

next steps – what can you do in your role?

Ideas shared by workshop participants

What can you do to promote the use of gender-sensitive communication?

- Influence **journalists** and linguists, who can help prevent women from disappearing from public discourse.
- To introduce the EIGE's Toolkit on gender-sensitive communication to journalists.
- **Media** – biggest hope to catch the gender-sensitive language and to start a slow change, as well as the biggest obstacle with e.g. sexist topics, VAW reporting practices etc.
- Think of biased words in your language: e.g. motherland, masterpiece, king's size bed, women football etc.
 - **The first easy step – gender sensitive form of professions, positions.**
- ***'Think global and act local!'***
- Use gender as part of your own identity as well as the appropriate words.
- **Mainstream the gender-sensitive words purposefully till they become routine.**
- **Language teachers** as primary target audience, introduce EIGE's Glossary and other tools to them.
- Young generation tend to be more aware of their communication and are open to learn new words.

What can you do to promote the use of EIGE's Gender Equality Glossary and Thesaurus?

- The evolution of the language can start with the **daily use** of new words.
- Incorporate Glossary in your regular work, projects, publications, training, other **capacity building events** and programs.
- Start a social media campaign or embed the Glossary into the **website** of your organisation (please contact EIGE for help).
- **Print** a copy of the local Glossary in paper and share.
- Reference the Glossary in every publication, where you use a specific term.
- Encourage the government to support **socio-linguistic research**, scientific conferences.
- **Share the news on your personal social media profiles, inform your friends, colleagues personally (at least five of them today!).**

- Use it!
- Promote it!
- Share it!
- Adapt it!
- Reference it!
- Talk about it!

***“You use it
or loose it!”***