



Council of Europe  
Conseil de l'Europe

# Training on Gender Mainstreaming for the CoE Rapporteurs

Leading by Example : using gender-sensitive communication

Strasbourg, 11-12 December 2019

Council of Europe  
Conseil de l'Europe



*Module based on the presentation delivered by  
Cécile GREBOVAL in June 2019,  
and designed by Romain SABATHIER (Dec. 2019)*

- ① Each WORD counts
- ② The power of IMAGES
- ③ Women EXPERTS

# Principles of gender-sensitive communication

- ✓ Is it a **must-have skill** for all persons working on communication and on gender mainstreaming
- ✓ Be aware of the ways in which language, images and events can either **reinforce or challenge gender inequalities**
- ✓ **More than the equal representation of women and men** = eliminating all gender-based discrimination and gender stereotypes in all areas

# **Invisibilisation of Women**

Recruitment poster, 1966  
(France)



SOME PROGRESS BUT ...  
Recruitment poster, 2019 (Essex, UK)





**Christine LAGARDE, head of the European Central Bank, gathered the 25 members of the ECB's Governing Council (2019, November 14th)<sup>7</sup>**

« **IL** Presidente della Camera »  
« Les **Directeurs** »



« **LA** Presidente della Camera »  
« Les **Directeurs et Directrices** »



Video

<http://www.inspiringthefuture.org/redraw-the-balance/>

# USE GENDER-SENSITIVE LANGUAGE

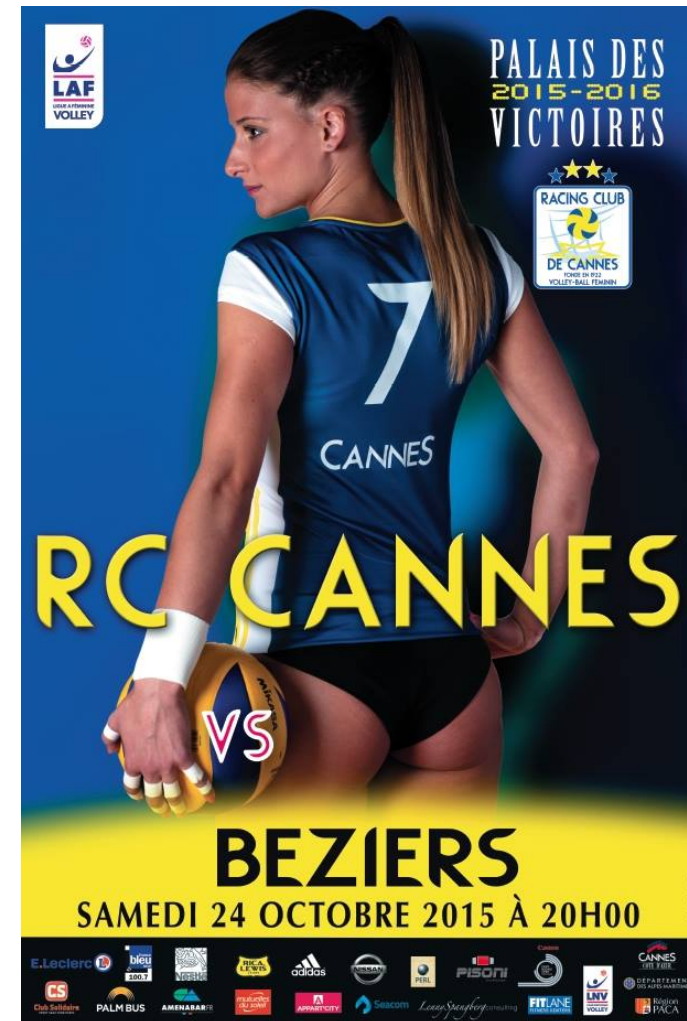
- ✓ Some **tips**:
  - Avoid “man” words and more  
~~mankind~~ >> *humankind*  
~~forefathers~~ >> *ancestors*  
~~motherly care~~ >> *parental care*  
~~work~~ >> *unpaid work and paid work*
  - Use the feminine forms of professions, grades etc.
  - Use both the feminine & the masculine when addressing people
  - Present women and men’s full names
  - Avoid some expressions – Ex Mrs, miss, male, female, chairmanship in EN, mademoiselle, droits de l’homme, droits de la femme in FR

# **Sexualisation and Objectification of Women's bodies**

« Becoming a donor is probably your only chance to get inside her », Reborn to be alive, belgian organ donor foundation, 2008



Poster in France for a Women's Handball Game , 2015



**Reproducing and  
confirming gender  
based stereotypes**

Prevention video campaign vs Rape, Police in Baranya Country, Hungary, 2014 : « The flirtation of young girls can often trigger violence.»



