

youth
project

pinkwashing 101

FREE PALESTINE!
**YOU
DESERVE
TO BANK
WITH
PRIDE**
NO PRIDE
NO NO
GUE
BOO!
scotia



STOP
TRANSPHOBIA

OCTOBER 2025

**supporting 2SLGBTQIA+
youth since 1993**



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WHAT IS pinkwashing?

Pinkwashing,
also called rainbow-washing, is when
companies or organizations use 2SLGBTQIA+
rights and issues to promote themselves
without really supporting those values.

**Think of pinkwashing as a form
of false advertising.**

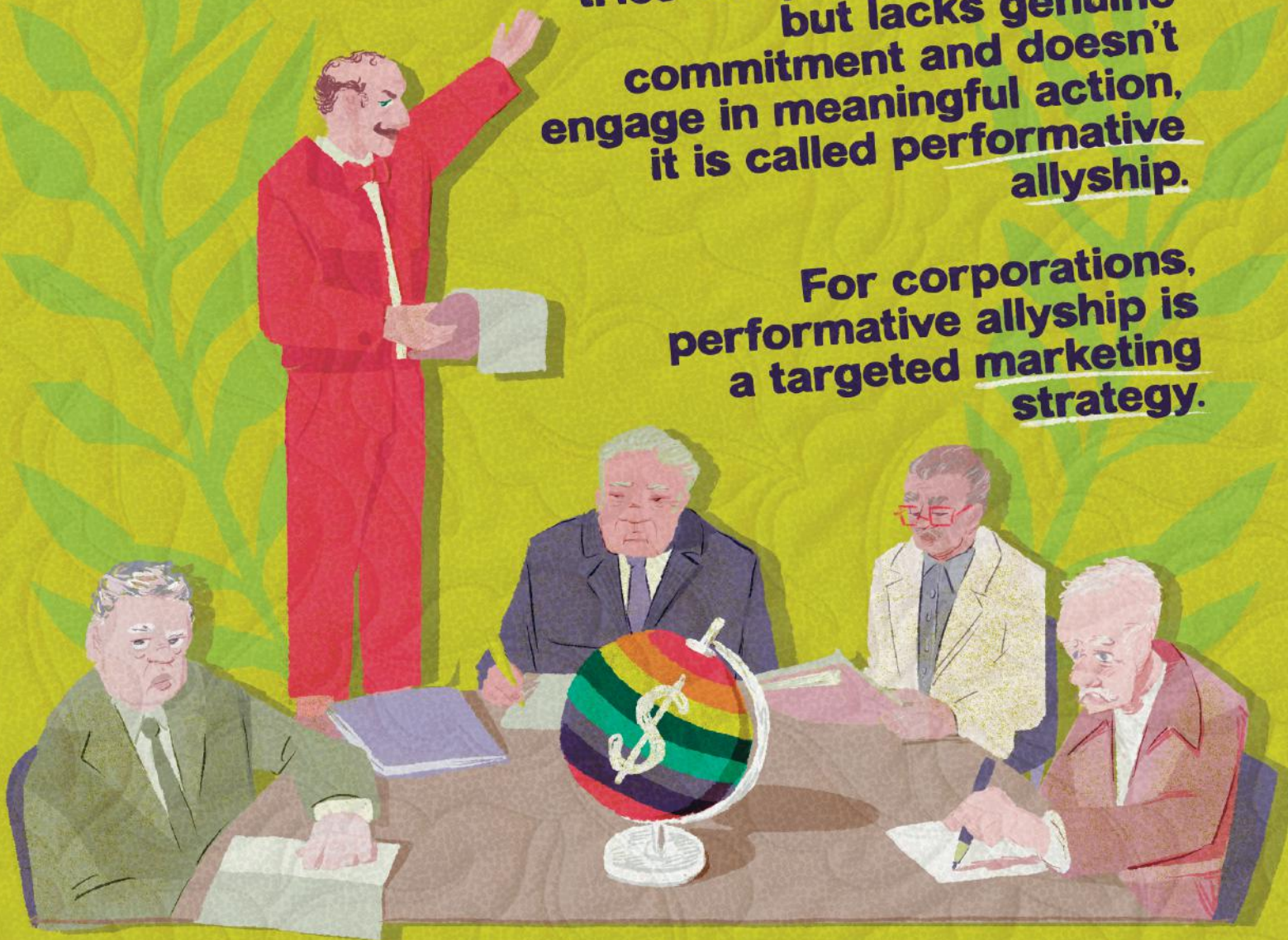


For example, a company may use rainbow flags and slogans to look inclusive, but they may not be invested in hiring 2SLGBTQIA+ people.

