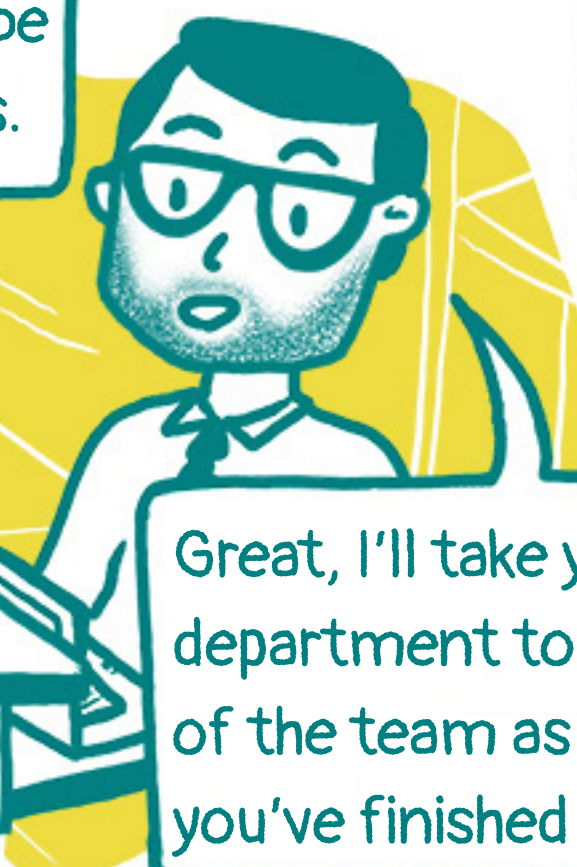
Christian Gómez



Great! I'll scan it and we're done. Claudia, just to confirm, we usually use the first and last name on the ID card as your email address, but is it OK for you claudia.gomez@company.com?



Yes, that would be perfect, thanks.



Here you go, thank you so much for everything!

Great, I'll take you to the department to meet the rest of the team as soon as you've finished the paperwork.



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QUEER LEGITIMACY
Awareness-raising and transformation campaign



Dad, I'd like to tell you something important, and I'm very excited about it.

Sure, tell me, daughter.

I'm going out with someone I adore and I'm falling in love.

How nice, my daughter, I'm so glad! And what's the lucky guy's name, will you bring him home one day so we can meet him?

Well, her name is Sarah, she's a girl.

But sweetheart, don't you think what you have is enough? Why do you complicate your life so much? You'll see what you choose, with that kind of life you'll suffer a lot, you'd better stop experimenting and find a decent boyfriend.



Identifying as queer is not a fad or a phase that will pass; it's as legitimate a choice as identifying as heterosexual.

Intersectionality refers to the cumulative stigma, oppression and discrimination faced by people who have more than one minority identities (intersecting identities), e.g being LGBTQIA+ and disabled.

Everyone has the right to be proud of who they are and to be supported by those around them.







microviolence
GENDER BINARISM
Awareness-raising and transformation campaign





Gender is a social construct, and there are more realities than just man and woman.

A non-binary (NB) person can present themselves as more or less masculine or feminine (gender expression is a spectrum).

Androgyny (an androgynous person has an appearance mixing characteristics socially considered feminine and masculine) is not necessarily indicative of a non-binary person, nor is it exclusive to LGBTQIA+ people.

A non-binary person can use any pronoun(s) they feel most comfortable with: masculine (he/him), feminine (she/her), gender neutral (they/them) or a combination of pronouns (e.g. he/they).



Hello, good afternoon! I'm Margaret, the kitchen manager. You look a bit familiar!

Hi Margaret, I am Kar, my family runs the restaurant in the bus station.