Campaign, « Science: it's a girl thing! », European Commission, 2012



# DO NOT REINFORCE GENDER STEREOTYPES

- ✓ Make an effort **to represent women in roles traditionally occupied by men and vice versa**
- ✓ A common gender stereotype = to **value more activities associated with men**
- ✓ **Visuals**: avoid colours or images that are stereotypical (ex blue/red or pastels/dark colours)
- ✓ Pay attention to the **positioning and expression** of characters used in pictures

Recruitment Campaign for Ministry of Education, France, 2011



# Laura

a trouvé le poste de ses rêves.

C'est l'avenir qu'elle a toujours envisagé. Et l'avenir, pour elle, c'est de faire vivre et partager sa passion, transmettre des savoirs et des valeurs, se consacrer à la réussite de chacun de ses élèves. C'est pour cela qu'elle a décidé de devenir enseignante.



# Julien

a trouvé un poste à la hauteur de ses ambitions.

C'est la concrétisation de son projet professionnel. Et ce projet, pour lui, c'est de faire vivre et partager sa passion, transmettre des savoirs et des valeurs, se consacrer à la réussite de chacun de ses élèves. C'est pour cela qu'il a décidé de devenir enseignant.

**L'ÉDUCATION NATIONALE RECRUTE 17 000 PERSONNES**  
Pourquoi pas vous ? 17 000 postes d'enseignants, d'infirmier(·e)s et de médecins scolaires sont à pourvoir en 2011.  
RENSEIGNEMENTS ET INSCRIPTIONS DU 31 MAI AU 12 JUILLET 2011  
SUR [WWW.LEDUCATIONRECRUTE.FR](http://WWW.LEDUCATIONRECRUTE.FR)



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# PORTRAY DIVERSITY AMONG MEN AND WOMEN

- ✓ Not all women suffer from the same forms of discrimination and not all men enjoy the same privileges
- ✓ Gender **interacts** with other **structuring factors** for individuals (age, (dis)ability, ethnic origin, sexual orientation, gender identity, class, etc.)
- ✓ Achieving gender equality necessitates understanding and including the different needs and experiences of **women and men belonging to different groups**
- ✓ Always remember that all forms of exclusion and discrimination have a **gender dimension**

Cahild Health Record Booklet, Local authorities in Bouches-du-Rhône, France, 2015



# DO NOT VICTIMISE OR PATRONISE

- ✓ Women often tend to be **portrayed as powerless** in the face of adversity
- ✓ Show women and men as active participants
- ✓ **Avoid patronising statements** about women's shortcomings or accomplishments but keep in mind structural inequalities

ex: ~~she became president despite of her gender~~

>> *she became president despite facing gender inequalities and stereotypes*

**TOOLS**

10 GOLDEN RULES OFFERED BY THIS HANDBOOK (France, 2015)



DATABASE OF WOMEN EXPERTS : « EXPERTES »; « THEWOMENSROOM »;

...

expertes  
FRANCE

Le projet Nos partenaires Médiatraining Je m'inscris   

Les expertes existent. Elles sont ici.

Rechercher une experte

FRANCE ▾

RECHERCHER

LES EXPERTES À LA UNE.

Sida, retraites, conflit social, changement climatique



**Béatrice Néré**  
SOCIÉTÉ CIVILE — FRANCE

Bill & Melinda Gates Foundation  
Head of Southern Europe, G7 ; G20 Relations

Aide au développement

Santé

Pauvreté



**Najat**  
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Université Paris Dauphine  
Professeure

Développement

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AUTRICHE  
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BRÉSIL  
BULGARIE  
BURKINA FASO  
CAMEROUN  
CANADA/QUÉBEC  
CAP-VERT  
RÉPUBLIQUE  
CENTRAFRICAINE

