

CIC nanoGUNE's gender inclusive communication guide for a non-sexist use of language, images, and messages

June 2020





1. Introduction.....	3
2. Why use gender-inclusive communication?.....	5
3. Legal framework.....	6
4. Basic concepts.....	9
5. What should be taken into account when transmitting a message?	12
6. Some criteria for an egalitarian use of English	14
6.1. Generic language.....	14
6.2. Specific forms.....	18
6.3. How to refer to people.....	20
6.4. Using different adjectives for women and men	23
7. Some aspects to be considered for the correct use of images	25
8. Glossary	28
9. Bibliography.....	28
Annex 1: Euskararen erabilera berdinzale baterako irizpideak.....	29
Annex 2: Criterios para un uso inclusivo del español	33



1. Introduction

CIC nanoGUNE is committed to the society and one of its aims is to spread the scientific culture in order to inspire a critical society, capable of building a sustainable future. Linked in some way with this social commitment, nanoGUNE has organized, together with other institutions, a big event on the occasion of February 11th, the day of girls and women in science. It is an initiative to make visible the activity and work of women scientists, break with the specifically masculine roles sometimes attributed to scientific-technical activities, and promote the choice of scientific careers among girls.

In 2019, nanoGUNE made the first steps to work consciously and systematically on the issue of gender equality, developing a diagnosis of the situation and also the first Gender-Equality Plan.

Equality is a cross-cutting issue that must be worked out from many different fields and should be addressed from different perspectives: one of them is communication. At nanoGUNE, we will ensure equal and inclusive communication, specially taking into account our commitment towards society and the impact we may have as a nanoscience research center of reference in the Basque Country and Europe.

One of the actions to be taken in the framework of nanoGUNE's first Gender-Equality Plan is to encourage the use of non-sexist language and images. We will work to ensure gender equality at nanoGUNE and, for this, it is essential to take care, in particular, of language and images. Avoiding discrimination, we should be able to promote a better working environment. In addition, we believe that following this policy we can have an influence outside nanoGUNE as well.

In this guide, you will find the criteria to be followed in order to ensure an inclusive communication. Communication is the process of passing information from one subject to another. It is a complex process that implies a codification, a transfer, and a decodification. People and organizations are constantly communicating. Sometimes consciously and sometimes unconsciously. We



1. Introduction

communicate verbally (using a language) or non-verbally (with gestures, clothes, images, sounds, and silences...). Whatever form or means we choose to pass on a piece of information, we should always take gender equality into account.

In this guide, we give the reasons why we should use a non-sexist language, the legal framework around this topic, some basic concepts, some criteria for the elaboration of messages, some aspects to be taken into account in the use of language and images, a section with examples and indications, and, finally, a glossary.



2. Why use a gender-inclusive communication?

As the European Institute of Gender Equality (EIGE) states, avoiding sex- and gender-based discrimination starts with the language, as a systematic use of gender-biased terminology influences attitudes and expectations and could, in the mind of the reader or listener, relegate women to the background or help perpetuate a stereotyped view of women's and men's roles. There are a number of different strategies that can be used in order to express gender relationships with accuracy, such as avoiding, to the greatest possible extent, the use of language that refers explicitly or implicitly to only one gender, and ensuring, through inclusionary alternatives and according to each language's characteristics, the use of gender-sensitive and inclusive language¹.

So, in order to tackle gender inequality, we must look at the way we communicate. There are many reasons to use an inclusive communication:

- To avoid discrimination and make women visible.
- Not to make differences between citizens, avoiding the creation of first-class and second-class citizens.
- To end traditional gender roles, dismissing stereotypes and fostering equal opportunities.
- To change social values.
- To promote a gender-equality culture at work, both internally and externally.
- To promote a gender-balanced society.

By using an inclusive communication, we are also complying with law. In the following pages, we go deeper in this aspect.

¹ <https://eige.europa.eu/thesaurus/terms/1215>



3. Legal framework

INTERNATIONAL

United Nations

- Beijing Declaration and Platform for Action. The Fourth World Conference on Women, Beijing, September, 1996.

UNESCO

- General Conference, 24th Meeting, 1987. Resolution 14.1, section 1, paragraph 2.
- General Conference, 25th Meeting, 1989. Resolution 109, operative part, paragraph 3.

EUROPE

European Parliament

- Commission of Women's Rights and Gender Equality, 28 January 2003.

Commission of the European Communities

- Communication of the Commission to the Council (20 December 1985).
- Community Action Programs for Equal Opportunities between men and women (1981-2009).

European Council

- Committee on Equality between Women and Men (CAHFM), 2nd meeting 7-10 February 1984.



3. Legal framework

- Commission of Terminology at the CAHFM, 5th meeting, Strasbourg, 27-30 May 1986.
- Recommendation R(90) 4, 21 February 1990, from the Committee of Ministers to Member States on the elimination of sexism in language, adopted at the 434th Meeting of Delegates of Ministers (1991), Strasbourg, European Council, Editing and Documentation Service.

SPAIN

Ministry of Social Affairs, Ministry of Equality, Institute of the Woman

- Advisory Committee on Language (Commission NOMBRA, 1994).
- Royal Decree 1686/2000, of 6 October, which creates the Observatory for Equal Opportunities between Women and Men.
- Organic Law 1/2004 of the 28th of December of Comprehensive Protection Measures against Gender Violence (BOE of 29 December 2004).
- Organic Law 3/2007, of the 22nd of March, for the effective equality of women and men, Art.14.
- Strategic Plan for Equal Opportunities (2014-2016).

