



DIVERSITY & INCLUSION GUIDELINES

SDÜ
NÚCLEO DE INCLUSÃO E DIVERSIDADE

powered by
FINOCCHIO & USTRA



The purpose of this booklet is to encourage professionals, partners, and clients to reflect on and embrace diversity and inclusion in various aspects of social life, including the workplace.

To achieve this goal, Finocchio & Ustra created a committee called **Núcleo SOU** in 2021. The committee is committed to cultivating an ethical and collaborative environment that values and celebrates diversity and inclusion. This means providing a respectful and transparent space where professionals of different genders, cultures, beliefs, age groups, ethnicities, and special needs can develop and grow based on their unique characteristics.

This booklet is the first in a series of initiatives that will be implemented to promote knowledge and strengthen diversity and inclusion in the workplace.

Let's do this together?

OPEN LETTER

Our purpose is to cultivate an ethical and collaborative environment that provides, with respect and transparency, the development of people. We believe that all forms of manifestation deserve the utmost **respect!**

Our team is our most valuable asset, and our people, in their **plurality**, deliver results through strategic, innovative, and effective solutions. To this end, we understand that we can inspire and foster **respect, inclusion, equality, and integration** with **empathy** and **dialogue** among staff, leaders, clients, and partners.

We know we still have a lot to learn. And we recognize the need to evolve daily towards valuing **diversity and including** professionals with their own gender identities, cultures, beliefs, ethnicities, and special needs.

We believe in promoting human rights in general, without prejudice of race, sex, age, color, origin, or any other form. Therefore, we have instituted the **Núcleo SOU**, which aims to insert into our culture:

- respect for all manifestations, including ethnic, cultural, social, religious, sexual diversities, and identity pluralities;
- the commitment to minority inclusion and social integration;
- the promotion and guarantee of ethical and human values in all relationships, contributing to forming a fair society.

Thus we reaffirm our duty with an inclusive environment, respecting and valuing diversity and its impacts on society!

We believe that joining forces can promote effective changes in the legal community and society regarding this critical issue. Therefore, we invite all our clients and partners to join **FIUS** and our professionals in the **Núcleo SOU!**

UNDERSTANDING DIVERSITY AND INCLUSION

From the literal concept, diversity refers to the characteristics that make each person unique, including differences in culture, identity, and personal experiences. Although we may share some similarities, we each have individual identities that make us distinct.

Diversity, therefore, is not limited to apparent aspects or demographic factors. It goes far beyond this and encompasses elements of culture, identity, and even personal experiences.

Precisely because of their particularities, some specific groups of people suffer daily from social pressures, prejudices, and negative judgments.

Such groups, known as minorities, have little or no social, economic, and political representation, even though they may comprise extremely significant portions of the population.

In order to change this reality, it is necessary to act consciously, promoting respect for those who are different and **valuing** their differences, and **effective inclusion** in the work environment, including access to leadership positions.

These measures seek to achieve equity because, although we are all human beings, each individual has biological and sociocultural characteristics that differentiate them. So different actions are necessary to achieve equality.

Thus, inclusion seeks to ensure that diverse professionals have equal opportunities to grow within organizations and that they can belong and thrive within a safe and fair environment.

THE IMPORTANCE OF DIVERSITY IN THE WORKPLACE

Diversity is an inherent part of life and an essential workplace component. Ensuring human rights compliance and embracing differences of gender, race, religion, class, and more directly impact a company's success.

Imagine an environment where everyone shares the same affinities, characteristics, and beliefs. It's easy to see how this group would likely present similar solutions, lacking creativity, innovation, and a critical approach to problem-solving.

On the other hand, embracing diversity in the workplace encourages creativity, innovation, resilience, and a broader approach to various issues and solutions.

A diverse environment that values gender, sexual orientation, age, religion, customs, habits, nationality, birthplace, beliefs, opinions, race, color, disabilities, and unique life histories can lead to better understanding and addressing the needs of employees, suppliers, and clients, and reduce social inequalities.

UNDERSTANDING DIVERSITY



GENDER DIVERSITY

Many people often misunderstand gender diversity, thinking it only pertains to biological sex (male or female). However, the term “gender diversity” implies a broader spectrum of genders.

