

GENDER EQUALITY GUIDELINES FOR UNESCO PUBLICATIONS

INTRODUCTION

As Gender Equality is a UNESCO global priority, it is essential for all staff members to ensure that gender equality considerations are included in all documents and publications. Thus, all staff members are requested to promote gender equality and women's empowerment in every document or publication they produce, right from the beginning of their planning and producing, and they are invited to show greater sensitivity to the implications of the language they use.

PURPOSE

These Guidelines are intended to help those engaged in preparing, editing and commissioning publications to regularly and systematically take gender equality considerations into account in order to contribute to building commitment, competence and capacity for gender equality efforts both within the UNESCO Secretariat and in its Member States. All those involved with publications are encouraged to recognize and communicate the gender equality implications of their work, such as the gender equality dimensions of political and socio-economical frameworks that govern developments, change or knowledge in their specific field.

HOW

In line with [UNESCO's Priority Gender Equality Action Plan for 2014-2021](#), all UNESCO publications should address gender equality considerations, through either:

- ➔ **Gender-specific initiatives:** devoting one chapter or section of a publication to a specific aspect of gender equality to address rights or needs specific to particular groups of girls or women, boys or men – such as empowering girls and women through literacy and/or entrepreneurship skills, increasing women's political representation or supporting former male child soldiers, etc. Although this specific attention to gender equality in one chapter or section of a publication is desirable, it does not remove the need for gender-mainstreaming i.e. integrating gender equality issues throughout the publication. It might be necessary to seek specialized expertise to write/develop a publication's gender equality content.;
- ➔ **Gender Mainstreaming:** full integration of gender-equality considerations into all initiatives including policy advice, advocacy, research, normative and standard setting work, capacity development, monitoring and evaluation/assessment and any other technical assistance work.

STEPS FOR GENDER MAINSTREAMING

STEP
01

USE SEX-DISAGGREGATED DATA.

This data may not always be readily available, but the publication should consider the reasons for the absence of sex-disaggregated data and suggest ways in which this absence could be remedied.

STEP
02

ANALYSE SEX-DISAGGREGATED DATA.

This will imply considering not only the existence of differences between men and women in a particular area, but also the causes and impacts of these differences.

STEP
03

USE GENDER-INCLUSIVE LANGUAGE

Download the Guidelines [here](#)

STEP
04

USE GENDER-BALANCED IMAGES

The use of images – photographs, illustrations, book cover – should be gender-balanced and avoid reliance on or promotion of gender stereotypes. Photographs that illustrate the active roles played by women/girls in non-stereotypical roles should be encouraged.

STEP
05

USE GENDER-SPECIFIC OBJECTIVES

Publication objectives and plans should incorporate any specific objectives related to gender equality, for example by highlighting the gender equality dimensions of a specific issue.

ANNEXES

1. [Roles and responsibilities for the implementation of the Gender Equality Guidelines for publications](#)
2. [Basic Principles of Gender Mainstreaming](#)
3. [Key Definitions and Terms](#)
4. [Guidelines for Gender-Inclusive Language](#)
5. [Priority Gender Equality checklist for publications](#)
6. [Best Practices – Gender mainstreaming in UNESCO publications](#)
- 7-8. [References and Resources](#)