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GENDER EQUALITY CULTURE

INCLUSIVE COMMUNICATION

CICYTEX, Spain

The Gender-SMART project is a community composed of seven European Research Performing & Funding Organisations, operating in the broadly framed field of research in food, agricultural and life sciences, committed to advancing gender equality.

This fact sheet illustrates one of the twelve experience-based good practices collected by the project to encourage and steer change in Gender-SMART Partner Institutions.

Results are meaningful and scalable to reach out to a larger number of beneficiaries.

AREA



Gender
Equality Culture

CATEGORY



Social and
Cultural Advocacy

PARTNER



CICYTEX, Spain



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Key stakeholders

Communication Area

Main Description

The language and images used in the internal and external communication of an Organisation speak volumes about the Organisation itself. Still before the image conveyed by the professional activity, what is shown and what is said impacts the public space that understands as "real" what it perceives because, as Wittgenstein said, "what is not named does not exist".

All that is not named by the Organisation, does not count, does not show, does not exist. Hence, the use of an inclusive communication system (language, images, icons...) is key. For this reason, at CICYTEX, the communication area adopts a *modus operandi* aiming to:

- ✓ Show an image consistent with the Organisation's commitment to Gender Equality.
- ✓ Make visible the presence and participation of women at CICYTEX through the publication of images, oral and written testimonies of the tasks shared by men and women, both in the area of agri-food research, laboratory, and field activities.
- ✓ Use a language with more inclusive terms or expressions, in accordance with the rules of journalist and informative texts, and in line with social networks language for brevity and clarity. That is, use of language and resources respecting grammar rules and the principle of the economy of language, to encourage reflection and provide a model for verbal and written expressions.

Such an approach mainly benefits people who feel more represented and more included by the use of this type of communication. In this way, the Organisation contributes to reducing gender bias, and to increasing women's visibility thereby countering persisting stereotypes.

Starting from the firm belief that it is the right track to go, with training and observation further milestones may be progressively achieved.

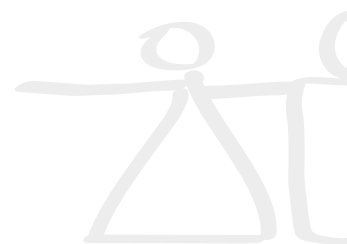
Background

The Centre for Scientific and Technological Research of Extremadura (CICYTEX) is a Spanish Public Body Entity under the regional government of Extremadura. Created in 2010 by the Law of Science, Technology and Innovation of Extremadura, its mission is the generation of Research & Innovation (R&I) in Agriculture and Food Sciences through four institutes: the Agriculture and Livestock research Institute Finca La Orden – Valdesequera, the Agrifood Technological Institute - INTAEX, the Institute of Cork, Wood and Vegetable Coal – ICMC, and the Centre of Organic and Mountain Agriculture – CAEM. CICYTEX contributes to the advancement of knowledge and economic, social, and cultural development and provides training of personnel and advice to public and private entities in R&I. The overall objective of CICYTEX is to support the business sector through assistance for R&I incorporation in production processes. At present, CICYTEX has around 350 people staff.



CICYTEX has a
Gender Equality Plan

VISIT PAGE 



Specifics of the measure

CICYTEX Communication area works to promote the visibility of activities and actions outside of the Organisation through various media, mainly social networks and the press, and other channels used to disseminate the research results.

The concept of inclusiveness applies to all external communication activities. It is a principle that informs daily work i.e., how naming people, with feminine and masculine designations or with the first and/or last name; type of images on the website and in the social networks; planning of informative content to gain real knowledge of the protagonists of each story. In this way, inclusivity is incorporated into the design, planning and programming of the information generated by CICYTEX.

Implementers of this practice are two people (one man and one woman) from CICYTEX's Communication area whose main activity is content generation and dissemination. The main communication channels used include:

- ✓ **Regional media:** digital media, newspapers, radio stations, regional television, and territorial services of Extremadura from TVE, in addition to programmes dedicated to field information.
- ✓ **National media:** web portals and specialised publications in paper and digital edition (scientific-technical dissemination and agricultural and agro-industrial information).
- ✓ **Social networks:** Twitter, Instagram, Facebook, YouTube.

One more step towards advancing gender-sensitive communication at CICYTEX is a programme on agricultural issues broadcasted by a public radio station (Canal Extremadura), with a weekly interview on its projects, activities, and research lines. Inclusiveness has been emphasized since the start of this collaboration and, to the extent possible, equal representation of invitees has been ensured.

CICYTEX's target audience is very broad and diverse: farm workers, cooperatives, companies and industries in the agricultural and agro-industrial sector, technology companies associated with this sector, technical and field staff, trainees from higher and university cycles. In some of these areas, men prevail in number since the primary sector is male dominated. CICYTEX reflects this reality: field support personnel are mostly men. Therefore, women's visibility not only in science but also in the rural areas and in the countryside, and the promotion of gender equality, are a challenge that must transcend women to achieve a real change in society. Communication is a tool to transform thinking and highlight that reality.

As to monitoring and evaluation, before launching any communication or creating a content, "inclusivity" is taken into account. The number of publications is quantified with sex-disaggregated data. The information published is monitored, and results are included in CICYTEX annual report and in the press yearbooks. The number of subscribers to the newsletter may be verified on the website internally. CICYTEX social networks data are also monitored.

For a successful gendered communication, the following criteria are considered by CICYTEX:

1. Avoid the use of the generic masculine in Spanish.
2. Personalise the message when the addressee is known.
3. Cite the position or profession instead of the person's name.
4. Limit the use of splits and bars (a/o) in Spanish.
5. Quote alternately women and men and change the order.
6. Talk about the Organisation, the site ... instead of talking about us, everyone ...
7. Modify the syntax of the sentence when the subject is a generic masculine.
8. Refer to "women" and not to "woman".

Lessons learned

The experience with the interviews to CICYTEX researchers in the Canal Extremadura Radio programme was a bench to test the Organisation's awareness about inclusive communication.

The radio trusted CICYTEX for the selection of the interviews' topics and for the first time ever inclusiveness was fully integrated in their content.

Monitoring and measurement tools, which are not available yet, should be set up to properly assess the effectiveness of inclusive communication.

