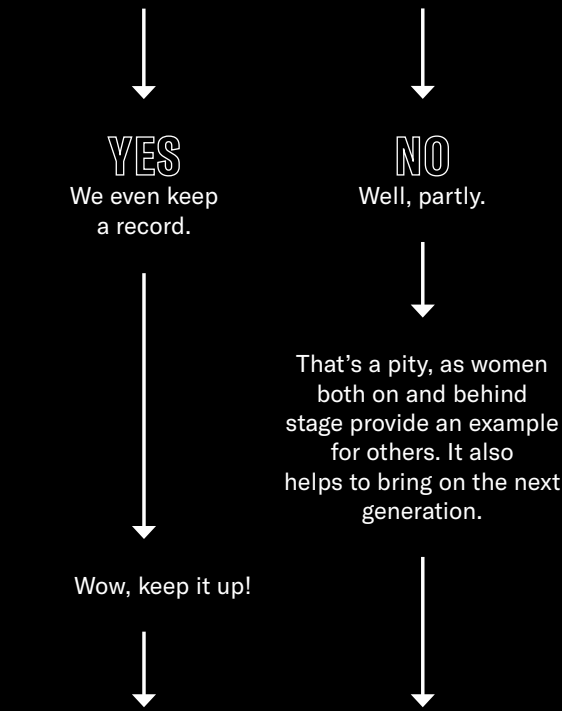
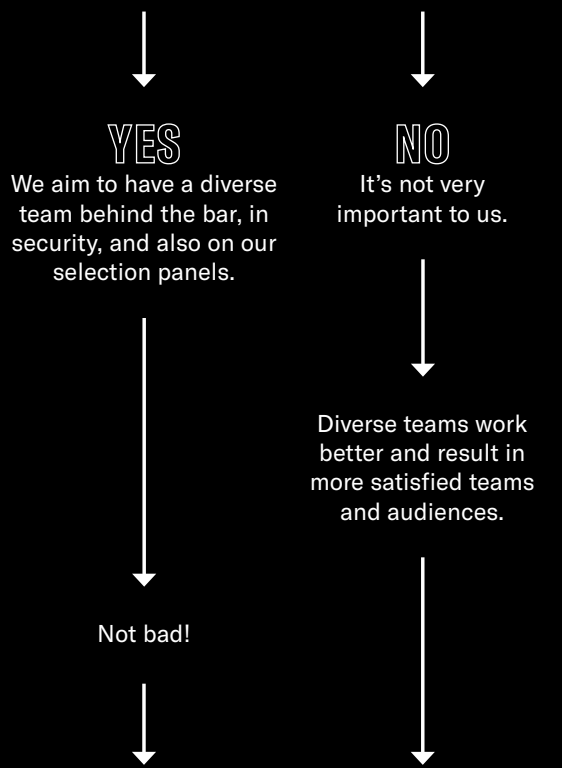


# DIVERSITY ROADMAP

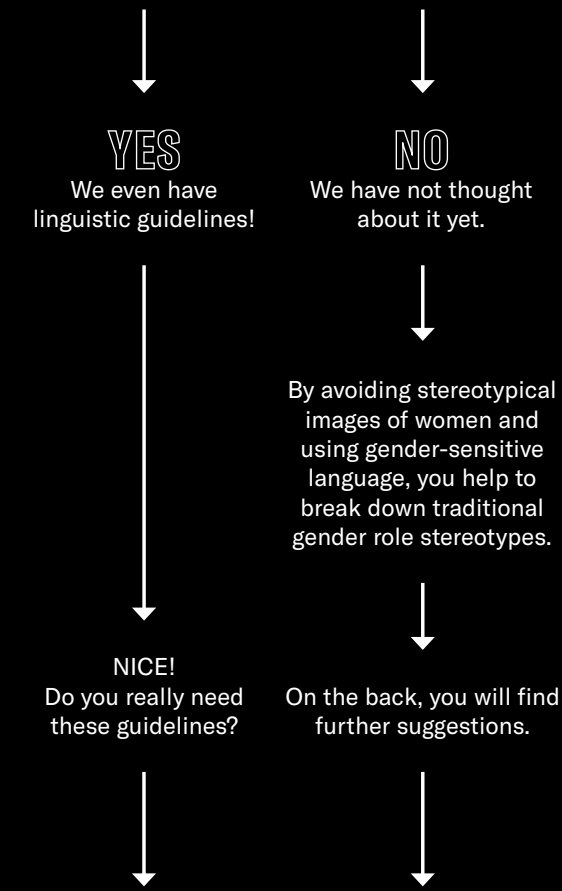
ARE MEN AND WOMEN REPRESENTED IN A BALANCED MANNER ON STAGE?



