



SOCIAL MEDIA/COMMUNITY OUTREACH CAMPAIGN TOOLKIT

Intermediate Output – Objective 2, Intervention 2.1

Enhancing Equality in Energy for Southeast Asia | A USAID/RDMA Activity

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ABOUT E4SEA

The Enhancing Equality in Energy for Southeast Asia (E4SEA) Activity is an activity under the Asia Enhancing Development and Growth through Energy (Asia EDGE) initiative overseen by USAID's Regional Development Mission for Asia (RDMA). Asia EDGE is a key component of the U.S. Government's approach to grow sustainable and secure energy markets throughout the Indo-Pacific region, and the E4SEA Activity aims to contribute to that effort by improving gender equality and inclusion in Southeast Asia's energy sector to strengthen the region's energy institutions and advance women's economic empowerment. Specifically, the E4SEA Activity is working towards three primary outcomes.

1. Increased workplace diversity in Southeast Asia (SEA)
2. Improved inclusive workplace environment
3. Expanded equitable promotion opportunities

The E4SEA Activity has developed Social Media Toolkit to share practices for communication on social media platforms to promote gender inclusion and gender equality among energy sector employers, universities, and vocational institutions. It will assist to increase understanding on creating inclusive communication contents and use them as tools to contribute to gender inclusion and gender equality.



Photo Credit: Adobe Stock

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ACRONYMS

EDGE	Enhancing Development and Growth through Energy
E4SEA	Enhancing Equality in Energy for Southeast Asia
GESI	Gender Equality and Social Inclusion
ILO	International Labor Organization
RDMA	Regional Development Mission for Asia
STEM	Science, Technology, Engineering, and Mathematics
UNESCO	United Nations Educational, Scientific and Cultural Organization

EXECUTIVE SUMMARY

The growing demand in energy consumption and production in Southeast Asia is critical to sustaining economic growth in the region, alongside the necessity of successfully navigating the energy transition towards more sustainable use of resources and climate mitigation. Research has shown women's participation, whether as end user or as employees in the sector, is essential. Promoting gender equality and women's participation, particularly in employment sectors that remain male-dominated is, therefore, vitally important.

Despite this imperative, significant barriers remain for women's participation in the energy sector, from reduced access to education, especially in science, technology, engineering, and mathematics (STEM), to gender stereotypes and as well as workplace cultures and policies that limit women's employment and leadership development potential. The growth and transformation of the energy sector should be regarded as a unique opportunity to revisit and reshape existing systems and practices towards more

diversity and inclusion. Ensuring that women receive equitable access to STEM education and career opportunities in the energy sector is vital for economic growth and social development.

The situation requires new ways of depicting, verbalizing, and representing women's empowerment and equality. The transformation in society must start with the words and images of women's rights, capacities, and contributions. Communication methods in the digital era have developed rapidly. The speed and accessibility of social media have proven to be influential for changing beliefs, norms, and behaviors if used purposively and thoughtfully.

This Social Media and Outreach Toolkit provides strategies, guidelines and practical recommendations on minimizing bias, promoting gender equality, and celebrating diversity through social media, community outreach, and communication materials.



Photo Credit: Adobe Stock

TOOLKIT OBJECTIVE

Communication methods in the digital era have developed rapidly in the past few years, largely due to the speed and accessibility of social media. Social media is used for various purposes by both individuals and organizations, and is highly influential for changing beliefs, norms, values, and mindsets. When used strategically and thoughtfully, social media is greatly beneficial to mindset and behavior change communication regarding gender inequality, underrepresentation, and discrimination. Our aim is to reflect diversity and promote inclusion through communication. To reflect diversity is to involve people with a range of different characteristics and value these different characteristics. To promote inclusion is to foster in organizations ongoing effort and implement effective practices that value and honor diversity.

The E4SEA Activity has developed with Social Media and Outreach Toolkit to assist energy sector employers, universities, and vocational institutions in promoting gender equality and inclusion, including students, parents, teachers, and the public. Media significantly shapes societal perceptions of women and girls. Research has shown that children are greatly influenced from a young age by the images and gendered stereotypes presented in the media. The prevalence and speed with which social media functions can either deepen these gender biases or be deployed to message more equitable and empowering gender representations.

The toolkit serves as a starting point for how gender equality and inclusion can be embedded in communications. Our words and images can showcase more transformative and diverse representation of work in the energy sector and young women in STEM education.

