

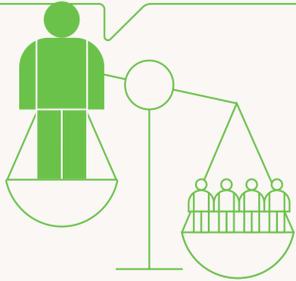
Identity & Inclusivity

At Quantum we believe that you need to take a human lens on sustainability challenges.

These springboards are jumping off points for us to think differently about sustainability challenges and how your organisation can build solutions that deliver long term sustainable impact.

HUMAN DILEMMA 1

WE ARE TOLD WE ARE IN THIS TOGETHER, BUT SOCIETY IS MORE UNEQUAL THAN EVER

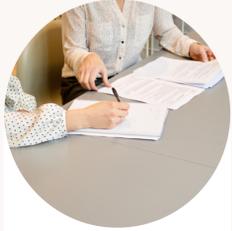


KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



ACCESS TO HOUSING

Housing has become increasingly unaffordable. In poorer areas, slum dwellers, priced out of conventional housing, face eviction. Meanwhile, property developers enjoy huge profits.



ACCESS TO JUSTICE

5.1 billion have no meaningful access to justice, with 253 million deprived of meaningful legal protections and 40 million living as modern day slaves.



ACCESS TO EDUCATION

Pupils have seen a greater disparity in education between more and less wealthy families – and nations, exacerbated by the COVID pandemic, and shaping life opportunities.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



BRIDGING THE SCHOOLING GAP

Catch-up Clubs from **Save the Children** address inequality by addressing the education crisis in Uganda, providing teaching to replace the learning lost during the pandemic.



DIRECT ACTION ON HOUSING CRISIS

John Lewis owns large portions of land, and is now using this to directly contribute to Britain's faltering homebuilding, and shoring up its faltering retail revenue.



EXPOSING GLOBAL INEQUALITY

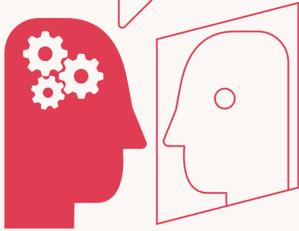
Oxfam produces policy papers breaking down what the inequality in the world really means for people, and advising what governments should be doing to make a difference.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

HOW COULD YOU IDENTIFY OPPORTUNITIES THAT ALREADY EXIST TO MAXIMISE IMPACT?
HOW COULD YOU COLLABORATE EFFECTIVELY WITH CIVIL SOCIETY?

HUMAN DILEMMA 2

I WANT TO BE MY AUTHENTIC SELF, BUT I FACE COMPLEX STRUCTURAL DISADVANTAGE



KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



STEREOTYPING AND UNCONSCIOUS BIAS

Few openly admit to prejudice against marginalised groups, but cultural stereotypes persist and prevent equality being achieved, limiting what is possible for marginalised groups.



INTERSECTING OPPRESSIONS

Increasingly, activism is focussed on the overlap between forms of marginalisation, and how campaigns for justice based on one form (e.g. gender) can inadvertently exclusionary.



DISABILITY AND NEURODIVERSITY

Ableism is increasingly recognised as a problem akin to racism and sexism. Recognising how society, not their condition, disables people has led to wide calls for reform.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



UNSTEREOTYPE

The **Unilever Unstereotype** initiative has been expanded from consumer-facing communications to also include product development and the use of diverse suppliers for media spend.



BRANDS AS EDUCATORS

Ben & Jerry's has shared a comprehensive explanation of critical race theory, promoting an understanding of America's racial history and addressing the way in which.



NORMALISE PRONOUNS

Social media sites including **LinkedIn** and **Instagram** now provide space for used to state their pronouns, normalizing discussion around gender and creating a more welcoming platform for all genders.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

HOW COULD YOU TACKLE IMPLICIT STEREOTYPES IN YOUR ADVERTISING AND OTHER AREAS?
HOW COULD YOU EDUCATE YOUR CUSTOMERS, WITHOUT SEEMING PREACHY?

HUMAN DILEMMA 3

I WANT TO LIVE IN A WORLD THAT IS FAIR, BUT SOCIETY IS INCREASINGLY POLARISED



KEY HUMAN AND CULTURAL BARRIERS TO CHANGE



CULTURE WARS

Culture is becoming polarised as social media enables individuals to cluster around extreme opposing points of view.



INFODEMIC

Information from numerous conflicting sources is making it difficult to know what to believe about the pandemic.



FEAR OF BEING CANCELLED

Being cancelled is a looming threat to those who are uncertain and feel there's no room to make mistakes and learn from them online.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS



BARBIE VLOGS

Dedicated to talking with children about difficult topics that can often be challenged to do e.g. bullying, resilience, racism.



VERIFIED NEWS

Newsguard is a desktop plugin that verifies news sources, giving each site a rating based on reliability and accuracy. These ratings are determined by trained journalists, who generate a "nutrition label".



FULL FACTS

FullFact is a leading, impartial fact checking site available to all, verifying political and media claims as they emerge.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...

HOW COULD YOU ADDRESS DIFFICULT TOPICS THAT IMPACT YOUNG PEOPLE?
HOW COULD YOU HELP CUSTOMERS NAVIGATE THE DIGITAL WORLD MORE EASILY?