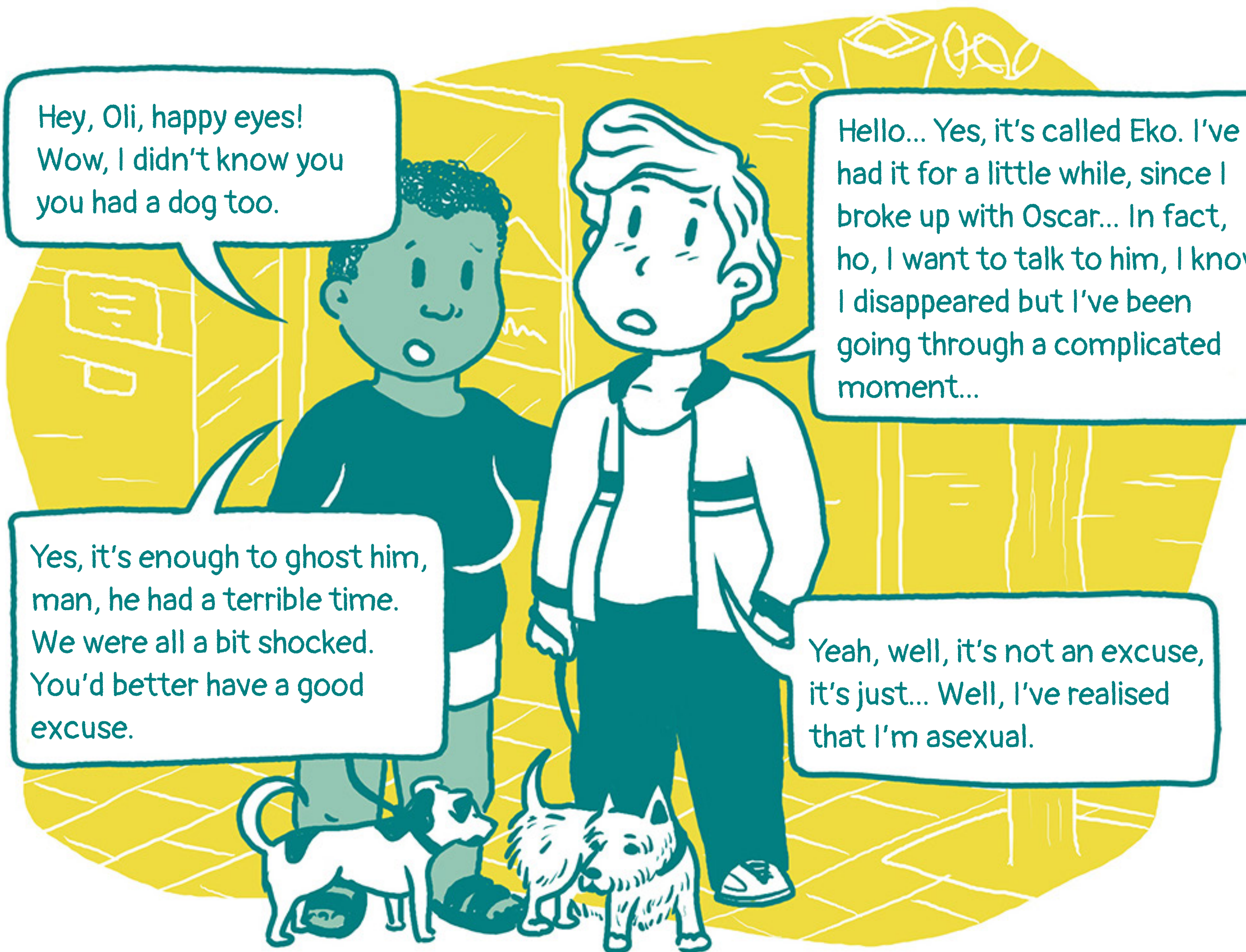
Ah, yes, I remember you, You've grown so much! What pronouns do you use now?

Thank you for asking, Margaret, I use the pronoun him and they.

Great, you look wonderful! See you at the town festival!



microviolence
ACEPHOBIA
Awareness-raising and transformation campaign




Hey, Oli, happy eyes!
Wow, I didn't know you
you had a dog too.

Hello... Yes, it's called Eko. I've
had it for a little while, since I
broke up with Oscar... In fact,
ho, I want to talk to him, I know
I disappeared but I've been
going through a complicated
moment...

Yes, it's enough to ghost him,
man, he had a terrible time.
We were all a bit shocked.
You'd better have a good
excuse.

Yeah, well, it's not an excuse,
it's just... Well, I've realised
that I'm asexual.



What are you talking about, bro?
You're gay! How can you not like
sex?! If you weren't attracted
to Oscar, you should have told
him, that's all. Don't lie.



Asexuality (Asexual Spectrum or ACE) is a sexual orientation characterised by not feeling sexual attraction to others, or feeling sexual attraction at a low intensity, infrequently, under certain circumstances, or even fluctuating between feeling and not feeling sexual attraction.

Asexual people may have romantic relationships and be romantically attracted to others. They may also experience sexual attraction in some cases (which is why it is a spectrum).