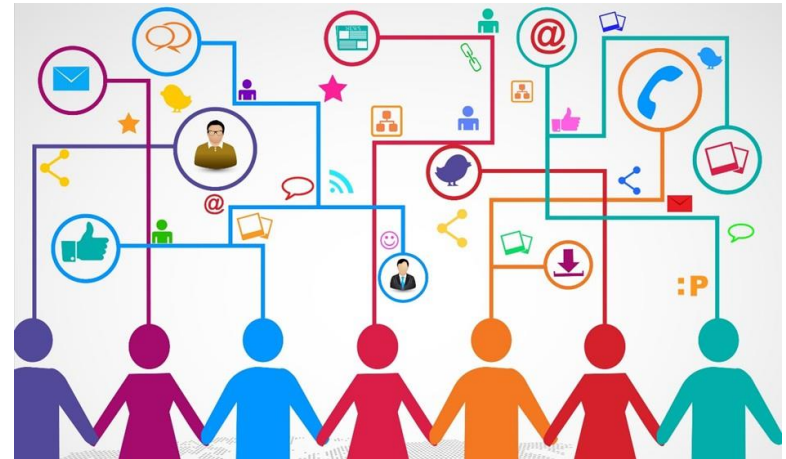


Photo Credit: Creative Commons

After reading this toolkit, you will...

- ❖ have a better understanding of using inclusive communication content to promote gender equality and inclusion
- ❖ be able to produce communication products to promote gender equality and inclusion on social media platforms

INTRODUCTION

The rapid rise in energy demand in Southeast Asia and the sector's transition towards more sustainable use of resources and emissions reduction are key drivers of job growth in the region. Energy sector jobs in Southeast Asia are projected to increase from 4 million to between 5.5 and 7.9 million by 2030, with an increase of up to nearly fivefold in the renewable energy sector.¹ Strong job growth not only supports economic development but also presents valuable opportunities for countries to advance societal goals and achieve greater gender equality and social inclusion.

The benefits of increased gender equality in the energy workforce span multiple levels. Diverse perspectives and innovative solutions are critical for solving the difficult, complex energy challenges and sustainability issues that companies face today. There is a growing body of evidence that correlates the increased representation of women in corporate leadership roles with stronger business outcomes. Research shows that companies with more women on their boards perform better with regards to their return on investment, sales and equity, and performance during times of crisis or volatility.²



Photo Credit: Microsoft Stock Images



Photo Credit: Microsoft Stock Images

1. IRENA, *Global Renewables Outlook: Energy Transformation 2050* (Abu Dhabi: International Renewable Energy Agency, 2020), 226.

2. ILO, *Women in Business and Management: The business case for change* (Geneva: International Labour Organization, 2019).

UNDERSTANDING THE CHALLENGES

This section introduces you to the importance of gender inclusive language and communications. Language can either reinforce limiting notions of gender or create openings for more enabling, empowering, and diverse representations of people. Whether in our everyday conversations or while teaching a class or giving a presentation at work, we have a collective responsibility to avoid communicating in ways that reify gender stereotypes, normalize unconscious biases or depict women in ways that make invisible their successes, diminish their potential or devalue their lived experiences and contributions. Furthermore, compelling and effective communication can help people see the broader context of inequality, that of unequal power dynamics and different attributions that society places on the roles of men and women. Thus, gender equality is about removing gender-based discrimination and stereotypes in every aspect of life, from the home to the office to the oil rig. Inclusive communication is key to creating this societal mindset shift.

GENDER TERMS

Cultural norms are often revealed in language. Words have the power to welcome, exclude, celebrate or harm a person, and as such can either limit or reflect the diversity of human experiences. Because communication can perpetuate stereotypes, the use of gender inclusive language is paramount in creating a world that truly embraces diversity. Gender inclusive language intentionally avoids assigning gendered roles to words.