BASQUE AUTONOMOUS COMMUNITY

- **Law 4/2005, of the 18 February, for the Equality of Women and Men**, in which it is established, in terms of advertising and media, art. 26: “The social media, in the elaboration of their programs, must make a non-sexist use of language and ensure an active participation of women and a



3. Legal framework

balanced presence and a plural image of both sexes, aside from beauty canons and sexist stereotypes about the functions they perform in the different areas of life and with special impact on the content directed to the children and young population. In the same way, they must ensure the dissemination of political, social, and cultural activities promoted or directed to women in conditions of equality, as well as those that favor their empowerment". As for collective agreements, art. 42 states: "The Administration of the Basque Autonomous Community, through the Register of collective agreements, has to ensure that they do not contain clauses contrary to the principle of equality of women and men, that a non-sexist use of the language is made, and that specific measures against sexist harassment are incorporated. In addition, inspections will be promoted in relation to the control and eradication of discrimination by sex".

- **VII Plan for the equality of women and men of the Basque Autonomous Community. Guidelines for the XI legislature (2017-2020).**
- Emakunde has published **various guidelines** with a collection of criteria to be followed in terms of communication.

CIC nanoGUNE

- **NanoGUNE's 1st Gender Equality Plan (GEP) (2019-2022).**

Among the objectives of this Gender-Equality Plan is to "Promote diversity and inclusivity at the institutional communication (written and visual)". One of the actions to be taken in the framework of this Plan is to elaborate an inclusive communication guide.



4. Basic concepts

Gender-sensitive language²: is gender equality made manifest through language. Gender equality in language is attained when women and men – and those who do not conform to the binary gender system – are addressed through language as persons of equal value, dignity, integrity, and respect.

There are a number of different ways gender relationships can be expressed with accuracy, such as avoiding the use of language that refers explicitly or implicitly to only one gender and ensuring, through inclusive alternatives, the use of gender-sensitive and inclusive language.

Gender-neutral language³: This is not gender specific and considers people in general, with no reference to women or men. It is also called gender-blind language.

Gender-discriminatory language⁴: The opposite of gender-sensitive language. It includes words, phrases, and/or other linguistic features that foster stereotypes or demean or ignore women or men. At its most extreme it fails to treat the genders as equal in value, dignity, integrity, and respect.

Androcentrism: Consideration of the man as the center of the universe and equalization of the whole of Humanity with men – male. One consequence of androcentrism is the concealment of women, their lack of definition, and the non-consideration of their realities (the invisibility of women).

- **Linguistic Androcentrism:** A series of linguistic phenomena that take man as the universal reference, in such a way that they make women invisible or exclude them from discourses and, in case they appear, they are not given a central role in them.
- **Androcentric language:** Concealment of the female presence or subordination of it to the male presence. The repeated use of male voices

² <https://eige.europa.eu/publications/gender-sensitive-communication>

³ <https://eige.europa.eu/publications/gender-sensitive-communication>

⁴ <https://eige.europa.eu/publications/gender-sensitive-communication>



4. Basic concepts

in a generic sense, except in attitudes, behaviors, professions, etc. traditionally related to the female gender. Likewise, androcentric linguistic writing is also the experience of men forgetting the existence of women: “The evolution of man”.

- **Androcentric images:** It implies the absence of representation of women in all areas in which their presence and participation is a verifiable reality.

Sexism: Actions or attitudes that discriminate against people based solely on their gender⁵. The term can also refer to all systemic differentiations based on the sex of individuals.

- **Linguistic sexism:** Discriminatory use of the language, presenting men and women in a stereotyped and unequal way, sometimes even presenting a devalued image of the woman.
- **Sexist language:** Representation of women in a biased, partial, or discriminated way, assigning to men and women different values, capacities, and roles exclusively according to their sex: “That’s not women’s work”, “She cries like a girl”, etc. Sexism maintains through the language a hierarchical order by representing women linked to values such as: weakness, passivity, dependence, etc.
- **Sexist images:** sexist images are those representing women and men in a biased, partial, or discriminatory way.
- **Non-sexist use of language**⁶: Avoidance of both (i) an ambiguous generic masculine gender in the grammatical forms of nouns and (ii) discriminatory expressions describing women and men in terms of their

⁵ <https://eige.europa.eu/thesaurus/terms/1367>

⁶ <https://eige.europa.eu/taxonomy/term/1303>



4. Basic concepts

physical appearance or the qualities and gender roles attributed to their sex.

Gender deconstruction: Process by which one breaks with traditional femininity or masculinity that has been imposed to us culturally, proposing new models based on equality.

Neutral images and iconography: images and icons that are not associated with a specific gender.



5. What should be taken into account when transmitting a message?

12.

- Ensure adequate language in all forms of communication: oral, written, visual, etc.
- The discriminatory language problem does not come from the language itself. It underlies the mental representations of each individual and, therefore, the use of the language each person makes (codification process).
- Symmetry must be ensured in all messages. There should be no differentiation based on gender, and one of the genders should not be underestimated or exalted by reason of sex.
- Symmetry must be ensured in the number of messages. That means the number of messages and demonstrations made and/or signed by men and women should be similar for each document or channel.
- To avoid discrimination, we will wonder if the message we want to transmit is adequate.



Three questions to assess whether what we have built up is adequate:

- Is the social image we are transmitting real? Are both, women and men, represented?
- Are we giving the same treatment to women and men?
- Are traditional roles beaten and new models proposed?



5. What should be taken into account when transmitting a message?

13.

