

THIS BUSINESS IS INTO



SWB ✓PERIENCES

ANTI-RACISM CHARTER

**Black Lives Matter x Shopping While Black
Initiative**

NOT UNDER OUR ROOF

Black Lives Matter x Shopping While Black subsidiary of NOT UNDER OUR ROOF™ NEW global anti-racism charter and pledge, is a collective enterprise done by the people acting as a group, pairs with businesses large, medium and small, from high street through back street, local services to corner shops to show racism the door and exit without return, in effect ban racism from our spaces. Size of store is not the issue with us, a discriminatory unfair welcome is. An unequal service that suppresses, depresses and oppresses STILL operate anti-Black racism in retail and is a huge problem unaddressed 'til now. We aim to solve this issue in partnership with

British and Worldwide Retailers and Services to show racism the exit once and for all.

We partner with retailers and services willing to become active participant for change, committed to raising the level of a fair customer service and better experience, a SWB '✓perience' instead of a negative experience often received for the Black shopper. You can change your business into a genuine equal opportunity business, which will improve and progress the situation ending what is often an unwelcome, hostile environment. We need a service that's a welcome service to all. This action to address racism in retail is long overdue, anti-black racial profiling persists and is a daily experiences, reported by the Black consumers both here in the UK as well as widespread in the US. In fact worldwide in non-black nations and countries.


It really is time to END discriminatory racial profiling. Is a discrimination Black people of African/Caribbean heritage uniquely and specifically experience unlike other discrimination. We work with partners to advance the consumer experience or Black shoppers to level up to a regular welcome all customers should receive as part of an enjoyable all inclusive shopping experience.

Black Lives Matter x Shopping While Black and Retail & Services Partners collaborate in solidarity and support and common interest to have an effective real action impact right across the retail and services sector and industry. This industry has operated albeit without deep scrutiny in addressing anti-black racism, where it exists. We can work with retail sector in creating anti-black, anti-discriminatory policies, use tools, including training videos, metaverse projects and other resources to better serve and include Black consumer, so they too may get to enjoy positive shopping experiences as others groups of people of different races do automatically without fear, ever having to question or concern themselves about racial profiling, being discriminated for the colour of skin or the characteristics and curl of natural afro hair and other visual characteristics that suggest to some being Black is suspect, a crime, and suggests a predisposition to criminality. **Our initiative is aimed at supporting Black consumers shopping under these hostile environments, simultaneously helping our dedicated partners and parties to the social relationship to know better, and do better. Firstly, this is done by taking our SWB pledge.**

- ❖ Partnering with us in a shared journey to create a welcoming retail and service friendly space for ALL customers to enjoy on basis of equality
- ❖ Pledge NOT to discriminate and embrace, adopt our Black Lives Matter x Shopping While Black charter, pledge and initiative as a positive change in retail for the Black shopper and consumer.
- ❖ Build and develop a NEW better and equal Retail & Customer Relationship in Partnership with the Black consumer.

Black Lives Matter x Shopping While Black was born in 2022 and **NOT UNDER OUR ROOF™** was founded and created by Christina Jordean for Black Lives Matter UK - This anti-Black Racial Retail & Service [Black Lives Matter x Shopping While Black Pledge](#) is a pledge aimed to bring retailers and services together to take collective actions, implement tactics to finally end anti-black racial discrimination and racial profiling that currently almost free operates on unchallenged in many retail and services, that has historically marred the Black shopping experience.

We have a [Shopping While Black UK](#) website for more information in the **Shopping While Black** experience.

Join us to strive to create a truly welcoming retail & service positive  perience instead of the what is currently a negative, hostile experience for far to many in retail and service spaces. These incidents are traumatic events that nearly all Black shopper of all ages and genders as consumers will routinely come across as part of they daily 'Shopping While Black' experience.

Our retailers and services in partnership, must confront racism in retail head on as anti-racist partners. Partners will accept, acknowledge and recognise anti-black racism exists broadly in our UK, US society, thus accepting it will obviously show up in the retail and services industry too, it goes hand in hand. We believe the retail, service industry must show up and should embed a zero-tolerance policy and denounce this unfair treatment of Black shoppers by collaborating to show commitment and good faith over moments of performative gestures. Racist profiling exists and is unacceptable, anti-black racism is an a unique and discriminatory behaviour that is specifically experienced by Black people, shopper and consumers. Racial discrimination is illegal YET is still blatant and flagrantly operating in retail and service industry, as it does largely in society. **BUT WE operating as ONE** can be part of change.