CORPORATE PINKWASHING

When a person or group tries to appear supportive but lacks genuine commitment and doesn't engage in meaningful action, it is called performative allyship.

For corporations, performative allyship is a targeted marketing strategy.

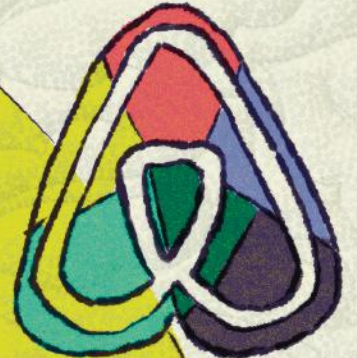


CORPORATE PINKWASHING



These corporations will use queer identities and culture as a marketing tactic whenever it's convenient and/or profitable—all without engaging in active allyship or queer liberation.

For example, big corporations might brand their logos or products with rainbow flags to advertise to 2SLGTQIA+ communities—



**–but they won't advocate for Two Spirit
and trans rights.**

**They might even support systems of
oppression by withdrawing funding from
2SLGBTQIA+ organizations or funding anti-
trans organizations and legislation.**

**A recent example is Target having a pride
section in their stores this year, despite
rolling back their DEI Initiatives.**



POLITICAL

PINKWASHING

Pinkwashing can also be used as a political tool through propaganda. Propaganda is biased or misleading information that's used to promote a particular point of view or agenda.

We see propaganda used by political platforms, policies, tourism campaigns, and governments in many ways—

SORRY, NO RAMP!

PRIDE IN OUR

DIVERSITY!

NO PRIDE
IN PINK
WASHING!



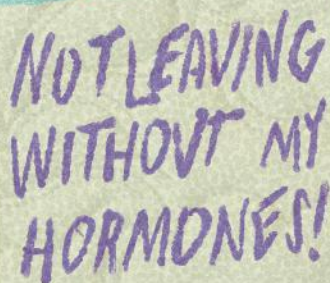
This is often done while our governments do things like approving oppressive policies and discriminatory investments, in order to distract us from their harmful actions.

Governments use pinkwashing to try and convince us that 2SLGBTQIA+ folks will be “safe” or “free,” without actually pushing for the necessary policies and protections.

Similarly, organizations often use pinkwashing to make us believe they understand 2SLGBTQIA+ issues or have a presence in the community, instead of truly getting involved or working to understand our realities.



**HEALTH
CARE
FOR ALL
TRANS
PEOPLE**



**NOT LEAVING
WITHOUT MY
HORMONES!**

PINKWASHING & PALESTINE

SUPPORT PALESTINIAN QUEERS
BOYCOTT ISRAELI TOURISM
WWW.QUEERSAGAINSTAPARTHEID.ORG

How does pinkwashing relate to Palestine? The state of Israel funds millions of shekels to “Brand Israel” - a pinkwashing campaign to market itself as a leader in 2SLGBTQIA+ rights and as a ‘haven’ for queer community, while painting Palestine and Palestinians as homophobic and transphobic.

PINKWASHING & PALESTINE

For example, in 2023, a photo circulated of an IOF* soldier smiling and holding a rainbow flag as he stood on rubble in Gaza. He had written the words "in the name of love" over the flag. The idea that the mass bombing of Gaza

and the ongoing genocide supports 2SLGBTQIA+ liberation is incredibly misguided, and attempts to position Palestinian Sovereignty as incompatible with 2SLGBTQIA+ rights, but there is no pride in genocide.



*IOF = ISRAEL
OCCUPATION
FORCES

In reality, Israel has used pinkwashing as a tactic to divide people, and to erase the existence of 2SLGBTQIA+ Palestinians.

CALLS TO ACTION AGAINST **PINKWASHING!**

CHECK THEM OUT-

Before you support a brand or political movement, do a little digging. Are they really helping 2SLGBTQ+ rights, or just using Pride month to their benefit? Don't just look at their ads!



LOOK AT INVESTORS

Find out who invests in these companies and organizations. Do their investors truly care about 2SLGBTQ+ issues, or are they just in it for the money and good publicity? Reference the BDS List (BDS stands for Boycott, Divestment, Sanctions) and tap into the BDS movement!

SUPPORT LOCAL

Choose to buy from local BIPOC and 2SLGBTQIA+ businesses that genuinely care about the community – the same goes for choosing which political organizations to support. Look for products, services and platforms that match your values!

STAND UP

Don't be afraid to call out pinkwashing when you see it. Talk to your friends and family about why it matters. Encourage real change and hold companies and governments accountable.

Boycott brands, organizations, and platforms that only pretend to care. Instead, invest your support, energy, time, and money in those that are genuinely making a difference. Imagine a world where everyone is truly supported and works together to make that happen!

SOURCES

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