

CLIMATE SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

DIVERSITY & INCLUSION GUIDELINE



HUMAN RESOURCES

www.animalsavemovement.org

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#1 INTRODUCTION

A. DEFINITIONS OF DIVERSITY AND INCLUSION

Diversity

refers to the range of differences among people such as ethnicity, religion, age, gender identity, sexual orientation, social class, ability, political beliefs and ethical values.

Inclusion

refers to the involvement, empowerment and belonging of a wide variety of people and to a collaborative environment that values and appreciates their contribution.

B. GOALS AND BENEFITS

Goals

As the mobility and liberties of humans increase on a global level, so does the diversity of populations. This increase leads to a demand for more diversity awareness and adaptation to these new social structures.

Our goal is to create diversity internally and externally and to build a structure that represents a variety of differences that people identify with. We aim to create an environment of equality that doesn't only give equal space to different people but that appreciates the input of diverse populations who bring in their unique qualities.

Diversity is achieved if an organization has managed to attract a representative group of organizers and volunteers.

However, if an organization has attracted workers from 30 different countries while leadership positions are held exclusively by people from Western countries, it has not achieved inclusivity. For instance, while there is an approximately equal number of women and men living in the U.S., a [NY Times analysis](#) from 2015 showed that there are more people named John than women who are CEOs, clearly pointing to the fact that women are yet to be included into positions of power. [Data](#) also shows that while approximately 15% of the UK population has a minority background, in sectors such as police force, military, supreme court, security services and top law firms, the number of non-white leaders is very low, while that number reaches only 3% for all other sectors. Inclusion is only achieved when there is diversity at every level.

The goals of these Guidelines are to ensure that all branches of the Animal Save Movement:

- **Showcase diverse and representative images**
- **Contribute to building a representative global movement**
- **Empower people from all backgrounds and identities**
- **Create an internal workforce that is diverse and inclusive**
- **Set an example to other organizations and movements to consider these values**
- **Be inviting to and create a safe space for differences**
- **Ensure our message considers a global audience**
- **Form coalitions with other environmental and social causes**

Benefits

Equality for all is a priority and as such, aiming for diversity and inclusion is an ethical and moral requirement for any organization. Being morally consistent and considering justice on all levels is therefore our duty as animal rights advocates.

Studies show that implementing diversity and inclusion has tremendous benefits and strengthens organizations immensely. It is thus not only the right thing to do, but also strategically the most effective approach for a social movement - there's literally no downside! Organizations with above-average gender diversity and levels of employee engagement outperform others with below-average diversity and engagement by 46% to 58%. A 2018 Harvard Business Review study found that companies with higher-than-average diversity were the most innovative, allowing them to reach a greater pool of people worldwide. According to a 2015 McKinsey report, companies in the top quarter for racial and ethnic diversity are 35% more likely to be successful, while those in the same bracket for gender diversity are 15% more likely to do the same.

The benefits of implementing diversity and inclusion to our activities include:

- Increases in innovation and creativity
- Improved performance
- Higher accessibility to our message as well as growth of our audience
- Psychological safety in our community and decrease in turnover rates
- Increase in number of people who join our events, actions and vigils
- Bigger and more productive working groups
- Improved decision making and a more accurate worldview

C. PRACTICE



We all share an inherent psychological need to feel a sense of belonging. Creating a safe space requires practice. It takes time, personal effort and structural adaptation. Worldwide demographics are changing rapidly, it's important to keep up. Diversity and inclusion go beyond guidelines with sets of rules to implement representative initiatives; it also requires empathy and fact-based knowledge about others' experiences within social structures. For an organization to be truly inclusive, we need to recognize these values emotionally and intellectually in order for us to thrive as a community.

Remember the times that you dealt with exclusion, being repeatedly interrupted or ridiculed. That is a critical starting point to understand why a top-down approach won't be enough. We should use a bottom-up approach as well where we aim for commitment, not compliance. We don't want to tolerate differences - we want to highlight the unique value everyone

brings with them and recognize that diversity is a gift to be appreciated. And so apart from adapting our processes, we wish for every single one of us to look at our own and our peers' experiences through a lens of inclusion. Who gets to speak and how often? Have we created the conditions in which everyone has an equal opportunity to voice their views?

