

# DIVERSITY, EQUITY AND INCLUSION GLOSSARY

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*Feeling bad about racial injustice is not the same as exhibiting allyship.*

*Empathy is the bare minimum. Acknowledgement is the bare minimum. Comprehension is the bare minimum. But progress doesn't happen with the bare minimum.*

*- Ohioma*

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## Why do we need a glossary?

A glossary may appear to be simply a list of words and definitions, but words have power.

### **Words matter.**

Words can name, describe and empower. But if used incorrectly, they label, judge, attack or erase.

If there are no words or descriptions that fit, does that "thing" really exist?

Words, descriptions, and identities are extremely important. If marginalized identities, experiences and realities remain outside of language they will be silenced and invisible, unable to be recognized, communicated or shared.

Imagine losing identity. Or, maybe worse yet, imagine identifying as something that does not exist to those around you. The impact that has on an individual is tremendous. That is why this glossary is so important!

Words can be powerful tools used to empower, include, acknowledge, identify, validate, understand, respect, dignify, unify, humanize, celebrate, embrace and heal. Words can draw your audience in, and create a feeling of comfort. This should be tremendously important to you, especially because the words you use attempting to deliver a message.

Words can also be weapons. Words can be used with the intent to invalidate, intimidate, belittle, bully, divide, dominate, ostracize, erase, judge and ridicule. Many words have been used against marginalized communities in this way, both intentionally and unintentionally.

If your end goal is to connect individuals to your product, or encourage your audience to enter your sales funnel, you want to be sure you are using these powerful tools positively,

This glossary articulates the power of language, and recognizes that language has been used to shape individuals, industries and our collective experience.

While reflecting on the content in this glossary, let us draw parallels to the same way language and terms, the erasure and oppression of languages and titles, and absence of language or terms has informed, idolized and impacted individuals in the outdoor industry. Inherently erasing certain individuals from adventurous communities, and instead amplifying cis gendered individuals through the terms "Mountain Man" or "Outdoor Woman".

This glossary is tremendously important. It will help guide you and strengthen you in your position as an ally. It will help bolster your jargon, and allow you to communicate with individuals outside those who are within the confines of your own reflection.

## How to use this glossary

Prior to group events bring this glossary out for a review of terms. Practice pronouns on inanimate objects in the office if you need to refresh your fluid delivery of pronouns unlike yours in an upcoming meeting.

Keep the glossary out during your group discussion or call. Refer back to it for guidance if need be. Don't rush yourself or panic during the call - those that are on the call with you will appreciate your efforts towards allyship.

Remember: In order to be received, you must be receptive. Validate the person you are speaking with by showing them you care about the terminology they expressed preference for.

Take action, pronoun and term with love, and choose to be an ally.



## Glossary

**Ableism:** Prejudiced thoughts and discriminatory actions based on differences in physical, mental and/or emotional ability that contribute to a system of oppression; usually of able-bodied/minded persons against people with illness, disabilities or less developed skills.

**AFAB/AMAB (Assigned Female At Birth/ Assigned Male At Birth):** Acronyms that serve to disrupt the gender binary model; Assigned Female/Male At Birth serves to remind that gender was arbitrarily assigned based on genitalia at birth. Alternatives: FAAB/MAAB (Female/Male Assigned At Birth) or CAFAB/CAMAB (Coercively Assigned Female/Male At Birth).

**Agender:** A person who does not identify with any gender, or who does not experience gender.

**Ally/Allyship:** A person who supports and celebrates equity seeking groups, interrupts and challenges oppressive remarks and actions of others, and willingly explores biases within themselves. Being an ally requires action: telling colleagues that their jokes are inappropriate; advocating for the health, wellness and acceptance of people from underrepresented or marginalized groups. An ally takes action to support people outside of their own group.

**Bi-Erasure:** A culmination of biases, attitudes and language that serves to ignore, remove, or reframe evidence of bisexuality in history, academia, news media, and other primary sources. In its most extreme form, bisexual erasure can include the denial that bisexuality exists. An oft-heard example of bi-erasure is claiming that someone might only be ‘going through a phase,’ or ‘is not yet ready to come out fully as gay/lesbian.’

**BIPOC:** BIPOC stands for Black, Indigenous, People of Color. People are using the term to acknowledge that not all people of color face equal levels of injustice. BIPOC is significant in recognizing that Black and Indigenous people are severely impacted by systemic racial injustices and oppression.

**Cisgender:** Identifying with the same gender that one was assigned at birth. A gender identity that society considers to “match” the biological sex assigned at birth. The prefix cis- means “on this side of,” in reference to the gender binary model. A term used to identify people who are not trans, and the experiences of privilege granted on the basis of being cisgender.