Photo Credit: Calin Catura

If you don't know someone's gender
or when talking about a group,
use gender-neutral language.

mankind	humankind
chairman	chair
congressman	legislator
businessman	representative
policeman	police officer
landlord	owner
boyfriend/girlfriend	partner
salesman	salesperson
manpower	workforce
maiden-name	family name
fireman	firefighter
husband/wife	spouse



Photo Credit: UN Women

GENDER STEREOTYPES AND NORMS

The first myth to set aside is that gender equality is achieved when there is equal representation of women and men. Achieving gender equality means ending gender-based discrimination and gender stereotypes for everyone. Women experience far more gender-based discrimination as evidenced by steep inequalities in society, whether in wages, in threats of violence and harassment, cultural expectations or reduced access to fundamental rights such as education or healthcare. A recent study of 78 countries determined that gender biases are rife in science and mathematics learning materials across the primary and secondary schools in some 78 countries which both demotivates girls from STEM studies and reinforces the harmful idea to boys that they are better suited for this.³ While the onus is on us to address the inequalities facing women, it's equally crucial to bear in mind that the enduring change we ultimately need to see is the elimination of gender stereotypes and norms associated with both women and men. Communicating this in words or images whether in recruitment for work or in teaching students in classrooms or even writing a letter to our friends is the first of many important steps leading to greater awareness and understanding of gender equality.

Let's look around our world today. All of us are surrounded by movies, billboards and advertisements that perpetually recreate gender norms. On repeat everywhere, in words or images, is the message that exclusion based on biases, justified by family practices or culture or policies, is "normal." To counter this, we may think it's enough to bombard messages that showcase women and their many accomplishments. Women's accomplishments are, of course, important to acknowledge and celebrate. In communication, whether in social media posts, posters or reports, when discussing women's contributions, the focus should remain on how their achievements are notable, not despite their gender, but in the face

of structural gender inequalities.⁴ For instance, as the energy sector have traditionally been male dominated, the lack of visibility of women as contributing employees, whether in the field or in the office, reinforces exclusion. Therefore, women's success stories and visibility of their contributions in diverse workplaces creates opportunity and new norms for both the young women aspiring for careers and young men for whom women are already introduced as colleagues, supervisors and peers.



Photo Credit: Graphic from Let's Speak Gender

Media representations of gender have reinforced stereotypes. Women are largely represented in commercials for cosmetics or domestic products, often in the household or in caregiving roles, while advertisements for men generally focus on their purchasing power of expensive commodities like cars or in leadership roles in business. These types of representations limit people's capacities and roles by gender and, for young girls, communicate that they are unwelcomed to contribute and participate in areas deemed for men, such as pursuing studies in and employment in the STEM field. Further, young boys, who will one day grow up to be colleagues, supervisors and student peers of girls and women, are without

3. UNESCO, *Cracking the code: girls' education in science, technology, engineering and mathematics (STEM)* (Paris: United Nations Educational, Scientific and Cultural Organization, 2017).

4. Florin Marin, *Let's Speak Gender: 10 Principles of Gender-Responsive Communications for Development* (Istanbul: UNDP, 2018), <https://www.eurasia.undp.org/content/rbec/en/home/library/gender-equality/10-principles-of-genderresponsive-communications.html>.

exposure to a more equitable, fair world. Gender equality benefits all, not just girls and women. This has implications for businesses where talent attraction, hiring and training for growing industries require diverse candidates to drive success, market reach and innovation. Energy employers and educational institutions have critical roles to play in communicating and empowering girls and women.

WIDENING THE SCOPE OF INCLUSION

In considering communications that promote gender equality, it's important to move beyond depicting equal representation of women and men and consider whether the depiction itself perpetuates stereotypes. We also need to ensure that the depiction of men and women represent a diversity of roles and backgrounds.⁵ The balanced representation could include ethnic, racial, cultural and other identities. To widen the scope of inclusion meaningfully is to also address ableism which is the privileging of able-bodied people at the expense of people who live with visible and invisible disabilities. An invisible disability is a physical, mental or neurological condition that limits a person's movements, senses, or activities that is invisible to the onlooker. It can include mental health issues like depression, cognitive impairment or chronic conditions, the symptoms of which may limit a person's movements, senses, or activities that is invisible but often leads to false perceptions about the person's capacities and needs.⁶ For instance,

Communicating powerful stories of success is important but it's only one element in inclusive communications strategies. Gender equality is about unequal power relations between women and men, and the unequal roles that societies assign to them. For these reasons, we must engage with the factors that create the inequalities, such as discriminatory laws or gender norms that impede women's empowerment.

note the shift in articulating oneself as a wheelchair user versus someone who is "confined to a wheelchair." Language is also changing and shifting to reflect cultural changes, so we must remain open to learning and adapting. What is not changing is our collective commitment avoid diminishing the "power and agency of persons with disabilities in decision-making processes and other contexts, and to focus attention on addressing the societal barriers that create those situations of vulnerability."⁷ Language has the power to stigmatize or destigmatize, regard someone as a victim or recognize their full personhood and dignity.

