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Inclusion & Diversity

Qualitative study

POLITICAL CORRECTNESS

An instrument of equality or a way to ban alternative opinions?

yes, but no!

Socially,
people tend to keep the **‘politically correct’ tone** of voice having a liberal approach

But when the issue becomes personal,
it seems that **conservatism** and **resentment prevails**

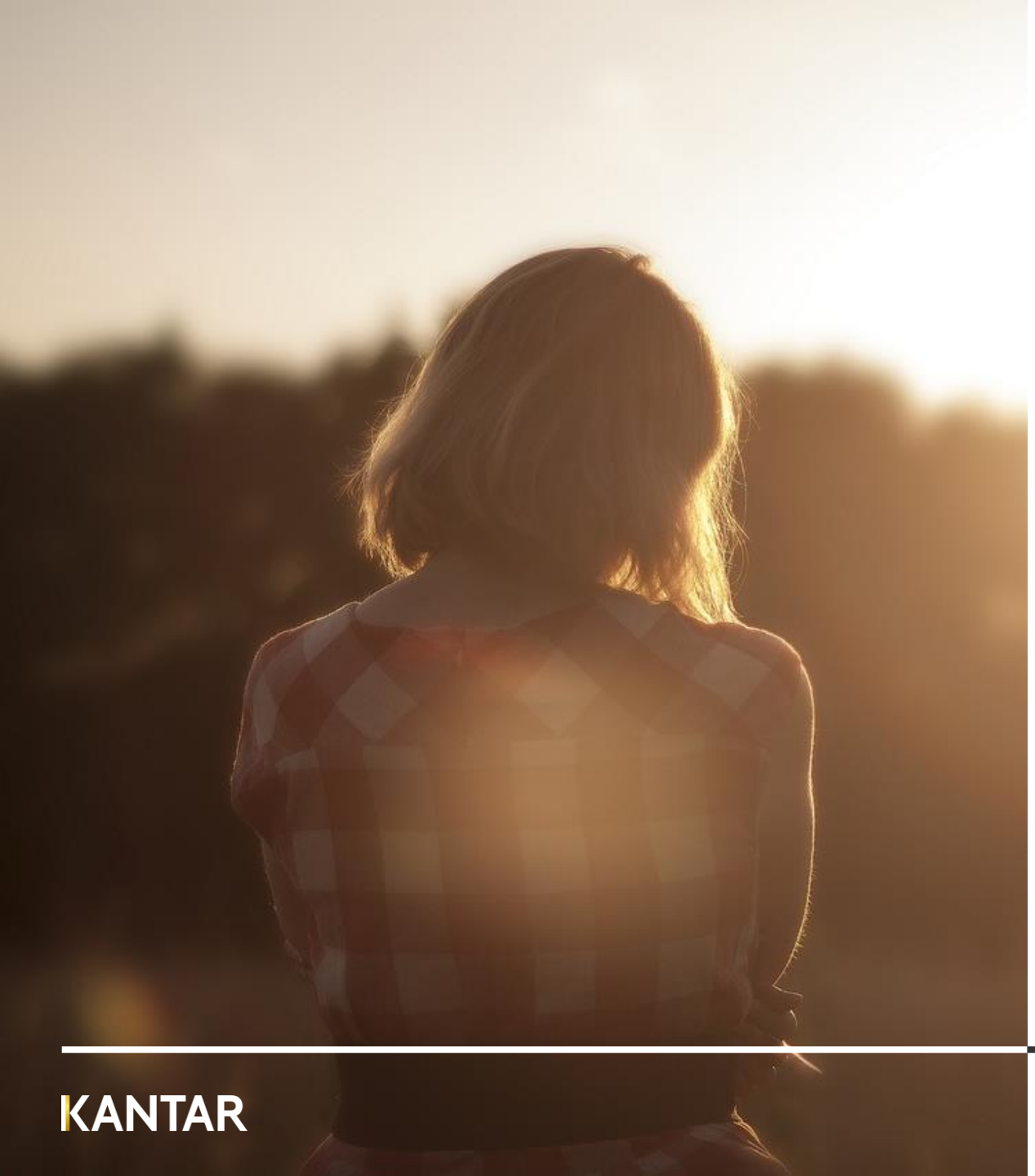
Anything **DIFFERENT** from us is an **UNKNOWN** territory

Causing
FEAR

What is less familiar feels ***THREATENING***

But also
THRILL

What is less familiar feels ***INTRIGUING***



People want to seem politically correct or embrace I&D in their workplace.

But when they become the "employer" things get complicated.

-Would you hire a blind or a transexual lawyer?