Inclusion is an ongoing practice and not a one-time training or compliance to a guideline. It is a relationship between us and our privileges and other beings. Building strong relationships takes time, and although connecting with people who are most similar to us might feel as the most natural thing to do, getting out of our comfort zones to connect with others repeatedly proves to make us happier and better problem solvers. We get a more realistic sense of the world and diverse experiences. And we would therefore like to point out that this guideline is not only a set of rules to be followed, but an invitation to open ourselves and our hearts to welcome differences, to treat each other equally and not hierarchically, to form friendships outside of our closed circles, and to always consider other people's experiences in the complex world that we live in.

#2 EXTERNAL REPRESENTATION

A. SOCIAL MEDIA



Images on Instagram and Facebook

Imagine the Instagram account of an organization that only features black women; it is highly likely that a white male won't be able to identify with the content and feel they can join the community. Please pay close attention to sharing images that are representative and inviting to everyone.

Global as well as local accounts need to showcase diversity, that is, images need to include a variety of people from different ethnicities, gender, classes, age groups, abilities, etc. In addition to that, please make sure that group photos are not homogenous, but showcase a variety of people. Roles are equally important; please ensure that activists, farmers, trainers, leaders, slaughterhouse workers are diverse in order to avoid a pattern, e.g. white activists versus Hispanic slaughterhouse workers.

Local accounts need to pay particular attention to the local demographics. For instance, German accounts need to give space to Turkish, Arab and Polish ethnicities; Spanish accounts need to give space to Romanian, Moroccan and Pakistani ethnicities; American accounts need to give space to African American, Latino, Indian and Chinese ethnicities, and so forth. Although it won't always be possible, please aim for diverse representation as much as possible.

Examples:



Content on Instagram and Facebook

While images might be the most obvious aspect of equal representation, content is equally important. Only a very small percentage of the global population has access to yoga retreats in Bali or the luxury to do their groceries in organic supermarkets and thus content needs to be varied. A global 2019 survey (which was only available in English) showed that 81.9% vegans are women and more than half of all vegans are between 18 and 34 years old. Sharing content that only applies to these groups will keep veganism and animal rights advocacy restricted to only representing their interests and as a result only attract people from these groups. For our movement to be successful, our message needs to apply to the global population. And if we want our message to reach the majority of the human population, we need to understand, address and take into consideration non targeted groups.

Global and local accounts need to address all types of identities. For instance, for the Health Save Movement accounts, advocating for healthy eating includes content about able-bodied athletes as well as content on how the lack of access to healthy foods affects children who go to schools in low-income areas. Similarly, for the Climate Save Movement, you can highlight campaigns for more locally sourced foods in our supermarkets, draw attention to mass species extinction, as well as show how the impacts of the climate crisis affect us all differently, for example, some of the most vulnerable countries to global warming are Nigeria, Haiti, Yemen, the Philippines and the United Arab Emirates. Please make sure to include a wide range of issues with which many can identify.

Possible topics to include are:

- Species extinction and environmental justice
- Speciesism as it relates to farmed animals and wild animals
- Environmental racism
- Destruction of indigenous lands
- Climate impacts on vulnerable animal and human populations
- Food deserts and food justice
- Unethical plant based food production
- Accessible food based education
- Exploitation and child slavery in West Africa for chocolate
- Exploitation of farm workers

B. WEBSITE



Images on Website

Our website is one of the most important mediums for showcasing our organization's ethos and message.

A single glance of the homepage can shape a visitor's impression. It's crucial that we design it in such a way that we demonstrate diversity within the first minute of contact with our website.

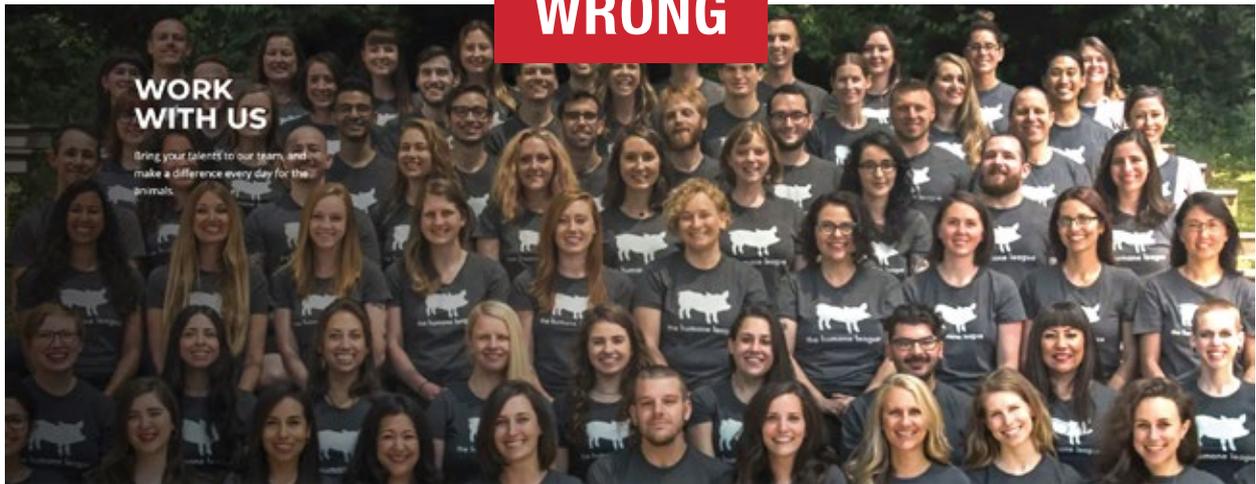
The website's homepage should feature images of the animals we are seeking to save (using an animal standpoint) as well as a diverse range of animal activists so that anyone will feel they can belong. If the website is a local one, please reflect the local demographic according to the ethnicities or religions that are common other than the dominant ones.