Gender diversity is a social and psychological concept linked to existentialism. It’s about how individuals identify and express themselves in society, regardless of their biological sex.

There are various terms associated with this concept, including:

- **Cisgender:** Individuals who identify with their biological sex and express themselves accordingly.
- **Transgender:** Individuals who identify with a gender different from their biological sex.
- **Agender:** Individuals who don’t identify with any specific gender.

Gender identity is an individual’s personal feelings about genders, including male, female, both, or neither. It’s distinct from sexual orientation and biological sex.



Gender equity, on the other hand, strives for equal opportunities regardless of an individual's gender. It represents an endeavor towards rectifying historical injustices by seeking to eradicate all forms of gender-based discrimination. This approach hinges on the recognition of the unique needs and attributes of each person.

Furthermore, it's crucial to emphasize the ongoing discourse surrounding gender disparities, particularly concerning women. Despite constituting more than half of the Brazilian population, women continue to encounter challenges securing equitable treatment. These hurdles persist due to the enduring social roles historically and culturally ascribed to them.

LGBTQIAP+ SEXUAL DIVERSITY

The acronym LGBTQIAP+ represents a wide range of sexual orientations and signifies a political and social movement advocating for diversity, increased representation, and rights for the community. The name reflects the movement's commitment to equality and respect for diversity.

The primary goal is to ensure that more people can identify with the movement and have their agendas recognized in society. Above all, it aims to promote the acceptance and freedom of individuals to be happy, fulfilled, and secure in being themselves while safeguarding their full rights.

This mission not only involves raising awareness about the existence and resilience of these social groups but also aims to eliminate the daily prejudices they face. Over time, the acronym has evolved, leading to some confusion about the meaning of each letter.



L

Lesbian (L): women who feel affective/sexual attraction for the same gender;

G

Gays (G): men who feel affective/sexual attraction for the same gender;

B

Bisexuals (B): men and women who feel affective/sexual attraction for both genders.

T

Transsexuals, transgender people, and transvestites (T): transsexuality is not related to sexual orientation but refers to gender identity. Thus, it corresponds to people who do not identify with the gender assigned at birth. Transvestites are also included in this group.

Q

Queer (Q): people who self-identify as genderqueer move between feminine and masculine genders or into other genders, in which binarism does not apply.

I

Intersex (I): gender identity of people whose body sexual development (whether by hormones, genitals, chromosomes, or other biological characteristics) is non-binary; that is, it does not fit into the binary male-female form.

A

Asexual (A): people who feel no affective/sexual attraction to other people, regardless of gender.

+

Plus (+): includes all the different possibilities of sexual orientation and/or gender identity that exist. For example, people who define themselves as pansexual and feel affective-sexual attraction regardless of their gender identity - whether female or male, cis or trans, or even of another gender, such as intersex. It is the most fluid sexual orientation. The acronym has also appeared with the P at the end: LGBTQIAP+.

RACIAL AND ETHNIC DIVERSITY

Brazil has a rich ethno-racial diversity resulting from the intermingling of native Indians, Africans, European immigrants, and Asians throughout its history.

Despite this diversity, social mobility and access to various social spaces, such as universities and leadership positions, do not accurately reflect this diversity.

Ethno-racial discrimination refers to any distinction, restriction, or preference that obstructs the recognition and exercise of human rights and fundamental freedoms based on a person's **race, ancestry, color, origin, or ethnicity**.

It is important to distinguish **RACISM** from **RACIAL SLURS**.

The crime of racial slur is covered in the section on offenses against one's reputation, as outlined in paragraph 3 of Article 140 of the Penal Code. This section specifies a more severe form of insult, resulting in a higher penalty. It's essential to distinguish this from the crime of racism defined in Law 7.716/1989.

The key distinction between these crimes lies in their targets: racial slur involves an offense directed at a specific individual, often through derogatory language related to their race, color, ancestry, origin, or ethnicity, intending to harm their reputation. In contrast, the crime of racism targets a collective without specifying individual victims.

It's important to note that Law 7.716/1989, known as the Racism Law, was modified by Law 9.459/13. This expanded the protection to include various forms of ethnic-racial intolerance, encompassing terms like ethnicity, religion, and national origin.

