



## WHAT IS 'HOMONATIONALISM'?

**Homonationalism** is a concept from sociology that acknowledges how queer people are used in conversations about global politics. Homonationalism is when we use LGBTQ+ rights as a yardstick to judge how "moral" a society is.

It's short for "**Homonormative nationalism**" and it was first coined by Jasbir Puar to describe how the U.S. presented itself as LGBTQ+ friendly to contrast itself to "homophobic" Muslims during the "**war on terror.**"

It can also be applied to other contexts, like the way we talk about homophobic countries in Africa or the Caribbean while ignoring the role of **European colonialism in those regions.**



Source: Jasbir Puar

## WHAT IS PINKWASHING?

*Pinkwashing serves as a marketing strategy within homonationalism to incite racist violence.*

Desperate to **distract critics** of its racist policies towards Palestinians, the Israeli government has tried to paint itself as a socially progressive, gay-friendly hub with events such as Tel Aviv Pride Parades.

This phenomenon is called  
**'Pinkwashing'**

In 2005, Israel launched '**Brand Israel**', a campaign to "rebrand" itself to Western audiences as "modern and relevant" with its "gay-friendliness". In 2016, the Israeli government spent \$3 million to fly tourists in on a rainbow adorned airplane.

This is an example of Israel 'pink washing' in order to distract and justify their brutal military occupation and ongoing policies of colonial settlement on Palestinian land.

Source: Lets Talk Palestine

**Our response to Pinkwashing is simple:**  
*Liberation is indivisible & universal. There will be space for everyone's freedom when Palestine is free.*

**"How can I be inclusive & stay committed to decolonization as / celebrate Pride Month?"**  
1. Demand queer institutions end complicity with Israeli apartheid & Pinkwashing.  
2. Organize to combat the militarization of pride activities, which hurts Palestinian, Black & indigenous communities.

3. Learn from Palestinian queer activists like AlQaws (@alqaws\_org) who pave the path to collective liberation.

4. Sign the Petition to call on Capital Pride to speak out and divest



## 1. Recognize its colonial narrative

The portrayal of Israeli society as "gay-friendly" is accompanied by the portrayal of Palestinian society as **inherently regressive & intolerant.**

**This isn't new.** Colonial powers such as France and Britain have historically portrayed themselves as socially "superior" and "advanced", compared to the "regressive" & "savage" populations they controlled and exploited.

This narrative of supremacy is used to justify their oppression of native populations, painting **violent conquest** as an act of **purification** which brings "civilization" to the "savage" natives.

But how are queer Palestinians going to fight for equal rights as queers if they'll be shot at checkpoints as Palestinians?

**Queer liberation is impossible without Palestinian liberation.**

Source: Lets Talk Palestine

It's important to know how to respond to Pinkwashing.

## Keep learning and growing:



**AlQaws** for Sexual & Gender Diversity in Palestinian Society is a civil society organization founded in grassroots activism that works toward social change with regard to sexuality, sexual orientation, and gender, and aspires to create a more vibrant and just society.

**In 2023 alone, more than 520 anti-LGBTQ+ bills** were introduced across various state legislatures **in the United States.** This surge in legislative activity contrasts starkly with the nation's self-proclaimed status as a safe haven for LGBTQ+ individuals.

[JewishVoiceforPeace.org/resource/pinkwashing/](https://www.jewishvoiceforpeace.org/resource/pinkwashing/)

**Jewish Voice for Peace** is the largest progressive Jewish anti-Zionist organization in the world. They are organizing a grassroots, multiracial, cross-class, intergenerational movement of U.S. Jews in solidarity with the Palestinian freedom struggle, guided by a vision of justice, equality, and dignity for all people.



## 3. Recognize that Pinkwashing weaponizes ALL LGBTQ+ people

By weaponizing LGBTQ+ struggles and portraying Israel as a beacon of LGBTQ+ tolerance, **Pinkwashing erases the many hurdles queer Jewish Israelis still face.** In Israel, marriage equality for LGBTQ+ folks isn't legal — a far cry from the utopia described.

**Yaffa, a Queer and trans Palestinian** poet, teacher, and the executive director of the Muslim Alliance for Sexual and Gender Diversity says:

**"The audience (for pinkwashing) are the people who are anti-Black but pretend like they're not white supremacists because they voted for Obama, and that they were okay with gay marriage for some people. It's those people ... (who) believe that actually, the world is perfect as it is."**

## 2. Recognize that it hurts Palestinian queer liberation

When Pinkwashing erases Israeli persecution of Palestinians, it also erases persecution of queer Palestinians.

Not only do queer Palestinians face home demolitions, military brutality, arbitrary arrests, night raids, home expulsions, bombings, restrictions on free speech and movement, and other features of apartheid, but they're also uniquely vulnerable to Israeli exploitation of their queer identities.

**For example, Israeli Intelligence often blackmails closeted queer Palestinians into collaborating with them against other Palestinians, or else they'll be forcibly "outed".**

This reality contradicts a common pro-Israel line: that Israel accepts ostracized queer Palestinians. But as Queers Against Israeli Apartheid point out:

**"There is no pink door in the Apartheid Wall."**

Source: Lets Talk Palestine



# Overarching question

How are queer people weaponized in this struggle? What concretely have queer people done to fight for liberation?

How does pinkwashing affect queer/trans Palestinians?

How does pinkwashing affect queer/trans youth in the U.S.?

How do we learn to resist together?

# Final Thoughts