

# *Mainstreaming Gender Equality* in SPREP Communications products and services

GUIDE, CHECKLIST AND REPORTING FORM



**SPREP**  
Secretariat of the Pacific Regional  
Environment Programme

The following is led by the SPREP Communications and Outreach Unit for all SPREP communications products and activities. It outlines what we must **all** do when it comes to ensuring gender equality in SPREP communication products and activities. The outcomes from these are reported against on an annual basis.

## About achieving gender equality in SPREP communications

This *“Mainstreaming gender equality in SPREP Communications products and services: Guide, checklist and reporting form”* aligns with the SPREP 2016 Gender Policy. It will be updated when needed, each time the Gender Policy is updated to maintain correlation.

The **SPREP 2016 Gender Policy** states: *Gender equality is critical “to promote cooperation in the Pacific region and provide assistance in order to protect and improve its environment and to ensure sustainable development for present and future generations” (Strategic Action Plan 2017-2022) and therefore linked to the achievement of SPREP’s Strategic Objectives. SPREP will continue to seek opportunities to promote gender equality and the empowerment of women to fulfil its mandate.*

One way we aim to do this is through our SPREP communications products and activities.

When it comes to our SPREP communications products and activities, gender equality means more than the equal representation of women and men. Achieving gender equality means eliminating all gender-based discrimination and gender stereotypes in all areas of life.

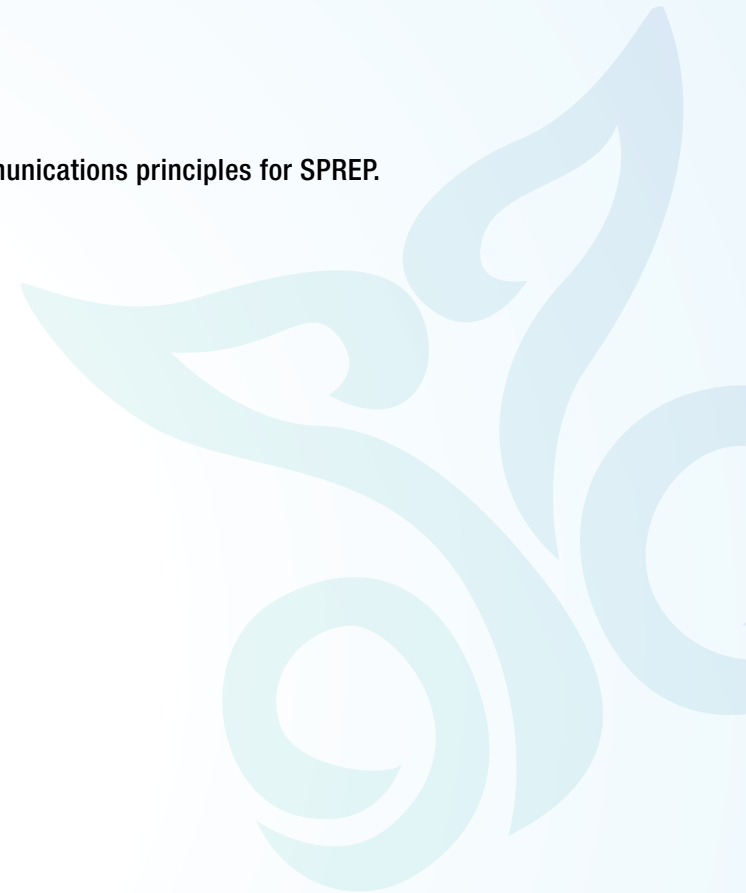
The following clarifies the expectations of SPREP as an organisation, when it comes to achieving gender equality in our SPREP communications products and activities.

This is also guided with support from the **Let’s Speak Gender principles of Gender-Responsive Communications for development** developed by UNDP.

We aim to enhance gender equality and support as per our Gender Policy through the following communications principles for SPREP.

- 1. Going beyond featuring women**
- 2. Ensuring visibility for men and women**
- 3. Not diminishing women's contributions**
- 4. Not reinforcing gender stereotypes**
- 5. Portraying diversity**
- 6. Using gender responsive language**
- 7. Not victimising**
- 8. Not patronising**
- 9. Presenting facts not judgements**
- 10. Being open to improvement**

The following must be applied by all SPREP staff when developing SPREP communications products or undertaking SPREP communications activities. Please contact the SPREP Communications and Outreach Unit if you have further questions.



Mainstreaming Gender Equality in SPREP communications activities such as panels for side events, webinars, launch events or any other event which facilitates a panel of presenters or speakers

Gender equality within the panel must be ensured as much as possible with a diversity of roles for both women and men. These roles must also strengthen gender equality.

