



MISSION AND VISION STATEMENT: ANTI-PINK-WASHING

LUXEMBOURG PRIDE 2024

Pride is an important LGBTIQ+ community event whose aim is to promote social change and to celebrate queer culture in all its forms. As organisers of Luxembourg Pride, we have an important responsibility to carry the values of Pride and best interests of the LGBTIQ+. In recent years, the Pride movement has become increasingly visible in our society. However, this development comes with a number of challenges. More and more companies have supported the Pride movement, but some only to gain visibility through their sponsorship ("PINK-washing"), yet without efforts for LGBTIQ+ people's causes. Companies have a certain responsibility to support the values of the LGBTIQ+ community, which are common to all. This is especially true in places and circumstances in which stereotypes can still prevail or in which they are difficult to overcome. Therefore as an organiser we would like to remind our patrons and partners of the importance of tangible and significant actions in the matter.

To be ensured we ask our patrons and partners to consider the following points:

1. The Pride patrons and partners are asked to adhere to the Rosa Lëtzebuerg Rainbow Business Owner Network or to sign the Diversity Charter and to respect the conditions set out in this charter.
2. The organiser encourages partners and patrons to guarantee their employees and customers an inclusive and non-discriminatory environment in line with public claims of Rosa Lëtzebuerg. The organiser reserves the right to terminate the collaboration in the event that behaviour on the part of the partner becomes known, in Luxembourg or in other countries, that harms the well-being and integrity of members of LGBTIQ+ persons by supporting anti-queer policies or persons and groups that discriminate against LGBTIQ+ persons.
3. All Luxembourg Pride partners are committed to supporting the LGBTIQ+ community in an honest, authentic and loyal manner in any given circumstance. Their efforts on LGBTIQ+ issues are based on genuine values, convictions and actions to promote the rights and well-being of LGBTIQ+ people.

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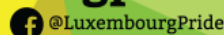
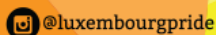
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4. We ask our partners to participate actively in events and awareness campaigns organised by Luxembourg Pride or other organisations supporting the LGBTIQ+ community. This participation shouldn't only be financial but includes an active presence and involvement in the activities.
5. We encourage a policy of transparency where partners publicly communicate their respective policies and actions in favour of the LGBTIQ+ community. This transparency is essential to establish a relationship of trust between the partners, Luxembourg Pride and the community itself.
6. The content of our patrons' advertisements and marketing campaigns must not exploit the LGBTIQ+ community for commercial purposes. They should respect and reflect diversity (and intersectionality), inclusion and authenticity of the community, without stereotypes or oversimplifications.
7. The organiser offers assistance to companies in implementing measures to improve the well-being of their LGBTIQ+ staff and customers to ensure an adequate response to the needs of the community. The organiser foresees and grants a competent analysis of the measures in their time, and proposes to submit recommendations for improvements.
8. In the event of accentuated, constant, beyond redemption failures to the present charter, the organiser avails itself of the unilateral right of review of its collaboration with the concerned partner, this to assess the possibility regarding the termination of contract.
9. This is an evolving document, subject to revision and updating, to allow adaptations to societal changes and to the needs of the LGBTIQ+ community.

*Board of Rosa Lëtzebuerg
Organiser of the Luxembourg Pride*

www.luxembourgpride.lu