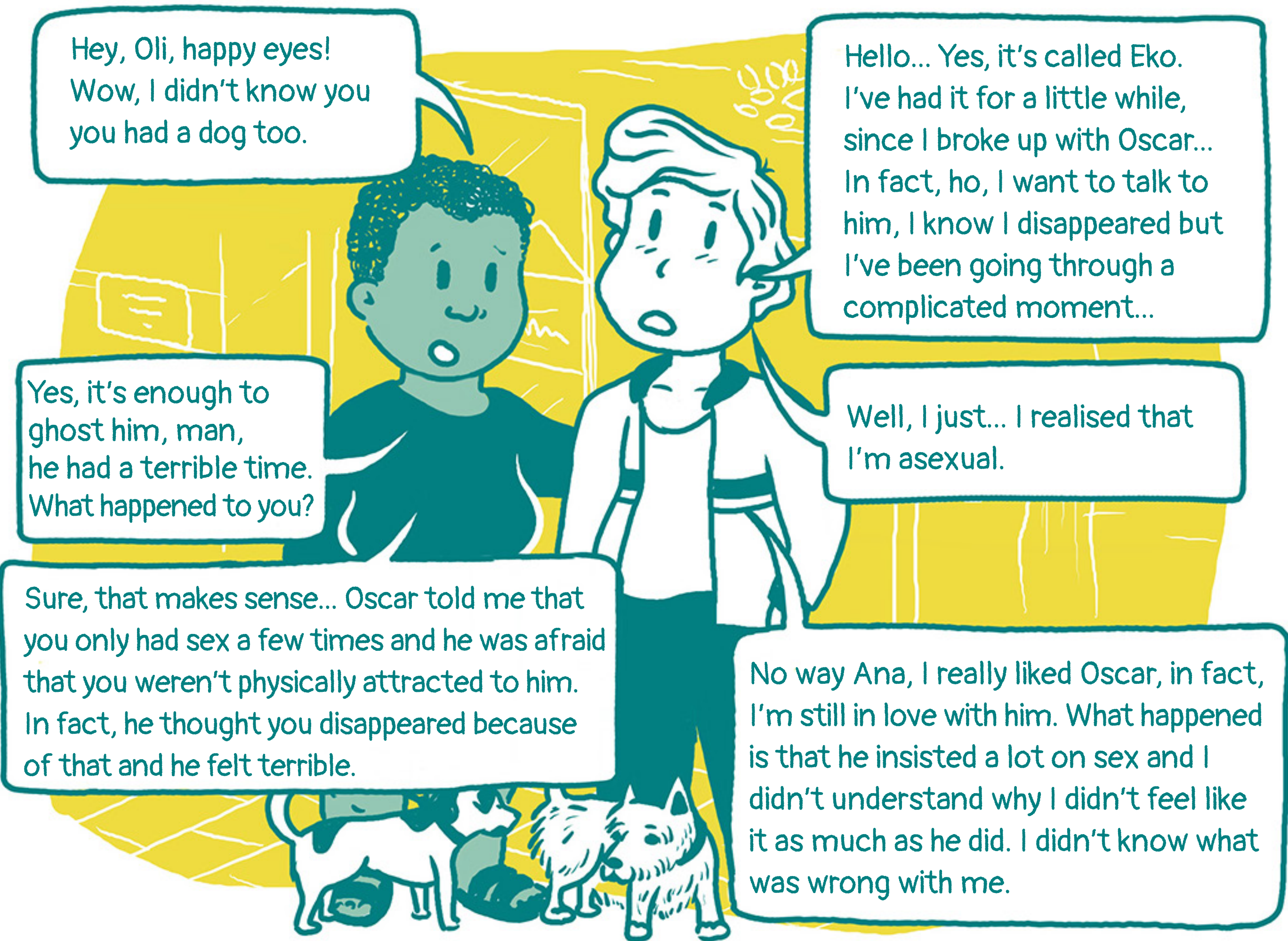
Asexuality is not the same as abstinence or celibacy (which are personal lifestyle choices); not having a sexual partner at a certain period; or experiencing physical difficulties during sex.

Asexual people do not need to “experiment” to know if they are asexual. Their feelings and self-awareness are enough.

There is no specific cause or underlying reason why people are asexual, nor is it a health problem that needs to be treated.

Asexual people are underrepresented in the LGBTQIA+ community, but this does not mean that they do not exist or that their experiences are not valuable.





Hey, Oli, happy eyes!
Wow, I didn't know you
you had a dog too.

Hello... Yes, it's called Eko.
I've had it for a little while,
since I broke up with Oscar...
In fact, ho, I want to talk to
him, I know I disappeared but
I've been going through a
complicated moment...