The website should feature farmed animals and marine life of all species (not only pigs and cows, but chickens, goats, and fish as well). Include humans of all types and try to ensure they are equally distributed throughout the webpages. Please avoid instances where the first few images are only white people. Images from individual countries, like the U.S., should also showcase people from Mexico, images from the UK, people from India, images from France, people of color, etc.



WRONG



RIGHT



The website might also give space to team members. If the website gives space to a wide variety of people to reflect diversity amongst local organizers and volunteers, it's vital that team members are not predominantly white, but are also inclusive.

It is incredibly important to highlight that we are inclusive at all levels.

WRONG



RIGHT



Content on the Website

Similar to Social Media, we can't just have images that represent a variety of people, and not represent different issues that impact people differently. For instance, if you are adding content for the Health Save Movement, please make sure that there is content for able-bodied people as well as people with disabilities. If you give space to recipes that are rather pricey, please also consider those who can't afford it and add content that they can benefit from. This also goes for campaigns and petitions featured on the website (for example, we need to cover those ongoing in Canada as well as Brazil).

Diversity Section

The concepts of diversity and inclusivity are fairly new yet absolutely crucial.

Studies show that 72% of employees would consider leaving their company for one that is more diverse, 33% of those who have been asked have already done so. Major companies such as

Victoria's Secret have seen massive failures and are now being replaced by representative brands such as Savage x Fenty, and this is exactly why major companies give immense importance to showcasing diversity wherever they can. You will notice that companies such as Nike and L'Oreal now clearly focus on proving that they value inclusion, in fear of losing customers.



A good way to ensure people feel safe and included, is by adding a section to the website that highlights why diversity matters. You can include projects, incentives and reports regarding diversity.

Apple for instance has a values sections which include inclusion and diversity:

“At Apple, we’re not all the same. And that’s our greatest strength. We draw on the differences in who we are, what we’ve experienced, and how we think. Because to create products that serve everyone, we believe in including everyone.”

Deutsche Bank states:

“Talent comes from all cultures, countries, races, genders, sexual orientations, abilities, beliefs, generations, backgrounds and experiences. We create respectful and inclusive environments where people can thrive. Inclusion and diversity help Deutsche Bank strengthen relationships with our clients, our partners, and the communities in which we operate.”

AirBnb states:

“Belonging is at our core. There’s no belonging without diversity and inclusion. To create a world where people can belong anywhere we must take real steps to build a workplace where everyone feels welcome and all voices are heard.”

Here is a list of just a few companies who have dedicated entire sections of their websites to Diversity and Inclusion: [Apple](#), [Daimler](#), [AirBnB](#), [Amazon](#), [Nike](#) and [Deutsche Bank](#).

Anti-discrimination statement

The Animal Save Movement is dedicated to non-violence and this includes not condoning discriminatory ideologies as well physical violence and harassment.

People often experience that while diversity is strategically being implemented, discrimination is still being tolerated.

It's important to have clear guidelines on how to treat cases of discrimination.

By empathizing with those who have experienced injustice due to their identity, it helps people appreciate the organization for taking the time to understand their viewpoint. This also sets the standard for other organizations behaviors is not discriminatory itself but a fundamental requirement for a healthy and safe environment, the same way that prohibiting violence and insults is not an infringement on liberty or freedom of speech.

