



**URBAN
WASTE**
URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES

Webinar – Gender Sensitive Communication

Gender Auditor: Susan Buckingham

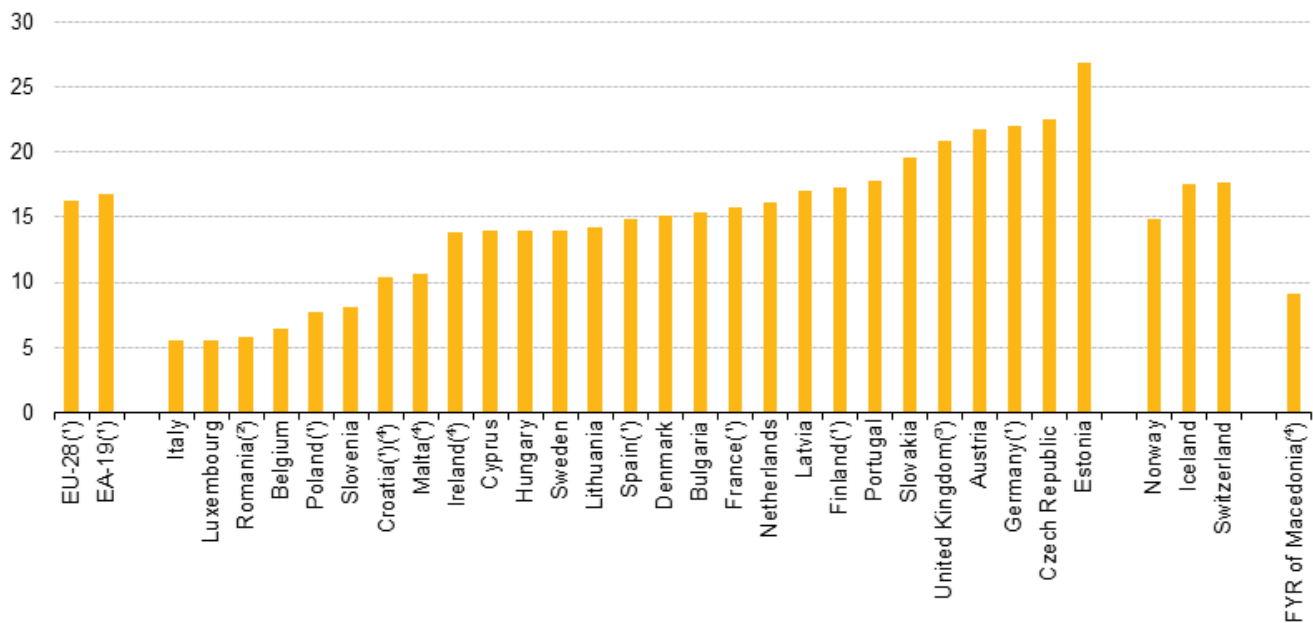


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Webinar structure

- Introduction: Unveiling issues of gender inequality and stereotyping within which communication takes place (Susan Buckingham)
- Context:
 - Illustrating the different levels and materials of the Urban Waste campaign to provide the context for concrete examples about how to be gender aware when drafting communication materials. (Lorenzo Bono)
- International Protocols for gender sensitive communication (SB)
- Practical examples of gender sensitive communication (SB)
- Targeting specific groups: language; images; media (Line Brogaard)
- Expressing gender sensitivity in the languages of the project (Lorenzo Bono, Celia Gilsanz Gomez, Gisela Nascimento) and discussion
- Questions and wider discussion
- Commitment to gender sensitive communication: text, image, verbal (SB)