Yes, it's enough to
ghost him, man,
he had a terrible time.
What happened to you?

Well, I just... I realised that
I'm asexual.

Sure, that makes sense... Oscar told me that
you only had sex a few times and he was afraid
that you weren't physically attracted to him.
In fact, he thought you disappeared because
of that and he felt terrible.

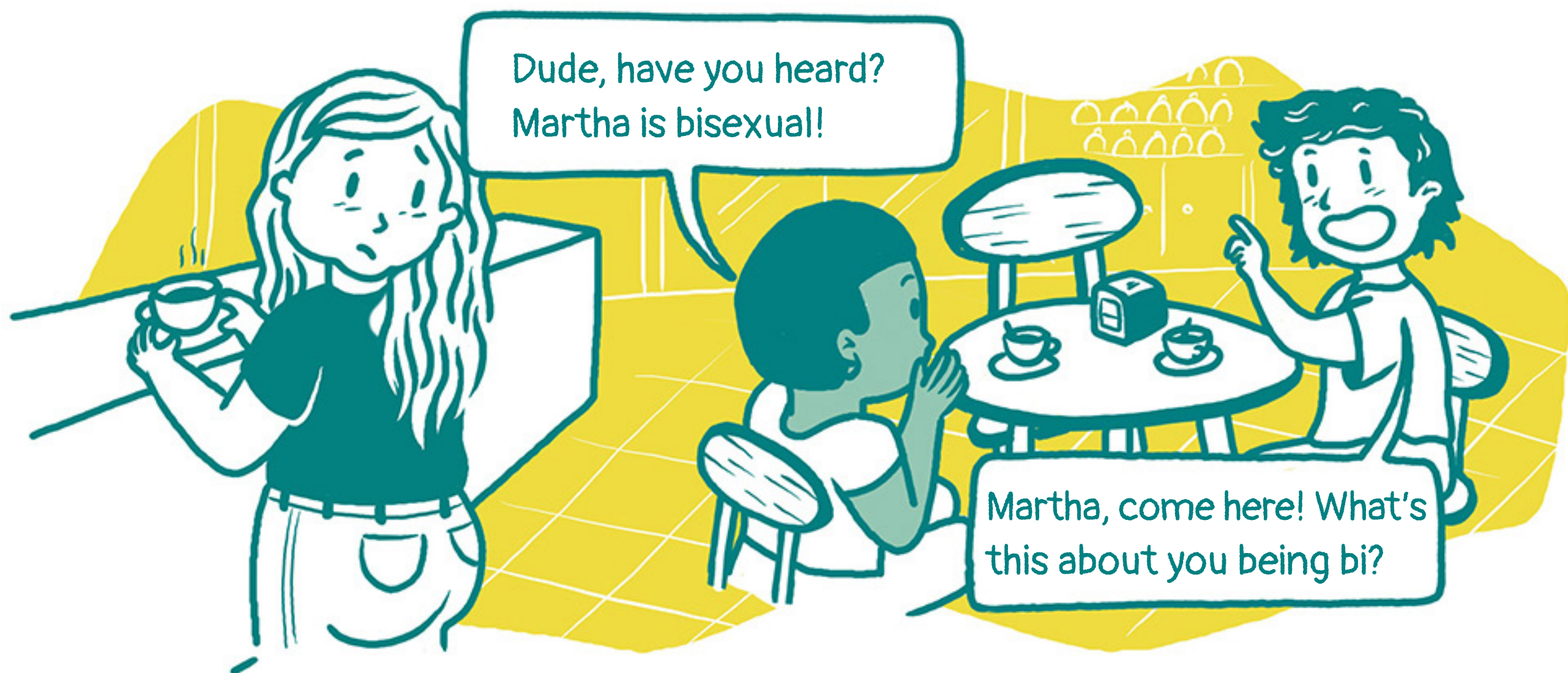
No way Ana, I really liked Oscar, in fact,
I'm still in love with him. What happened
is that he insisted a lot on sex and I
didn't understand why I didn't feel like
it as much as he did. I didn't know what
was wrong with me.

There is nothing wrong with you,
my friend. A relationship isn't just
about sex. If you still like him,
go and talk to him, I'm sure you
two can find a way to make your
relationship work, they don't all
have to be the same.

Oh, thank you for
your words, Anne.



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BIPHOBIA
Awareness-raising and transformation campaign



Oh Martha, you're really bi? That's awesome! I'd love to be in your shoes. You have more options and freedom, right? Although, to be honest, I think everyone is a little bit bisexual...

