

Policy template and guidelines

EQUAL AND INCLUSIVE STRATEGIC COMMUNICATION

This document is about how organizations within the innovations and start up-scene can implement strategic communication in an equal and inclusive way, both internally and externally. It can, for example, be about what words and images are used on the web or in brochures. Typically, the choice of words reflects a technical and industrial view of innovation. In pictures, entrepreneurs and innovators are often presented as lone male heroes who climb alpine mountains or the like.

Contents

1. Summary
2. Establish a communication strategy
3. Seven grounds for discrimination
4. Equal and inclusive communications
5. Norm-critical communications
6. Representation
7. Symbols and vocabulary
8. Imagery
9. Focused efforts on under-represented and disadvantaged groups



1. Summary

An equal and broader idea flow with a diversity of entrepreneurs and innovators is beneficial for Sweden's innovation power. How we act to reach out to a broad target group is an important part of it. By communicating in an inclusive, equitable and norm-critical way, we can reach both new and existing target groups and thereby create innovation power in new ways. We have the opportunity to influence and expand our networks and establish relationships that can contribute to increasing the equality of incubators in Sweden.

2. Establish a communication strategy

Before any communication takes place externally or internally, it must be established and agreed in an approved communication strategy. The strategy will contribute to the organisation achieving its goals through devised communication activities. A communication strategy basically has the following content.

Objective

Think about what exactly you want to achieve with communication and how it contributes to achieving the overall goals of the organisation.

Target group

Who is the communication targeting? Which target groups are needed or missing to achieve the goals? The more you know about your target groups (who they are demographically, what they think and think, what they believe in and how they behave) the easier it is to create compelling communication.

Tone of voice

Which tone of voice do you use in your language to get attention, set the mood, get attention, to convince, to be friendly. Use the tone of voice that your target audience listens to and responds to.

Imagery

Use a visual language that appeals to your target audience. Test images, forms, films and graphics on your target group before launching communication campaigns or developing tools and products that cost a lot of resources.

Vocabulary and language

: Be sure to express yourself in a way that your target group understands and listens to.

Message

What do you need to say to your target groups in order for them to believe in you, trust you or to make them convincing about your reasoning. Feel free to test different messages and see who gets the response you hope for.

Communication tools

Which different communication products do you need to develop and in which channels you should place them. This applies, for example, to printed matter, advertisements, tweets, Facebook messages etc.

Geography

Note that exactly you should focus your communications efforts geographically. If your target group is in Stockholm, you should use channels that reach target groups in Stockholm.

Evaluation

Don't forget to evaluate your communication work to see that you reach the expected results. Adjust if necessary before re-launching.

Once your strategy is complete, you can use this guide and launch your communication projects with good luck.

3. Seven grounds for discrimination

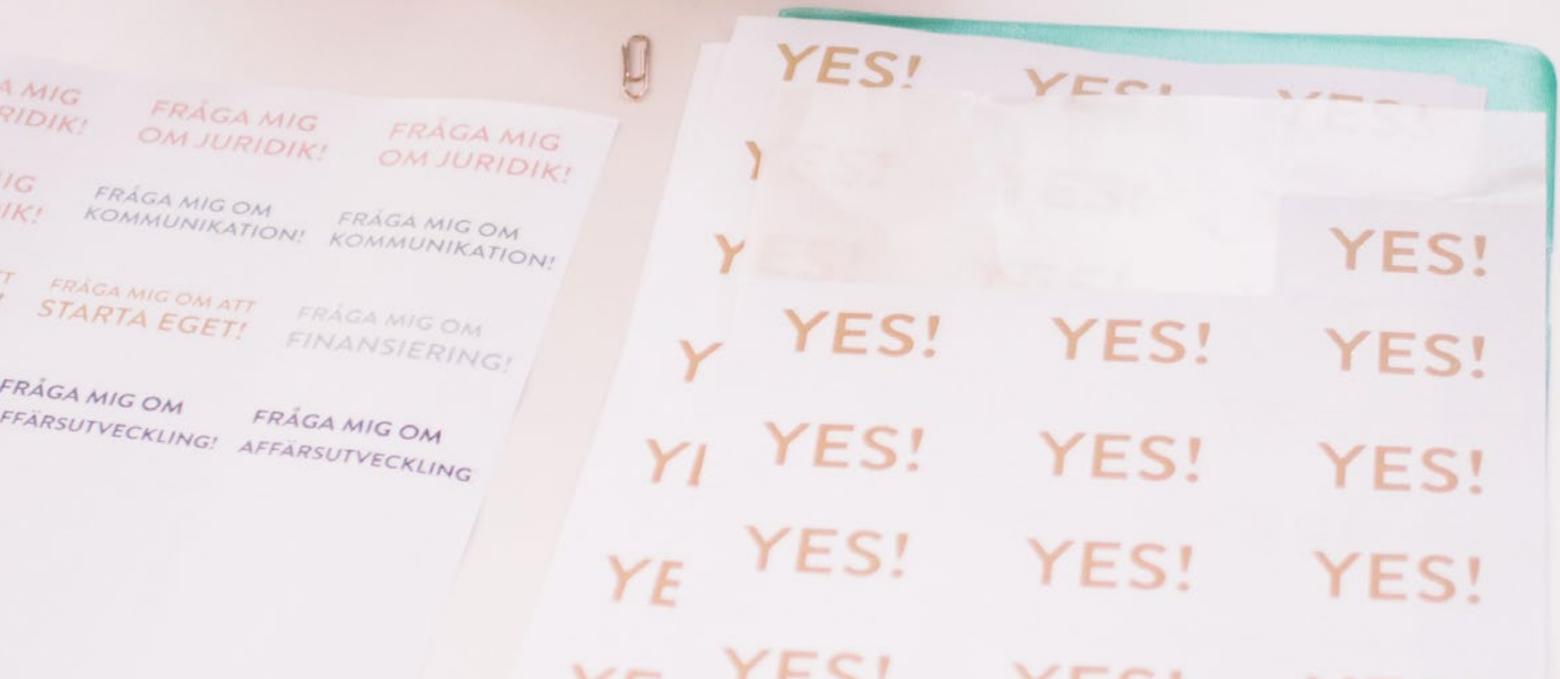
Discrimination occurs when someone is disadvantaged, is treated unfairly and it is possible to link to one of the statutory discrimination grounds. Discrimination can be direct or indirect. Therefore, it is important to be aware and take into account the grounds of discrimination in their activities and not least in their communication. There are seven grounds of discrimination covered by the law's prohibition of discrimination.

