



PINKWASHING

Pinkwashing, also known as rainbow-washing, refers to an organisation, body or company supporting LGBTQIA+ rights or using their symbols as a marketing or external communication strategy, while their actual policies, structures and processes may not be aligned with these values. It's using superficial gestures of support for the LGBTQIA+ community, and possibly overlooking or legitimising violence against LGBTQIA+ rights or people.

PINKWASHING IS EXEMPLIFIED BY **CONTRADICTIONARY POLICIES** SUCH AS:

- Exploiting LGBTQIA+ identities for marketing** or public relations **purposes** without addressing systemic issues or supporting meaningful change in an organisation or company.
- Prioritising profit over genuine support** for LGBTQIA+ rights and inclusion.
- Failing to address internal policies** or practices that contribute to discrimination or exclusion within the company.
- Ignoring feedback** or concerns from LGBTQIA+ employees or communities.
- Companies and organisations supporting anti-LGBTQIA+ politicians or **lobbying** against anti-discrimination laws.
- Employing production processes in countries that do not acknowledge basic** human rights for LGBTQIA+ individuals.
- Conducting Pride campaigns selectively**, neglecting countries where LGBTQIA+ rights are not recognized.



PRIDE

The support for Pride over the last few years has resulted in many of the world's biggest brands using the rainbow flag on adverts, logos, shop windows and even products. However, when the parade stops and the celebrations come to an end, so does most of the support coming from those supposedly LGBTQIA+ friendly brands.