Uh... well...

No way! She's never been with a girl, she's just bi-curious.

But Martha, tell me, if you've only been with guys, how do you know you're bisexual? Or do you have feelings for someone? Have you ever been with a girl?

Well, Andrew, you sometimes get involved with girls too, don't you?

Well, yes, but let's be real, I'm gay...



Bisexuality is a valid sexual orientation, although it is often invisibilised or objectified within and outside the LGBTQIA+ community.

Bisexuality is not binary: bisexual people are attracted to more than one gender. They can be attracted to people within the gender binary (men / women) as well as non-binary people. They do not have to be equally attracted to all genders.

Bi people do not have to have sex with someone to *prove* their bisexuality. Their self-perception is more than enough. Bisexuality is also not affected by a person's current relationship; regardless of the gender of the person they are dating, they are still bisexual.

Bisexuality is not a fad or a phase. Just because it has not been made visible before does not mean that it is new or that it has never existed.

Outing someone, which means making their sexual orientation or gender identity public without their consent, is a very violent situation for the person involved. Avoid outing, respect people's intimacy.



A comic strip with five panels showing a group of friends in a cafe. In the first panel, a man tells a woman that Martha is bisexual. In the second panel, the woman responds that it's not cool to talk about someone's personal life. In the third panel, the man apologizes. In the fourth panel, the woman expresses gratitude for the trust. In the fifth panel, the man shares his own realization of being bisexual, and the woman offers to share resources. The man then jokes about references, and the woman asks to be included.

Dude, have you heard?
Martha is bisexual!

No, I hadn't, but it's not
cool to go around talking
about Marta's personal life.
Let her tell me herself.

Yeah... you're
right, sorry.

Wow, thanks so much for
trusting us! If you feel like
sharing more, we're here.

Hey guys, now that we're all here,
I just wanted to tell you something...
I've already told Andrew... it's a
question I've been asking myself
for a while and the truth is that I've
realised that I'm bisexual!

Martha... well, since you told me, I've
been thinking about it because I've always
thought I was gay, but I know I'm also
attracted to girls even if I don't talk
about it much. So, I guess I'm bi too.

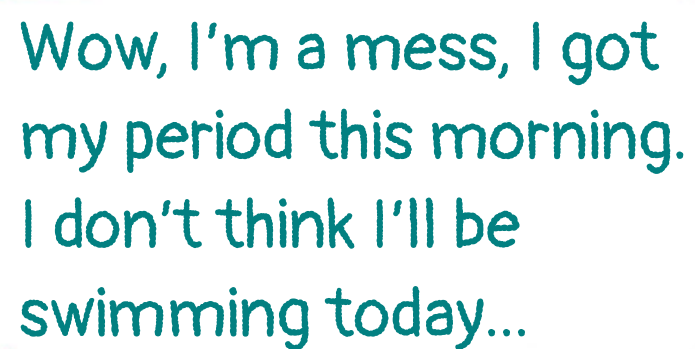
hahaha you always
with your references!

Oh! Thanks for sharing that
with us too. If you want, I
can send you some books
and Instagram profiles...

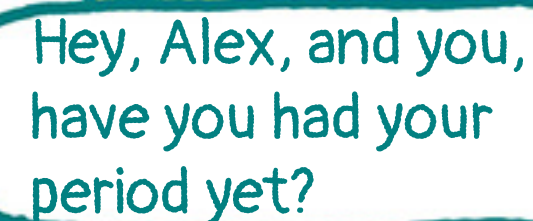
But yeah, send
them to me!



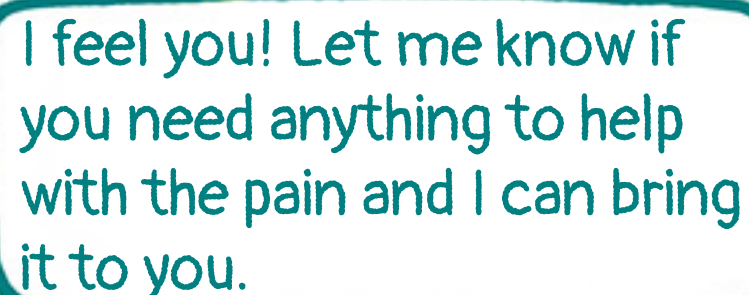
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INTERSEXPHOBIA
Awareness-raising and transformation campaign



