



Gender, sex and intersectionality



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About this guide

GENDER IN PROTECT BALTIC

The integration of the gender dimension within PROTECT BALTIC is not only essential but also reflective of the project's holistic approach to preserving the ecological health of the Baltic Sea. Recognizing the importance of gender diversity and inclusion in environmental conservation, this initiative aims to ensure that gender considerations are seamlessly integrated into the project's mission.

Why is this crucial? Well, gender plays a significant role in shaping human interactions with marine ecosystems. Individuals with diverse gender identities often have distinct roles and responsibilities related to the sea, from fishing to coastal management. Understanding these dynamics is vital for crafting inclusive and effective conservation strategies that do not, wittingly or unwittingly, exclude.

Moreover, the gender dimension extends to the scientific community itself. Promoting gender equality in marine science ensures a broader range of perspectives and ideas, fostering innovation and enhancing the quality of research. By encouraging people of all gender identities to participate in decision-making processes, PROTECT BALTIC can tap into a wealth of knowledge and expertise.

To achieve this, the project will incorporate gender analysis into its research and management practices, ensuring that the diverse needs and perspectives of all stakeholders are considered. By embracing the gender dimension, PROTECT BALTIC will not only enhance the effectiveness of its conservation efforts but also set a progressive example for sustainable, inclusive marine management globally.

AIM OF THIS GUIDE

The aim of this guide is to provide comprehensive and practical guidance on integrating the gender dimension into the PROTECT BALTIC project.

It seeks to ensure that gender diversity and inclusion are central considerations in all aspects of the project. The guide primarily centers on gender-inclusive communication within the project, emphasizing strategies for effectively and sensitively communicating with diverse audiences, promoting gender diversity and inclusion as core values in marine conservation efforts for the Baltic Sea's ecological health.

Gender-inclusive communication is crucial for several reasons:

Representation: It ensures that individuals of all genders feel seen, heard, and valued in the project's initiatives.

Effectiveness: Tailoring messages to diverse audiences enhances understanding, support, and engagement.

Empowerment: Inclusive communication empowers stakeholders to actively participate in the project, contributing their unique perspectives.

Alignment with values: PROTECT BALTIC's commitment to gender diversity and inclusion aligns with international conservation goals and promotes a more equitable and sustainable approach to marine conservation.

Now, let's dive into some practical aspects of gender-inclusive communication.



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Understanding sex, gender and intersectionality

Sex refers to biological characteristics that distinguish between male, female, and intersex.

Gender refers to socio-cultural norms, identities and relations that, together, shape and endorse a diverse spectrum of behaviours, expressions and identities. These aspects are complex and change across time, place and cultural contexts. The term gender is employed broadly to encompass a variety of identities that may not align with the notions of male and female.

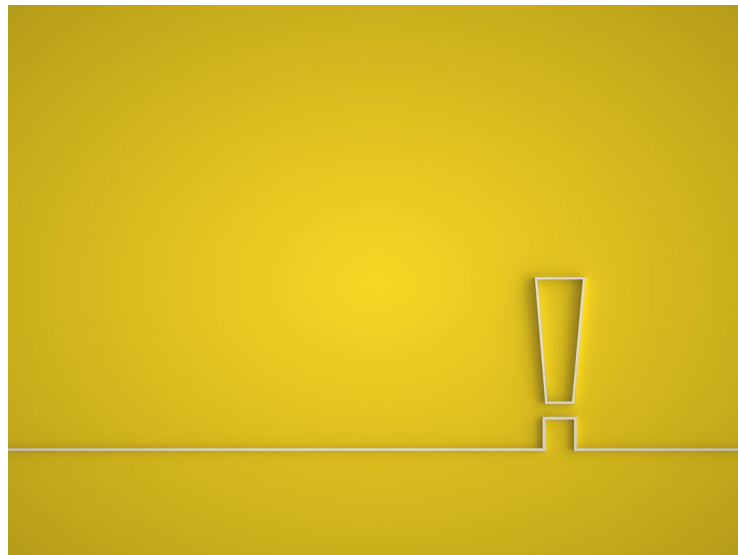
Intersectional factors including racial or ethnic origin, age, socio-economic status, sexual orientation, or disability, combined with sex and gender to shape a person's or a group's experience and social opportunities, thereby influencing the forms of discrimination and inequality they may encounter.