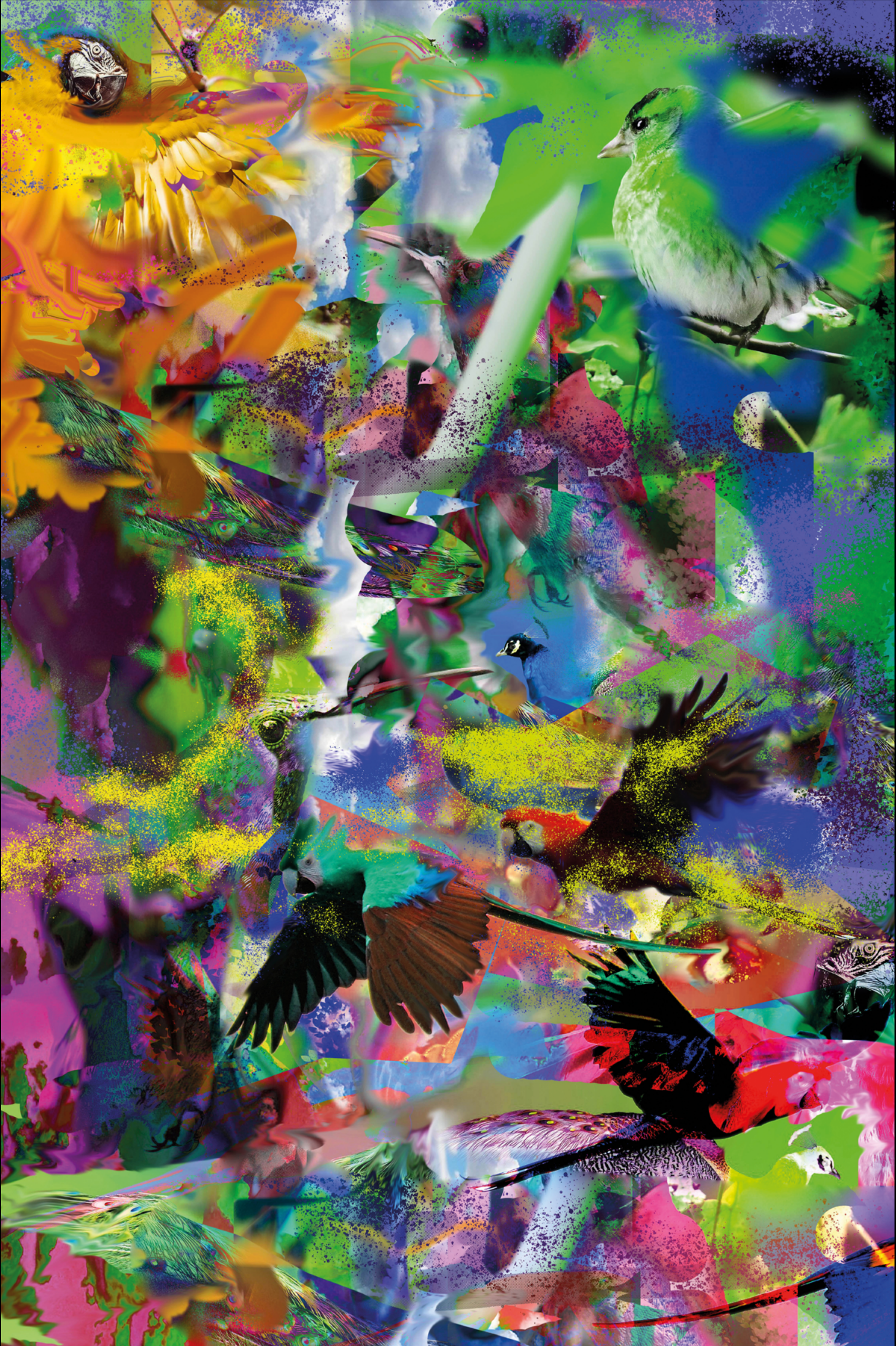
WHAT'S IT LIKE IN YOUR TEAM?