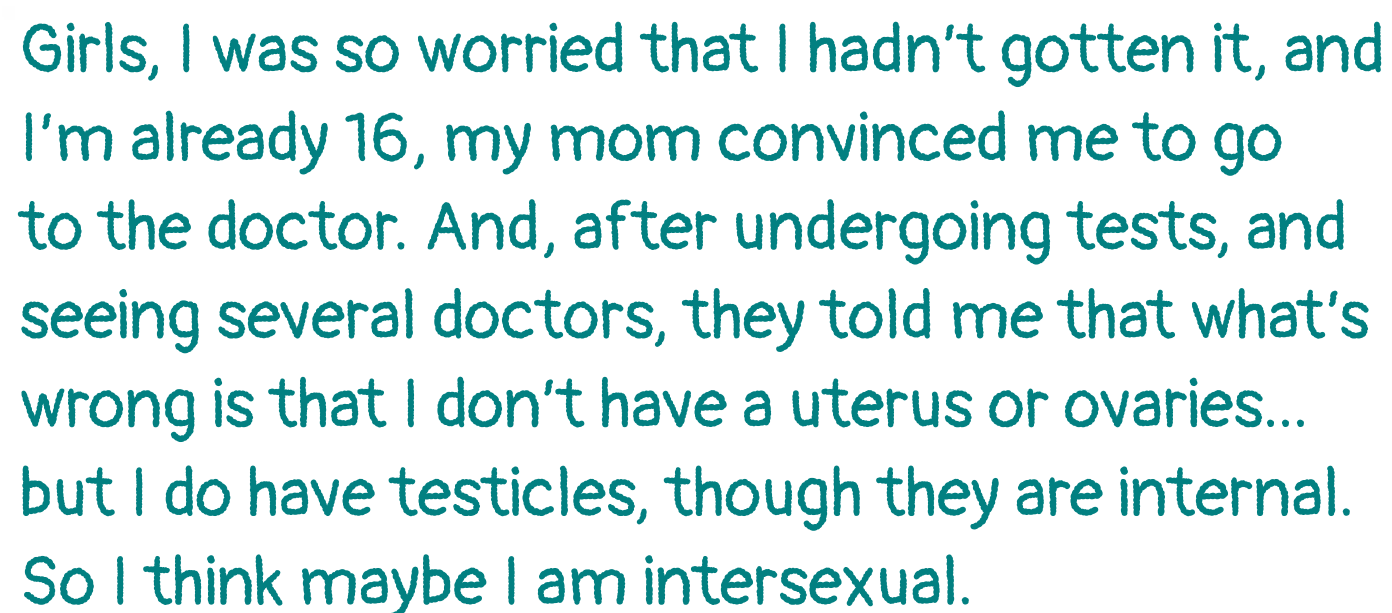
Wow, I'm a mess, I got my period this morning. I don't think I'll be swimming today...



Hey, Alex, and you, have you had your period yet?



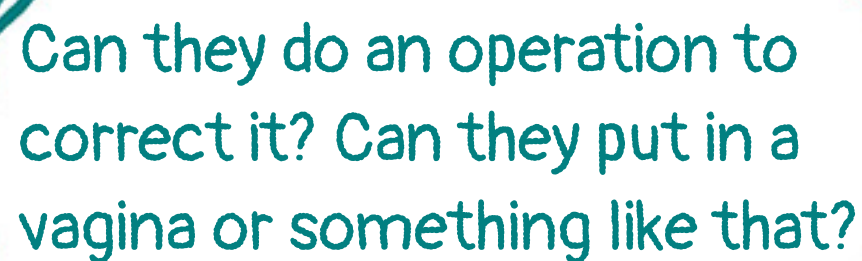
I feel you! Let me know if you need anything to help with the pain and I can bring it to you.



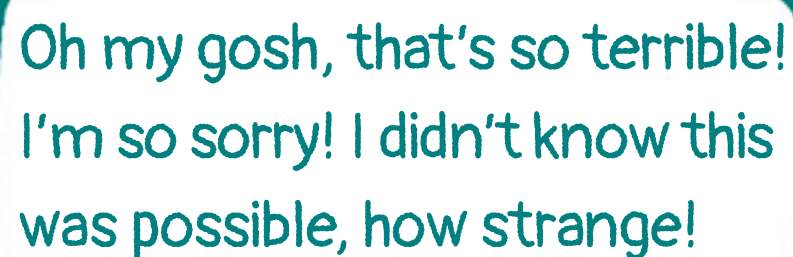
Girls, I was so worried that I hadn't gotten it, and I'm already 16, my mom convinced me to go to the doctor. And, after undergoing tests, and seeing several doctors, they told me that what's wrong is that I don't have a uterus or ovaries... but I do have testicles, though they are internal. So I think maybe I am intersexual.