# Les expertes existent. Elles sont ici.

Rechercher une experte

FRANCE ▾

RECHERCHER

Pharmacie 2 expertes



**Isabelle Adenot**

SOCIÉTÉ CIVILE — FRANCE

Ordre des pharmaciens  
Présidente

Santé publique Médicaments Pharmacie



**Sophie Cazalbou**

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Pharmacie Nanoparticules Biomatériaux



**Amy M6**

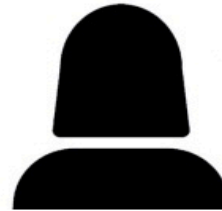
*About Amy:*

I am a pharmacist but also a PhD student. I am reasearching technology, specifically software and the staff experiences of using it within pharmacy. This follows on from work I did as an undergraduate looking at technology more generally.

I also have experiences of being a long term chronically

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**Karen J2**

*About Karen:*

An Aesthetic Beauty practitioner with over 30 year's experience in the health, fitness and beauty sector. First qualified as a Pharmacy Technician, going on to take a post-graduate degree in Sports Science, Exercise Physiology, Diet & Nutrition, leading to an MSc. Established a private

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# PRESENT FACTS, NOT JUDGEMENTS

- ✓ Gender shapes everybody's lives so most people have **strong opinions about gender equality issues**
- ✓ Be careful **not to make assumption in your work based only on personal experience** or on anecdotes
- ✓ Gender equality is an **area of research & policy**
- ✓ Focus **on facts and data** and consult with experts
- ✓ **Lack of knowledge, context and personal experience** impact the way in which people approach gender equality issues
- ✓ Convey **nuance** rather than categorical answers, but keep in mind that **standards on GE must be respected**

# 10 RECOMMANDATIONS

## POUR UNE COMMUNICATION PUBLIQUE SANS STÉRÉOTYPE DE SEXE

- 1 *Éliminer toutes expressions sexistes* .....11
- 2 *Accorder les noms de métiers, titres, grades et fonctions* .....12
- 3 *User du féminin et du masculin dans les messages adressés à tous et toutes* .....15
- 4 *Utiliser l'ordre alphabétique lors d'une énumération* .....17
- 5 *Présenter intégralement l'identité des femmes et des hommes* ....18
- 6 *Ne pas réserver aux femmes les questions sur la vie personnelle* ..19
- 7 *Parler « des femmes » plutôt que de « la femme », de la « journée internationale des droits des femmes » plutôt que de la « journée de la femme » et des « droits humains » plutôt que des « droits de l'homme »* .....20
- 8 *Diversifier les représentations des femmes et des hommes* .....22
- 9 *Veiller à équilibrer le nombre de femmes et d'hommes* .....26
  - ▶ Sur les images et dans les vidéos
  - ▶ Sujets d'une communication
  - ▶ A la tribune d'événements, ainsi que dans le temps de parole
  - ▶ Parmi les noms de rues, des bâtiments des équipements, des salles
- 10 *Former les professionnel.le.s et diffuser le guide* .....31

# 10 GOLDEN RULES FOR A GENDER SENSITIVE COMMUNICATION

- ① **Remove all sexist phrases** (mankind, motherly care, ...)
- ② **Use the feminine** forms of professions, grades etc.
- ③ Use **both the feminine & the masculine when addressing people**
- ④ Use the **alphabetical order** during an enumeration (“men and women” (EN) / “femmes et hommes” (FR) )
- ⑤ Present women and men’s **full names**
- ⑥ **Don’t ask only women about the work-family balance** or personal life
- ⑦ **“Women” rather than “THE woman”, “Men” rather than “THE man”, “Women’s Rights Day” rather than “Women’s Day”** ...
- ⑧ **Portray diversity** among men and women
- ⑨ **Balance the number of men and women** (in images, videos, testimonies, panels in events, hearings, speaking time, name of streets, squares, buildings, rooms, etc.)
- ⑩ **Train your team workers** and spread out those recommendations





CHOOSE LANGUAGE:

ENGLISH

HRVATSKI

FRANÇAIS

ΕΛΛΗΝΙΚΑ



**Sexism:  
See it.  
Name it.  
Stop it.**

**#StopSexism #MeToo**

**QUIZ**

**Sexist? Take the quiz and find out! >>**



Share on Facebook



Share on Twitter

**If you have to use daily  
3 good and concrete  
practices for leading by  
example ?**



Thanks for your  
participation !

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