Standards for an egalitarian communication:

1. Both women and men will be taken into account in our internal and external communications. Generic forms will be used in both oral and written language. In the treatment of images, special emphasis will be placed on making women visible.
2. Generally, when the gender of the recipient is not specified and/or the message is addressed to a general public, generic forms will be used.
3. Messages that refer to women as belonging to a lower category will not be admitted.
4. The active role of women should be visible in all communications.
5. Stereotypes assigned to women or men will be avoided. Messages that objectify women will not be admitted. New models of masculinity and femininity will be presented instead.
6. Anecdotal aspects will not be relevant. The reality of women and men should be addressed. Specific cases are not representative.



6. Some criteria for an egalitarian use of English

14.

Language is nothing more than a tool that is shaped by the person using it (codification). The final product of that process, the message that serves to communicate to the receiver, reflects how the sender sees reality. The product of communication, after all, is a narrative of the way of understanding the world. Our society usually tends to hide women by using generic male to refer to the entire society. However, languages have enough wealth to represent women and men alike. Some criteria for an inclusive and egalitarian use of the language follows.

ASPECTS TO TAKE INTO ACCOUNT

Symmetry as a standard: When doubts arise, try to change the gender in that sentence or phrase. If when you try this you realize that you are not doing the right use of gender, you will make the necessary changes. E.g.:

- Dr. Johnson and his wife came to the event.
- She is such a good scientist, smart, and beautiful.

6.1. Generic language

Do not make gender visible when it is not relevant in order to understand the information you want to transmit. Use inclusive forms, so that reference is made to a broad public which encompasses both women and men.



6. Some criteria for an egalitarian use of English

15.

- **Use gender-neutral words.** Some words unnecessarily make reference to a gender; we should avoid using those and, instead, we should use more inclusive terms. For example:

Avoid	Use
Mankind	Humankind Humanity
Man-made	Artificial
Man in the street	Average person
Under the law all men are equal	Under the law all people are equal
Manpower	Human resources

We should also **avoid using gender-biased nouns** to refer to groups of people; because if we do not, we are assuming that position must be held by a man or a woman, and we are, therefore, excluding the others.

Avoid	Use
Businessman or businesswoman	Business executive
Repairman	Repairer, technician
Steward or Stewardess	Flight attendant
Salesman	Salesperson, sales clerk
Workman	Worker
Postman	Mail carrier



6. Some criteria for an egalitarian use of English

16.

- **Avoid the gendered pronouns (he or she) when the person's gender is unknown or irrelevant:** Gendered pronouns are often used when we do not know the gender of the person we are talking about or when talking about a group of people that could be of either gender. Many times it is possible to rephrase it in order to say the same thing in another way. There are several options:

Using the plural: use *their* instead of his or her.

Avoid

Every researcher should take care of his material

Use

Researchers should take care of their own material

Using the pronoun *one*: Using the pronoun *one* allows to avoid the pronouns he or she, so that we can avoid the gender mark in the sentence.

Avoid

A researcher working in a high-tech lab performs better than he would in an average lab

Use

A researcher working in a high-tech lab performs better than one would in an average lab

Using the relative pronoun *who*: depending on the kind of sentence, we can rephrase and use the relative pronoun *who* to avoid the gender mark.

Avoid

If the applicant has any doubt he can ask for directions in...

Use

The applicant who has doubts can ask for directions in...



6. Some criteria for an egalitarian use of English

17.

Omitting the gendered word: Sometimes the sentence allows us to omit the gendered word and make it neutral.

Avoid

A person must have published at least 5 articles before he may apply for that grant

Use

A person must have published at least 5 articles before applying for that grant

Using the passive voice: The passive voice is not an appropriate option for all sentences in English, as employing the passive voice often changes the emphasis of the sentence. However, it does offer an option for avoiding gendered constructions.

Avoid

The author of the paper must have clear evidence of the phenomenon she is describing

The secretary must do her chores before she leaves.

Use

The author of the paper must have clear evidence of the described phenomenon

The secretary's chores must be done before leaving.

Rephrasing the sentence: Using other words or saying the same thing in a different way to avoid using he or she.

Avoid

The documentation that a person needs to enter the country depends on where he comes from

Your group leader knows he can rely on you

Use

The documentation that a person needs to enter the country depends on the country of origin

Your group leader knows you are reliable



6. Some criteria for an egalitarian use of English

18.

TIP!

Take special care of this in the application forms, job offers, etc. We can be missing potential candidates.



“Each applicant must send his CV”

“I guess this position is not for me...”

6.2. Specific forms

Make gender visible when it is relevant **to understand the information you want to transmit.**

- **Society consists of at least two genders** and, therefore, we must respect these options. If we refer only to women or only to men, specific forms may be used. Do not use generic forms when you would like to refer to a specific group.

Avoid

The team of physicists

Use

The team of women physicists

Linked to this, we must be careful with “false generics”. The gender-neutral language allows us to overcome the use of male as generic; but it is not always appropriate, as it may ignore some key elements linked to gender. Furthermore, even though the language appears to be neutral, people may



6. Some criteria for an egalitarian use of English

19.

interpret the generic term as referring to men and they might, therefore, exclude women.

Examples of gender-neutral language	Why gender-neutral language may be inappropriate in this context	Better language (gender sensitive)
Last year, 14 % of people aged 18-65 stated that they had experienced sexual harassment in their professional context in the previous year.	This language may obscure the fact that women are disproportionately exposed to sexual harassment and it may result in support services not being designed in a way that takes this into account.	Last year, 23 % of women and 5 % of men aged 18-65 stated that they had experienced sexual harassment in their professional context in the previous year.
10 % of the university students chose STEM field degrees last year.	Just 30 % of those students were women, so this percentage does not represent properly both genders.	6 % of the university students chose STEM field degrees last year among women and 14 % among men.