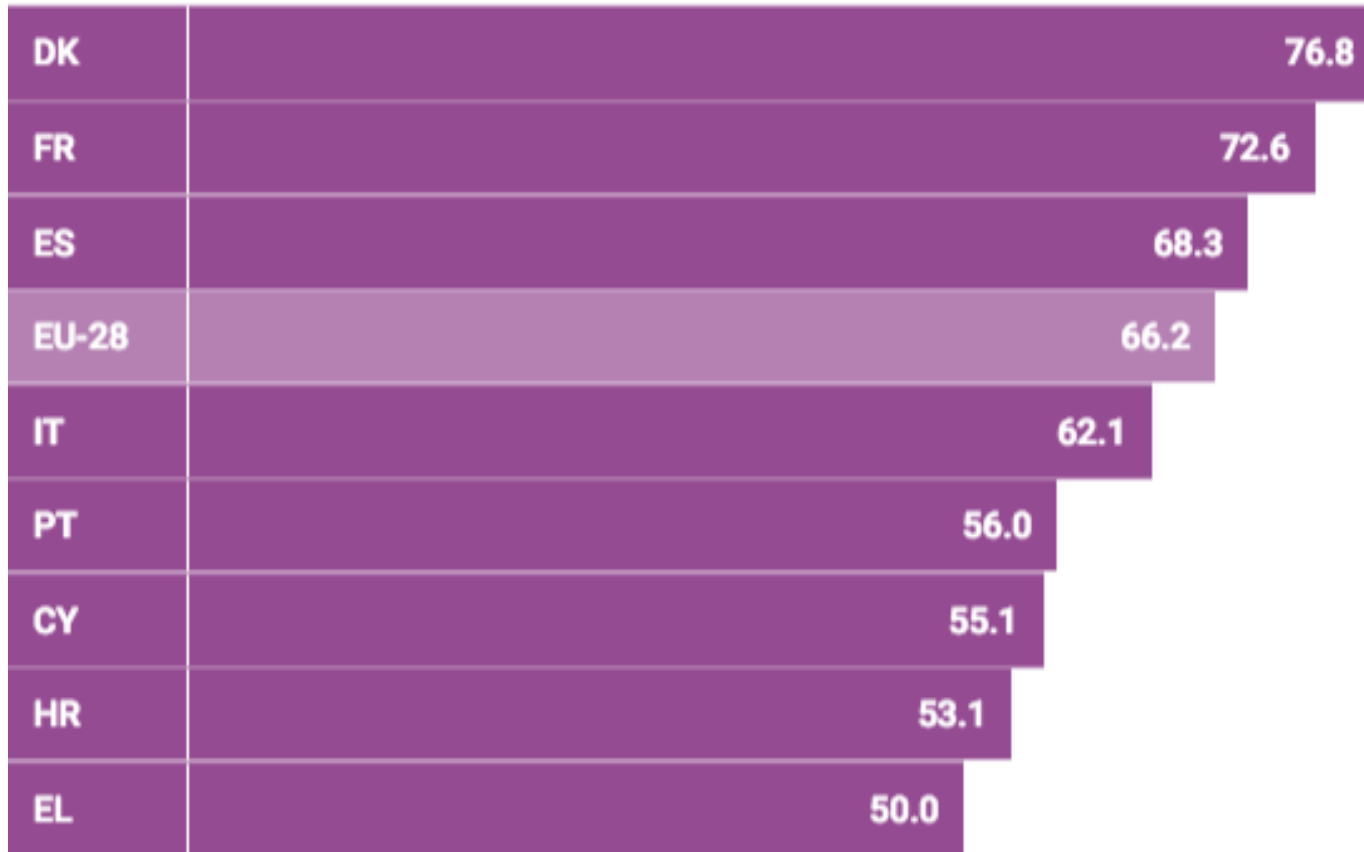
Unveiling issues of gender inequality and stereotyping within which communication takes place: **pay gap**



Note: For all the countries except the Czech Republic: data for enterprises employing 10 or more employees, NACE Rev. 2 B to S (-O); Czech Republic: data for enterprises employing 1 or more employees, NACE Rev. B to S; no data for Greece.

- (*) Estimated
- (*) Estimated by Eurostat
- (*) 2014 data

Unveiling issues of gender inequality and stereotyping within which communication takes place: **gender equality index**



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Identifying gender stereotypes

- we should never rely on the male gender to represent all humanity;
- We should not accept gender stereotypes:
 - In occupations
 - In participation (eg 'active male/'passive' female)
- More widely, stereotyping gender roles serves to reinforce social attitudes to what women and men can and can't do;
- Language is politicised and can determine how we think.

Identifying gender stereotypes

we should try to break down these stereotypes, which in waste management are that:

- women do the housework (unpaid waste management), and men do the municipal decision making...this may mean that waste minimisation efforts may be targeting the wrong people, may be ignoring others, or undermining expectations that women can take municipal waste management decisions or that men can clean up their neighbourhood, or sort their domestic waste.



What do images tell us?



Charter of Commitment launched with 5 cities and regions breaking the ice by signing it



Gender Sensitive Communication



Lorenzo Bono

Context

International protocols for gender sensitive communication

- Antwerp Charter on Gender Sensitive Communication (Academic Institutions)
- UNESCO Gender sensitive indicators for media
- UNDP Principles on Gender Sensitive Communication
 - Ensure men's and women's representation
 - Challenge gender stereotypes
 - Avoid exclusionary forms
 - Use equal forms of address
 - Create a gender balance
 - Promote gender equity through titles/labels/names

Practical examples of gender sensitive communication (English)

- Use the plural form for nouns and pronouns (**their**)
- Omit the pronoun
- If unavoidable – replace he with **she/he and he/she...**
- ...or use the unexpected pronoun ('**she**' for waste operatives, 'he' for room cleaners)
- Use second person cf third, if appropriate (**you**)
- Use **they** (also good for gender fluidity)
- Use gender neutral nouns...

