



## Your DE&I Business and Lifestyle Brief

May 2023

### We need to talk about Colourism & Texturism

In their new global research, Catalyst discovered that half (51%) of women from marginalised racial and ethnic groups experience racism at work, and that women with darker skin tones are more likely than women with lighter skin tones to experience racism at work.

Having physical features deemed as closer to Black, such as kinkier or more afro-textured hair, leads to further marginalisation, otherwise known as colourism and texturism. They are rarely spoken about within DE&I spaces, nor are the nuances of proximity to whiteness sufficiently explored. Our Brief has bundled a collection of resources for you to learn more.

The stark reality is that these prejudices impact health care with lighter-skinned patients treated more favourably than those with darker hues when seeking medical attention. Furthermore, they encourage harmful practices such as skin bleaching. And there remains outdated racist “professional standards” in the workplace too, meaning natural Afro styles such as braids, dreadlocks, and cornrows are often discouraged or altogether banned.

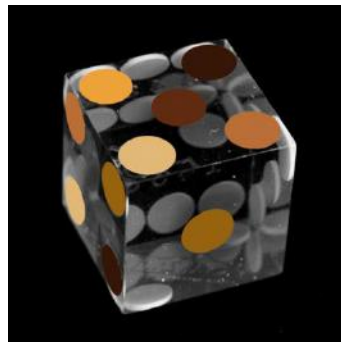


#### This Month's Features



##### Exposé of Women's Workplace Experiences

In this report, women from marginalised racial and ethnic groups are centred, finding that 51% of them in Australia, Canada, South Africa, the United Kingdom, and the USA have experienced racism in their current workplace. Read [here](#).



##### Marketing Still Has a Colourism Problem

As marketers scramble to have brands connect with and serve Black and brown communities, they first have to acknowledge that colourism not only still exists, but is systemic. We must break through our own collective biases which inform whose stories get



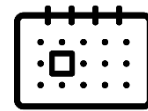
##### What to Do When Diversity Fatigue Sets In

Over the past decade, D&I has moved on from being a buzzword to being a professional function that companies are fully investing in. Making people care about diversity is the easy part, now we have to make sure they keep caring. Read [here](#).

told in marketing.  
Read [here](#).

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## Upcoming Events



### The Impactful DE&I Strategy Webinar | 22 May

Our complimentary webinar hosted by our NED, Tim Hardy-Lenik, introduces the core components required to build a DE&I Strategy, explores the role of data, and speaks to how DE&I can be embedded into business and leadership. Register [here](#).



### LGBTQ+ Voices Storytelling Series | 6, 14 & 28 June

Our storytelling series powered by [Jacobs](#) amplifies LGBTQ+ voices, acknowledging Pride Month is rooted in protest. Our storytellers speak truth to power and champion queer lives as symbols of love and freedom. Register [here](#).

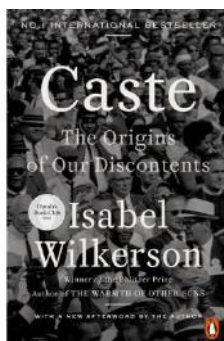


### Dublin DE&I Masterclass | 21 September

Together with host partner [Bank of Ireland](#), our Masterclass is an in-person learning experience for practitioners building their DE&I strategies, designed to shift their thinking and drive better business outcomes and flourishing communities. Enquire [here](#).

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## EL Recommends



### Read

#### **Caste: The Origins of Our Discontents**

Pulitzer Prize-winning author, Isabel Wilkerson links the caste systems of America, India, and Nazi Germany, to explore eight pillars that underlie caste systems across civilizations, portraying how this unseen phenomenon has shaped our histories. Get your copy [here](#).



## Listen

### Therapy for Black Girls Podcast

Unpacking the issues related to skin colour and hair texture can be difficult, but it's necessary. In this episode, definitions of colourism and texturism are discussed alongside ideas about having more effective conversations about these issues, and how they impact the mental health of Black women. Listen [here](#).



## Watch

### How Colourism Shapes our Standards of Beauty

Chika Okoro addresses a phenomenon she's experienced all her life: colourism. In this eye-opening talk, she shares coping strategies along with steps that could help eliminate this insidious and destructive mindset of discrimination. Watch [here](#).



## Visit

### London, Sugar & Slavery

Discover how the trade in enslaved Africans and sugar shaped London. The Museum of London Docklands building was built at the time of the transatlantic slave trade, to store the sugar from the West Indian plantations. Visit [here](#).

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## Meet The Team



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