- **Use of double shapes:** Use double shapes, female and male. That means using both pronouns, when necessary. Likewise, in the double forms the female and the male will be alternated, so that the male form is not systematically put ahead of the female form.

Use
Women and men
Mothers and fathers
Ladies and gentlemen



6. Some criteria for an egalitarian use of English

20.

6.3. How to refer to people

- Avoid the use of Sir as generic when writing a letter. The male gender has traditionally been used when the person we are addressing is unclear. However, it is better to make clear that the recipient may be male or female, unless we know the gender of the person we are writing to.

Avoid	Use
Dear Sir,	Dear Madam or Sir; Dear Sir or Madam

It is also appropriate to use the position of the person we are writing to: Dear Sales Director. If we know the name and gender of the contact, we can use the traditional titles (Mr. or Ms.): Dear Mr. Joe Doe; Dear Ms. Jane Doe. If we know the name but we do not know the gender, we can leave the honorific out: Dear Robin Miller.

- **Nowadays the civil status does not need any special treatment.** Traditionally, different titles have been used for women to refer to their marital status: Mrs. (married) or Miss (single); the term used for men, instead, has always been neutral: Mr. With this convention, married women are not presented as an independent individual. In order to avoid this, the neutral term **Ms.** should be used when addressing a woman, as it does not refer to the marital status.

Avoid	Use
Mrs. Jane Doe came to visit us.	Ms. Jane Doe came to visit us.
Mr. Johnson and Miss Smith wrote a paper	Mr. Johnson and Ms. Smith wrote a paper



6. Some criteria for an egalitarian use of English

21.

- **Asymmetric mentions between genders are not adequate.** Women should not be presented according to their relationship with men. All people should receive equal treatment:

Avoid	Use
Two German men came with their wives.	Two German couples came.
John is a researcher, and his wife has also done some research.	John and Mary are researchers (we can mention they are a couple if it is relevant to do so).
Mr. Smith and his wife came to the conference.	Mr. and Ms. Smith came to the conference. Mr. Smith and Ms. Johnson came to the conference (we can mention they are couple if it is relevant to do so).

- **Always use the same naming conditions for men and women.** When referring to a woman we must use the same conventions as we use when referring to a man. Using the first name for a woman when using the surname for a man might indicate a lack of respect for the woman in comparison to the man.

Avoid	Use
Mr. Farrar and Jessica will be attending the meeting this evening.	Jessica Farrar and Alistair Farrar will be attending the meeting this evening.
Yang and his research assistant Holly were pioneering nanoengineering research.	Yang and his research assistant Smith were pioneering nanoengineering research.
Smith and Hilary were the candidates to the group-leader position.	(John) Smith and (Hilary) Johnson were the candidates to the group-leader position (if we use the first name, we should use it for both).



6. Some criteria for an egalitarian use of English

22.

- **To name professions.** Some professions are generic, but some other professions are gender biased sometimes. We should take care of this, especially when the plural form is used, as we should not leave one of the genders out.

Singular	Not inclusive plural	Plural
Actor and actress	Actors	Actors and actresses
Waiter and waitress	Waiters E.g.: Waiters work at restaurants.	Waiters and waitresses E.g.: Waiters and waitresses work at restaurants.
Chairman and chairwoman / Chair	Chairmen	Chairmen and chairwomen / Chairs

- **Bibliography.** There are normally strict norms that we must follow when writing the references of a paper. Nonetheless, it is advisable, when possible, to write the whole first name of the author together with the surname, so that we make female authors visible (if we do not do so, the general tendency would be to think all the authors are men).

Avoid	Use
J. Smith and M. Johnson	Jane Smith and Marc Johnson



6. Some criteria for an egalitarian use of English

23.

6.4. Using different adjectives for women and men

- Think about the general characteristics that have been traditionally assigned to women and to men; and take that into account in order to avoid the use of stereotyped adjectives. Find below some stereotyped adjectives that are typically linked to one particular gender:

Women	Men
Beautiful, slender, sweet, sensitive, caring...	Brave, strong, smart, creative...

- Distinct adjectives are sometimes used in order to describe the same feature in women and men. There are also some words which, despite not having an explicit gender, have strong connotations that are strongly associated with only women or men. The examples in the table below show some words that should be avoided to describe women.

Avoid	Use
Bossy or pushy	Assertive
Loose	Having sexual confidence – no male equivalent
Emotional or hormonal	Passionate, enthusiastic, empathetic
Ditzy	Silly
Frumpy	Dowdy, old-fashioned
Hysterical	Irrational



6. Some criteria for an egalitarian use of English

- **Sometimes the term girl or woman is used pejoratively.** Such uses cannot be accepted.

Avoid

You run like a girl

Ladylike handshake

- There is a tendency to present women with an adjective (usually linked to their physical appearance), which does not happen in the case of men. These kinds of adjectives should be avoided. In case it is necessary or convenient to describe the person, that person should be presented making references to the profession, position, or other characteristic, but never with a qualifying adjective.

Avoid

The researcher Joe Doe and his wife Mary Smith, beautiful as always, showed up at the conference.

Use

The researchers Joe Doe and Mary Smith (they are married) showed up at the conference.