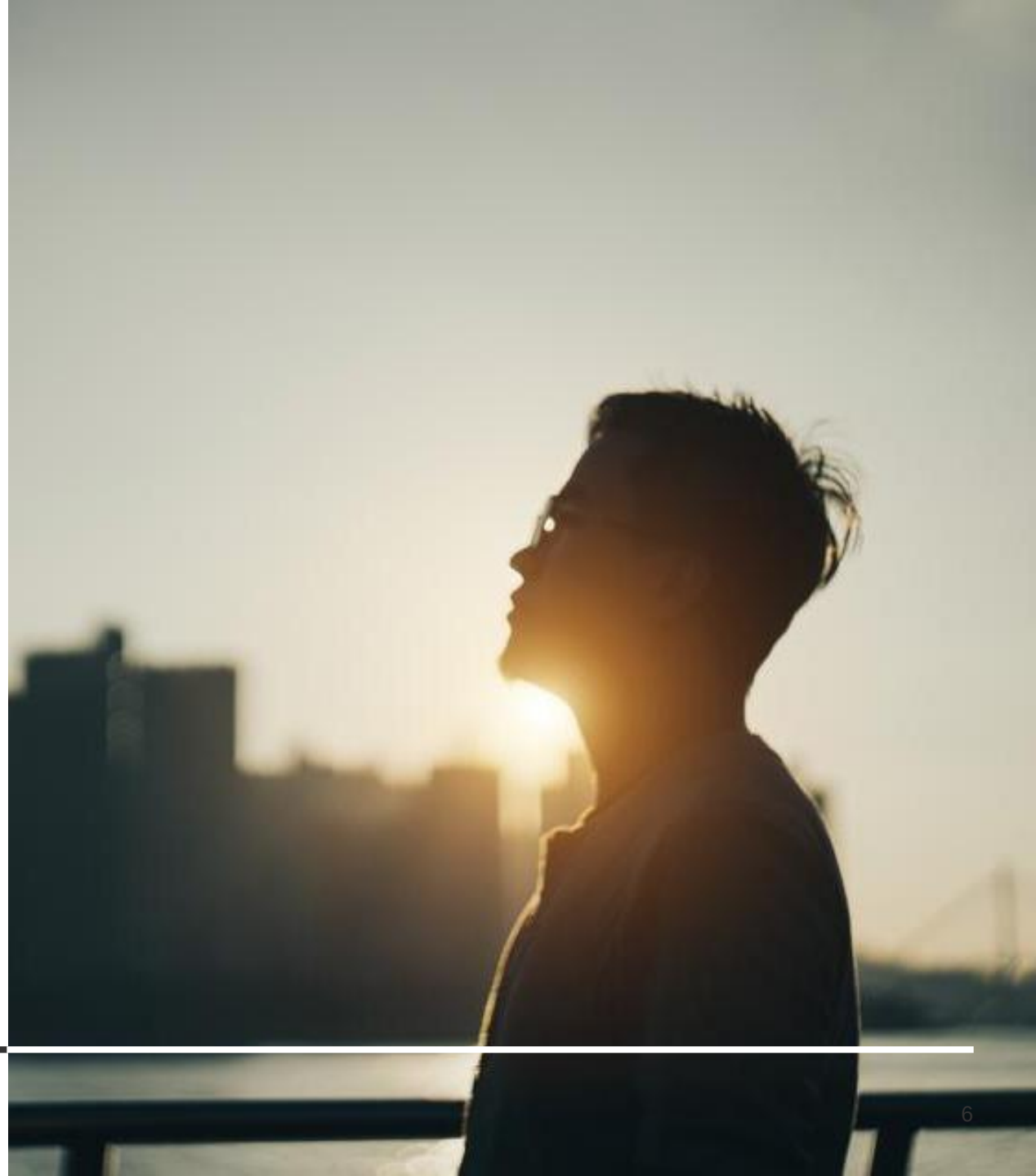
-Of course, in the beginning, I will be a bit surprised and shocked. If a blind lawyer is known for being good at his/her job I won't have a problem. With a transexual lawyer it depends as I need him/her to be serious…

Extra effort and skills are needed to convince a client that you are good at your job.

Living in a society with inherited stereotypes…

. We all have stereotypes; we are born with them

In a way, we are all racists, we grow up having the value of the family high, our family, and we don't care about the others, a close system turns us automatically to becoming racists in anything, to anything different (i.e., different clothes, different colours, different voices, etc.)



Stereotypes even exist to people who see themselves as a “minority”

I am working as a chef, and in our kitchen, we were all men. When a woman came to work with us, I was staring at her and making jokes… and I have to tell you that I am gay.

