

Gender Inclusivity Guidelines

This document establishes guidelines **for gender-fair communication and gender inclusivity in communication and dissemination activities** of the EnergyMeasures project. These guidelines, portions of which are an update of Gaffney and Dunphy (2015) explain **what gender is, why it is significant for this project, and how gender inclusivity can be achieved** in communication and dissemination activities. The guidelines emphasise the importance of gender inclusivity, and details the language practices that should be utilised and the considerations that should be given to selecting appropriate imagery for use.

Key points on gender inclusivity:

- Communication and dissemination are enhanced by gender fair language and gender inclusivity.
- Be reflexive - our gender and social position shapes our world-view.
- Language shapes both our thinking and our practice. Gender inclusivity enhances project outcomes.
- Masculine pronouns should not be used to represent both women and men (note: rephrase text, do not simply replace with combined forms (e.g., him/her) which will reduce readability).
- Avoid false androcentric generics such as man and its derivatives.
- Do not make assumptions on gender.
- Reference should not be made to a person's appearance or marital status.
- Avoid traditional and antiquated concepts such as 'head of the household' which limit representation.
- Use gender inclusive job titles – neutralise titles, do not use masculine generics or feminisations.
- Be proactively gender inclusive. Make women visible. Include images of women in active roles.
- Do not promote stereotypes.
- Attend to gender dynamics in a group setting. Participant engagement should be facilitated.
- Identify barriers that may hinder full participation from all participants, and take steps to overcome them.
- Aim for gender balanced panel at dissemination events.

Please find the full report at:

www.energymeasures.eu (<https://rb.gy/g9ekgt>) or [Zenodo](https://zenodo.org/record/1448441) (<https://rb.gy/vwnzvf>).

Lead beneficiary: University College Cork



About the EnergyMeasures Project

Between **50 and 125 million people** in the EU are at **risk of energy poverty**. Tackling this problem requires a variety of strategies that include the active participation and involvement of those affected.

The **EnergyMeasures project aims to tackle energy poverty** in seven European countries (BE, BG, IE, MK, NL, PL, UK) through a combination of **direct household involvement** and the inclusion of **innovative policy and practical measures**.

For more information, please visit www.energymeasures.eu.

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