7. Some aspects to be considered for the correct use of images

- We must take care of the message that is transmitted by the images in which people appear, whatever the age, ethnicity, religion, or characteristic they have.
- We must make women visible. Social reality must be transmitted by the images we are using, so it is essential that women appear. Science is a male-dominated field; that is why it is especially important to make women visible, so that women scientists are in everyone's imaginary.
- Parity should be pursued in terms of the number of women and men that appear in all images, taking into account the number of images and illustrations (the frequency) and also the representation of each of them.
- It should be avoided to have women and men appearing in gender marked spaces (e.g. women in the office or reception and men in the lab). We must transmit that both of them are present in all spaces.
- In the specific case of a research center like nanoGUNE, we should avoid representing women wearing a lab coat and men not wearing it: either everybody is wearing a lab coat or nobody wears it. We should also avoid having men explaining how to use a lab tool and women listening or just watching. Both men and women should be represented on the same basis.
- We should avoid using images that reinforce masculine models; instead, either both genders are represented or neutral iconographies are used.
- Different models of women should be represented, not only the young and slender woman. We should try to represent all social realities.
- Women should be presented in activities or roles that are not traditionally related to them. In case they appear performing a more 'traditional' role (administrative work, chemistry/biology lab techniques...), new models



7. Some aspects to be considered for the correct use of images

26.

(computer calculations, fixing lab equipment, managing big laboratory equipment, etc.) should also be included.

- Men should be represented in roles that are not traditionally masculine. In case they appear performing a traditional role (moving or fixing big equipment, speaking at conferences/seminars, leading a meeting or team discussion...), new models (playing with kids in outreach activities, doing administrative work, cleaning, listening to the explanations of female colleagues...) should also be included.
- Relations between women and men should be presented at the same level. Do not present men as those who command and women as subordinates and/or objects.
- Relations between women should be shown with no stereotypes (gossiping, annoying each other, etc.).
- Relations between men should be shown with no stereotypes (brave, competitive, showing strength...).
- When icons are used, they must be neutral or both men and women should be represented.

PHD	MASTER
  NanoGUNE offers a complete PhD program to graduate students from all around the world who wish to start a research career in a nanoscience-related field at a top international research institution.	  NanoGUNE collaborates with various official master programs and offers the students the possibility to develop their master thesis in one of its research groups. A call for grants is launched every year.
  BACHELOR FINAL PROJECTS	  SUMMER INTERNSHIPS



7. Some aspects to be considered for the correct use of images

27.

For all these reasons, the following questions should be answered whenever we make a picture or illustration or we would like to choose an image.



- Are both women and men well represented? How would we like to represent them?
- Is the space that we are using marked by the gender (helpdesk, office, laboratory, workshop...)? Is it correct?
- Do 'stereotyped' or 'traditional' power relations appear between the men and women we are representing? If the answer is Yes, which new model could we include?
- Are all the images gender balanced?



8. Glossary

Sex: set of anatomical and physiological characteristics that distinguish males and females.

Gender: characteristics and cultural definitions that each society attributes to one sex or the other according to their differences, creating them, transforming them, and confirming them.

Gender stereotypes: rigid set of characteristics that society attributes to each gender category.

Gender roles: behaviors that a society attributes to each gender category.

Sex-gender theory: social system which makes a differentiating interpretation of the sexes, assigning different roles, norms, and social attitudes to each category, thus creating hierarchical relationships. A social system that establishes power relations over gender, where men have greater power than women by the mere fact of being men.

Gender discrimination: underestimating a person for gender reasons.

Direct discrimination: evident discrimination that is carried out for gender reasons, underestimating some persons and violating their rights.

Indirect discrimination: being in a situation of disadvantage for gender reasons in an activity, attitude, decision, or situation that seems not to be conditioned by gender.

Generic masculine: using the masculine in general to refer to the whole society or to a group formed by women and men.

Transversality and mainstreaming: applying equality criteria in all areas and sharing responsibility, so that an equality culture is rooted at the entity.



9. Bibliography

- European Institute of Gender Equality (EIGE) webpage. Glossary and Thesaurus. <https://eige.europa.eu/thesaurus/overview>
- Inclusive communication in the General Secretariat of the Council of the European Union. <https://www.consilium.europa.eu/en/documents-publications/publications/inclusive-comm-gsc/>
- Toolkit on Gender-sensitive Communication. A resource for policy makers, legislators, media, and anybody else with an interest in making their communication more inclusive (EIGE). <https://eige.europa.eu/publications/toolkit-gender-sensitive-communication>
- United Nations webpage. Guidelines for gender-inclusive language in English. <https://www.un.org/en/gender-inclusive-language/guidelines.shtml>



Annex 1: Euskararen erabilera berdinzale baterako irizpideak

Irizpide orokorrak aurrez aipatu baditugu ere, hizkuntza bakoitzak bere berezitasun propioak ditu; hori dela eta, hurrengo orrietan jaso ditugu euskaraz idazten dugunean kontuan hartu beharreko hainbat irizpide, ingeles hizkuntzaren lanketa egitean aipatutako batzuk ere baliagarriak badira ere.

Euskarak, gramatikari dagokionean, ez du generoa bereizten. Aldameneko beste hizkuntzen aldean, zentzu honetan oztopo gutxiago ditu. Aipatu bezala, hizkuntzak berak baino, honen erabilera egiten du hizkuntza ez berdinzale: batetik eman nahi den mezuak eta bestetik mezu hori nola ematen den. Honela, euskararen ere badaude kontuan hartu beharreko irizpideak.

1. Forma generikoa (orokorra) nola erabili

- Gizon, gizaseme eta gizonezko forma maskulinoak dira. Forma orokorrerako **gizaki eta giza- erabiliko ditugu**. Izena eta gizon egituraren ordeztu, "-ari" atzizkia edo "-gile" erabiliko da.

