

TIPS FOR GENDER-SENSITIVE COMMUNICATION IN DGACM



BACKGROUND

The overarching goal of the [System-wide Strategy on Gender Parity](#) (Gender Strategy), a top priority of the Secretary-General, is to “[create a working environment that embraces equality, eradicates bias and is inclusive of all staff](#)”, with the understanding that greater diversity leads to important gains in effectiveness and efficiency and reflects better the UN’s commitment with the principles it stands for.

DGACM is a strong advocate of gender equality and in recent years it has implemented Action Plans to promote gender equality and the empowerment of women. In support of the Gender Strategy’s goal of building an inclusive organizational culture and enhancing gender equality, DGACM has developed the following tips for gender-sensitive communication.

These tips are aimed at striving for a balanced representation of women and men and challenging gender stereotypes in the Department’s communication efforts. They cover the non-linguistic aspects of communication (for guidelines on gender-inclusive language in the six official languages, please visit [this website](#)) and should be read in conjunction with DPI’s “[Gender-checklist for Content Creators](#)”.

SCOPE

DGACM staff members are invited to follow these tips, as appropriate, when carrying out the actions below, provided they have ownership and control over them:

- 1 preparing and publishing internal and external information materials (various communication products and outreach materials etc.);
- 2 organizing internal and external departmental events (conferences, panels, cultural events, etc.);
- 3 appointing staff members to participate in missions in representation of the Department;
- 4 convening and leading internal meetings.

The following are a set of tips to ensure a gender-balanced approach on inward and outward communication that is non-discriminatory and free of gender stereotypes:

1

STRIVE FOR A BALANCED REPRESENTATION OF WOMEN AND MEN

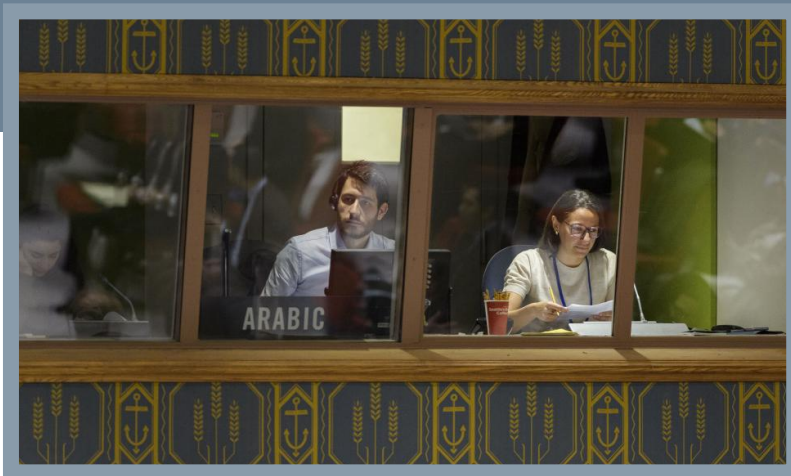
In visual and oral communication (pictures, graphics, illustrations, video and audio materials) and as subjects of communication

Why? Communication and information materials have the power to shape our perception of the world and influence social norms. A balanced presence of women and men conveys that equal value is placed on both of them, makes both of them feel included and helps them relate to the content published. This is particularly important as part of DGACM's outreach programme, which seeks to attract and retain talents at the UN.

How? Count the number of women and men who are represented and strive for gender balance when:

- ❖ selecting or taking pictures to be published
- ❖ producing a video
- ❖ preparing infographics
- ❖ using anthropomorphic drawings
- ❖ selecting whose voices to reflect in a communication piece;

Even though an equal number of women and men may be difficult to achieve, it is important that their overall presence be balanced.



Source: DGACM website.