In addition, Brazil implemented the Statute of Racial Equality (Law No. 12.288/10) in 2010. This statute is designed to ensure equal opportunities for the Black population, defend ethnic rights on an individual, collective, and broader scale, and combat discrimination and other forms of ethnic intolerance.

The goal is to ensure policies and affirmative actions that address inequalities and promote equality. To achieve this, it's essential to consider some crucial historical data. For instance, Brazil played a central role in the African slave trade for approximately 400 years, as per UNESCO records. Additionally, Brazil was the last country in the world to abolish slavery, a mere 133 years ago, in 1888. This lengthy history underscores the deep-rooted culture of racial segregation.

Therefore, merely eliminating discriminatory practices is insufficient; what's needed is the creation of opportunities that genuinely foster social inclusion for a wide range of racial and ethnic groups. To promote a more equitable society, it's essential to acknowledge the ethnic, racial, and cultural diversity within Brazilian society. This entails identifying and condemning any form of prejudice, discrimination, or exclusionary behavior. Moreover, the focus should be on actively fostering the inclusion of diverse ethnic-racial groups into society to create a fairer and more equitable nation.



RELIGIOUS DIVERSITY

Religion has always been crucial in society's organization, dating back to ancient civilizations. The connection with the divine and the pursuit of self-knowledge have been fundamental aspects of many religions. In several cases, religious practices guide not only strictly spiritual aspects but also social, moral, and cultural ones.

While religiosity can help and support followers, conflicts between people with different beliefs have also marred human history. Unfortunately, these conflicts have not entirely remained in the past, and we often hear about religious wars breaking out in some parts of the world, usually far from us.

Brazil is known for its rich culture, which stems from the intersection of all the people who lived here during and after the colonial period. This has led to robust religious syncretism, resulting in the emergence of typically Brazilian religions.

Nevertheless, despite the absence of what we might classify as religious wars in Brazil, claiming that we have entirely eradicated religious prejudice would be inaccurate. From commonplace expressions to disturbingly frequent acts of disrespect directed at religious places of worship, we can observe that disrespect for certain religions, notably those of African origin, such as Umbanda and Candomblé, persists within Brazilian society. It's essential to recognize that this ongoing religious disrespect, particularly against African-origin religions, is intertwined with the broader issue of structural racism.

We firmly believe that in today's world, harboring bias against such a deeply personal aspect of an individual's life as their faith is no longer acceptable. Everyone should have the freedom and encouragement to connect with the divine as they deem best. Furthermore, society should equally foster and respect all other religious practices. It's crucial to emphasize that this respect extends not only to people of faith but also to atheists and agnostics. Atheists don't believe in a divine entity, while agnostics hold that confirming the existence of the divine is inconclusive.

In summary, promoting religious tolerance and respect for all belief systems, including non-belief, is an essential step toward building a more inclusive and harmonious society.

AGE DIVERSITY

Society is undergoing constant structural changes, and one of the consequences is that people are now freer to pursue or switch careers at any age.

In the past, it was uncommon for a company to hire an intern over 50 or a partner under 30. Still, with today's dynamic job market, age is no longer the main factor determining a person's professional path.

A diverse age range in the workplace can be a strategic advantage for a company's growth because it allows for integrating different generational perspectives and expertise, ultimately improving its performance.

However, age diversity also presents cultural challenges in the workplace. To address these challenges, companies need to identify the values and goals of each generation and promote open communication and collaboration between employees of all ages.



To facilitate the identification of generations, they are presented as follows:

- Baby boomers: born between 1946 and 1964;
- Generation X: born between 1960 and 1980;
- Generation Y: born between 1981 and the mid-1990s;
- Generation Z: born from the late 1990s onwards.

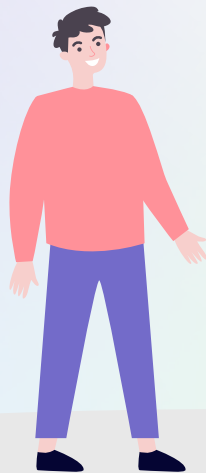
According to the International Labor Organization's (ILO) '2019 Overview of Work in Latin America and the Caribbean report, the fundamental skills for achieving maximum efficiency and productivity are socioemotional, such as communication and teamwork; non-routine cognitive, such as creativity, critical thinking, and the interpretation of complex problems; and digital, such as programming, information design, and database management. These skills can be found in professionals of all ages.

