



WE WHO GIVES A SHIT

PEOPLE WITH DISABILITIES WIPES THEIR ASSES WITH PRECONCEPTIONS

In the early weeks of the corona pandemic things took an unexpected turn. Without warning the internet was overflowing with photos from empty toilet paper shelves. People were hoarding as if there was literally no tomorrow. These chaotic days of toilet paper shortage is the inspiration of a new campaign launched by The Gothenburg Cooperative for Independent Living (GIL) called Cripple Crap Wipes – a toilet paper with collected prejudices against the disabled.

– Being victims of prejudice behavior might be what unites us, people with disabilities, more than anything else. We’ve been fed up since forever but with this campaign we’ve found a great way to fight prejudices by “giving a shit”, so to speak, says Anders Westgerd, CEO of GIL.

To collect the most common prejudices GIL asked their followers and fans to submit the usual suspects through an internet poll. The finalized list was then used in designing a pattern for a batch of toilet paper. The paper comes in a stylish box of two rolls in each, and the box is decorated with illustrations and texts describing how to best use the paper when destroying prejudices.

Both children and grownups are affected

Sadly, prejudices are part of everyday life in the disabled community. To be discriminated against because of a disability is illegal in Sweden. Nevertheless, both children and grownups are affected by prejudices on a daily basis. This is one of many reasons why GIL wants to bring the issue to the table. UNICEF address the matter like this:

“The problem of disabled children not being able to fully engage in society is usually not the disability itself, but rather the preconceptions and discriminatory norms around it.” (unicef.se)

According to a report made in 2017 by The Swedish Agency for Participation, one in five of the participants named the attitude towards them by colleagues and superiors as an obstacle in their work. (mfd.se)

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A creative protest

– When working against prejudices there’s no right or wrong, so we want to encourage people to be creative when crushing prejudices. We hope to inspire everyone with the music video we’re launching as a part of this campaign, says Anders Westgerd, who also happens to be the main protagonist of the video.

Quite absurdly, the video depicts a man in his fight against preconceptions. Messages like “can’t have sex”, “they have no sense of humor” and “unintelligent” haunt him. With tools such as a meat hammer, a flat iron and a paper shredder he tries to crush the prejudices in a grim determination to do or die.

GIL is hoping for people to do like the man in the video and attack the prejudices themselves in all possible ways. The ones who upload their special tricks to the internet have a chance to be rewarded with limited edition jumpers.

– We make shit happen by giving a shit. Preconceptions have no base in reality. While a step might be an inaccessibility issue people can understand, the kind of “soft inaccessibility” that we are addressing is not. At least it seems so. Even so it keeps some people from doing things to spare looks of discomfort, or it can mean the difference between getting a job or not, or worse it can count you out as friend material. You become an outsider by force which can be devastating for your self-esteem. That’s what we want to put an end to, Anders Westgerd adds as his final words.

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www.cripplecrapwipes.com (Launch day october 20th 2020. Preview with password: gil2020)

GIL @ Instagram: @gil_funktastic

Short brief about GIL

In Sweden people with disabilities may have right to state-funded care ”to live as others”.

Among many for-profit companys GIL is a non-profit cooperation, owned and run by people with disabilities. Today we are 260 members with 2,000 care assistants. GIL want to change and improve the situation for people with disabilities. To this end, GIL has carried out a number of different campaigns, such as The retarddoll, the Retard beer and @Saidbyretards.

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