DO YOU AIM TO PROMOTE DIVERSITY IN BOTH WORDS AND IMAGES IN YOUR COMMUNICATION?



EXCHANGE GENDER WITH AGE, ORIGIN, PHYSICAL APPEARANCE, SEXUAL ORIENTATION, ETC. AND GO THROUGH THE FLOWCHART ONCE AGAIN



# ROADS TO DIVERSITY



# DIVERSITY ROADMAP

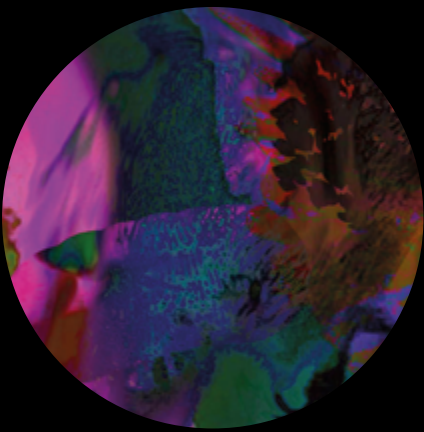


Good arguments, simple recommendations and potential measures for accommodating diversity and equality in clubs and at festivals.

# DIVERSITY?

We view clubs and festivals as public places that should be accessible to all who are interested. For us, life with diversity and participation means assuming responsibility and taking appropriate measures to create spaces that are more non-discriminatory and to actively promote respectful coexistence of different ways of living.

The "Diversity Roadmap" presents a range of measures that can be implemented individually or combined. The "Diversity Roadmap" does not offer ready-made answers and solutions, but encourages us to question, discuss and develop our own attitudes and actions. The project is a process of overall transformation and learning. However, we are convinced that even small steps on the path to diversity and equality will help if they are well anchored in our teams, clubs and festivals and geared towards a longer-term vision.



# DISCRIMINATION?

To name just a few social categories of people: Gender, age, class, ethnic origin, physical appearance, disabilities of varying degrees, sexual orientation and religious affiliation. These social categories are embedded in power relationships and determine social roles, as well as access to resources and spaces. Many people are affected by multiple social categories, which may interact simultaneously, meaning that they may experience discrimination multiple times.

# A ROADMAP?

The "Diversity Roadmap" offers suggestions and tips as to how we can make events, programmes, communication and structures more non-discriminatory and diverse. Our goal is to oppose discrimination carefully and decisively, to practice and promote respectful interaction and to appeal to and involve as many people as possible.

LINKS

www.petzi.ch  
www.helvetiarockt.ch  
www.sensability.ch  
www.facebook.com/flirtndonhurt  
www.wecandanceit.ch  
www.stadt-zuerich.ch/gleichstellung  
www.institutneueschweiz.ch  
www.live-dma.eu/our-members

www.diversityroadmap.org  
#diversityroadmap

Written by: PETZI, Helvetiarockt, sensability, Flirt, don't hurt!, We Can Dance IT

Graphics & Illustrations: Moana Bischof

Disseminated by: Live DMA

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## DIVERSITY ROADMAP - COMMUNICATION

## COMMUNICATION

Language, text and images exert definite influences on our ideas of gender identity and social, cultural and ethnic origin as well as health, age and beauty, amongst other things. Using non-discriminatory language and a range of images to communicate can break down and question stereotypes and role models. It is also a way of addressing and involving more people.