### Colonialism / Colonization:

Colonialism is an intentional process by which a political power from one territory exerts control over a different territory. It involves unequal power relations, and includes policies and/or practices of acquiring full or partial political control over other people or territory, occupying the territory with settlers, and exploiting it economically.

Colonization is an intentional process and practice of domination, control, and forced subjugation of one people over another. It involves unequal power relations, and includes policies and/or practices of acquiring full or partial political control over other people or territory, occupying the territory with settlers, and exploiting it economically.

**Diverse Abilities/Disability:** Disabilities are having a physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities. As always, it is important to take note of how the individual identifies as. Some prefer "Diverse Abilities" meaning different abilities. Some prefer "disability".

**Ethnicity/Ethnic Group:** A social construct that divides people into smaller social groups based on characteristics such as shared sense of group membership, cultural heritage, values, behavioral patterns, language, political and economic interests, history and ancestral geographical base.

**Equality:** Treating everyone the same way, often while assuming that everyone also starts out on equal footing or with the same opportunities.

**Equity / Equitable:** Working toward fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers. Equity refers to achieving parity in policy, process and outcomes for historically and/or currently underrepresented and/or marginalized people and groups while accounting for diversity. It considers power, access, opportunities, treatment, impacts and outcomes, in three main areas:

- 1) Representational equity: the proportional participation at all levels of an institution;
- 2) Resource equity: the distribution of resources in order to close equity gaps; and
- 3) Equity-mindedness: the demonstration of an awareness of, and willingness to, address equity issues.

**Equity Seeking groups:** Equity-seeking groups are communities that experience significant collective barriers in participating in society. This could include attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc. Equity-seeking groups are those that identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation. Historically, persistently, or systematically marginalized groups.

**Gender:** The social construction of concepts such as masculinity and femininity in a specific culture in time. One may identify as being a man, woman, or another gender. It involves gender assignment (the gender designation of someone at birth), gender roles (the expectations imposed on someone based on their gender), gender attribution (how others perceive someone's gender), and gender identity (how someone defines their own gender). Fundamentally different from the sex one is assigned at birth.

**Gender Affirming:** A broadly applied term to describe any number of actions, behaviours or supports used in validating someone's gender expression or identity. For example, a teacher who refers to a student by the pronouns they

**Gender Identity:** One's internal and psychological sense of oneself as man, woman, both, in between, neither, or another understanding of gender. People who question their gender identity may feel unsure of their gender or believe they are not of the same gender they were assigned at birth.

**Heteronormative:** Refers to social roles, structures, language etc. that reinforce the idea that heterosexuality is the presumed norm and is superior to other sexual orientations.

**Inclusion:** Inclusion is an active, intentional, and continuous process to address inequities in power and privilege, and build a respectful and diverse community that ensures welcoming spaces and opportunities to flourish for all. Workplace Inclusion is an atmosphere where all employees belong, contribute, and can thrive. Requires deliberate and intentional action.

**Inclusive Language:** The use of gender non-specific language (i.e. ‘partner’ instead of ‘husband’, or ‘they’ instead of ‘she’) to avoid assumptions around gender identity and sexual orientation, and to enhance the accessibility of information and services. Educational, social service, and health professionals are especially encouraged to use inclusive language until advised otherwise by the person they are talking to or about.

**Internalized Homophobia:** The experience of shame, guilt, or self-hatred in reaction to one’s own feelings of sexual attraction for a person of the same gender.

**Intersectionality:** A theory coined by Kimberlé Crenshaw in the 1980s to draw attention to how different systems of oppressive structures and types of discrimination interact and manifest in the lives of minorities; for example, a queer black woman may experience oppression on the basis of her sexuality, gender, and race – and a unique experience of oppression based on how those identities intersect in her life.

**Indigenous:** The term ‘Indigenous’ encompasses First Nations, Métis and Inuit people, either collectively or separately, and is a preferred term in international usage, e.g., the ‘U.N. Declaration on the Rights of Indigenous Peoples.’ In its derivation from international movements, it is associated more with activism than government policy and so has emerged, for many, as the preferred term (vs. Aboriginal)

**Intersectionality:** The intertwining of social identities such as gender, race, ethnicity, social class, religion, sexual orientation, and/or gender identity, which can result in unique experiences, opportunities, and barriers. A theory coined by Kimberlé Crenshaw in the 1980s to draw attention to how different systems of oppressive structures and types of discrimination interact and manifest in the lives of minorities; for example, a queer black woman may experience oppression on the basis of her sexuality, gender, and race – and a unique experience of oppression based on how those identities intersect in her life.

