

BLOOM

THE ALLYSHIP CODE

CHAMPION & CELEBRATE



A guide to being a good ally



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WHY DID WE CREATE THE ALLYSHIP CODE?

Allyship is a concept that is talked about a lot, but not clearly understood. It can be a bit of a minefield so we've created an easy to use Allyship Code to provide guidance to anyone seeking to become a good ally. It is designed to help us step out of our comfort zones and embrace ways of behaving that challenge the status quo. Bloom is all about everyday actions, and this Allyship Code will help us all walk the walk in becoming better allies.

WHAT IS ALLYSHIP?

An ally is a person **actively** advocating and working for the inclusion of a marginalised group in all areas of society. They may not be a member of that group but works in solidarity with it.

An ally might have more privilege and **recognises that privilege**. They are powerful voices **alongside** the group.

They promote and aspire to advance a culture of inclusion through intentional, positive and conscious efforts.



AN ALLY IS
PRESENT,
ENGAGED
AND
COMMITTED



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ACTIVELY ADVOCATE AND AMPLIFY

Actively champion and demonstrate support as an ally, not only within your immediate circle but amplify by elevating that person/group in your broader network.



LISTEN AND LEARN

Be present, engaged, listen and learn. Part of learning is doing your own research, keeping an open mind and becoming informed, without presumptions. Keep up to date, be authentic and ask questions. Avoid placing the burden of education on the group you seek to be an ally for.



LEAN IN AND LESSEN THE LOAD

Take an active role, share the workload, acknowledge and use your privilege. Avoid virtue signalling as this can be seen as performative. Show you are a partner and collaborator on equal footing.



INCLUDE AND INTEGRATE INTERSECTIONALITY

Ensure people are included and feel valued. Acknowledge and promote those who feel othered by creating environments and opportunities where they can contribute, ensuring they are recognised. Consider areas of marginalisation that intersect and consider their privileges too. Inclusion and diversity are not the same - avoid interchanging these.



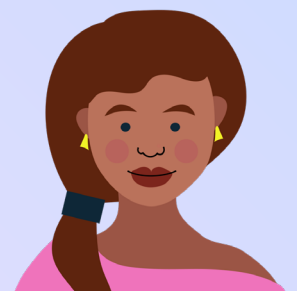
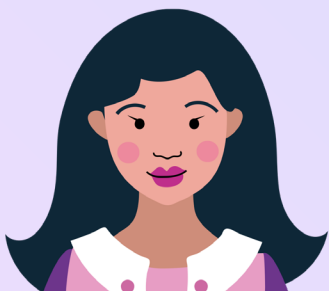
EMPOWER EQUITY AND DRIVE EQUALITY

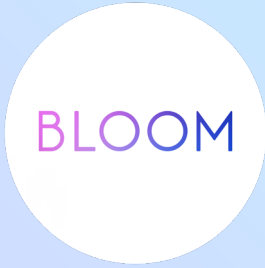
Evaluate and ensure there is fair opportunity for all. Check that those who are suppressed are given a voice. Increase equity and challenge barriers for others when you see them.



SENSE CHECK, SPEAK UP AND SUPPORT

Ensure you are representing with authenticity by collaborating and sense checking for unconscious bias. Be prepared to be uncomfortable. Don't be silent... be a champion for positive change.





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ABOUT US

Launched in 2010, Bloom is a 500-strong, volunteer-run professional network for women in communications. We're on a mission to ensure women in our industry have equal opportunity. By harnessing the power of their real voices, we strive to future-proof women's careers, spearhead industry change and pay it forward for the next generation.

But we cannot do it alone - we need to step out of our echo chambers and bring allies on the journey with us. At the same time, we need to recognise our own privilege, and use it to support others who are more marginalised than ourselves. Because it is our collective action that will make the world a fairer, better place for all.

Together We Are Bloom.

AUTHORS

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Bloom UK is
a proud partner of Women's Aid.

women's aid
until women & children are safe





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#TogetherWeAreBloom

