

Room 2 – Maurits Room  10:45-12:00

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***ACTIVATED ALLYSHIP:
THE DNA OF IMPACTFUL
INCLUSION***



#BeyondPride2025

Activated Allyship: The DNA of Impactful Inclusion

Meaningful chance through expert insights

Break-out session 6 June 2025

10.45 – 12.00



Agenda 10.45 – 12.00

This session will explore what activated allyship looks like in practice, from leadership accountability to everyday workplace behaviours.

- Welcome by Christine Holtkamp
- Four speakers will share their stories on the importance of allyship in different situations and from various perspectives.
- Q & A speakers & audience
- What can we do tomorrow ourselves as an Ally?
- How to activate other people to become an Ally?
- Key take aways and closing



Opening & Context



THE INTERNATIONAL
PLATFORM FOR LGBTIQ+
INCLUSION AT WORK

From Ally to Advocate!

MEET THE INCREDIBLE WOMEN SHAPING
THE FUTURE OF WORKPLACE INCLUSION!



HELEN DEMOSTHENOUS She/Her
PROGRAM LEAD DIVERSITY &
INCLUSION LEAD
KLM



ELISE REYNARD She/Her
PROJECT MANAGER/LEARNING AND
DEVELOPMENT FACILITATOR
WORKPLACE PRIDE



LUCY ROUSE She/Her
GLOBAL VP/GM
NIKE INC

Date: **March 14, 2025**
Location: **Workplace Pride Office**
Hybrid Option Available

**LAST
CHANCE**

ORGANISED BY
 **Women**

Helen Demosthenous KLM– Having a queer friend allows a person to have a more in-depth understanding of issues affecting the LGBTIQ+ community, which can inspire a person's desire to become an advocate. Women leaders have the ability to use their positions to mentor other women who may become advocates themselves.

Elise Reynard – Workplace Pride - People in leadership positions should be prepared to be held accountable for their actions, and may benefit from encouraging the members of their team to be willing to "speak truth to power." Parents and family members who raise children with an open mind, a kind heart, and an appreciation for the LGBTIQ+ community contribute to a more compassionate world.

Lucy (she/her) Rouse – Nike - Coalition, not allyship, is the critical next step in the racial justice and LGBTIQ+ movements. Nowadays, it is quite easy to declare and describe oneself as an ally while remaining apathetic and reluctant to give up their white CIS heteropatriarchal privilege. Being a true advocate entails defending and supporting the interests of the LGBTIQ+ community.



Masuma Shahid (She/her)

Erasmus
University
Rotterdam



Assistant Professor in International and EU law with a specialisation in LGBTQ+ rights.

“Allyship is important because it gives the LGBTQ+ community the feeling that it is not alone in its battles. It furthermore creates a safe space and amplifies LGBTQ+ voices that are not always heard”.



Raphael Dias (He/him) CALDIC



Global Total Rewards
Manager at Caldic

“Allyship is important to me because it reflects my values and reinforces the idea that we all have a role in creating spaces where everyone feels seen, respected, and supported”.



Kris Nootenboom-Hoogewoud (They/them)

alliander



Netspecialist Gas at Alliander.
Chairman Pride Network Alliander.
Boardmember Mission Possible Alliander.
Boardmember Gooise Pride

“I believe that allyship is essential within the LGBTIQ+ community. Allies often have the power to reach those who might otherwise be resistant or fearful. They can help challenge misconceptions and show that the LGBTQ+ community is not something to be afraid of, but rather a vibrant and valuable part of society. By using their voices and positions of privilege, allies can open doors to understanding, empathy, and acceptance”.



Lisa van Ginneken (She/her)



Former Member of Dutch Parliament,
Member Workplace Pride advisory
Board, trans rights advocate

“Allyship demonstrates so beautifully that individual freedom exists only in the freedom of others. Allies give minorities a sense of being seen and held. Standing up for your rights can be a tough and lonely game and allies are essential support for keeping courage and strength.”

