Inclusive language

Win. The Right Way.
Together.

UniCredit

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Inclusive culture

UniCredit promotes a culture that embraces diverse ideas, perspectives, experiences and people.

Our culture is fortified by our values:

Integrity **Ownership** **Caring**

Inclusive culture

An inclusive culture directly impacts productivity and performance, innovation and people attraction.

Companies with the best **gender balance** in their executive committees outperform on profitability the least balanced ones by 25%.

McKinsey, 2020

Companies with more **diverse leadership teams** report 19% higher innovation revenues.

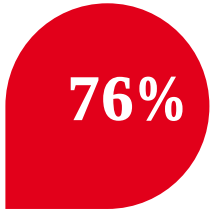
Harvard Business Review, 2018

Companies with the most **ethnic diversity** in their executive committees outperform on profitability the least balanced ones by 36%.

McKinsey, 2020

Employees with a **high sense of belonging** see a 56% increase in job performance.

Forbes, 2020 – Microsoft, 2020



76% of job seekers consider **workplace diversity** an important factor when evaluating companies and job offers.

Glassdoor, 2020

Building inclusion by language

If you are wondering how you can build an inclusive culture, here is a tip: START WITH LANGUAGE.

Addressing human rights from a linguistic perspective is necessary for meaningful relationships and expression of self in the workplace.

Bias-free language is sensitive to:

People's sex and gender
Ask people how they choose to identify, and then select language accordingly. When addressing more than one person at a time, reduce gendered words.

Disabilities
Use people first language and simplify your language to make it more accessible. Avoid using special fonts or emojis in your text because they are not read correctly by assistive technologies.

Age
Use people first language and avoid age-biased language.

REACH (Race, Ethnicity and Cultural Heritage)
Mention a person's race only if it is relevant to the story.
Don't use black/white, light/dark as a metaphor.

and many other categories

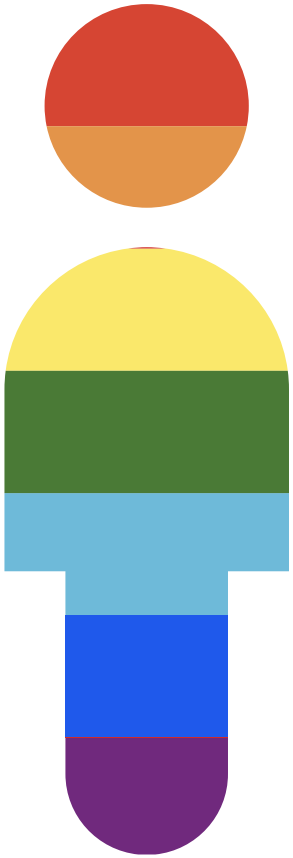
Building inclusion by language

Say this — not that. And if you make a mistake, genuinely apologize.

SAY THIS	NOT THAT
✓ **Person, individual**	X *Man/woman*
✓ **They**	X *He/she*
✓ **People, humanity**	X *Mankind*
✓ **Workforce**	X *Manpower*
✓ **The average/ordinary person**	X *The common man*
✓ **Underrepresented**	X *Minority*
✓ **Typical**	X *Normal*
✓ **Unreal**	X *Insane*
✓ **Disabled people, people with disability**	X *Handicapped people*
✓ **Bizarre, outrageous**	X *Crazy, nuts, psycho,*
✓ **Deny list**	X *Blacklist*
✓ **Main, primary**	X *Master*
✓ **With experience**	X *Elderly, seasoned*
✓ **Tech-savvy**	X *Digital native*
✓ **Conservative**	X *Geezer*

Understanding diversity

People are complex and multi-faceted, with many interwoven attributes making up their identity.



REACH
(Race, Ethnicity, and Cultural Heritage)

Age

Gender identity

Sexual orientation

Class

Religion

(Dis)abilities

Remember!
Some disabilities are invisible to the eye. 1 in 4 people in the world have an invisible disability

Understanding diversity

Diversity has multiple dimensions, including gender.

Identity

How you perceive, think, and feel about yourself.

Attraction

Who you are physically, romantically, emotionally, and sexually attracted to.

Sex

The sex assigned to you at your birth based on your external sex organs.