Furthermore, unconscious bias and gender stereotypes perpetuate the idea that work, or activities done by men have greater purpose, meaning or value than those accomplished by women. For example, unpaid work caring for children at home is assigned less value than someone who is working full time in an office.

"Ableism is the discrimination of and social prejudice against people with disabilities based on the belief that typical abilities are superior. At its heart, ableism is rooted in the assumption that disabled people require 'fixing' and defines people by their disability. Like racism and sexism, ableism classifies entire groups of people as 'less than,' and includes harmful stereotypes, misconceptions, and generalizations of people with disabilities."

Ashley Eisenmenger, Access Living

5. Celia Santillan, *Communications & Gender Checklist: Things to Consider* (Australia: Value for Women, 2019).

6. "What is an Invisible Disability," Invisible Disabilities Association., accessed November 2021, <https://invisibledisabilities.org/>.

7. Katherine Guernsey, "Inclusive Language Matters," Interview by Brianna Beiler & Sandy Jenkins, *Medium*, August 31, 2021, <https://medium.com/usaaid-2030/inclusive-language-matters-da19a809d146>.

These values are established by social norms which means it can also be changed by portraying and discussing the activities with gender equality in mind. For example, we can communicate a wider lens with which to see people's contributions.

Whether on social media platforms or in business writing, it's very important to not affix behaviors, appearances preferences or personality traits as "masculine" or "feminine." This strengthens the biased argument that "men" and "women" have defined traits or appearances or preferences. Furthermore, using "male" and "female" to describe men and women reduces people to biology and reinforces the idea of gender roles (men and women) as determined by biology, rather than roles prescribed and defined by society.

In addition, we must recognize that not all women face the same inequalities and not all men have the same privileges or access. Other factors greatly affect privilege. For instance, failure to recognize the harmful, discriminatory attitudes and stereotypes about the LGBTQI (lesbian, gay, bisexual, transgender, queer and intersex) communities results in a failure to comprehensively address inequality. As well, socio-economic class, physical ability, race or ethnicity, nationality or legal status, among others, impact the ways men and women are treated. Other identities form varying degrees of disadvantage and exclusion. These power dynamics and constellation of inequalities in society must be reflected in our gender inclusive communication strategies. To impactfully promote and achieve gender equality, we must recognize, understand and be responsive to the varying needs and experiences of diverse groups.

"Culture and language are constantly evolving to reflect new realities. Our choice of words and communication style can further move the needle towards embracing inclusivity and reflect the diversity of our society and the equal value of all people."

