

**TRANS
RIGHTS
ARE
HUMAN
RIGHTS**

**SUPPORT
PACK**

What are we doing and why?

- We are a growing group of leading businesses who are coming together to support trans equality.
- On 14 September we will be launching a public show of support for trans equality. We plan to unite our organisations behind a simple message: **Trans Rights Are Human Rights.**
- **On this day we will launch a new website (www.transrightsarehumanrights.co.uk) featuring our companies' logos, and we will show our support on social media.** The team are aiming to secure advertising that will focus on the key message and linking people to the website.
- Following on from this we hope to encourage more organisations to add their support to the website and to show their support in further ways, including by signing open and private letters to the Prime Minister outlining their support. We plan to secure more advertising to highlight our message of support.

How can you support?

- Agree to join the campaign and add your logo to the website. Please email [REDACTED] with your logo.
- Show your support on social media on the day of launch. Read on for more information.
- Donate ad space to share the campaign logo and website with the widest possible audience.

More ways you can support

1

Add your organisation's name to open and private letters from business to the Prime Minister.

██████████ and confirm your signature ██████████ if you haven't already signed up.

2

Highlight your existing work to support trans equality with your workforce, offer trans voices a platform and representation in materials, and ensure your policy is trans inclusive.

3

Be ready to sign further private and open letters to highlight companies' support for trans equality.

4

Send a video of support for The Sarah O'Connell Show, who are producing a video of business CEOs expressing their support for trans equality. [Email Sarah](#) for more information.

Social Media Support

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On the day of launch, please use these social media graphics to post your support. Finalised versions will be available [REDACTED] on 7 September.

Please use the hashtag **#TransRightsAreHumanRights** while sharing your support, and consider mentioning why trans equality matters to your company.

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FAQs



What response can my company expect to receive and how should we respond?

The vast majority of the British public support trans equality, but many don't feel confident showing their support. By stepping forward you are making it easier for the silent majority to speak up. As with every other social justice issue there are fringe voices who may respond negatively to your positive posts. Rather than engaging with specific arguments it is most effective to not engage, or simply to re-emphasise your support for trans equality and why it matters to you.

My company is cautious about engaging in political issues – can we still take part?

To say trans rights are human rights is not political – you are showing your support for a marginalised community, and demonstrating to the world that you value the diversity of your employees, customers and clients. None of the messages that you are signing up to are focused on policy or specific political events. By adding your organisation's support to this initiative, you are helping to show the breadth of support in society for trans equality.

I'm worried that my company isn't doing enough to support trans colleagues and customers to join this initiative – what should I do?

Wherever you are on your journey to becoming a trans inclusive organisation, there is always scope to improve. Showing your support for initiatives like this can be a catalyst for change. Make sure you are working with key internal stakeholders and partner organisations like Stonewall, Mermaids, Trans in the City or Gendered Intelligence to ensure you are developing tangible plans that will make a meaningful difference for trans colleagues and customers.

Contact Information

If you have any questions about showing your support, please contact