Expression

The way you present gender, through your actions, clothing, demeanor and more.

Identity ≠ expression ≠ sex
Gender ≠ sexual orientation

Glossary

WORDS MATTER

Here you will find some important expressions you may know.

SEX OR GENDER?

Sex	Sex is assigned at birth based on primary sex characteristics. It is comprised of things like genitals, chromosomes, hormones, body hair, and more.
Gender identity	Gender is a cultural construction, and it refers to how you perceive, think, and feel about yourself. It's your psychological sense of self: who you, in your head, know yourself to be, based on how much you align (or don't align) with what you understand to be the options for gender.
Gender expression	Gender expression is the way you choose to express, communicate, and present your gender. It includes how you dress, wear your make-up and hair, behave, speak, and use your body language.
Agender	A person who doesn't identify as belonging to a particular gender.
Cisgender	A person whose gender identity and expression match up with the sex they were assigned at birth. A short form for this term is 'cis'.
Gender fluid	A person whose gender identity and expression aren't fixed and vary with time and situations.

Glossary

WORDS MATTER

Here you will find some important expressions you may know.

SEX OR GENDER?

Intersex
A person with both male and female sex organs or sexual characteristics.

Non-binary
A person who does not feel that their gender should match a gender system based on only two options (male and female).

Questioning
A person who does not identify or express their gender within a gender system based on only two options.

Queer
A word with many meanings:
1) A person who is attracted to people of many genders
2) A person who doesn't conform to traditional norms around gender and/or sexuality
3) An umbrella term for transgender and non-binary people
4) An offensive term for gay/lesbian (which is why some people within the community may decide not to use it).

Transgender
A person whose gender identity doesn't match up with the sex they were assigned at birth. A short form for this term is 'trans'.

Glossary

WORDS MATTER

Here you will find some important expressions you may know.

SEXUAL ORIENTATION

Sexual Orientation	Is about who you are attracted to and who you want to form a romantic or sexual relationship with. Like sex, attraction isn't really a component of gender. However, we often conflate sexual orientation with gender, or categorize the attraction we experience in gendered ways.
Asexual	A person who does not experience sexual attraction to anyone.
Bisexual	A person who is emotionally and sexually attracted to people of more than one gender.
Gay/lesbian	A person who is emotionally and sexually attracted to people of their sex or gender.
Heterosexual /straight	A person who is emotionally and sexually attracted to people of different sex or gender.
Pansexual	A person who is emotionally and sexually attracted to people of all genders.

Glossary

WORDS MATTER

Here you will find some important expressions you may know.

COMING OUT

To be out

To be in a condition in which people know your sexual orientation or gender identity, especially after you've kept it secret for some time.

To come out

To openly tell other people your sexual orientation or gender identity, especially after you've kept it secret for some time.

To out/be outed

Often used in the passive form, to have someone tell people your sexual orientation or gender identity, especially against your will.

NOT ACCEPTABLE

Homophobia

Irrational fear, aversion, discrimination, or violence against gay people. It can manifest in slurs, insults, bullying, attacks or hate crimes.

Transphobia

Irrational fear, aversion, discrimination, or violence against transgender people. It can manifest in slurs, insults, bullying, attacks or hate crimes.

Glossary

WORDS MATTER

When it comes to language, ableism often shows up as metaphors, jokes and euphemisms in conversation. Though they might feel like casual slights or exclamations, they still do damage. Here are some words you shall use carefully!

DISABILITY

Ableism
Discrimination or social prejudice against people with disabilities. It can manifest as an attitude, stereotype, or an outright offensive comment or behavior.

Dumb
A person who is unable to communicate verbally. Do not use it as a synonym for ignorant, dense.

Lame
Refers to lower body parts that don't function properly for walking. Do not use it as a synonym for boring, dull, unexciting.

Spastic
Muscle tightness and contractions caused by cerebral palsy or multiple sclerosis. Do not use it as a synonym for: casual, chaotic, erratic.

OCD
Short term for obsessive-compulsive disorder. Do not use it as a synonym for: padantic, precise, fussy.

Crazy
Refers to people with mental or psychiatric disabilities. Do not use it as a synonym for bizzare, outrageous, owerwhelming, shocking, unbelievable.