People include a wide range of sub-themes in I&D theme

Sub-themes

- Sexual orientation
- Disability
- Age
- Gender
- Motherhood
- Ethnicity & Skin colours
- Appearance
- Religious
- Socio-economic status

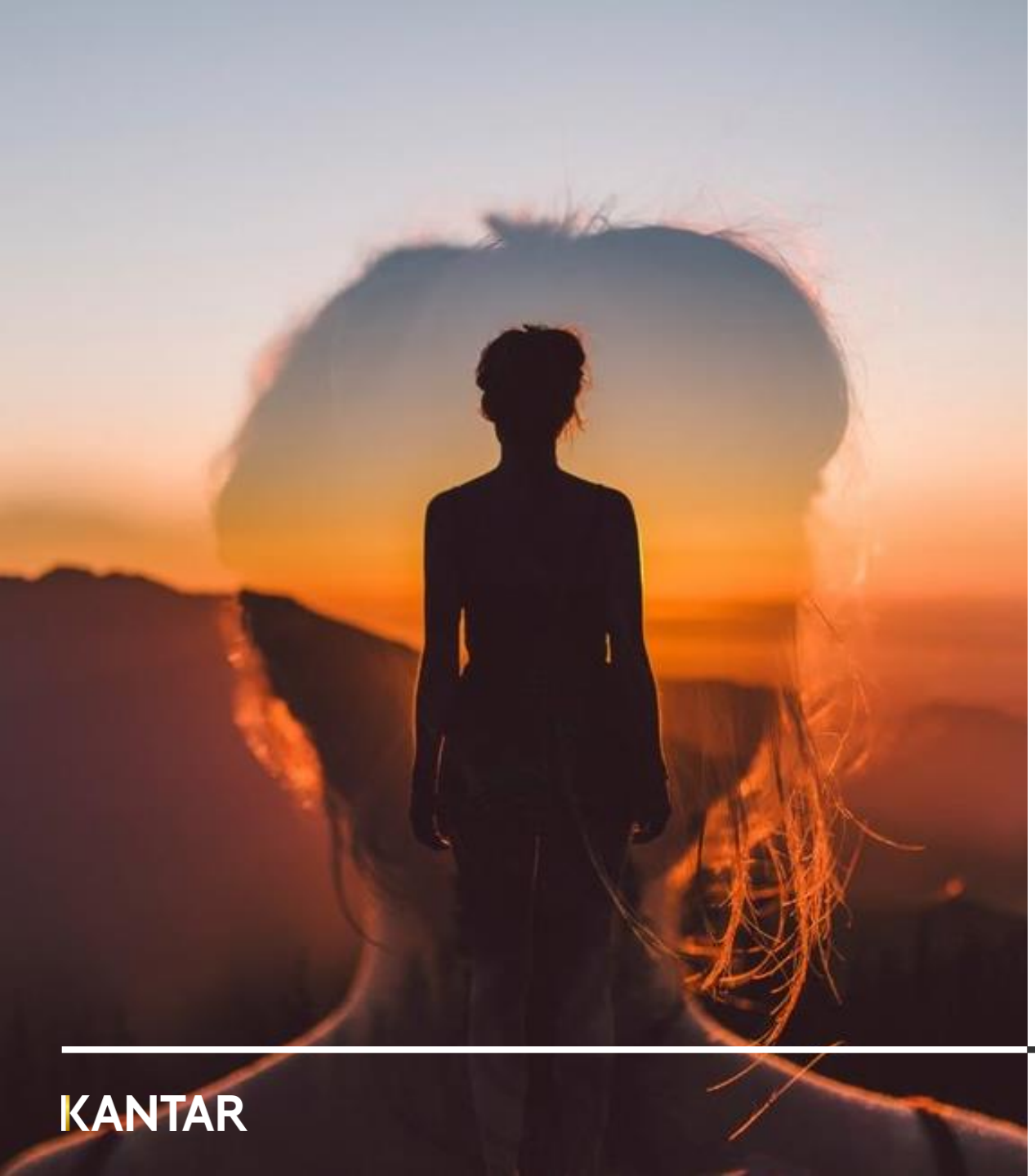
Two ways of projecting I&D to the public. Both leave their mark…

The straightforward path

A more aggressive approach projecting the issue in a clear and raw way.

The soother path

A milder approach, including the issue within a “normal” context.



Brands have difficult work to do!

Brands have turned into ideas, and ideas need big spaces to **GROW**

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Greeks are not ready yet
to “face the devil”…

but something
HAS STARTED…

We live in an age of transition

- A debate of new vs. old takes place
- Shaping the future through antagonistic forces
- Within this context, division is inevitable but also useful

But change is yet to come…

- As younger generations take the lead in the social dialogue being the carriers of new ideas
- Still, change must be seen as a matter of education and culture that molds the minds and hearts of people

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Thank you