

2023 Pride Month

Information for the University

Since its successful start in October 2020, Pride Month has become a staple within the University of St.Gallen and the city of St.Gallen. We are a team of four students continuing to push toward a more equitable and inclusive society and hoping to make a meaningful contribution to the indispensable social movement that Pride Month has become. This year's Pride Month will again take place in October, especially to show new students as early as possible that our university is a place of openness and acceptance. Our predecessors have laid the exceptional groundwork upon which we can continue to build Pride Month @ HSG and further its impact. Our vision is simple: everyone should be able to unapologetically and authentically express themselves without fear of discrimination. We embrace differences, celebrate diversity, and strive for an equitable and inclusive society.

To achieve our long-term vision, we have outlined the guiding principles which constitute our mission for PM2023. Our focus is creating visibility, raising awareness, fostering inclusion, and promoting allyship. We are excited to implement our mission and hope this mission statement transmits our goals and plans.

Mission Statement 2023



Creating Visibility

„Don't hide your pride.“



We want to show members of the LGBTQ+ community that they do not have to hide at our university. Through events, workshops, and other activities during Pride Month, we hope to create safe spaces for LGBTQ+ individuals and allies where they can come together and feel accepted and supported. Creating visibility also entails providing a platform for queer individuals and amplifying diverse voices within the LGBTQ+ community. This can be done by showcasing different perspectives, experiences, and identities and recognizing the unique challenges faced by different groups within the community. We want to convey the university as a safe space where LGBTQ+ individuals can feel seen, heard, and accepted and where they don't have to hide their pride.

As a proud ally, Pride Month 2023 will be visible on and off campus. On campus, creating visibility includes hoisting pride flags and distributing prints such as flyers, stickers, and pins. Off-campus, we will be visible through a strong social media presence and actions in the city.



Raising Awareness

„Building bridges.“



While Pride Month is often viewed as a colorful celebration of love, acceptance, and diversity, we see it as our duty to raise awareness of key issues that the queer community and other marginalized groups still face today. Essential to our mission is the belief that pride should be viewed through an intersectional lens: discrimination is often shared collectively among marginalized groups, and certain intersectional ties warrant different experiences. Therefore, we will adopt an intersectional approach to raise awareness by addressing feminism, race, mental health, and disability in the context of LGBTQ+ issues.

As many students at the University of St.Gallen will sooner or later be part of or lead teams with non-heteronormative members during their professional careers, they should possess a basic understanding of LGBTQ+ issues and the associated intersectionality. Following the slogan „building bridges,“ we hope to bring LGBTQ+ issues closer to HSG students.



Fostering Inclusion & Promoting Allyship

„Pride is for everyone.“



The very nature of Pride Month is inclusive, queer-feminist, and non-discriminatory. Therefore, we want to convey that everyone is welcome, regardless of gender, race, sexuality, background, religion, or disability.

Allies play a crucial role in the fight for equality by supporting and advocating for groups they are not part of. Hence, through our activities during Pride Month, we hope to promote allyship toward the LGBTQ+ community to create a more inclusive and supportive environment within the university and beyond.