## DIVERSITY ROADMAP - STRUCTURES

## STRUCTURES

It is well known that the composition of teams, boards or juries has an impact on discussions and their results. It is clear that mixed teams achieve better results. This is because they introduce different perspectives, sensitivities and experiences. Aspirations for inclusion, diversity and participation are only sustainable if they are well anchored within structures and working culture.



## DIVERSITY ROADMAP - INFRASTRUCTURES

## INFRASTRUCTURES

By planning and designing our rooms in ways that show awareness, we make it a lot easier for as many people as possible to access our club and festival.

- We have created space and access for all by removing obstacles such as entrances and exits without stairs or with ramps and by offering signposted and accessible access to facilities (toilet, bar, etc.).
- Good lighting and signage in suitable places make it easier for people with visual impairments to get around and help people with hearing impairments to communicate (for sign language and lip reading, for example).
- We ensure that particularly busy facilities, such as in front of the toilets or cloakrooms, are well lit and / or that visitors were well guided. This can prevent sexually offensive behaviour.
- We have dispensed with stereotypical signage of sanitary facilities and instead focus on unisex toilets with good communication and sufficient privacy for different needs. The wheelchair accessible toilet is not to be used as a storage room and is locked using a EuroKey.

## DIVERSITY ROADMAP - COMMUNICATION

- We demonstrate our attitude and communicate that sexism, racism, xenophobia, homophobia and transphobia are not tolerated in our club or at our festival.
- We respond seriously to questions and criticism from within the team, from artists and the audience in a benevolent manner and without being intimidated. We instruct our team accordingly and learn through a culture of active feedback. We treat ourselves as equals with each other and bear in mind that not everyone has, or has had, the same experiences.
- In order to promote an inclusive culture, we get support from external, biographical or professional experts where necessary.
- We also sensitise our artists, participants and the public with respect to questions and concerns about diversity and equality.
- We specifically choose means and methods of communication that enable our information to be read and understood as much as possible. We implement this by using, for example, easy-to-understand language with as little terminology as possible, taking care to make it as effective as it can be. Summarising longer texts can also help reading comprehension.
- To overcome additional hurdles for those with visual and hearing disabilities, we will create an accessible website that is easy to navigate and can also be operated with a keyboard. Images and videos with descriptions or subtitling also facilitate accessibility. We also create accessible PDFs of texts. When sending an e-mail, we send attachments in common text formats and as a PDF document. Printed texts are also printed in relief lettering.
- In order to recognise migrant diversity and enable participation, we make an important contribution with multilingual communication in common international or event-relevant languages. By offering events in several languages or with translations, we also increase opportunities for participation.

## DIVERSITY ROADMAP - STRUCTURES

- In order to make the structure of our platforms more diverse, we include different perspectives and people. To achieve this, we apply a management and recruitment policy that aims to achieve greater diversity. This is not only important in our teams (bar staff, security personnel, etc.), but also for the composition of boards, juries or programme groups.
- We regularly reflect on the composition of and cooperation within our teams. We address any concerns, respond to questions and criticisms, listen and ask questions. In addition, we make sure that as many people as possible are involved in discussions and decisions and that (visible and invisible) power structures are broken down.
- Within the team, it is worth taking the time to regularly create room for reflection in order to ensure lasting change. To this end it is useful to have at least one person in the team who is well versed in equality and anti-discrimination issues and can guide our processes. Wherever possible we also include external experts.



