

How we communicate in SEA·EU

Philosophy & attitude

- **Respect group diversity:** approach interactions with care, recognizing the diversity within and among groups, use inclusive language that acknowledges multiple identities.
- **Create Safe Spaces:** foster environments where everyone feels comfortable expressing themselves.
- **Use Person-Centric Language:** focus on individuals; avoiding generalizations and stereotypes.
- **Adopt a Strengths-Based Approach:** emphasize abilities and skills over perceived limitations.
- **Ask and Respect Preferences:** inquire about language preferences; avoid assumptions.
- **Mind Your Words and Jokes:** be aware of language implications; avoid terms that are belittling or marginalizing.
- **Stay Informed on Cultural Sensitivities:** regularly update knowledge to avoid unintentional offense.
- **Educate Positively on Inclusive Language:** explain why certain language is unsuitable and suggest alternatives, give feedback about inappropriate language constructively and encouragingly.
- **Show Cultural Humility:** approach interactions as a learner, recognizing personal biases

Inclusive Communication & Age

- **Avoid Stereotypical Terms:** refrain from ageist language.
- **Use Consistent Age Descriptors:** use neutral terms for age categories.
- **Replace Outdated Terms:** use updated language for age-related topics.

Inclusive Communication Language & Disabilities

- **Foster Safety, Respect, and Community:** use language that values diversity.
- **Build Language Around Strengths:** focus on strengths, not limitations.
- **Honour Persons With Disabilities:** use language that affirms autonomy.
- **Involve Individuals in Decision-Making:** follow "Nothing about us without us."
- **Consider Non-Apparent Disabilities:** acknowledge that not all disabilities are visible.
- **Uphold Inclusion as a Human Right:** affirm the dignity and rights of all.

Visual Inclusive communication

- **Reflect diversity:** use images and case studies that represent various genders, ethnicities, and identities.
- **Present varied roles:** Avoid discriminatory humour when depicting individuals in different capacities.
- **Portray individuals equally:** treat persons with disabilities the same as anyone else in your materials.
- **Use inclusive language:** use inclusive language that transcends binary categories.
- **Recognize biases:** Be aware that AI-generated images may carry biases.
- **Create universally accessible materials:** Challenge yourself to create accessible materials.
- **Ensure accessibility:** Ensure that your materials are accessible to all, considering color contrasts and video content.
- **Maintain Energy:** keep your visuals engaging and dynamic.
- **Use Alternative Text:** provide descriptive text for images to ensure accessibility.

Inclusive Communication & Gender, Identity & Sexual Orientation

- **Use Gender-Sensitive Language:** in certain contexts it may also be acceptable to use Gender-Neutral Language. Manifest gender equality through language and avoid generic masculine terms.
- **Respect Personal Identity:** address individuals without referencing marital status.
- **Choose Respectful Language:** Use professional terms and avoid patronizing expressions.
- **Prioritize Inclusive Word Order:** Lead with "women and men".
- **Refer to Inclusivity Resources:** utilize glossaries and guides for current terminology.
- **Promote Respectful Representation:** Focus on contributions, not appearances.
- **Encourage Inclusive Descriptions:** reflect skills and abilities without reinforcing gender roles.
- **Maintain Consistency in Naming:** Use consistent names and titles to show respect.

Inclusive Communication & Ethnicity and Culture

- **Avoid Centering One Group:** value cultural diversity by avoiding assimilation language.
- **Reference Backgrounds Only When Necessary:** use ethnic identifiers only when relevant.
- **Challenge Stereotypes:** Address and dismantle both positive and negative stereotypes to encourage fair and balanced representation.
- **Use Preferred Terms:** respect individuals' self-identification.
- **Acknowledge Diversity Within Groups:** recognize the variety within ethnic and cultural groups.
- **Avoid Essentialism:** avoid language that reinforces rigid concepts of race, as it is generally inappropriate and discouraged.