**Land/Territory Acknowledgements:** Territory acknowledgement is a way that people insert an awareness of Indigenous presence and land rights in everyday life. This is often done at the beginning of ceremonies, lectures, or any public event. It can be a subtle way to recognize the history of colonialism and a need for change in settler colonial societies.

**LGBTQ2S+:** Acronym used to refer to Lesbian, Gay, Bisexual, Trans, Queer and Two-Spirit (2S) people. Additional letters, or a + sign, are sometimes added to this acronym (i.e. LGBTQ+, LGBTQI2S, etc.). Making fun of the length of this acronym can have a trivializing or erasing effect on the group that longer acronyms seek to actively include.

**Marginalization:** A social process by which individuals or groups are (intentionally or unintentionally) distanced from access to power and resources and constructed as insignificant, peripheral, or less valuable/privileged to a community or “mainstream” society. This term describes a social process, so as not to imply a lack of agency. Marginalized groups or people are those excluded from mainstream social, economic, cultural, or political life. Examples of marginalized groups include, but are by no means limited to, groups excluded due to race, religion, political or cultural group, age, gender, or financial status. To what extent such populations are marginalized, however, is context specific and reliant on the cultural organization of the social site in question.

**Misgender:** To refer to someone (especially a transperson) by using a word, like a pronoun or form of address (i.e. sir, ma’am), that does not correctly reflect the gender with which they identify. The act of misgendering can be done intentionally and with malice, or with ignorance; both are considered harmful. A related term, ungender, refers to the mental process by which a person tries to understand someone within a gender construct they don’t identify with, most especially after learning about one’s trans status.

**Misogyny:** The fear of the power of femininity that leads to the belief or attitude that masculinity, and specifically maleness, is not only desired, but more powerful and naturally dominant over femininity, and specifically femaleness. Misogyny represents itself in: men claiming public spaces (i.e. cat-calling); maleness being understood as the default (i.e. World Cup vs. Women’s World Cup); men being overrepresented in media, television and film roles; and overwhelming statistics related to men’s violence against women. See also: transmisogyny.

**Microaggression:** Everyday insults, indignities and demeaning messages sent to historically marginalized groups by well-intentioned members of the majority group who are unaware of the hidden messages being sent.

**Neurodiversity:** The concept that there is great diversity in how people’s brains are wired and work, and that neurological differences should be valued in the same way we value any other human variation.

**Non-Binary:** A continuum or spectrum of gender identities and expressions, often based on the rejection of the gender binary’s assumption that gender is strictly an either/or option of male/men or female/women, based on sex assigned at birth. Non-binary can be both a specific term of identification, and/or an umbrella term.

**Pangender:** Refers to people who identify and/or express the many shades of gender. See also: Agender; Gender Non-Conforming; Genderqueer; Non-Binary.

**Patriarchy:** A social system where the bulk of power, authority, and control in society is held by men. This assigns greater importance to male identities and issues than to people of other gender identities.

**Performative Allyship:** This is when an individual from a majority or privileged group (white/straight/cis/abled) professes their support of and/or solidarity with a marginalized group (identifies themselves as an ally) in a way that either isn’t helpful to that group, draws attention away from that group, or actively harms that group.

**Privilege:** Refers to the social, economic and political advantages or rights held by people from dominant groups on the basis of gender, race, sexual orientation, social class, etc. Unearned social power (set of advantages, entitlements, and benefits) accorded by the formal and informal institutions of society to the members of a dominant group (e.g., white/Caucasian people with respect to people of color, men with respect to women, heterosexuals with respect to homosexuals, adults with respect to children, and rich people with respect to poor people). Privilege tends to be invisible to those who possess it, because its absence (lack of privilege) is what calls attention to it. In other words, men are less likely to notice/acknowledge a difference in advantage because they do not live the life of a woman; white people are less likely to notice/acknowledge racism because they do not live the life of a person of color; straight people are less likely to notice/acknowledge heterosexism because they do not live the life of a gay/lesbian/bisexual person.

**Pronouns:** A word used to refer to someone, without using their name(s). It is important to not make assumptions about the pronouns a person may use about themselves; in the same way you might introduce yourself with your name and then ask for someone else’s name, you can do so with pronouns: Eg: “My name is Erika, and I use the pronouns they and them; I don’t want to misgender you, can you let me know what your names and pronouns are?”

\*Zee: This is a common gender-neutral pronoun and it can be used in the singular.

\*See Pronoun Success on page 9.

