

Inclusive communication

What is Inclusive communication ?

Inclusive Communication is an approach that seeks to 'create a supportive and effective communication environment, using every available means of communication to understand and be understood'

Communication style, images and words can have a significant impact, either positively or negatively, on peoples' feeling welcomed and appreciated. Therefore, it is very important to pay attention to the power of expressing, verbalizing and writing since it can shape how included someone feels within the environment in which one lives or works.

There are six essential things to know about inclusive communication:

- 1) **The objective is to maximize the reach:** The best inclusive communicators are those who can effectively convey their message to people from all walks of life, representing a variety of ages, genders, cultures, and backgrounds.
- 2) **It is not about being politically correct :** Inclusive communication is about something other than simply adhering to the rules of 'political correctness.' It is about understanding, respecting, and valuing each other's perspectives.
- 3) **Inclusive communication involves empathy :** Inclusive communication involves listening to others with an open mind and being able to put yourself in their shoes.
- 4) **Being more accessible is the first step :** When discussing inclusivity, accessibility should be a primary consideration. To ensure inclusive communication, organizations should strive to make their content available to individuals with disabilities and different cultural backgrounds.
- 5) **Adopting inclusive communication is not expensive :** inclusive communication does not require a high financial investment. Organizations can adopt inclusive communication practices for free through inclusive hiring practices, inclusive communication training, and inclusive customer service.
- 6) **It's all about the long-term vision :** Inclusive communication can have an immediate impact on the organization. But it's not just about that. It's also about creating a long-term vision to create a more inclusive workplace culture and workforce.

We invite you to engage with the following resources and learn more about Inclusive Communication .



Watch:

- [Inclusive communication - why is word choice important?](#)
School of Life Sciences – University of Dundee
- [Belonging and Inclusion: Beyond Buzzwords | TEDxWidenerUniversity](#)
Angie Corbo | faculty chair and the co-director of the SURCA (Summer Undergraduate Research and Creative Activities)
- <https://www.youtube.com/watch?v=yu24PZlkoY>
DIFFERENT | Award Winning Short Film by Tahneek Rahman

Read:

- [Inclusive communication - Guidelines - European Parliament](#)
European Union, 2019 - European Parliament
- [https://siem-project.eu/documents/ESN Inclusive Communication Manual.pdf](https://siem-project.eu/documents/ESN%20Inclusive%20Communication%20Manual.pdf)
Guidebook on Inclusive Communication
- <https://inclusivemobilityframework.eu/resourceFiles/c24f962f-534c-4170-bbc5-7fada46a962d.pdf>
Inclusive Mobility - Manual to provide information and promote mobilities in an inclusive way
- [Inclusive communication in the General Secretariat of the Council of the European Union](#)
Council of the European Union, 2018

Listen:

- <https://www.texthelp.com/resources/podcasts/inclusive-communications-content-that-connects/>
Inclusive communications: Reaching your audiences with content that connects
(26 minutes)

Deep Dive Material:

- <https://open.spotify.com/episode/2yhciZeQ44PDHcMgOJsZp>
Increasing Inclusive Communication - Podcast on Spotify (57 minutes)
- [Inclusive Communication: Council Info and EU Publications](#)
Center for International Private Enterprise - Center for Women's Economic Empowerment (CWEE), 2022