Why these matter

Taking sex, gender and intersecting factors into account when designing and delivering research and innovation leads to:

1. **added value** of research in terms of excellence, creativity and business opportunities
2. an **in-depth understanding** of all people's needs, behaviours and attitudes
3. goods and services that are **better suited to the needs of all people**; and
4. enhanced **societal relevance** of the research and innovation.



Audience engagement

Understanding diverse audiences:

Recognize diverse stakeholders (e.g. local communities, scientists, policymakers, NGOs). Conduct surveys or interviews to identify their unique interests and concerns related to marine conservation.

Adapting messages:

Use gender-neutral language (e.g. "they" instead of "he" or "she") and feature diverse gender identities in project materials.

Addressing information needs:

Offer diverse communication channels (e.g. reports, workshops, visuals) to meet varied stakeholder information preferences effectively.



Using gender-neutral language

Gender-neutral language is fundamental in gender-inclusive communication.

It **avoids reinforcing stereotypes** and acknowledges diverse gender identities.

Examples of gender-neutral terms include "everyone," "people," and "individuals."

Instead of using gendered language like "he" or "she" when referring to unidentified individuals, **opt for neutral pronouns.**

Avoid also using "he/she" as this upholds the notion that gender is a binary construct.

Replace gendered job titles to be inclusive e.g. use "fisher" instead of "fisherman".



Inclusivity and gender terms

Understanding inclusive terminology

- transcends binary notions of gender.
- goes beyond conventional concepts of "he" and "she" to recognize and validate the experiences of all individuals.
- create an environment that respects the full spectrum of gender diversity.

Familiarize yourself with gender terms and pronouns

- Replace "he/him" and "she/her" with common gender-neutral pronouns, including "they/them."
- Recognize that individuals may have unique pronoun preferences.
- Respect and actively use the pronouns that individuals identify with, promoting an atmosphere of inclusivity.



Visual representation

Inclusive imagery:

Visual content plays a pivotal role in conveying messages.

Ensure visuals represent diverse gender identities, ethnicities, and backgrounds.

Emphasize the roles and contributions of individuals of all genders in marine conservation.

Graphics and representation:

Graphics, charts, and diagrams are powerful tools for conveying information.

Reflect gender diversity and inclusion in visuals.

Avoid using stereotypical or biased representations.

Incorporate inclusive imagery in reports, presentations, and promotional materials.



The power of stories

Stories engage and resonate with audiences:

- Craft narratives that reflect the experiences and contributions of individuals of all genders in marine conservation.
- Share success stories and challenges faced by diverse stakeholders.

Amplifying voices:

- Give voice to underrepresented perspectives.
- Share personal anecdotes and testimonials that highlight the impact of the project on diverse communities.
- Use storytelling as a tool for advocacy and change.

Narratives for change:

- Stories have the potential to influence policies and behaviors.
- Use storytelling to advocate for gender equity, environmental protection, and community engagement.



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Sensitivity and respect

Respecting identities

- Uphold the dignity of **all individuals**, irrespective of their gender identity.
- Use respectful language and pronouns.
- Create a safe and inclusive environment for dialogue and collaboration.

Cultural sensitivity

- Recognize cultural differences and traditions related to gender.
- Engage with local communities respectfully, honoring their perspectives and knowledge.

Addressing bias

- Be vigilant about unconscious bias in communication.
- Challenge stereotypes and prejudices, fostering an inclusive culture.
- Encourage open discussions on gender-related topics with sensitivity.



Useful links

Gender innovations

Full report:

<https://op.europa.eu/en/publication-detail/-/publication/33b4c99f-2e66-11eb-b27b-01aa75ed71a1/language-en>

Factsheet:

<https://data.europa.eu/doi10.2777/619077>

EIGE

Gender equality toolkits and guides:

<https://eige.europa.eu/publications-resources/toolkits-guides>

Gender sensitive communication:

https://eige.europa.eu/publications-resources/toolkits-guides/gender-sensitive-communication?language_content_entity=en

Clean Coalition Baltic

Gender equality checklists:

<https://www.ccb.se/gender-equality-checklists>





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