Practical examples of gender sensitive communication (English)

Traditional form	Alternative form
Business man/business woman	Executive, manager, business person
Mankind	Humanity
Man	Individual
Chairman	Chair, chairperson
Spokesman	Spokesperson
Man-made	Artificial, synthetic, manufactured
Manpower	Staff, workforce, personnel

Practical examples of gender sensitive communication (French)

Traditional form	Alternative form
L'homme politique	politicien
L'homme	personne
Droit de l'homme	Droit humain; droits de la personne
Mademoiselle	Madame
Les clients	Les clients et les clientes OR les client.e.s

Communicating in a gender sensitive way takes time (Line Brogaard)

- Who do you want to communicate with and why?
 - Danish examples:
 - communicating with children; with multiple language/faith communities; with young festival-goers;
 - bloggers





Examples

from project languages

Expressing gender sensitivity in the languages of the project

- Portuguese
- Spanish
- Italian
- Greek
- Croatian
- French
 - French High Council for Gender Equality – 10 ways to make French language more gender neutral
 - Ministry for Labour – égalité; femmes-hommes



Commitment to gender sensitive communication: text, image, verbal

- Acknowledgement of shared values and principles such as equality, inclusion, respect for human dignity, fairness and justice for all
- Acknowledge that a diversity of talent should be supported
- Recognise our responsibility to future generations and creating responsible role models
- Recognise that communication in all its forms can hinder or advance gender equality through either reproducing or counteracting existing inequalities
- Be aware of the power of language
- **Commits to:**
 - Promote communication with respect for human dignity and social responsibility, particularly not inciting, condoning, or disregarding any form of discrimination.
 - Promoting gender sensitive communication through eliminating gender stereotypes and using multidimensional representations of women and men
 - Promote the unbiased portrayal of women and men through a balanced presence in communication
 - Addressing in communication, based on sex-disaggregated statistics, the problem of the under-represented sex.
 - Identifying and implementing actions such as:
 - General guidelines on gender-sensitive language and visual communication
 - Training courses and awareness raising on gender sensitive communication
 - gender balanced communications team
 - implementation, monitoring, evaluation

Public-Private Partnership for the implementation of the URBAN-WASTE measures

- COMMITMENTS OF THE [subscriber A]:
- *[NOTE - Please report here only the general commitments related to each subscriber (the detailed ones are reported in the Operative Plan). The following list is just an example of the possible commitments that can be related to subscriber A: you can select some of these (1 or more) or write new specific ones. PLEASE, DELETE THIS NOTE]*
- to involve the local activities/stakeholders in the implementation of the measure;
- to provide technical support for the implementation of the actions;
- to provide financial support for the implementation of the actions;
- to organize communication activities and to distribute communication materials;
- to implement food waste/packaging reduction measures in my activity/organization;
- to implement measures to improve the sorted waste collection in my activity/organization;
- **to be inclusive of women and men in practices at all levels, including professional, community, and stakeholder;**
- **to be aware of the impact of all measures on existing gender disadvantages, and seeking to use the measures to reduce disadvantage;**
- **to promoting gender sensitive communication through eliminating gender stereotypes and using multidimensional representations of women and men.**

Resources

- **EGERA: Antwerp Charter on Gender Sensitive Communication in and by Academic Institutions**
[D34 Communication Charter and FollowUp Recommendations on Fighting Sexist Violence and Harassment 41750.pdf](#)
- **Ministère du Travail, France (DGEFP) égalité. Femmes-hommes. Mon entreprise s'engage.** <http://www.egalite-femmes-hommes.gouv.fr/wp-content/uploads/2017/11/Guide-Egalite-femmes-hommes-Mon-entreprise-sengage.pdf>
- **Reutlingen University, Germany: University guidelines for using gender-sensitive language in communication, research and administration**
[reutlingen university guidelines for using gender-sensitive language.pdf](#)
- **Timsett, Annabelle (2017) The push to make French gender-neutral: can changing the structure of a language improve women's status in society? *The Atlantic*** <https://www.theatlantic.com/international/archive/2017/11/inclusive-writing-france-feminism/545048/>
- **UNESCO: Gender-sensitive indicators for Media**
[UNESCOgenderequality_guidelinesMedia.pdf](#)
- **UNDP: Principles of gender sensitive communication. UNDP Gender Equality Seal Initiative**
[JM-AUG-29-UNDP Gender Seal-Principles of gender-sensitive communications.pdf](#)