Here is an example of how such a statement can look like, however, the Animal Save Movement would add prohibits discrimination based on species, as well:

“Riverside Unified School District prohibits discrimination, harassment, intimidation, or bullying in all district programs, activities, and employment on the basis of actual or perceived ancestry, age, color, disability, gender, gender identity, gender expression, nationality, race or ethnicity, religion, age, sex, sexual orientation, parental or marital status, pregnancy, or association with a person or a group with one or more of these actual or perceived characteristics.”

C. PRINTED MATERIAL

Images

Flyers or booklets are often the first gateway of someone getting to know your organization, evaluate your message and potentially join the movement. It's important for your messaging to be animal centric as well as representing human diversity. For example, imagine you are a woman receiving a flyer that invites you to join a basketball team and the printed flyer has only male players on the cover photo. Would you keep the flyer and feel that you can join that team? Maybe yes, but probably not. Make sure your printed material does not go to waste by lacking representation and failing to convey that everyone is welcome and encouraged to join. Group photos and individual portraits need to showcase diversity. Make sure that at the very minimum one of the portraits represents a different identity. Other than ethnicity and gender, try to include different age groups, not only 16-24 years olds. This way a vast majority of society can relate.



Language

When possible give space to different languages. If you are distributing flyers in Miami or London, English might not be enough and it would be very inclusive and welcoming to take those who do not speak the language into consideration. You can therefore print a set of flyers in a different language, or, you can at least add a line within the printed material in the language of the relevant minority. If you meet someone who speaks another language, you can ask them to translate.

Alternatively, you can try to make your content as understandable as possible by keeping it simple. Inclusion via language should also consider education levels and the fact that it can be difficult for someone if the choice of vocabulary is too advanced for them to comprehend the content.

D. ACTIONS, EVENTS AND MEETINGS

Location

Whether it is an action, a community event or simply a meeting - it is important to be present in areas that we tend to neglect. Having events in rather fancy areas can unconsciously convey a misleading message, and make it difficult for many to have access to these events. Actions can be done in low-income areas and grow the audience that was previously not targeted, free vegan food stands can be organized in areas where refugees tend to reside and spark their interest and meetings can be held in areas where LGBTQ+ folks tend to socialize and get them to participate.

Representation

Wherever you are there are likely a variety of people in terms of ethnicity, age, ability, sexual orientation, etc. It is important to look at the event from the lens of inclusion and evaluate which identities are missing among your participants. Are only people under 30 attending your vigils? Consider friends and family themed vigils, like Save's Wake Up World campaign, where you invite family members, perhaps a parent or grandparent. Are those who distribute free vegan food only white while recipients of the food are people of color? One way to address this is to go to the targeted community and recruit vegans who could join your first action in that community. Is the audience of your presentation exclusively female? A film like Game Changers is geared towards a male audience; consider screening the film as a way of building a male demographic for your Health Save group. Assess your demographics and develop strategies to include others too.

Presentations

It is not uncommon for presentations to feature images of people who are exclusively white and corporate; Google searches tend to suggest images of mostly white folks and able-bodied people. If we search for "couple" we will get a selection of almost only heterosexual couples. Please consider diversity and feature a variety of people in your presentations to make them representative. When quoting philosophers, activists, or authors please cite people of color, female activists and trans authors too. If you notice that all your citations and references are by people who are white and male, there is space for improvement. It is not that there are no Japanese authors, Russian activists and Persian philosophers, it is a matter of the range of knowledge we have and is thus a great opportunity to expand it.

Language

Not everybody speaks English, and not everybody speaks the local language. Although you can't always have the event cover several languages simultaneously, you can still do events in different languages throughout the year. If you're in the U.S. you can do Spanish film screenings with English subtitles too; if you're in London, you could do a presentation in Polish; if you're in Rome you can also have chants in Romanian. Want more people to join your events? Imagine how much incorporating other languages would expand your audience! In addition to that, you can always add a line on your FB event and note in which language the event will be held and if it requires the knowledge of a certain language or not.

Interviews, Photos and Videos

It is always amazing to share pictures and videos from your event. Please give special attention to diverse identities and present them in your material. If you're interviewing people during a vigil, you can interview the Muslim woman who is participating. If a person with disabilities is one of the trainers of your workshop, please share! [Here](#) is a perfect example from a vigil in LA.

