A STARBUCKS STORE TRANSFORMED INTO A NOTARY OFFICE SO THAT TRANSGENDER PEOPLE COULD GET THEIR NAMES LEGALLY CHANGED.

SCENARIO:

In Brazil, transgender people have a very hard time getting their names changed on their documents. This is a big problem when it's time to find a job, see a doctor, go to college, among several other social and psychological issues.

INSIGHT:

At Starbucks, everyone can be whoever they want to be. The proof is that the name written on the cup is exactly the same one the person says. No questions asked. A brand truth that is well-known all over the world.

IDEA:

We transformed Starbucks into a notary office in order to legally change the names on the documents of transgender individuals.



The I Am project has expanded and became a major program for the trans employees of Starbucks Brasil.



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The project had a number of name exchanges
7x higher than São Paulo's annual average.

AN IMPORTANT STARTING POINT FOR THEM TO BE RESPECTED AND TREATED AS CITIZENS.

VICE

THE LEGAL GUARANTEE THAT INDIVIDUALS WILL
BE RECOGNIZED AS THEY SEE THEMSELVES."

BBC

MAKING A NAME FOR YOURSELF: FOR TRANS PEOPLE, IT'S LIFE-CHANGING.



Starbucks Brasil vai ajudar funcionários trans a mudarem de nome

Incessor começa hoje, Cia Nacional da Visibilidade Trans e a Starbucks, eferce audio purdoo, hojal e psicológico

Marcas se mobilizam no Dia Nacional da Visibilidade Trans

Starbucks oferece retificação de nomes no registro civil para colaboradores no Dia da Visibilidade Trans

Starbucks Brasil auxilia na retificação de nomes de colaboradores trans

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Starbucks Brasil val financiar retificação de nomes para funcionários trans