Celia Santillan, Value for Women

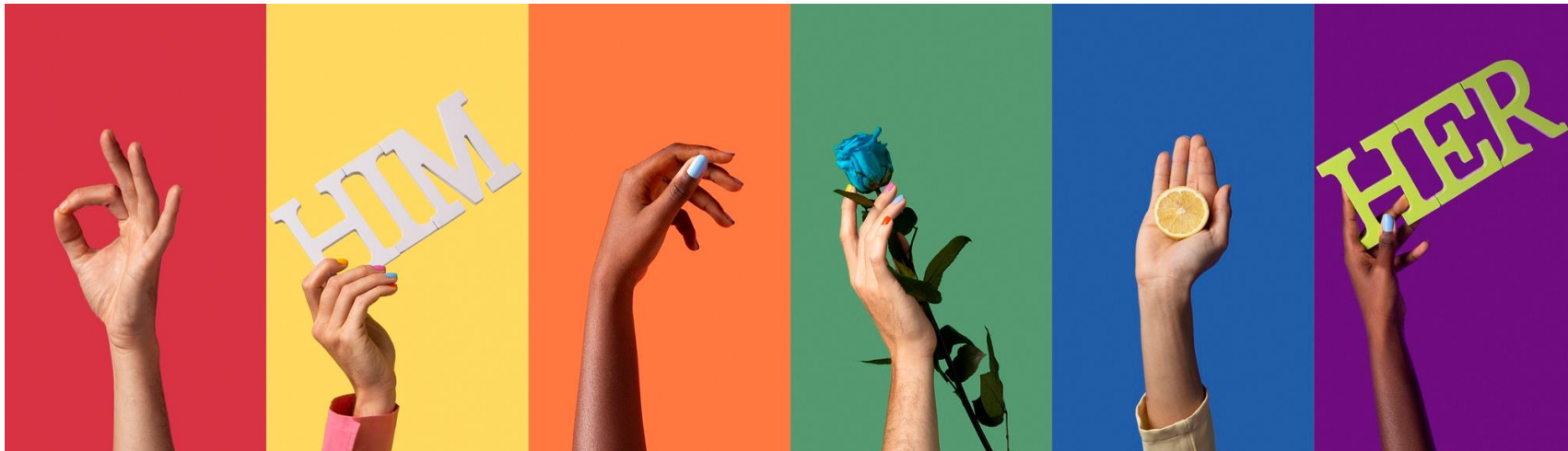


Photo Credit: People photo created by freepik

BEST PRACTICES FOR GENDER INCLUSIVE SOCIAL MEDIA AND OUTREACH TOOLKIT

Social media offers platforms that have the potential to powerfully shape perception and behaviors. We have seen both destructive and empowering impact from the use of social media as evidenced by events from around the world. Yet, it is uniquely poised to deliver messages and ideas with greater access and speed than prior possible. Inclusive communication taps into this potential to shift

perceptions of parents as to who can successfully study STEM, of human resource staff recruiting engineers, and the public on who can impactfully lead. This perceptual change is requisite for changing behaviors, improving educational access for girls, and to expand the talent pool of experiences and capacities for organizations from which to recruit, and so much more.

The following are best practices in inclusive communications that can be meaningfully applied whether in writing a job posting, posting an update about a corporate policy, approaching teachers and parents in schools, or designing an awareness raising campaign about gender equality.

VISUALIZING CHANGE

Communication is fundamentally about telling a story, and that story can be conveyed by images as powerfully as with words. Consider and design the image or visual content right from inception of the communication process, not after the story has been told. Build in a process of inquiry and reflection into the design process of messaging: does this image empower action? Does it challenge or inadvertently reinstate gender stereotypes and norms?

Visualizing change is more than making women more visible. To spark a counter narrative to gender norms, consider showing women with decision-making authorities or working jobs that one may consider usually held by men. Equally important, inclusive communications should also show men in diverse roles that challenge gender norms.

Photo Credit: Twitter @Dhaawla



Photo Credit: Twitter @CreativeCapAdv



↑ When it comes to images, details such as choosing colors for fonts or graphics or depicting people in diverse ways can also subvert gender norms.

SPEAKING AND WRITING FOR CHANGE

Adjectives add important details and context to a person, but when we use words like “male” or “female” we are inadvertently addressing gender as biological rather than a socially constructed term. This is often reflected in the way we describe some jobs or a particular person. Being cognizant of the ways gender is a social identity, and distinct from the biological sex that one is assigned at birth is crucial for inclusion. There are distinct differences across languages and so it is recommended that when communicating in languages other than English, to research and consult with communities whose participation and representation are crucial for inclusion and diversity.

EMPOWERMENT AND HUMAN DIGNITY

Our well-intentioned efforts to highlight the issues of inequality, violence or intolerance in our communications, can sometimes lead to inadvertently writing about people as victims, whether as victims of a crime, of poverty or as passive recipients of assistance. Impactful inclusive communications convey the structural inequality and personal challenges of these situations while also conveying their resiliencies and how we can continue building on efforts to promote positive change. Inclusive communications can show the ways women and men are expressing strength, empowerment or action in the face of hardship or challenges and, importantly, what we the wider public or community can do to support them and their efforts. This is true for the visuals and words. Pictures or graphics that implicitly or intentionally reinforce limiting notions, for example about gender, sexual orientation or race, should not be used. It victimizes rather than support human dignity; the public or organizational outreach and communications should shift perspectives and introduce new possibilities even while highlighting visibility on an issue.