E. COALITIONS

As we all know, the animal rights movement is just one of many social movements. There are environmental groups, organizations that help low-income people, activists who help refugees, and institutions that help single-mums or people with disabilities. In

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social movements. There are environmental groups, organizations that help low-income people, activists who help refugees, and institutions that help single-mums or people with disabilities. In order to be inviting, we need to form coalitions with these groups and demonstrate that we care about their causes, that we understand their initiatives at least to some extent and that while we want them to join us and become vegan and animal activists, we can also join their events and rallies. If we expect environmentalists to acknowledge the necessity of a plant-based diet, we should also acknowledge the importance of environmental justice. If we expect feminists to join our marches, we should also join theirs. As a result, you will showcase support for other causes and connect with individuals and thus be inviting not only to individuals but entire groups and movements. Support is mutual, if we help them, they will help us. If we join them, they will join us.

There are many ways to connect with them.

- You can join their Facebook groups and post your events for them to see. For instance groups such as Vegan Muslim Initiative and Black Vegans Rock are great platforms.
- You can message them individually and invite them personally to attend your event.
- If a group of workers is striking for better working conditions, join them and show support by providing vegan donuts and tea with plant based milk.
- If you're organizing a community event, invite external speakers to present their cause to you. For example, you could invite the Jain community to attend a special animal vigil and perform music with meditation bowls. In return, you can present at their temple or community centre.

F. JOB POSTS

Images

If you are adding a job post or announce a volunteer position please be sensitive about the image you use. It is common that images added to job posts showcase only white, young, able-bodied people. When we look for people to support us, it often appears as if it's only them who have the necessary qualifications. That however is not the case. If we do not present ourselves as diverse and inclusive, we're likely to end up with an exclusively white selection of applicants, missing out on a great pool of qualified, diverse people.



Affirmative Action Statement

In addition to the image, it has been quite common to add a paragraph to the job post specifically stating that they either welcome everyone to apply or that they ensure that application processes are not discriminatory.

Example:

Our organization is committed to assessing applicants equitably, regardless of race, religion, colour, sex, age, national origin or

ancestry, refugee background, genetic information, disability, marital status, parental status, pregnancy, sexual orientation, HIV status, gender identity, or gender expression. People of colour, women, people with disabilities, people from LGBTQIA+ communities, elderly people, refugees and people living with HIV are strongly encouraged to apply.

F. DISCOURSE

Apart from images and statements, we can also express our values through our discourse, that is, how we formulate things and express ourselves. Simple restructuring of sentences can help people feel seen and respected.

- **If you are from a Western country and are opening chapters in Asia, you might want to say that you shared the Save model with local activists instead of simply stating that you opened the chapter.**
- **Instead of saying that you have trained activists in Senegal, you might want to state that local activists joined a workshop.**
- **Instead of saying that you organized a meeting for local activists, you can state you assisted in bringing them together.**
- **Say that a celebrity from the U.S. did something for the animals in India. Instead of saying that the celebrity was joined by local activists, it would be beneficial to state that the celebrity joined local activists.**

It is sometimes these small nuances that can make all the difference. This avoids the image that we assume leadership in the movement and assume a higher position to other communities. Specifically countries who have experienced colonialization or some form of subjugation must be taken into consideration in how we express our activities and our involvement.

#3 INTERNAL REPRESENTATION

A. LEADERSHIP

External representation (communicating with the outside world through social media, for example) is an effective way to be representative. It opens up new possibilities to reach non targeted people and expand our reach. Nevertheless, external representation can never be effective if we aren't diverse internally. To be an organization that values diversity and inclusion, it's important not only to appear diverse but to be diverse - because actions speak louder than words. It's vital to have diversity throughout the organization, at all levels.



Earlier we mentioned that diversity and inclusion are interrelated yet not the same. An organization can be diverse but lack inclusion in leadership positions. Imagine an organization in which you have people from 30 countries participating yet all leadership positions are held by people from wealthy countries whereas positions with less power are held by people of color. Imagine a

company where you have managed to have an equal number of women and men, yet all board members are men, and secretaries are women. It is therefore important whom we offer positions of power in order to avoid such a homogenous pattern. This does not mean that certain people will have to be excluded - diversity is never about exclusion on the basis of identity, but it means including more people into existing structures. We will therefore never have to dismiss people for the sake of diversity.

If you look at the world from the lens of inclusion, you will notice that qualifications are not exclusive to one group of people. It is not a matter of qualifications, but rather a matter of expanding our circle and finding people who will help us be more representative.

