

Gender-sensitive Communication

Key principles for inclusive language use

You should aim to follow these principles if you wish to make your language inclusive and transformative:

- 1 | Recognise and challenge stereotypes.**
- 2 | Be inclusive and avoid omission and making others invisible.**
- 3 | Be respectful and avoid trivialisation and subordination.**

If you succeed in following these principles you are well on your way to becoming a user of gender-sensitive language and you should find yourself naturally following the rest of the guidance in this toolkit.

We consider these principles throughout the [Challenges](#) section.