- | | |
|---------------------------------|-----------------------------------|
| ✗ Female Engineer | ✓ Women Engineers |
| ✗ Male student enrollment rates | ✓ Student enrollment rates of men |
| ✗ Female CEO | ✓ Woman CEO |
| ✗ Mankind | ✓ Humankind |
| ✗ Maternal Leave | ✓ Parental Leave |
| ✗ Policewoman | ✓ Police Officer |
| ✗ Male Nurse | ✓ Nurse |
| ✗ Cleaning Lady | ✓ Cleaner |



PHOTO FROM ADOBE STOCK

A human-centered approach to inclusive communications and outreach promoting gender equality is cognizant of the ways that it's simply not enough to "tell" women what they need or what they must do. It's vital to recognize that to foster enabling environments for young girls in schools or women in the energy workforce, the content of the messages must provide a wider arena for information and resources and knowledge by including many more stakeholders and institutions, as well as men. Gender equality is a sphere of action for both women and men. For example, messaging that exposes men to being managed by women or communications content that encourages men to take parental leave is just as important for women to thrive in the workplace. The messages must not only be directed to young girls or women to succeed, but there must also be messages that are designed and directed to schools or organizations, even particular teams or offices in the organization, on how to create an empowering environment for them.

Compelling communications and outreach can effectively adapt the content to local context whether that context is a community, a family or an organization. Some helpful questions that we can ask ourselves at the start of crafting inclusive communications content are: who do I want reading or seeing this? In other words, who is my target audience? What action do I want them to take? Which issue(s) do I want them to become more aware of? Are any of the words or colors or images being used offensive in the local or national context? Just as importantly, are the images representative of the local context where our target audience is located or based? Is the message clear and easily understandable by the audience we

are working to reach? How do we know? How can we check for impact? The most persuasive communications, whether in pictures or words, promote enduring change for gender equality and inclusion in schools and workplaces by helping individuals rethink and better understand their beliefs, assumptions, and actions. These questions can be part of an ongoing process with oneself or with colleagues to include a "check in" or review process of any communications materials representing a school, a business or project.

It's not enough these days to provide information in a world where attention is a scarce commodity because social media demands attention across a variety of issues so thoughtful review is critical of the message and images to ensure that the communications is indeed inclusive, appropriate for local context, and impactful in delivery. Traditionally, programs focusing on equality or empowerment have assumed that by providing adequate resources or knowledge, that action follows. There is now abundant evidence from change management coaching and brain-based research that these two pivotal factors are essential for supporting positive behavioral change: a) the workplace or organizational context greatly matters for, for example, a systemic approach to recruiting, retention and staff development as evidenced by policies, leadership behaviors and organizational culture; b) supporting the development of personal agency, manifested through communications or training, that take into consideration the unconscious drivers of behavior to help individuals overcome mental blocks and move from knowledge to action.⁸

8. Johns Hopkins University and USAID, "The Self-Empowerment and Equity for Change Initiative (SEE Change)," Johns Hopkins Bloomberg School of Public Health, accessed October 2021, <https://publichealth.jhu.edu/departments/international-health/research-and-practice/centers-and-research-groups/research-groups/the-self-empowerment-and-equity-for-change-initiative-see-change>.

EXAMPLES OF INCLUSIVE SOCIAL MEDIA AND OUTREACH COMMUNICATIONS

Social media can manifest in various ways. To conduct public outreach is to bridge ideas or an issue with the community, to engage people through information sharing or provoking a “rethink” an idea or situation. Commonly, outreach campaigns or tools may be messages on social media, implementation of a community survey, and creating brochures or posters. Outreach can be organized on Twitter through hashtags, viral tweets or organizing influencers to tweet key messages. It can also be pictures and events that are broadcast on other platforms to raise visibility. Communication materials such as company branding, annual reports, letters to board members or advertisements are commonly regarded as important outreach tools. The incorporation of public communications, whether in imagery or words, are commonly

understood to be an extension of a firm’s corporate value and business strategy. There are even more opportunities for companies to engage with the public and their employees in an inclusive way. For example, crafting a job description or position posting using gender-neutral terms with an expressed invitation to hire candidates of diverse identities, and using language that is not gender-coded accomplishes two results:⁹ employers will have a wider berth of capable candidates for selection; and it is a powerful message to their industry and wider public the company’s stated commitment and practice of an inclusive corporate workplace.¹⁰ Inclusive communications is not, therefore, a siloed effort, but a crucial extension of companies, schools and individual commitment to a more equitable and inclusive world.

Below are powerful examples of outreach materials from a variety of organizations designed to promote awareness of gender equality and to prompt new perspectives on the roles and capacities of people beyond assigned gender norms.