Ekidin

(Orokorra) Gizasemeak fin aritu ziren konferentzia guztian.

Erabili

Hizlariak/Ikertzaileak fin aritu ziren konferentzia guztian.

2. Forma espezifikoak erabili behar al da?

- Gizartea gutxienez bi generok osatzen dugu; hala, bada, guztien interesak ase behar dira. Emakumeei buruz hitz egiten ari bagara, halaxe zehaztu behar dugu; eta berdin gizonekin.
- Gizona hitz elkarketan ager daiteke, soilik esanahi espezifikoak duenean. Ezagutu gabeko generoaz ari garenean, ezingo da elkarketa hau erabili. Emakume bati dagokionean emakumea erabili ahal izango da, eta



Annex 1: Euskararen erabilera berdinzale baterako irizpideak

31.

generoak orokorra izan behar duen kasuetan kolektiboa (jendea) edo osagaia (-lari, langile, pertsona) erabil daiteke.

Ekidin	Erabili
Enpresa-gizonak ohartu dira gauzak ez direla horrela.	Enpresa-jendea ohartu da gauzak ez direla horrela.
(Orokorrean) Zientzia-gizonek aurkikuntza handiak egin dituzte teknologiari esker.	Zientzialariek aurkikuntza handiak egin dituzte teknologiari esker.
(Orokorrean) Dibulgatzaileak plazagizonak dira.	(Emakumeei) Ana Galarraga plazandrea da.
	(Gizonei) Kepa Altonaga plazagizona da.

3. Izenen kasuan zer egin

- Euskaraz hainbat izenek generoa dute. Halaxe gertatzen da pertsonak (neska, mutil, gizon, emakume, andre...), ahaidetasuna (seme, alaba, aita, ama, izeba, osaba, aitona, amona...), animaliak (behorra eta zaldia, behia eta zezena, oiloa eta oilarra...), jarduerak (inudea, etxeakoandrea, prostituta, moja, frailea, apaiza, erregea, maisua...) edota hauetatik eratorritakoak (amabirjina, aitabitxia, aita santua...) izendatzerakoan. Hauen artean oso izaera ezberdineko izenak ditugu eta, kasuan kasu, diskriminaziorik egiten ez dela bermatu behar da.



Annex 1: Euskararen erabilera berdinzale baterako irizpideak

32.

- Generoa duten izenak pluralean edo modu generikoan erabiltzerakoan femenino eta maskulinoa hitz elkartuan erabili behar dira (seme-alabak, jaun-andreak, neska-mutilak, andre-gizonak...). Maskulino orokortzaileak erdararen kalkoak izaten dira eta ez dira egokiak.

Ekidin	Erabili
(Orokorrean) Zuen semeentzako kontu bereziak ditugu.	Zuen seme-alabentzako kontu bereziak ditugu.
(Orokorrean) Kaixo jaunak!	(Orokorrean) Kaixo jaun-andreak!

- **Lanbideen izenetan** gaztelaniatik hartutako kasuetan Euskaltzaindiak gaztelaniazko hitzen forma mantentzea proposatzen du (gaztelaniaz genero maskulinoa dute, baina euskaraz ez: notarioa, presidentea, biologoa, eta abar).
- Euskaraz **generorik gabeko izen asko** dago.
- **“-sa” atzizkia ez da erabili behar.** Zubereraz bizirik dagoen arren (jainkosa, alarguntsa, abadesa, alkatesa), hegoaldean “-ren emaztea” esateko erabili da. Beraz, generoa zehaztu nahi bada, neska/mutil edo gizon/emakume erantsi behar da (neska aktorea, mutil dantzaria).

Ekidin	Erabili
Alkatesa etorri da bisitan.	Alkatea etorri da bisitan.
Aktoresak lanetan ibili da ikertzailea nanoGUNEri buruzko bideoa prestatzen.	Aktore lanetan ibili da ikertzailea nanoGUNEri buruzko bideoa prestatzen.
Lehen hitzaldia emango duen ikertzailea Mikroskopia Elektronikoaren jainkosa da.	Lehen hitzaldia emango duen ikertzailea mikroskopia elektronikoaren jainkoa da.



Annex 1: Euskararen erabilera berdinzale baterako irizpideak

4. Hitanoa

- Hitanoa hizkera informalean erabiliko dugu; idatziz sare sozialetan edo karteletan erabil genezake, adibidez. Hitanoa ez dugu talde misto bati zuzendutako mezuan erabiliko, emakume eta gizon markak erabili behar baitira. Inperatiboa salbuespena izango da, kasu honetan aditz laguntzailerik gabe erabil daitekeelako.

Ekidin	Erabili
(Orokorrean) Ate irekietara etortzen bahaiz opari bat eramango duk!	Etor hadi ate irekietara eta oparia eraman!
	Etor zaitez ate irekietara eta opari bat eramango duzu!
	(Emakumeei) Jakin dinat beka eskaera egiten habilela, laguntzarik nahi al dun?
	(Gizonei) Ikerketan egindako aurrerapenen berri emango al diat?

5. Erdararen eragina dela eta, kalkoekin kontuz

- Erdaratik egindako itzulpenetan, kontuan izan behar da erdaraz hizkera sexista saihesteko perifrasiak egon daitezkeela. Euskaraz horiek ez dira mantendu behar. Euskarak ez du genero gramatikalik eta, horrenbestez, ez du horiek zuzentzeko beharrik; hori egitean kalkoak sortzen dira.

