Gender Tool:
Gender-responsive communication
in the RHC sector

#Women4RES

4RES WOMEN FOR MARKET UPTAKE OF RENEWABLE HEATING AND COOLING

Produced by WECF

Source: https://www.zeeuwind.nl/cooperatie

Source: Christopher Holzem

Source: https://www.repowering.org.uk/

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Empowering communities clean, energy
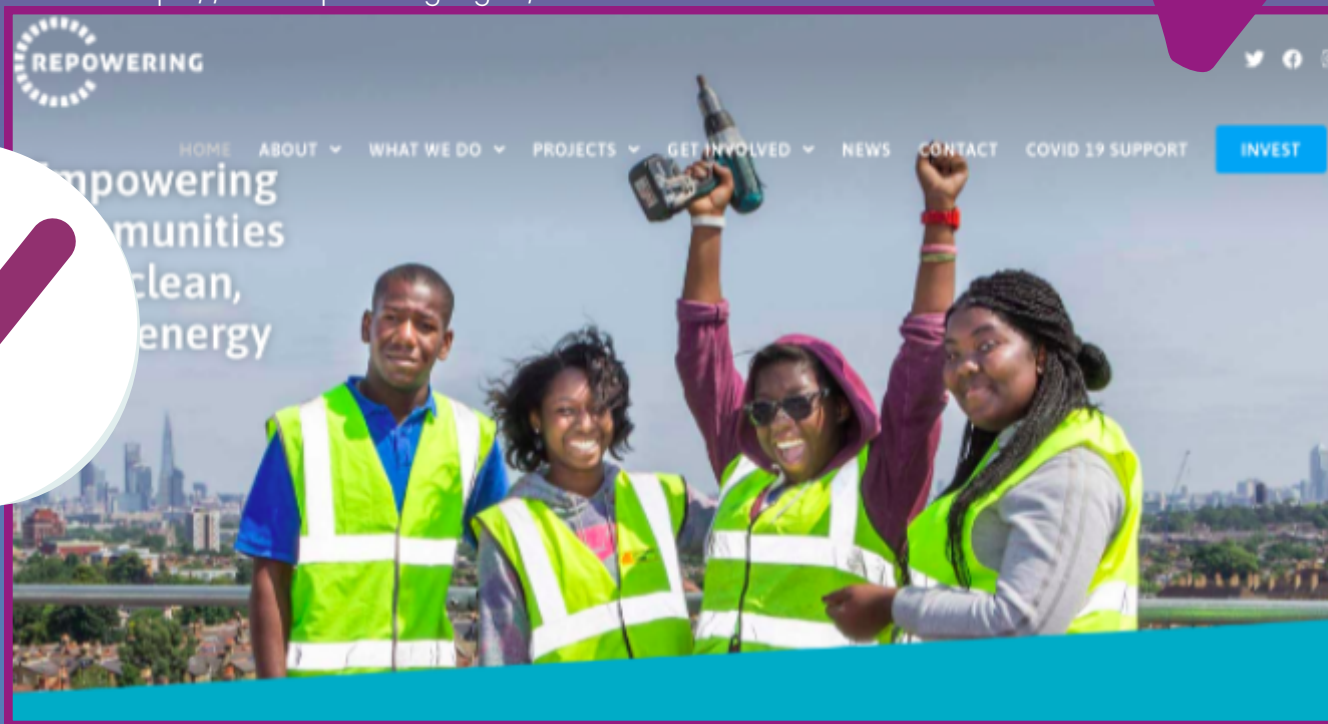
> Avoid a language that reinforces stereotypes and makes one gender invisible > use gendered language

> Avoid stereotypical imaginery and depicting only one gender in your pictures or icons.

> Avoid representing men actively operating and women posing next to the technology

Fictional examples:

*fictional example

JOIN OUR ENERGY COMMUNITY
TOGETHER WE CAN MAKE THE ENERGY TRANSITION HAPPEN

We can do it!

#FightManmadeClimateChange

VS

JOIN OUR ENERGY COMMUNITY
TOGETHER WE CAN MAKE THE ENERGY TRANSITION HAPPEN

We can do it!

#FightHumanInducedClimateChange

Dos and Don'ts of gender sensitive communication

Dos	Don'ts
Recognise and challenge stereotypes.	Don't use gender pronouns when the person's gender is not known.
Be inclusive, avoid omission and make others visible.	Don't give irrelevant information about gender (e.g.: female lawyer → better: lawyer)
Be respectful and avoid trivialisation and subordination.	Don't use different adjectives for women and men.
Recognise word or phrase hierarchy and make sure to switch order each time you use one. (e.g.: husband and wife, wife, and husband; boys and girls, girls and boys)	Don't use gender biased nouns to refer to groups of people (e.g.: manpower → better: workforce).
Use inclusive writing in your own language.	Don't use man as a neutral form or "he" to refer to unknown people.
Use inclusive icons, schemes, and pictures.	Don't use patronising language.
Display multiple subjects and place women in the foreground.	Don't use stereotypical images.
Use gender sensitive and neutral language depending on the content.	Don't use gender-discriminative/sexist language.

wecf Women Engage for a Common Future