Photo Credit: USAID

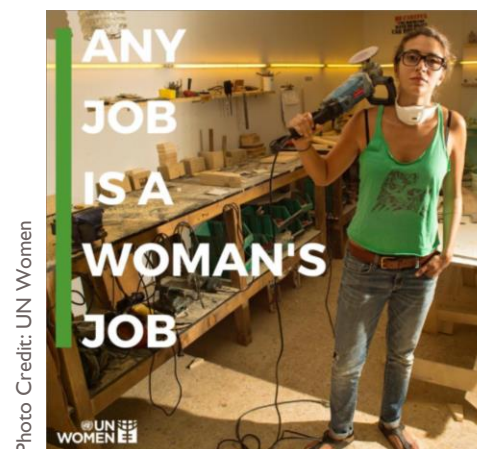


Photo Credit: UN Women

← Compelling messages debunking the idea that some jobs should be restricted to men.

9. Danielle Gaucher, Justin Friesen, and Aaron C. Kay, "Evidence that gendered wording in job advertisements exists and sustains gender inequality," *Journal of Personality and Social Psychology* 101, no. 1 (2011): 109-128.

10. The Recruitment Guide, "Gender Decoder for Job adverts," The Recruitment Guide, September 22, 2020, <https://therecruitment.guide/gender-decoder-for-job-adverts/>.

Photo Credit: We are girls garage



- ← A representation of girls learning skills and doing activities that are traditionally set aside for boys.

Photo Credit: Women in Mining & Energy



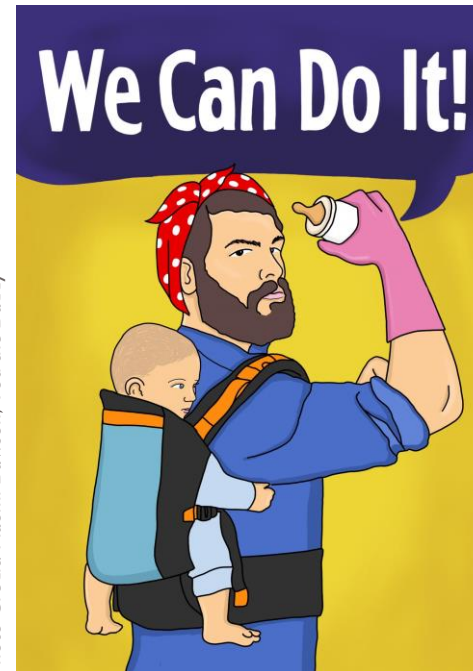
- ← Promoting women role models in STEM education and employment in the energy sector

Captured Photo from Girl Scouts



- ← A video showcasing women's career success
- Video link:
<https://web.facebook.com/GirlScoutsUSA/posts/10163621070385393>

Photo Credit: Naomi Dawson, You the Daddy



- ← Based on a well known poster from WWII of "Rosie the Riveter" advertising a woman's capacity to join the workforce, this poster flips the script to visually depict, on terms of gender equality, a man's capacity to be a great parent.

CONCLUSION

Whether a success story for social media or when communicating policies to advance gender equality, it's important not to extrapolate anecdotes as generalizable facts.

Personal experiences and anecdotal evidence mustn't become a canvas on which everyone's stories are painted. We can tell someone's powerful story of achievement, and even present their successful approaches to the challenges and yet not assume every woman in that situation will be able to access the same approach.

When citing evidence for the impact of gender equality on people, economies or organizations, check, analyze and verify that the information is correct.

Facts matter, especially on issues concerning gender equality because people, culture and organizations are steeped in the culture and justifications that maintain the status quo on gender norms, even without being aware of it. This is true for all of us, even those of us working to foster gender equitable change because culture and norms have significant, sometimes invisible influence on our thinking and our behaviors. We make a greater difference when we can say what we know with confidence based on evidence. It is also acceptable to speak to the nuances of a situation and make clear the variabilities. They may even strongly feel their behaviors or beliefs are indeed for the benefit or protection of women. Hence the importance of remembering to fact check, to consult research and, most importantly, remain open to self-reflection on our own assumptions as we approach diverse stakeholders and contexts for communications outreach.

Maintain an open mindset where writing, representing and messaging a vision of equality is a learning journey.

One of the most important guidance for applying gender equality lens to communications and outreach is that shifting people's thinking and fostering behavior change is an iterative process. It is a journey that is worth undertaking to foster safe, productive workplaces, economic growth fueled by the diverse talents of many not a few, and where people, regardless of gender identify, are supported to pursue their potential and have broad options for home, work and life.

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