## DIVERSITY ROADMAP - INTERVENTION

## INTERVENTION

- We sensitise all employees about sexual harassment, assault and discriminatory behaviour.
- Points of contact and contact persons allow guests and employees to report harassment, discriminatory behaviour and abuses, and to receive support. We ensure that these contact points and contact persons are visible, and we actively point out this support.
- We take the statement of any affected person seriously and acknowledge their subjective sense of what has happened without making any value judgement. In every instance the affected person has the right to make their own judgement with respect to their boundaries and any hurt experienced.
- We can discuss further procedures together with the person concerned. Should there be an intervention? How can the affected person be supported? Does the affected person need any additional support that we are unable to provide? In such cases we are able to recommend details of advice and assistance from third parties.
- We attempt to talk to the accused person and draw conclusions depending on the wishes of the affected person and the severity of the harassment, the discriminatory behaviour or the abuse. It is important to protect the safety and freedom of everyone involved.
- Within the team we discuss harassment, discriminatory behaviour and assaults and set standards as to how we can proceed in various cases (prevention, intervention, reprimand, exclusion, etc.). We regularly take time to reflect on and learn from incidents and actions taken within the team. Conflicts should never be handled by only one person - it requires the support (including psychological) of the whole team, so as not to overload any one individual.
- With respect to police contact, we note that, for example, people with an insecure residency status, experience a threat situation.

## DIVERSITY ROADMAP - COMMUNICATION

### WRITTEN AND SPOKEN LANGUAGE

By using gender-appropriate language, we question gender hierarchy and stereotypical gender attributions and recognise that there are multiple gender identities. There are several ways of expressing this, a good one being to use the personal pronoun "they" rather than, say, "he" or "she" in order to cover as many identities as possible.

- Whenever possible, we use gender-neutral phrases. A handy way of doing this is using the plural personal pronouns "they" and "their". For example, "if a person loses their bag, they can ask for it at lost property" is less objectionable than "if a person loses her bag, she can ask for it at lost property". Similarly, making whole sentences plural can be more inclusive: thus "concert-goers may use the bathroom they want" is more inclusive than "the concert-goer may use the bathroom he wants". Similarly, when trying to cover as many identities as possible, steer clear of gender-specific words and use, for example, "humanity" instead of "mankind", "parent" instead of "mother" and "fire fighter" instead of "fireman/firewoman".
- We avoid the use of phrases and expressions that express hidden statements about supposedly "typical" feminine or masculine traits, such as referring to the "pretty songs" of a female singer or "girl power".
- Even in foreign language texts and translations, we use gender-appropriate language and will ask for support if necessary.

We observe the following points in order to communicate in a more non-discriminatory way about place of origin, physical appearance and / or disability:

- We do not use clichéd or exotic descriptions of persons with a migration background and / or people of colour, such as "hot-blooded", "Latin-tempered", "he has natural rhythm" or "they are loud and disorganised".

## DIVERSITY ROADMAP - PROGRAMMING

## PROGRAMMING

It goes without saying that we will never put on events that are clearly misleading, homophobic, transphobic, racist, misogynistic or derogatory in any other way. If there is any doubt, we enter into a dialogue with the artists, ask questions, share our perceptions and initiate reflection. We stand by our programme and the stance of the artists we have booked.



## DIVERSITY ROADMAP - DEFINITIONS

## DEFINITIONS

- DIVERSITY**  
The term "diversity" implies respect for and awareness for the diversity in society, for example, in educational institutions, companies, governmental and civic bodies.
- INCLUSION**  
Inclusion is chiefly understood to be a vision of society in which persons in all their diversity have unlimited opportunities for playing a role and participating in all areas of society.
- ACCESSIBILITY**  
Accessibility allows everyone access to all places and services. This enables everyone to lead an independent and self-determined life. In addition to infrastructural measures, this also means adapting the language.
- DISCRIMINATION**  
Discrimination denotes any form of discrimination or violence towards, or exploitation of, persons on the basis of characteristics attributed to their group (e.g. age, sexual orientation, gender, origin, religion, traveller way of life, disability). Discrimination is founded on structures of inequality rooted in society.
- SEXISM**  
Sexism denotes any form of discrimination, violence or exploitation based on gender. Sexism is based on the concept of gender hierarchies and expectations of behaviour from a person or group of people on the basis of their sex, their gender or their sexual orientation.
- RACISM**  
Racism denotes any form of discrimination, violence or structures which discriminate against persons on the basis of their real or attributed origin, the colour of their skin, their religion or their language.

## DIVERSITY ROADMAP - COMMUNICATION

### VISUAL LANGUAGE

In addition to the use of non-discriminatory language, we also pay attention to the design of all our means of communication (Internet and Intranet, posters, flyers, brochures, magazines, videos, etc.) to ensure a gender appropriate, non-discriminatory and diverse representation of people, interactions and situations.