What?! But how is that possible? You're a hermaphrodite?



Can they do an operation to correct it? Can they put in a vagina or something like that?



Oh my gosh, that's so terrible! I'm so sorry! I didn't know this was possible, how strange!



Intersex bodies are not wrong or a “disorder”.
There are not only male and female, but a wide
range of intersex bodies.


Intersex is an umbrella term used to cover variations of sex
characteristics that do not fit the categories of male and
female. They can be hormonal variations, variations of the sex
chromosomes or of the external and internal reproductive organs.

Intersex people are not born with two sexes,
nor are they both male and female at the same time.
They are born with bodies that do not conform to the
traditional binary idea of a male or female body.

Intersex bodies do not need to be “fixed”.
Medical interventions aiming to conform intersex bodies
to the sex binary violate their bodily autonomy and cause
adverse effects to their physical health and wellbeing.

Each person is free to use whatever term they want
to name the variations of their body. People’s bodies can
have infinite forms and they are all valid. No body is shameful.







Wow, I'm a mess, I got my period this morning. I don't think I'll be swimming today...

Hey, Alex, and you, have you had your period yet?


I feel you! Let me know if you need anything to help with the pain and I can bring it to you.




Girls, I was so worried that I hadn't gotten it, and I'm already 16, my mom convinced me to go the doctor. And, after undergoing tests, and seeing several doctors, they told me that what's wrong is that I don't have a uterus or ovaries... but I do have testicles, though they are internal. So I think maybe I am intersexual.



Wow my friend, what does that mean? I would like to know more about it.



Oh, that would be great! And I'd love for you girls to come along.



Look, I have a neighbour who is part of an intersex collective, if you want I can introduce you to them and we can go together to their next open days this weekend.



microviolence
PINKWASHING
Awareness-raising and transformation campaign



Our company is committed to providing equal opportunities to all candidates, irrespective of race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a minority, birth, disability, age, affectional or sexual orientation, gender identity, or any other characteristic, as an affirmative action and equal opportunity employer, considering applicants without regard to these characteristics. All of this puts us at the forefront of the inclusion movement.

ABOUT US





Pinkwashing or *rainbow-washing* is a term that refers to brands, events, and contexts exploiting support for LGBTQIA+ rights through marketing or political strategies, but only in situations that help them position themselves or generate economic benefit. This promoted support is mostly occasional (e.g. during Pride) and is not reflected on ongoing policies or actions.

To avoid pinkwashing, companies and organisations must work hard to transform themselves into inclusive entities and have cross-cutting inclusivity policies in all their processes.





WORK WITH US

We pay particular attention to diversity and equal opportunities in our selection processes, with external consultants specialising in selection processes that avoid unconscious bias, training for all employees and new recruits on inclusive organisations, and a recruitment process tailored to each individual.

MEET THE TEAM



send my CV





RELUCTANCE TO EMBRACE DIVERSITY
Awareness-raising and transformation campaign



CV
MUNAY

We really liked Munay, didn't we?
They seems to be up to the job.
They honesty and assertiveness
are key for us.

Yes, I was a bit embarrassed when
they indicated their pronouns when
I referred to them with the feminine
the first time.

Well, let's see, from our organisation, we are
an intersectional approach to everything, but
there is still a long way to go. I am a bit worried
a bit worried that I might suffer some aggression,
even if it is unintentional, being a transgender
person and also being racialised.

We may not be ready to integrate them
into the team if we still have conflicts of
sexism and racism in our daily lives.



It is important that we are able to embrace diversity from an intersectional perspective in our organisations and institutions.