Enligt lag är det förbjudet att diskriminera någon pga dennes:

sex	sexual orientation
ethnicity/colour	age
religion	gender identity/
disabilities	gender expression

4. Equal and inclusive communications

Equal and inclusive communication convinces, informs and influences without recreating traditional and stereotypical notions of men and women. It questions norms and works consciously to include more perspectives and diversity in communication.



5. Norm-critical communications

By communicating norm-critically, the inclusion of broader target groups is made possible. Different perspectives are included and different people are represented in the organisation. This means that we should work on reaching, reflecting and depicting people with different gender, national or ethnic origin, linguistic or religious affiliation, sexual orientation, age and disabilities.

We should work norm-critically to show that there are different people within the innovation system who work in different ways. In order to break the traditional image of what and who is attracted and supported by innovation developers, it is important that we question the traditional in our business and dare to communicate in new ways.

How?

- Show more and different ways of being an entrepreneur / innovator
- Show more innovations and business ideas from different industries and people
- Highlight more different stories and perspectives on success related to growth and innovation
- Communicate other kinds of driving forces than economic growth and fast expanding companies. For example, social responsibility, sustainability and the human aspect of being an entrepreneur / innovator. The human aspect means that self-leadership, life conditions and health in relation to entrepreneurship are taken into account.

6. Representation

Normative representation is what we are used to seeing - that is, performances and depictions of those that are mainly represented in the organisation. Using a norm-critical perspective in communication means making this visible and questioning this by depicting a greater diversity of people with different sexes, age, background, driving forces, etc.

How?

Work actively and consciously with representation in all communication and activities. It shows that the business is open and accessible to different people.

7. Symbols and vocabulary

What we say and how we say it plays a big role for which target group we attract and address. In a traditional environment that attracts a homogeneous target group and wants to open up and become more accessible, it is important to think about what you say and how you say it. There is diversity in society so we should reflect it in our way of expressing ourselves in vocabulary and language as well. Therefore, we need to be aware of people's differences and take that into account in our communication.

Based on The Yes Way's experience it is suggested that we do not use:

- Female / male entrepreneurs / entrepreneurs / companies.

The reason for this is that the adjectives female and male are not necessarily related to the nouns women and men. Using the adjectives gives the impression that only women can be female and men can be male, which reinforces gender-stereotyped notions.

Based on The Yes Way's experience it is suggested that we use instead:

- Enterprising women/men
- Companies owned and operated by women/men
- Business/Contractors
- He, his, hers

8. Imagery

In order to communicate equally and inclusively, we should have an awareness of who is visible in our communication channels. People with different genders, gender expressions, skin colour, age and function set should be viewed differently and using images that do not maintain images around what can be perceived as female and male should be challenged and questioned. How the picture is taken can also recreate traditional notions of what a man and a woman should be. It is in our communication that we have the opportunity to show that there are different people with different perspectives and include and raise these internally to get as representative and broader a picture of the business as possible.

- *How do we reflect through images the successful entrepreneur?*
- *How do we communicate the concept of innovation in images and symbols?*
- *How do we communicate the concept of innovation in images and symbols?*
- *What success stories and role models do we choose to highlight?*



9. Focused efforts on under-represented and disadvantaged groups

Focused efforts on under-represented and disadvantaged groups may be a prerequisite for influencing the general structures of innovation-promoting activities, and vice versa. This is because targeted efforts create an interest among underrepresented innovators to take advantage of the increased demand for a greater diversity of innovators that the structural efforts create. At the same time, targeted efforts risk reinforcing stereotyped notions that women, young people, foreign-born etc. would be uniform and deviant categories. For example, "entrepreneurial women" are anything but "ordinary entrepreneurs". Targeted interventions therefore need to be designed in a nuanced way and always combined with structural efforts to achieve truly inclusive operations

Continued work

Do you want to continue to work for an equal and inclusive innovation system and need more tools? Or maybe you got stuck and need advice and support? On our web you can find more tools and action guides or you can apply for our program and get access to coaching as well as a whole network of like-minded people.

Read more at: theyesway.se

Contact us: hey@theyesway.se

Follow us on Facebook & Instagram: [@theyesway](https://www.facebook.com/theyesway)