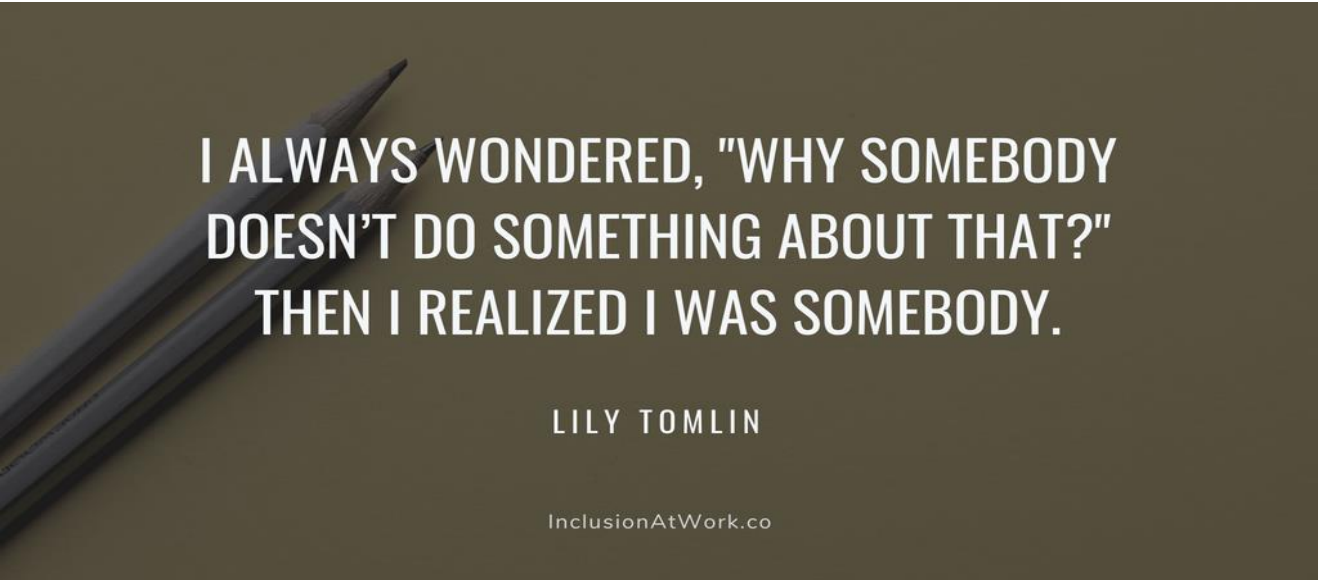


Q&A speakers & audience



What can we do tomorrow ourselves as an Ally?

- **Assignment:** discuss this question with 5 of your closest neighbours in the room and write it on a post-it
- After 5 minutes, we take the post-its and stick it on the wall
- We extract a few take-aways that we can already share.



I ALWAYS WONDERED, "WHY SOMEBODY
DOESN'T DO SOMETHING ABOUT THAT?"
THEN I REALIZED I WAS SOMEBODY.