- **Diverse leadership teams have a larger pool of experience and points of view to draw from**
- **People from different backgrounds will have different experiences of how animals are treated and their exploitation and different techniques to show compassion.**
- **Diverse teams will be able to draw on a wider variation of vegan cuisine.**
- **Different cultures have different celebrities and social media influencers who can help us connect with communities.**
- **Seeing people “*like me*” in powerful positions can inspire others to stay longer and strive for more and thus stay motivated**
- **People with different backgrounds bring unique connections with them, leading to more networking opportunities for the future**
- **People will feel that their presence and contributions are valued**
- **Somebody in the management team can relate to their specific experiences**

B. COORDINATORS FOR WORKING GROUPS, COUNTRY AND REGIONAL LIAISONS, AND ORGANIZERS AND VOLUNTEERS

Inclusion can only be achieved with a wide variety of people working together if we are diverse on all levels including working group coordinators, country and regional liaisons, and organizers and volunteers. If you are having a global meeting with regional liaisons and the group doesn't represent the global population, it calls for action. Remember that only 11.5% of the global population is white - ideally a global meeting should reflect that demographic.

Making sure that working groups or roles are evenly distributed among different groups of people is a constant process requiring awareness of the problem and making strides to rectify the problem. If your social media team is predominantly white, it is likely that you will be caught in a cycle of which recruitment comes within your network. It might be challenging to find someone outside of your own circle. But if you onboard one person from Algeria, for example, this will open your pool to at least another 10 Algerians. We need to get out of our comfort zones and include them into our teams. If there are 3 Country Liaisons for France, please make sure one of them is a person of color. We have a group of coordinators who are all female? Please detect the problem, make it a priority and make sure at least some of them are male and include accordingly.

C. RECRUITING

Recruiting is key when it comes to internal diversity and inclusion, be it when you kickstart a chapter or look for more members for an existing working group. **And the secret to finding new people is simply to target them.** If you look hard enough, you will find the right fit. But how exactly do we do that?

We can reach out to them personally. If we announce that we need more organizers, new coordinators, another regional liaison, on a platform where there is already a lack of diversity we won't get very far and remain stuck in our vicious circle. If we are looking for more people to join the video team, for instance, we can message local organizers in an under-represented region of the world and ask if they would be interested in the position or if they know someone. Individual and direct contact will open up our network. Considering the population size of India, there is no doubt that there is someone who is waiting for the opportunity. And people come with their networks; once we find a video person from India, we can ask them for someone who can do graphics, editing and many more roles.

Make sure the messaging for the position is consistent with these guidelines and post for the position for where the targeted group congregates either online or offline. There are tech groups for women on Facebook where we can recruit from and organizations for people with disabilities. We need to go beyond our usual circle and connect with groups we haven't previously interacted with.

D. INTERNAL CULTURE

Think of the human species as a whole; we are very diverse across the globe with many different identities, religions, languages and beliefs about animals and nature - why then not focus on ensuring that our organization is just as diverse as a way of reaching out? Forget researching about other cultures when you can learn from them first hand from someone in our organization. Our world-view will inevitably be shaped by being informed about others and their experiences. Through internal diversity, we will be cooperating with people who we are usually not exposed to, and not only change the structure and culture of our organization, but ourselves too. True compassion is not selective and values the life of every non-human animal as well as every human being. The impact that cultural diversity can have should not be underestimated. Going vegan is a change in our diet but it goes beyond that: it is a change in our hearts that recognized the unity of life.

While we experience ourselves as separate from the rest and often restrict our empathy and affection to those closest to us, our goal must be to expand our circle of compassion, and to include all living creatures - cultural diversity is thus an indispensable foundation for ourselves and our movement.



#4 FURTHER READING

- We All Belong in this Movement by Clarké Snell
- Our Movement Can't Be Effective Without Being Inclusive by Jamie Berger
- How Examining My Whiteness Brought Me To Animal Rights by Stuart McDonald
- How Can We Integrate Diversity, Equity, and Inclusion Into The Animal Advocacy Movement? by Toni Adleberg
- Why Race And Class Are Not Distractions From Animal Rights by Christopher Sebastian McJetters
- Top Vegan Organizations Join Forces To Build A Stronger, More United Movement by Christopher Sebastian McJetters
- Why Diversity Matters by McKinsey & Company
- The Truth About Diversity and Why It Matters by Shelley Zalis
- The Diversity And Inclusion Revolution by Juliet Bourke and Bernadette Dillon
- Why Diversity Matters: Women on Boards of Directors by Erica Hersh
- Is Veganism Ableist? A Disabled Vegan Perspective by Michele Kaplan
- Three Reasons Why Veganism Needs Diversity by Corey Lee Wrenn

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