Subjective	Objective	Possessive Adjective	Possessive Pronoun	Reflexive	Pronunciation
She	Her	Her	Hers	Herself	Pronounced as it looks
He	Him	His	His	Himself	Pronounced as it looks
They	Them	Their	Theirs	Themselves	Pronounced as it looks
Ze	Zir	Zir	Zirs	Zirself	Pronounced: zee, zere, zere, zeres, zereself

**QTIPOC:** An acronym for Queer, Trans, and Intersex People of Colour. Queer people of colour often experience intersecting oppressions on the basis of race, gender, sexual orientation and other factors, including within queer and trans communities. Some literature may also use QTIBIPOC (Queer, Trans, and Intersex, Black and Indigenous People of Colour) to call attention to the specific mechanisms and impacts of oppression experienced by Black and/or Indigenous communities.

**Race:** A social construct that artificially divides people into distinct groups based on characteristics such as physical appearance (particularly skin color), cultural affiliation, cultural history, ethnic classification, and the social, economic and political needs of a society at a given period of time. There are no distinctive genetic characteristics that truly distinguish between groups of people. Created by Europeans (Whites), race presumes human worth and social status for the purpose of establishing and maintaining privilege and power. Race is independent of ethnicity.

**Racism:** The term “racism” specifically refers to individual, cultural, institutional, and systemic ways by which differential consequences are created for different racial groups. Racism is often grounded in a presumed superiority of the white race over groups historically or currently defined as non-white. Racism can also be defined as “prejudice plus power.” The combination of prejudice and power enables the mechanisms by which racism leads to different consequences for different groups.

**Sex:** Refers to the physical and physiological characteristics chosen to assign humans as male, female or intersex. It is determined by characteristics such as sexual and reproductive anatomy and genetic make-up.

**Sexual/Romantic Orientation:** Refers to a person's experiences of sexual and romantic attraction to other people, or to no one. Many people become aware of these feelings during adolescence or even earlier, while some do not realize or acknowledge their attractions (especially same-gender attractions) until much later in life. Many people experience their orientation(s) fluidly, and feel attraction or degrees of attraction to different genders at different points in their lives. Orientations are defined by feelings of attraction rather than behaviour.

**Underrepresented:** Individuals or groups with insufficient or inadequate representation in various aspects of life, often determined when compared to their proportional composition in Canadian society, but other considerations may also override strictly proportional representation.

**Unconscious bias / Implicit Bias:** An implicit association, whether about people, places, or situations, which are often based on mistaken, inaccurate, or incomplete information and include the personal histories we bring to the situation. Unconscious (or implicit, hidden) biases are mental processes that operate outside of our consciousness, intentional awareness, or control. Unconscious biases include: Affinity bias: The tendency to show favour and/or feel more kinship towards people who are more like us. It may be based on some aspect of identity that we share with that person, or it could be similar interests and backgrounds. Attribution bias: How people explain the behaviour or outcomes for themselves or others. For example, attributing a person's success to their natural abilities, versus seeing that success as the result of luck or favouritism. Confirmation bias: The tendency to more easily accept, search for, interpret, or favour information that aligns or agrees with one's existing beliefs and opinions. Performance bias: An assessment of people's competence based on some aspect of their appearance or identity.

**Universal Design:** Universal Design is the design and composition of an environment so that it can be accessed, understood, and used to the greatest extent possible by all people, regardless of their age, size, ability, or disability. An environment (or any building, product, or service in that environment) should be designed to meet the needs of all people who wish to use it. Universal design constitutes the equitable access to spaces, objects, environments, and services.

## Tips for Pronoun success:

Instead of relying on assumptions or labelling others, start by paying close attention to what someone says about themselves.

If appropriate, respectfully ask the person “what language would you like me to use?”

Do your best to speak and write that back, to them and about them. Honour this, even when it is not the language you yourself might use.

When discussing pronouns, ask individuals privately or discreetly, or ask a group at the same time.

Don't assume pronouns or terminology.

Check in, as pronouns can change.

Remember, everyone makes mistakes. Everyone has "those days". Mis-identifying someone, or slipping on terminology you don't have practice with will happen to all of us once in a while. That is okay. What matters is that you are trying.

When you misgender someone, apologize quickly and rephrase it with the correct pronoun, and move on. Don't make a scene or over apologize publicly, instead show the individual you are learning by correcting your mis-spoken term and moving forward.

We are all growing in this arena together. Being an ally means you will always be learning and growing. Never forget the positive impact you have made just by accepting and validating the individual you are speaking with, and dedicating yourself to constant improvement.

And remember: In order to be received, you must be receptive. Validate the person you are speaking with by showing them you care about the terminology they expressed preference for.

Take action, pronoun with love, and choose to be an ally.