Organizations can promote good coexistence and retain talented individuals without age-based limitations for particular positions by identifying and addressing the needs of different generations in the workplace. Managing age diversity in the workplace can lead to retaining the most qualified professionals and optimizing productivity.

Generation Z



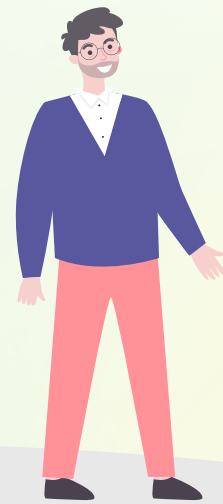
Generation Y



Generation X



Baby Boomers



PWD DIVERSITY

The 2010 IBGE (The Brazilian Institute of Geography and Statistics) Census and the 2013 RAIS (Annual List of Social Information) report revealed that despite more than 1.2 million people with disabilities in Brazil, less than 1% of this group had signed employment contracts.

Although our government has implemented measures such as the Quota Law and the Brazilian Inclusion Law (LBI) to promote fundamental rights and social inclusion for people with disabilities in education, employment, and other areas, data demonstrates that we are far from adequate inclusion of people with disabilities in the workplace and society as a whole.

Including people with disabilities, and ensuring accessibility extends beyond installing access ramps and Braille buttons in elevators. Achieving equity requires recognizing different types of disabilities, including visual, physical, multiple, intellectual, and hearing impairments.

Moreover, Not everyone thinks and processes information in the same way, nor do they do so at the same speed or with the same cognitive model. People with neurodiversity (such as those who are autistic or gifted) and those with psychosocial “disorders” should be considered, by law, as individuals who can perform professional activities and are eligible for inclusion in the Quota Law, much like those with physical disabilities.

The concept of neurodiversity breaks down the idea that people with diverse neurocognitive functioning are carriers of disorders or are sick and in need of a cure.



It is essential to ensure that individuals with disabilities have access to a wide range of environments and are provided with equal conditions to be effectively included in the workplace. This is essential for promoting a diverse work environment.

SOCIAL DIVERSITY

Social diversity refers to the range of differences and values among individuals in social life, encompassing diverse cultural expressions, lifestyles, and atypical behaviors.

This aspect of diversity arises from differences in backgrounds, beliefs, contexts, places of living, and social classes.

When we consider ourselves part of society, we must recognize that each individual is unique and interrelated within dynamic social and cultural contexts. However, we often overlook these factors and fail to respect, value, and embrace those who differ from us.

In discussing social diversity, addressing the marginalization of those who do not conform to expected standards, whether set by ourselves or by the economically and/or culturally dominant segments of society, is crucial.

Those who “don’t fit in” or do not share dominant values or standards often face intense social pressure and may become marginalized if they cannot conform.

Despite comprising a significant portion of the population, these groups, referred to as minorities, have little or no social, economic, and political representation. They are frequently the targets of discriminatory and prejudiced behavior because they do not conform to the norm.



This situation becomes particularly challenging when considering social diversity stemming from shared values within less privileged social classes. The intersection of these two factors - belonging to a lower social class and having individual identities that diverge from the societal norm accepted by the dominant segment - further complicates individuals' prospects for social advancement and economic mobility.

In this context, we can spotlight the circumstances of favela residents. Despite being substantial consumer markets and, as per a survey by the Locomotiva Institute, having 69% of their inhabitants connected to the internet and having bank accounts - a percentage higher than that of residents in several Brazilian cities - these communities remain undervalued by large corporations. Such companies fail to recognize the qualities of this population that align with the image they seek to associate with their brands.

When dealing with social diversity - people who do not share the same values, behaviors, or ways of expression as us - we should remember that our individual experiences shape our perspectives, interpretations, and decisions. Every person has a unique experience based on their cultural, social, and economic background, and we should not regard any particular culture as "superior," any lifestyle as "acceptable," or any behavior as "appropriate."