Kalkoa	Zuzen
Programa populazio erabiltzaileari zuzendua dago.	Programa erabiltzaileei zuzendua dago.



Annex 2: Criterios para un uso inclusivo del español

Ya se han mencionado los criterios generales a seguir. No obstante, cada idioma tiene sus propias características. Por ese motivo, en este anexo se han recogido algunos criterios a seguir para un uso inclusivo del español. Algunos de los criterios que se han mencionado para el uso del inglés son también aplicables en este caso.

En lo que al español se refiere, el uso inapropiado del lenguaje es una constante. Como bien es sabido, el lenguaje no es más que una herramienta moldeada por quien la usa. El producto final del lenguaje, aquel que sirve para comunicarnos, refleja las características con las que la persona emisora ve la realidad. El producto de la comunicación es, al fin y al cabo, una narración de la manera de entender el mundo. Nuestra sociedad, al hacer uso del español, por lo general tiende a invisibilizar a las mujeres, ya que se usa el masculino genérico para referirse a toda la sociedad. Sin embargo, la lengua española tiene suficiente riqueza para poder representar a mujeres y a hombres por igual. A continuación, se especifican los criterios a seguir para un lenguaje inclusivo e igualitario.

1. El lenguaje genérico

Usar formas incluyentes, de manera que se haga referencia a un público amplio que abarque tanto a mujeres como a hombres.

- **Nombres de colectivos y abstractos:** sustituir el masculino genérico por un sustantivo o por sustantivos abstractos no sexuados. Ejemplo:

Evitar	Utilizar
Los trabajadores.	El personal.
Los científicos.	La comunidad científica.
Los jóvenes.	La juventud.
Los alumnos.	El alumnado.
Los investigadores.	El equipo/personal investigador.



Annex 2: Criterios para un uso inclusivo del español

- **Cambio de sintaxis:** Es posible decir lo mismo de otra manera. Por ello, una de las opciones es cambiar la frase para que sea impersonal o pasiva.

Evitar
Los alumnos deberán pedir cita para visitar el centro.
Los socios que quieran participar en la comisión...
Los estudiantes de doctorado tendrán la oportunidad de recibir ayudas para la formación.

Utilizar
El alumnado que quiera visitar el centro deberá pedir cita.
Las personas socias que quieran participar en la comisión...
Se dará la oportunidad de recibir ayudas para la formación a las personas que estén realizando el doctorado.

- **Uso de metonimias:** Consiste en buscar otras palabras o modos para decir lo mismo favoreciendo un lenguaje incluyente. Se usan características relevantes en lugar del sustantivo masculino.

Evitar
El presidente tomó la palabra.
Los abogados creen que podemos recurrir.
Los periodistas nos esperaban en la puerta.
Los editores han decidido no publicar su artículo.

Utilizar
La presidencia tomó la palabra.
El bufete de abogados cree que podemos recurrir.
Los medios nos esperaban en la puerta.
La editorial ha decidido no publicar su artículo.



Annex 2: Criterios para un uso inclusivo del español

- **Uso de frases en relativo:** De este modo no se especifica el sujeto; así se hace referencia a todas aquellas personas que puedan entenderse como sujetos.

Evitar
Los proveedores de nuestra entidad...
Los que quieran participar en el sorteo...
Los que se quedan a comer en el espacio común...

Utilizar
Quienes proveen a nuestra entidad...
Quienes quieran participar en el sorteo...
Quienes comen en el espacio común...

- **Eliminar sustantivos masculinos predecibles:** A veces se tiende a usar el masculino genérico, aun cuando este no es necesario. Se pueden usar preposiciones o verbos sustantivados en su lugar. En algunos casos se puede prescindir del pronombre personal.

Evitar
Adecuadamente preparados
Si estás interesado en la beca de investigación...
Los clientes tienen derecho a ser escuchados.
Cuando ellos vinieron a la empresa...
Nosotros contamos con un gran equipo humano.

Utilizar
Con preparación adecuada
Si te interesa la beca de investigación...
La clientela tiene derecho a ser escuchada.
Cuando vinieron a la empresa...
Contamos con un gran equipo humano.



Annex 2: Criterios para un uso inclusivo del español

- **Construcciones copulativas que exijan un adjetivo en masculino:** Sustituir las construcciones copulativas que exijan un adjetivo en masculino por otras construcciones reflexivas o impersonales (tener o sentir + sustantivo).

Evitar

Estamos comprometidos con la sociedad.

Quien utiliza el laboratorio está obligado a mantenerlo limpio.

Utilizar

Tenemos un compromiso con la sociedad.

A quien utiliza el laboratorio se le obliga a mantenerlo limpio.

- **Evitar pronombres falsamente genéricos:** Los pronombres falsamente genéricos (cuantos, varios, muchos, unos...) son aquellos que hacen referencia a un sujeto que no es real. Puede ser que exagere, suavice o simplemente desvirtúe el contenido.

Evitar

Muchos trabajadores se acercaron.

Todos aquellos que estén realizando el curso...

Hemos entrevistado a muchos candidatos para seleccionar al más adecuado.

Utilizar

Buena parte del personal se acercó.

Cualquiera que esté realizando el curso...

Se ha entrevistado a un número elevado de candidatas y candidatos para seleccionar a la persona más adecuada.



Annex 2: Criterios para un uso inclusivo del español

38.

- **Evitar el uso de barras y guiones siempre que sea posible:** Siempre que sea posible usar términos genéricos. Se podrán usar las barras y los guiones en caso de listas o falta de espacio.

