

Green and effective Communication Guidelines

The ETAIN project adheres to a series of guidelines and proposes to make the best out of the communication and dissemination activities following an inclusive and green communication policy. This set of points ensures that all communication materials and activities (i) are equally accessible to as many people as possible, regardless of race, age, ethnicity, and gender, and (ii) are designed to reduce environmental footprint (i.e. reduce paper consumption, travels, etc.).

The following guidelines will be updated and adapted on a periodic basis, in parallel with the advances of the project. This internal policy will be reviewed and improved accordingly throughout the ETAIN project.



Green and effective Communication Guidelines

1. Involve partners and communicate from the bottom-up

to motivate stakeholders and potential participants. Ensures everyone curious or interested understands all opportunities and avenues to become actively involved in ETAIN, both in terms of the design and implementation of the activities.

2. Use simple yet captivating language about the project, ensuring a scientific and professional approach.

Messages are better when clear and close, as they interpellate many more people from different backgrounds and profiles, which at the end of the process, means that the ideas are better spread and rooted, discussed and adapted to a more diverse audience.

3. Collaborate to make a bigger impact.

Don't talk alone. If the message reaches beyond the initially targeted audience but it's spread by being discussed and disseminated, it will reach many more people and the positive impact will be greater.

4. Content-based green approaches & green awareness.

Let's explain and promote those actions that can have the least impact on the environment. Let's be aware and value a well-established understanding of the result and impact of what we are doing.

5. Start being aware of the carbon footprint of your communications. Reduce paper consumption and email work traffic¹,

and attachments such as images and heavy items to decrease greenhouse emissions. Sending, receiving and storing emails has an environmental cost, and with a few simple actions, the carbon footprint we leave behind when we communicate through emails can substantially decrease. Consider: cleaning out your spam inbox on a regular basis; not sending short unnecessary emails such as "thanks"; if attachments and logos are necessary. Also, whenever possible, think about not using paper printed materials. This will not only be better for the environment but also lead to easier communication with related partners. Less is more in terms of using the planet's capacity.

¹ It is estimated that an average email has a carbon footprint of 4g of CO₂. When images and attachments are added, on average, its impact can increase up to 50g of CO₂.

6. Ensure inclusive communication and language,

excluding any discrimination and barriers in the communication materials shared internally and externally. Be aware of everyone's differences in terms of skills and physical capacity. Adapt materials and tools every time possible. Include plug-ins, design for accessibility and be ready to adopt different angles that help a comprehensive understanding of the messages for as many different personas as possible.

7. Consider the audience and adapt the content to their specific needs.

Not every target audience is interested in the same results and information. Materials and content must take into account the end-reader every time.

8. Say it clear and use elements that help understand the content

like descriptive images or scheme elements, simple animatics and graphics that not only engage the reader but facilitate the understanding of the message conveyed.



9. Learn from others that have been there before.

Meaningful alliances can help a lot to amplify your voice. Flourish with other communities. Collaborate with existing ideas, persons, technologies and tools. Synthesize key insights and practices from other successful initiatives and adopt complementary tones, develop allied communication actions (collaborative newsletters, joint events), and interaction activities.

10. Openly share your knowledge to help and inspire others.

Everything you learn can be useful for others to grow on top of. Toolkits, playbooks, consultancy sessions are crucial when trying to communicate more effectively. Legacy is a tool and a gift to ease others lives, so remember: sharing is caring.

Guidelines on visual communication

ETAIN commits to develop and disseminate inclusive visual communication adhering to the EU Parliament's Inclusive Communication recommendations². The guidelines include:

- Choose images of people that are diverse in terms of gender, disability, age and ethnicity, ensuring specific groups feel visually represented.
- People should be depicted in their everyday environment and in natural poses.
- Show women and men, and people of different origins in roles and functions of **equal value**.
- Avoid the stereotypical tendency to choose a full body picture of women and close up shots for men, which could be perceived as objectifying the female body.
- Favor pictures of active behavior (speaking, shaking hands, walking, writing, voting...).
- Challenge gender stereotypes in images. This could mean choosing a woman to illustrate a topic traditionally considered male, e.g. technology or science. Inversely, choose a man to illustrate a subject traditionally considered female, e.g. family care, human resources management, house-hold related tasks, etc.
- Images of persons with a disability should aim neither to hide a visible disability nor over-emphasise it. Persons with a disability should be portrayed with able-bodied persons, in a setting where they have equal value
- Avoid using images that give the impression that ETAIN has a gender, age, ethnic, or any other type of bias. Ensure ETAIN is portrayed as open and welcoming of all types of citizens.

² Available at:

<https://www.europarl.europa.eu/contracts-and-grants/files/grants/media-and-events/en-annex-9-inclusive-communication-guidelines-of-the-european-parliament.pdf>

