III. Detailed checklists

Checklist 1. Gender-inclusive communications

▶ Written communications

- ☐ Use gender-neutral pronouns (they and them) or an intentional balance of pronouns when not referring to a specific individual.

- ☐ Ensure that both women and men (as well as women-led and men-led businesses) are represented in examples, case studies and materials and that both men and women are quoted as experts and authorities.

- ☐ Avoid describing women and men in a way that reinforces gender stereotypes.

- ☐ Craft your message to represent women as agents of change and avoid language that portrays women as passive recipients of aid or as victims.

- ☐ Depict women and men actively participating in diverse aspects of public and private life (at home, school, the workplace, in public and family life and in the community) and be mindful of people's many complementary identities at work and in the home.

- ☐ Share real examples of women-led businesses and women entrepreneurs to give participants the chance to relate to them and their situation.

▶ Audiovisual representation

- ☐ Choose images that show women and men in non-traditional and non-stereotypical roles and professions and show women in positions of power and authority as the norm and not an exception.

- ☐ Ensure at least proportionate numbers of women and men in your image selection.

- ☐ Consider posture, expressions, gestures, positioning and clothing within a picture or image to convey balance, equal status and authority. For example, avoid portraying a man explaining something to a women-only group.

- ☐ Try not to reinforce traditional or dominant ideologies of beauty – focus on the roles of the people in the images and a variety of representative appearances.

- ☐ Include representations of intersectional marginalization (disability, citizenship, visa status, first language, race, sexuality, etc.).

- ☐ Include alt-text,[42] captions and image descriptions to make audiovisual materials more understandable and accessible.

---

42   Alt-text or alternative text, (also alt tags or alt descriptions) is the written copy that appears in place of an image on a webpage that describes what is in the image. Alt text is used if the image fails to load, if screen-reading tools are used to aid visually impaired readers, and allows search engines to better crawl and rank your website. From HubSpot, "Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO" by Braden Becker, 12 July 2021, https://blog.hubspot.com/marketing/image-alt-text.