We invite you to partner in solidarity by signing this [Black Lives Matter x Shopping While Black Pledge](#) and commit to:

- Create safe spaces, design and begin implementing actions that erases all forms of racism, anti-black discrimination, anti-black racial profiling and specific targeting of Black shoppers, customers, consumers.
- Ensure Black people, shoppers, customers, consumers of Black African/Caribbean heritage do not receive less than equal treatment and service that non-black shoppers, or white counter receive, expect and enjoy a standard.
- Act to level up an equal welcome to shoppers of Black African/Caribbean heritage equal to white European shoppers, customers, consumers, and or any other ethnic or religious group are able to experiences, positively enjoy.

- Develop inclusive shopping experiences, equal levels of 'good' 'better' and 'fair' in-store and person to person, customer service, online as well as offline.
- Be accountable to Black shoppers, customers, consumers and Black employees too, in the retail and services industry to build better all round relationships with the people with work as well as live with..
- Collaborate, work together in the customer's best interest with purpose to improve and share anti-racist policy and practices across the retail and services sector and industry to drive lasting change that's more than a performative Black square, just once a month in a year – i.e. Black History Month (BHM) and or just a moment in favour of a social event, incident or worldwide collective witnessed trauma, such as the murder of George Floyd.
- Be committed 365 days a year, all year round, as an embedded social justice policy in retail and service sector to eradicate hostile spaces under 'our' roofs.

We of course understand our initiative in partnership cannot, will not singularly fix anti-black racism and others discriminations in the retail services sectors, similarly as we cannot fix to heal in society alone, BUT we can, and be part of make concerted and committed efforts to do better, and all businesses can play its integral part making that start. Where WE start others will follow and in time will trickle out of the retail and service industry the same way it trickled in, one step x two steps at a time... each step is a movement, is an objective, a step closer, aiming to achieve the goal. Take the leap and lead, give faith, show integrity so other may follow progressive examples. When leaders lead, set bold examples, people and businesses are influenced, people in business start to take interest, have faith, begin to trust and want to do better, in turn too. Time to be bold, be progressive, be fair, and be anti-racist - Lead the way in your business today.

By taking the pledge, signing the [Black Lives Matter x Shopping While Black Pledge](#), you will commit to creating the necessary change to erase, with objective, with aim and **together** we'll score a win to end anti-black discrimination and end unfair racial profiling that causes unease, causes hurt, causes pain and trauma, not least serious impacts and effects the mental health and well being of Black people generally.

Racial discrimination in retail has a knock effect causing unhealthy brand relationships. We aim to build a NEW positive ✓ perience Black Customers Relationships with Retail and brands.

Together WE CAN AND WILL make an impact and significant difference to the Black shoppers experience when worldwide businesses sign our [Black Lives Matter x Shopping While Black Pledge](#).

See – further reading •••> [SWB Pledge and its Commitments](#)

OUR PURPOSE

Black Lives Matter x Shopping While Black purpose and objectives is to collectively make impact in collaboration with businesses to create safe, healthy and equal welcoming within retail, and service spaces,

NOT UNDER OUR ROOF

TOGETHER WE COMMIT to implementing the changes with strategies below, which are informed by lengthy consumer experiences, lengthy research and third-party experts, one such study was **Racial Bias Study Commissioned by [Sephora in 2022](#)**. **Racism in retail. 'Shopping while Black'** as it's commonly known in **US and UK** is a **Black experience shared**.

See YouTube Video [Sephora Racial Bias Study](#)

We recognise our campaign and initiative is bold, may be little comfortable for few to begin with, not all, maybe even uncomfortable truth when specific and explicit with details and no blurred lines, areas to hide – no pain no gain. We want to be transparent with no safe hostile spaces and protected corners to shrink away or into BUT more so to confront racism head on the uncomfortable for necessary to change that will duly so racism the exit.. The only true effective impactful way is a cohesive collective retail customer relationship, and in partnership. This is a progressive positive initiative and campaign and WE welcome retailer, service, services – regardless of size, and length of service, established date of business to join us. Looking forward to businesses joining us to overcome anti-black racism in retail.

A reminder: This intolerable discrimination 'Shopping While Back' experience effects all ages and genders of the Black African, Caribbean ethnic groups – right from childhood and throughout adulthood. This must NO longer be accepted as part of the refuel shopping experience – **Show racism the door, show racism the way out, show racism the exit. Bring in a welcome and equitable shopping experience for all people.**

We can provide training, advocacy, advisory, focusing on the retail experience of Black shoppers to help address the specific discrimination, racial profiling of Black shoppers specifically, we can carry out research, evidence based and demonstrate how store employees interpret interactions with Black shoppers.