We must go beyond panels in which men in leadership roles are featured alongside women that represent women in grassroots community groups. Good practice is including perspectives of women in decision-making positions or including perspectives of women and men that challenge expected gender roles.

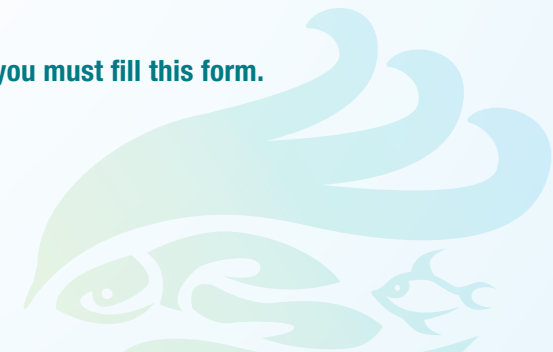
When preparing our panel, or any other SPREP communications activity which shares messages from SPREP, inclusive of launch events and outreach visits.

You MUST consider the below five points when preparing your panel, presenters, trainers, speakers for a SPREP communications activity.

- Is your panel gender equal and are you portraying men and women as active participants to development instead of passive beneficiaries?
- Is your imagery and content portraying people in dignified ways as part of their daily routine instead of victimising ways?
- Are you presenting content about gender relations based on facts instead of making judgement about gender relations based on personal experience and anecdotal evidence?
- Is your host, Master of Ceremonies, facilitator (or otherwise) familiar with gender responsive language?
- Is your panel aware of our strive for gender equality through our SPREP communications products and activities?  
Will they be mindful of these?

These checkpoints are to be monitored and evaluated for reporting purposes.

As a SPREP staff member, once you have incorporated these in the planning of your SPREP communications activity, **you must fill this form.**



Mainstreaming Gender Equality in SPREP communications products and platforms includes but is not limited to publications that are both electronic, printed and/or audio-visual in format. This includes content shared on the SPREP website and official social media platforms.

**We must be mindful of the ways in which gender relations and stereotypes influence the way in which human activities are portrayed. We must avoid portraying certain jobs or roles as more appropriate for one gender. In infographics we must try to showcase the diversity of men and women.**

**We must not assume all women face the same inequalities and that men all have the same privileges.**

**We must look at the variety of experiences and needs of men and women of different backgrounds**

**When preparing any SPREP communications product you must ensure they meet the below seven points.**

- 1. All imagery used in our publications must represent all genders equally in roles that show equality**
- 2. All imagery, graphics and content must not enhance stereotypes**
- 3. All language and visuals, including positioning of men and women must be equally represented.**
- 4. There must be gender-responsive language.**
- 5. Men and women must be portrayed as active participants to development instead of passive beneficiaries.**
- 6. People must be portrayed in dignified ways as part of their daily routine, instead of victimising ways.**
- 7. Content about gender relations must be based on facts instead of making judgement about gender relations based on personal experience and anecdotal evidence.**

**The SPREP Communications and Outreach Unit will work to ensure all SPREP communications products strive for gender equality through application of this checklist.**

**Please let the SPREP Communications and Outreach Unit should you have any queries on the above.**



## Using gender-responsive language

The following is a guide to strengthen gender-responsive language used in SPREP communication products.

We must avoid using male and female. We must use man and woman, boy and girl, even when we need an adjective.

'Male' and 'female' define biological distinctions used in the fields of medicine and biology.

'Man' and 'woman' define human beings and are the correct way to indicate personhood.

Using 'male' and 'female' to describe men and women reduces them to their reproductive abilities and enforces the differences between men and women as grounded in biology, instead of socially constructed roles.

The following examples can help guide enhancing your use of gender-responsive language.




Common language <b>NOT</b> to be used
The youngest female marine scientist
Male parliamentarians
Female farmers
Male labour participation rate
Mankind
Fatherland
Mother tongue
Brotherhood
Paternity leave / Maternity leave
Motherly
Policeman / Policewoman
Chairman, Chairwoman
Actress
Cleaning lady
Male nurse



Gender responsive language <b>TO BE USED</b>
The youngest woman to be a marine scientist
Men in parliament
Women farmers
Labour participation rate of men
Humankind
Native land
Native tongue
Community, kinship
Parental leave
Loving, nurturing
Police officer
Chairperson
Actor
Cleaner
Nurse





*A resilient Pacific environment  
sustaining our livelihoods and natural  
heritage in harmony with our cultures.*

**Thank you very much for your support in mainstreaming gender equality in SPREP Communication products and activities.**

**We are consistently improving our work in this area to support our 2016 Gender Policy. If you have any recommendations that may help do that, please email the Communications and Outreach Unit.**

**We look forward to receiving your forms for our reporting purposes.**

*Thank you very much.*



**SPREP**

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Photo | Stuart Chape