- We consider different people and different realities of life to be equal.
- We avoid any stereotypical, sexist and discriminatory representations of people. Everyday situations, breaking with stereotypes or reversals are not only more inclusive, but also much more visually interesting, such as depicting women using technical equipment, and people with disabilities drinking at the bar rather than using a stairlift.
- Our photographers and filmmakers are also instructed accordingly.



## DIVERSITY ROADMAP - PROGRAMMING

- In the line-up, we pay particular attention to ensuring gender balance and consider artists from different social, cultural and ethnic backgrounds and people of colour.
- We take particular care with mediation concerts for young audiences to choose artists and bands that represent diversity and act as role models.
- We must also encourage diversity in activities behind, in front of and next to the stage, such as in technology and production.
- For bands accompanied by children we offer accommodation and care facilities and / or cover travel and accommodation costs for a suitable carer/giver. In addition, we ensure breastfeeding and retreat opportunities.
- So as not to exclude people with low incomes from our events, we offer a free ticket quota and / or enter into partnerships with specific organisations. Furthermore, we have made arrangements with our team at the ticket office to allow flexible pricing to ensure admission is affordable for people with low incomes and anyone escorting people with disabilities.
- In panel discussions, we also make an effort to ensure that moderators use language that is as non-discriminatory as possible and allow people equal opportunities to speak. Moderators should aim to help break down dominance and power structures; one way of doing this could be to make sure that people get to speak for similar amounts of times.
- By quantitatively and qualitatively evaluating our programmes on offer, we can better identify inequalities and then achieve targeted measures.

**SEX / GENDER**  
The distinction between sex (biological sex) and gender (social gender) comes from English. Human beings are born into different bodies (sex), but gender is primarily determined socially, not by biology. Gender is connected to roles and cultural traditions that are maintained through societal conventions. The gender / sex spectrum is highly diverse and in addition to categories of "man" and "woman", there are also other genders such as intersexual and non-binary.

**LBGTQIA+**  
Abbreviation for the words lesbian, gay, bisexual, trans-gender, queer, intersexual, and asexual. The abbreviation denotes persons with sexual and / or romantic orientations and gender identities that are characterised by not corresponding to hetero-normative or binary norms. The + stands for all diverse forms of sexuality and gender that are not listed explicitly.

**PEOPLE OF COLOUR**  
(abbr: PoC) is an expression originating in the USA. Since the civil rights movement, it has been used for people who are "not white". It comes from

an academic context and is a sociological term. It is an important tool for dealing with racism and has become popular in Europe. It should also be noted that violence towards foreigners and racism that people in Europe have undergone and continue to undergo is not always connected with external features (for example, people from the Balkans, Roma, Jews, Muslims or other religions, people with limited knowledge of languages, etc.).



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## TRANS AND CIS

Trans\* (from Latin for “the other side”) denotes a person who feels their gender does not or does not only correspond with the gender they were assigned at birth, which was based on physical characteristics. The addition of a star after the noun (Trans\*) shows the inclusion of various experiences and realities. Other terms for this are transgender or transidentity. The term “transsexual” is now outdated and is now avoided by many as gender identity has nothing to do with sexuality. The term cis person (from Latin for “this side”) refers to persons whose gender identity coincides with the gender identity they were assigned at birth.

## INTER\*

Inter\* or intergender people are those whose physical characteristics do not permit them to be classified biologically according to the two-sex system. There are various manifestations of this category of person: A person with male chromosomes may look more like a woman, and vice versa.

## QUEER

Queer persons are those for whom heteronormativity and the binary system norms “get in the way”. Queer is an umbrella term for lesbians, gays, trans, non-binary and/or asexual persons, and also includes those who seek to question and “disrupt” the two-gender binary system and heteronormativity politically and theoretically.

## RACISM

Racism denotes any form of discrimination, violence or structures which discriminate against persons on the basis of their real or attributed origin, the colour of their skin, their religion or their language.

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