Context: US research Black shoppers are three times more likely than white shoppers to feel judged by their skin colour and ethnicity (32% vs. 9%). White shoppers, on the other hand, are more likely to say they are judged on factors like age (27% vs. 12%) or attractiveness (13% vs. 7%). While shoppers feel they are being judged by their appearance, three in five (60%) retail employees surveyed cited behavioural attributes rather than physical attributes when determining how to approach or interact with shoppers.

Improve in-store environments, and good service towards Black shoppers, to create a better and positive online experience too, this has also been reported, highlighted as negative, when contact callers recognise foreign' names and or different' accents. Customers service both physically offline and virtually online person to person responsive service/s need to be vigorously monitored and evaluated too. Black shoppers complain of online customers service engagement is poor, less enthusiasm to resolve issue when aware it's a Black customer calling in to query, and or complain.

Context: Black shoppers want retailers to take specific actions to make them feel welcomed. These include where appropriate and applicable, to a general welcome and not to be excluded from promptly greeting as good customer service. Offered appropriate assistance, ALSO be minded, in turn NOT to be extra and to be followed immediately upon entering shop, store, aisle to aisle, and or get in the way of general browsing. Disrupt experience before requesting assistance, think, does the shopper needs assistance.

Example: (Suspiciously) Asking "Do you need assistance?" soon after Black shopper enters the store or simply interrupting, disrupting when leisurely perusing products at pleasure, when touching fabric, picking up merchandise under consideration of potential purchasing goods, and undecided. Worst of all following aisle to aisle as if a criminal about to shoplift embarrassing, at worse is humiliating and simultaneously dehumanising.

Black shoppers have said they would appreciate and be more comfortable to see more businesses, stores, services having associates, shop assistant who "look like me", Employing more Black employees (*on suitability and merit of course*) will feel more like a safer, non-hostile space and a more comfortable environment when workers look like Black consumer and reflects the diversity of society. Diversity in the retail and service sector matters, as it does in all sectors

Create better feedback mechanism to improve service and experience of 'Shopping while Black'. Turn the negative experience into a positive ✓ perience

Context: It is a fact, majority, if not all Black shoppers have and persistently experience unfair treatment, racial profiling and discrimination, however provide no feedback directly back to the retailer, or service providers. Fewer than one in five (15%) reported raising the issue with a manager or store supervisor. When they do offer feedback it is often a negative point of contention and the finger pointed back at the customer and complainant, and is an totally unsatisfactory experience. These however limited are missed opportunities to gain data on the Black shoppers experience and useful feedback that would serve as guide to improve customer service, to positively impact the future, to make the Black shoppers experience pleasurable rather than uneventful at worse stressful. Black shoppers, consumers are asking for equal treatment and opportunity on a level to other browsers, and white paying customers.

Meaningful progressive actions will provide better and inclusive experiences for Black shoppers. Plus, increase accountability through enhanced policies prohibiting what is specific anti-black discrimination as defined in this document and content published on [Shopping While Black Website](#). Anti-black profiling is unique and is unlike any other discrimination, specific in it targeted demographics, in description and terms, thus known as the 'Shopping While Black' experience, in effect is torment and harassment of a Black people, is traumatic and the retail service sector *must* strive to erase this discriminatory practices as it does others robustly. Businesses must embed prevention practices to eradicate this defined and illegal acts of racial discrimination in line with all forms of discriminations defined under the law.

Context: Black African, Caribbean shoppers are less likely than white, European shoppers to say the retailer has addressed their complaint, taken it seriously as they should, and response is adequate with no effective changes in store policy to address as a matter of importance. By not addressing this situation in current climate of anti-racism awareness and confronting systemic racism in societies, and worldwide incidents and concerns the consensus is retailers, services may begins to find more calling

out racism, boycotting stores, and brands, which may result in permanent, economic consequences for the discriminating stores, services and or brands. This will be by various ways of disruption, interruption, exposing perpetrating store, incidents and horror stories of the shopping while Black experience, subsequently negative media attention and legal ramifications or alike for the retailer and or service in question may increasingly follow.

Black shoppers recently reporting they are unlikely to continue visiting stores, services, belonging or run by a retailer where they've experienced anti-black discrimination, racial profiling and maltreatment. And will pursue selective buying, as well as endeavours and efforts to step up to economically and personally supporting Black owned businesses.

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[TAKE THE SWB PLEDGE TODAY!](#)