LILY TOMLIN

InclusionAtWork.co

Inclusive
behaviors

Allyship

Inclusive
leadership

Everyday
inclusion



Answers from the audience



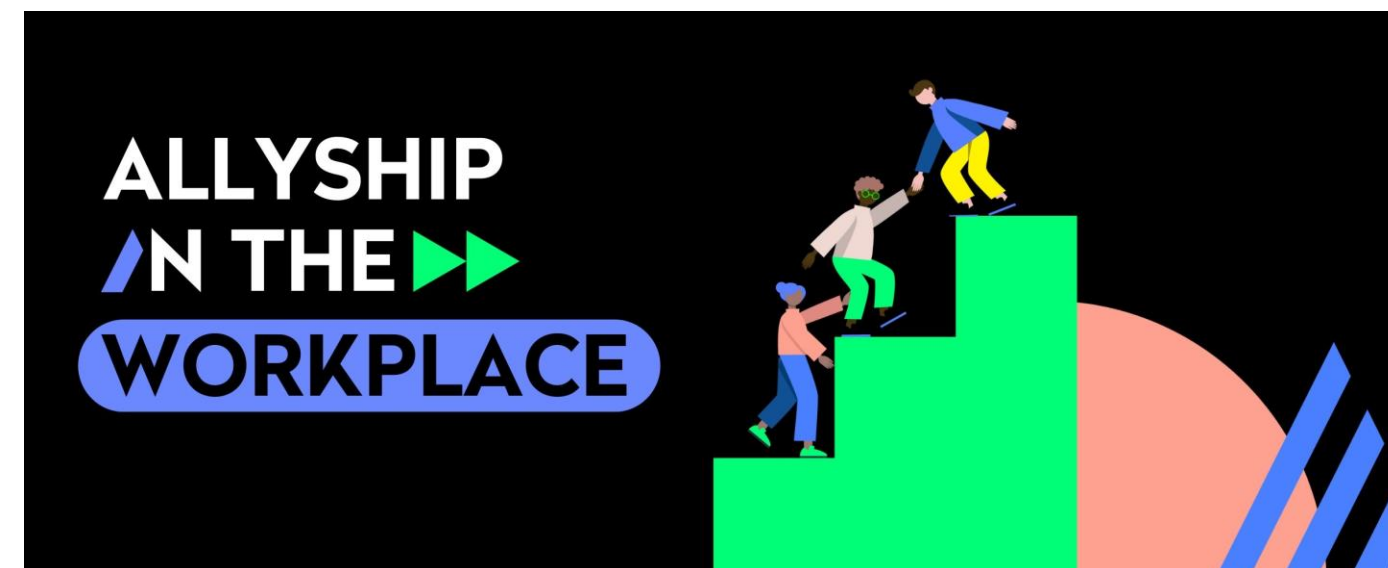
Notes from the session written by attendees

Speak up: Make sure nobody gets excluded	Ask questions <u>and</u> listen with curiosity and empathy	Listen and see	Empathize	Educate and Build Awareness	Be Consistent 365 days a year!	Step in
Be empathetic	Wear pins	Educate yourself	Be present/visible	Ask what someone needs from you	Be present at evets	Be observant
Be attentive	Take a moment to really ask how people are	Actively reach out to different groups	Open curiosity	Be flexible; open to diverse perspectives	Be <u>more</u> vocal on behalf of others	Get Curious!! = Research what someones lived experience might be that is different to mine (eg. nonbinary bathroom)
Speaking up against discrimination and bias		Observe & Probe	Bring inclusion into the room	Observe Learn Educate - > Bold awareness		

How to activate other people to become an Ally?

- **Assignment:** discuss this question with 5 of your closest neighbours in the room and write it on a post-it
- After 5 minutes, we take the post-its and stick it on the wall
- We extract a few take-aways that we can already share.

See key takeaways!!



Closing and Follow-up



Call to action & Key takeaways

- Allyship is an action, not an identity
- Allyship is a shared responsibility; be the first
- What can I do tomorrow as an ally?
 - Speak up
 - Step up
 - Share the passion
 - Do research
 - Use the pronouns desired (also by the other person)
 - Invite other allies to join the ERG

Call to action & key takeaways

- Being an ally doesn't mean you fully understand what it feels like to be oppressed. It means you embrace the fight for justice and equality as your own.
- Allied behaviour means taking intentional, overt and consistent responsibility for the changes we know are needed in our society and does so in a way that facilitates the empowerment of persons targeted by oppression.
- This requires support of all levels in the organization. Find a (executive) sponsor!!
- Be aware of the danger of Rainbow hushing; this means quietly redefining diversity, equity and inclusion (DEI) programs by companies, who often feel insecure about the political climate. The danger then is that solidarity still exists but is no longer openly expressed. Therefore, allyship must be activated.
- Virtually everyone can be an ally. It's about standing up and taking action so that someone else, different from you, can also have things you take for granted.
- Observe one's environment for such opportunities,
- Learn and educate oneself on what is the right way to approach both suboptimal and new situations
- Educate others on the challenges that people who are oppressed may face
- Act with intent: drive the change, create new allies, keep getting better at it
- Make sure your Pride network also invites and includes allies
- Bring themselves to the community and show up at events