Understanding, respecting and remaining open to experiencing different cultures, traditions, and socioeconomic contexts from our own is crucial. Doing so will provide us with new learning opportunities, broaden our vision, and help us build a more just society.

Are you up for this challenge?



GOOD PRACTICES



When discussing Diversity & Inclusion, we are not just discussing abstract concepts. We are talking about real people, their experiences, and their stories of pain, struggle, and survival.

We all belong to various groups and categories that indirectly influence our individuality and express our identity. Unfortunately, some individuals face challenges due to fitting into specific categories, and we invite you to reflect on your privileges. These privileges can relate to aspects like race, religion, social class, gender, conformity to cisnormative standards, age, or ability. It's important to view these representations with respect and empathy.

Empathy, as defined in the dictionary, involves putting oneself in someone else's shoes and attempting to understand how they would think or act in a given situation. It means identifying with others and understanding their feelings, desires, thoughts, and experiences. It requires sensitivity to truly hear and connect with someone on a deep level.

To develop empathy, it is necessary to:

- Be willing to always listen to the other person. Make sure you are actually listening and not doing other things at the same time (e.g., fiddling with your cell phone);
- Let go of prejudices and judgments;
- Do not make comparisons with other people or other events;
- Establish a bond of trust with people by being kind;
- Be willing to help others and make yourself available to do so.

Empathy plays a crucial role in building trust and fostering collaboration. Consequently, teamwork becomes more productive and effective. Consider how many conflicts could be avoided in our daily lives if we applied empathy more often. Reduced conflicts also lead to lower levels of anxiety and stress.

To practice empathy effectively, it's essential not only to respect the other person but also their experiences and their perspective. Many prejudices and judgments are excused as "just jokes," but if a "joke" hurts or belittles someone, it's no longer a joke. Such behavior can damage self-esteem and well-being, potentially causing anxiety, stress, and even depression. A joke should be humorous and inclusive for everyone.

The "Place of Speech" refers to an individual's social position, which shapes their unique experiences and viewpoints, often differing from those of specific social groups. It can be challenging to fully grasp the experiences of someone with significantly different life experiences, but empathy involves giving them space to express themselves. This means active listening, respect, and refraining from comparing their experiences to those of someone who doesn't belong to the same "minority" group.

The "Place of Speech" concept is not about silencing anyone; it's about creating room for diverse voices to be heard and taken seriously. Therefore, it's important to move away from the idea of dismissing others with terms like "whining." This term is often used pejoratively to label someone as a "victim" when they speak out against prejudice and judgments. Instead, we should encourage open dialogue and understanding.

We must re-evaluate our attitudes and avoid behaviors that intimidate, disrespect or diminish others. It's essential to be mindful of how our actions impact others and take responsibility for their emotional well-being. We are constantly learning and growing, and this guide aims to contribute to that process. To help you, we have compiled some "good practices" that, when applied consistently, can help build a more inclusive society.

- Always respect!
- Avoid diminishing other people's experiences and struggles. Reflect on whether what you consider "whining" does not invalidate another's pain/perception;
- When in doubt about someone's gender identity, ask what pronoun you can assign to them;
- When in doubt about the acronym LGBTQIAP+, use only "LGBT+";
- Words like morena, mulata, moreninho, neguinho, nego (dark, nigga, nigger), and expressions like "Não sou tuas nega," "Criado Mudo," "Cabelo Duro ("My nigga," "Balcklist," "Fuzzy Wuzzy," "Black magic") address black skin color in a derogatory way. Avoid them!
- Do not use the words "Viado", "Viadinho," "Boiola," "Bixinha," "Menininha," "Biba," "Traveco," "Caminhoneira," "Sapatão ("fruit," "fairy," "fag ou faggot", "poof," "pansy," "queen," "dyke", "tomboy"), as a form of insult.
- It is not good manners to question the sexual position of homo-affective couples with questions such as "Who is the woman/man in the relationship?" as well as questioning whether a trans person has undergone gender transition surgery or what their baptismal name is;
- Never pejoratively use terms related to any religion;
- If one day you use the same bathroom as a trans person, don't question why that person is there. After all, this is a trans person's right! If you are uncomfortable, leave.
- In a discussion, always maintain respect, empathy, dialogue, and an open mind.



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