Evitar	Utilizar
Los/as trabajadores/as.	Los trabajadores y las trabajadoras.
Los/as clientes.	La clientela.
Los/Las investigadores/as.	Las investigadoras y los investigadores.
Tutor/a.	La tutora y el tutor.
Estudiantes/as.	Los estudiantes y las estudiantes.

- **Evitar el uso de la @ (arroba):** Aunque el uso de las nuevas tecnologías ha traído esta nueva forma para que el lenguaje sea incluyente, no se recomienda su uso. Se entiende que el lenguaje tiene suficientes recursos para hacer referencia a cuantas personas y géneros se vea conveniente.

Evitar	Utilizar
L@s empled@s.	Los empleados y las empleadas.
L@s investigador@s.	El personal investigador.
Tutor@.	La tutora y el tutor.



Annex 2: Criterios para un uso inclusivo del español

- **Uso de dobles formas:** Utilizar dobles formas, femenina y masculina. Eso implica usar ambos pronombres, artículos y adjetivos con los sustantivos, cuando sea necesario. Asimismo, en las formas dobles se alternará el femenino y el masculino, de modo que no se anteponga de manera sistemática el masculino.

Utilizar
Los empleados y las empleadas.
Mujeres y hombres.
Las estudiantes y los estudiantes.
La directora y el director.
Investigadoras e investigadores.

2. Los sustantivos, pronombres y adjetivos

- En español los verbos y los sustantivos adquieren género al conjugarse con los pronombres y los adjetivos (según el morfema de estos o por excepcionalidad). Los pronombres y los adjetivos pueden conjugarse en femenino y en masculino en las formas dobles (los trabajadores y las trabajadoras), pero también se admite la concordancia con el adjetivo más próximo (los trabajadores y trabajadoras). En el caso de que se trate de un adjetivo pospuesto, la concordancia se hará con el último sustantivo.

Evitar
(En genérico) Los alumnos.
Los alumnos y alumnas estudiaban apartados.
Los investigadores y las investigadoras estaban enfadados.

Utilizar
Los alumnos y las alumnas, los alumnos y alumnas.
Los alumnos y alumnas estudiaban apartadas.
Los investigadores y las investigadoras estaban enfadadas.



Annex 2: Criterios para un uso inclusivo del español

40.

- **Existen nombres heterónimos.** Son nombres distintos para cada género (hombre/mujer, padre/madre, caballo /yegua, etc.). En estos casos también se conjugan con pronombres y adjetivos, y pueden concordar con el más próximo. En el caso de que se trate de un adjetivo pospuesto la concordancia se hará con el último sustantivo.

Utilizar

Las mujeres y hombres, las mujeres y los hombres

Las yeguas y los caballos

Las madres y los padres, las madres y padres

- En caso de que el adjetivo sea calificativo debe conjugarse de ambas formas.

Evitar

Las alumnas y los alumnos nuevos en el centro

El empleado y la empleada más generosa

Utilizar

Las alumnas nuevas y los alumnos nuevos en el centro

La empleada más generosa y el empleado más generoso

3. ¿Qué tratamiento debe darse a las personas?

La mayor parte de los criterios a seguir en el tratamiento a las personas son los mismos que hemos mencionado anteriormente en el apartado del uso del inglés. A continuación, recogeremos algunos criterios específicos del español.

- **Para nombrar las profesiones,** en la mayoría de los casos nos referimos al género cambiando el final: -a para las mujeres y -o para los hombres. No obstante, algunas profesiones acabadas en el sufijo -ista dan lugar a ambigüedad, por lo que se les suele agregar el artículo la o lo. Existen



Annex 2: Criterios para un uso inclusivo del español

algunas profesiones sin el sufijo -ista genérico (periodista, fisioterapeuta...), y por ello es necesario el uso de pronombres personales para especificar el género.

Utilizar
Administrativo, Administrativa.
El investigador, la investigadora.
La estudiante, el estudiante.
El director, la directora.
La técnica, el técnico.
La especialista, el especialista.
El responsable, la responsable.
La autora, el autor.
El recepcionista, la recepcionista.

- Una opción para que el lenguaje sea incluyente es hablar en tercera persona singular, en modos impersonales, o en genéricos, sin tratar los sujetos de modo específico.

Utilizar
El personal investigador.
Como mucha gente piensa...
Recomendamos que se pongan en contacto.
Rogamos no molesten.



Annex 2: Criterios para un uso inclusivo del español

4. Cómo usar los nombres que indican parentesco

- En español los términos de parentesco están generizados. Por ello, en los casos en los que se quiera hacer referencia a personas de ambos sexos se utilizarán ambos o se basarán en formas colectivas. Cuando se quiera especificar un solo género, se usará solamente la forma generizada.

Evitar	Utilizar
Los tíos no han podido venir a la comida.	Los tíos y las tías no han podido venir a la comida.
Somos 8 hermanos.	Entre hermanos y hermanas, somos 8.
	(Mujer) Mi hija se llama Maialen.
	(Hombre) El tío Juan cumplió ayer 80 años.

5. ¿Qué hacer para que la comunicación no sea demasiado redundante?

La utilización de un lenguaje igualitario o incluyente no quiere decir que la comunicación deba ser engorrosa. Para ello procuraremos:

- No abusar de las duplicidades.
- Evitar el uso excesivo de perífrasis.
- Alternar el orden en el uso de masculino y femenino.
- Mantener la concordancia entre los sustantivos, verbos y pronombres, y prescindir de éstos cuando se pueda.
- Consultar alternativas de este manual.