Source:
DGACM Facebook post

PLEASE REMEMBER THAT WOMEN CAN REPRESENT STAFF
MEMBERS JUST AS MUCH AS MEN



IN INTERNAL AND EXTERNAL EVENTS (CONFERENCES, PANELS, EXHIBITIONS), MISSIONS AND OTHER REPRESENTATIVE FUNCTIONS

WHY

The majority of speakers, experts or authors invited to participate at international meetings, conferences and events are men. Thus, women are less represented in the conversations, miss the opportunity to strengthen their networks and lack visibility as professionals.



Source: Informational meetings with Member States on language services (2019), published in the USG bi-monthly message.

HOW

When organizing and planning an event, reach out to female professionals and experts and spare no effort to strive for gender balance among speakers, moderators, chairs, rapporteurs, etc. or among authors or artists whose work is featured.

If you are in charge of appointing staff members to represent the Department/ Division/Office in missions, meetings or other activities, make sure women and men are given equal opportunities to participate.



Source: Meeting of the Peacebuilding Commission (2020), via UN Photo.

IN TERMS OF SPEAKING TIME ALLOCATED

WHY

Research shows that, in mixed groups, men tend to take the floor faster and more often than women whereas women tend to wait until they are invited to speak. This may lead to their voices not being heard or their perspectives not being included in the discussions.

HOW

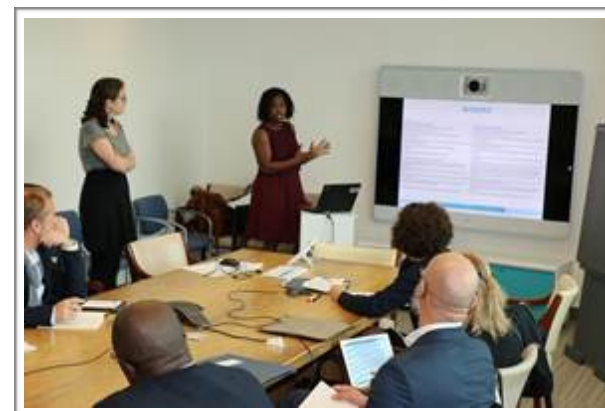
When chairing and organising an internal meeting, be aware of these dynamics and make sure the voices of women and men are heard by giving the floor to both and allocating speaking time equitably.



Source: Briefing to the Committee on Conferences in 2018, published in the USG bi-monthly message.



Source: Staff members of the Meetings and Publishing Division attend a town hall meeting in 2019, published in the USG bi-monthly message.



Source: 5th MoU conference (20 April 2017), briefing by FTS on eLuna, posted on DGACM social media.

2

MAKE A FAIR AND DIVERSE PORTRAYAL OF WOMEN AND MEN BY AVOIDING STEREOTYPES



WHY?

Portraying women and men in gender stereotyped roles and attitudes shows a limited view of what they are and what they can do, reinforces stereotypes and perpetuates gender inequality.





RESOURCES

- ❖ DGACM, DM, DPI and UN-Women, Gender-inclusive language website (in [Arabic](#), [Chinese](#), [English](#), [French](#), [Russian](#), [Spanish](#)).
- ❖ [DPI, Gender checklist for content creators, 2018.](#)
- ❖ [FAO-Dimitra, Communicating gender for rural development: integrating gender in communication for development, 2011.](#)
- ❖ [Haut Conseil à l'Égalité entre les Femmes et les Hommes: Guide pour une communication publique sans stéréotype de sexe, 2015.](#)
- ❖ [International Gender Champions panel parity pledge, 2016.](#)
- ❖ Shari Kendall and Deborah Tannen, Gender and language in the workplace, in Gender and Discourse, ed. Ruth Wodak, 1997.
- ❖ Sheryl Sandberg, Lean in: women, work and the will to lead, 2014.
- ❖ [UNDP, Gender Equality Seal Initiative, Principles of gender-sensitive communication, 2016.](#)
- ❖ [UNESCO, Gender-sensitive indicators for media, 2012.](#)
- ❖ [UN-Women, Gender-inclusive language guidelines \(in Arabic, English, French and Spanish\), 2017.](#)

