

Celebrate Identity =



Challenge Intolerance

Equality Consultancy



Racism and religious intolerance are not issues that are straightforward; their complexities are added to through myth and mistruth, falsehood and fabrication. In the workshops and training sessions Celebrate Identity, Challenge Intolerance (CICI) delivers a series of activities and exercises designed to educate around the issues of racism and religious intolerance. The sessions in their entirety seek to address the contemporary issues and to counter the negative way in which many individuals and communities are portrayed.



Our education programme gives participants a greater understanding of intolerance in society; of the pointlessness of holding prejudiced attitudes against individuals and groups because of aspects of identity beyond the choice of the individual or group. The intrigue of the activities range from participants comparing their own physical characteristics, looking at images of Africa, emigration from Britain, immigration, and the branches of bigotry within the Plant of Prejudice.

The activities involve working individually, but we also ensure we have activities where two or more work together as a team, with modest prizes given at the session's conclusion to those whose endeavours have merited them. The education programme is delivered by Kieron Brady, former professional footballer with Sunderland AFC and the Republic of Ireland. Kieron has completed courses in Equality and Diversity, Prejudice and Discrimination, and Rights and Responsibilities at Sunderland University and has devised and delivered hundreds of anti-racist and Equality workshops across the North East of England.

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"Education is the most powerful weapon which you can use to change the world"

Nelson Mandela