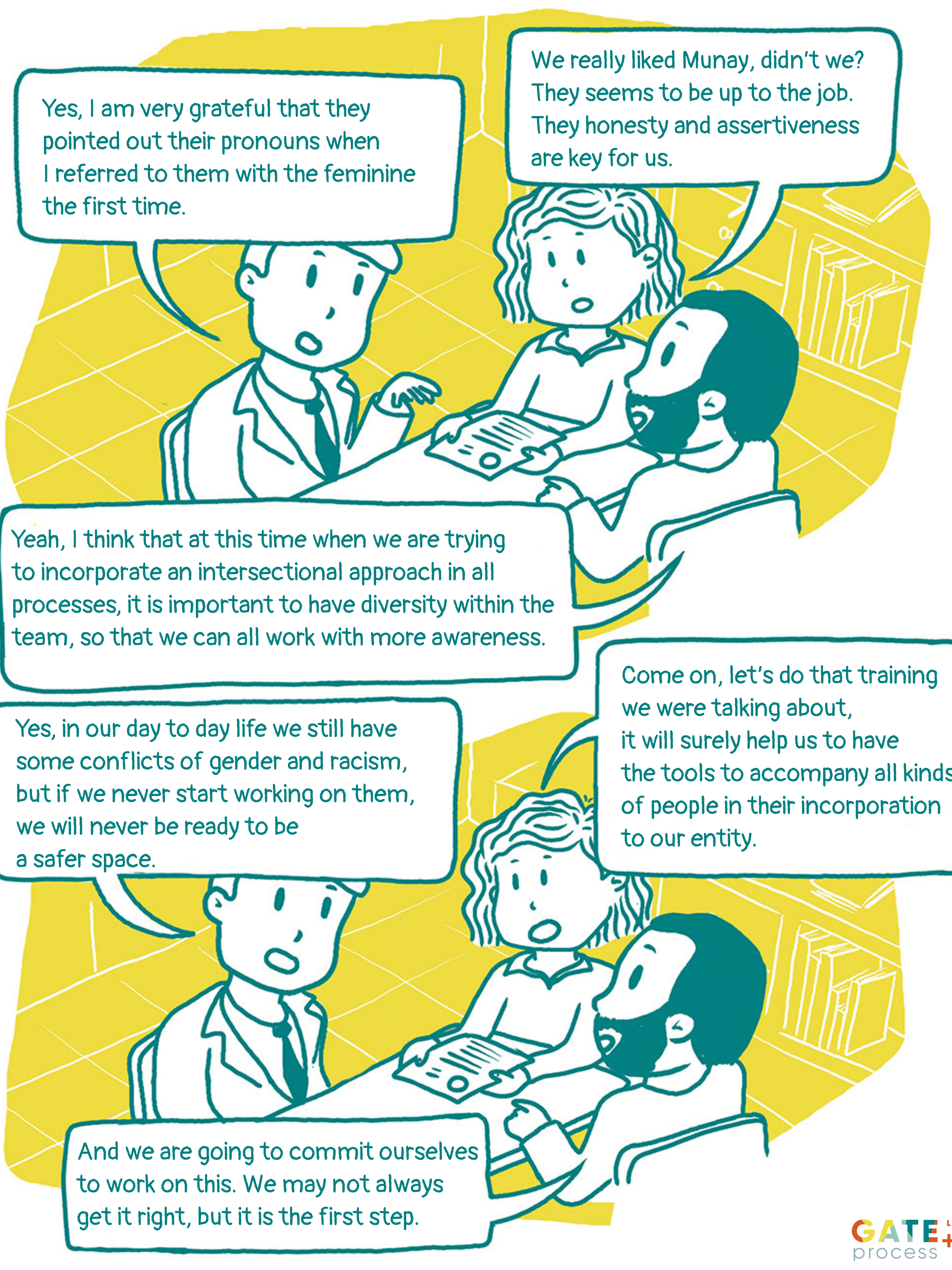
It is normal to make mistakes on the way to making our organisations safer spaces. But it is important to ask questions, to know how to receive effective feedback, to apologise when we have hurt someone and to work responsibly to improve.

Allocating resources to train ourselves as a team on power dynamics, patriarchy, racism, ableism, colonialism, and so on is one of the commitments we can make to have a more conscious common ground with different realities.

It is also key to generate agreements as a team and to share them with all those who join, as well as to create spaces for their revision and updating.

Being open to transformation is a complex but necessary and rewarding journey.





Yes, I am very grateful that they pointed out their pronouns when I referred to them with the feminine the first time.

We really liked Munay, didn't we? They seems to be up to the job. They honesty and assertiveness are key for us.

Yeah, I think that at this time when we are trying to incorporate an intersectional approach in all processes, it is important to have diversity within the team, so that we can all work with more awareness.

Yes, in our day to day life we still have some conflicts of gender and racism, but if we never start working on them, we will never be ready to be a safer space.

Come on, let's do that training we were talking about, it will surely help us to have the tools to accompany all kinds of people in their incorporation to our entity.

And we are going to commit ourselves to work on this. We may not always get it right, but it is the first step.



GATE process is an international cooperation project
with the following organizations:



With support of:

