



PAN-EUROPEAN UNIVERSITY

## **Principles and standards of gender equality at the Pan-European University**

### **1. Pay attention to the achievements of women in different areas of our lives**

Equality of men and women does not mean only presenting their achievements. They are important, but the essence of change is balancing power relations and roles of women and men. Numbers and statistics are important, but they are not the only evidence of gender equality and women's empowerment.

### **2. Present the achievements of both men and women in the media, on social networks, in personal and professional life**

Fair visibility means that our communication does not perpetuate gender stereotypes and allows women and men to be on an equal footing. Fair visibility can be achieved by presenting the diversity of roles for both women and men.

### **3. Point out the contribution of women to society and the country**

The value of women's and men's activities is not intrinsic, it is determined by social norms and values. Childcare and their education is no less valuable than construction or finance. However, the importance and financial rewards we attach to activities considered masculine and feminine differ.

### **4. Promote gender equality and combat gender stereotypes**

Professions are genderless. Women can do work traditionally associated with men, just as men can do work traditionally associated with women. The division of labour between women and men does not correspond to their innate abilities or preferences.

### **5. Emphasize the importance of gender diversity for society, family, work, personal life**

Do not assume that all women face the same inequalities. Do not assume that all men have the same privileges. Pay attention to how other identities (socioeconomic background, ethnicity, race, religion, age, sexual orientation, abilities, etc.) intersect with gender and create different patterns of disadvantage and exclusion. Meaningful gender equality will not be achieved if we do not understand and respond to the different experiences and needs of women and men belonging to different groups.

## **6. Use gender-responsive language**

The terms “man” and “woman”, “boy” and “girl” define human beings and are the right way to refer to them. Do not use gender generics (for example, referring to groups of people that include both women and men as students).

## **7. Value women, mothers, wives for their contribution to society and to each of our lives**

Avoid stereotypical portrayals of women: as victims of sexual and domestic violence, as mothers who sacrifice for their children, as unable to escape poverty, as vulnerable and helpless, as passive recipients. Even if they have problems, value them for how they have dealt with them.

## **8. Emphasize women’s right to gender equality, don’t belittle yourself**

Avoid being superior to women: women need to be educated about their rights, women need to improve their self-esteem, women need to be motivated to participate in public life. We cannot talk about the issues that affect women’s lives without taking into account the systematic material and educational deprivation they experience in many places around the world.

## **9. Present facts, not judgments about gender equality**

Avoid judging gender relations based on personal experiences and unsubstantiated evidence. The reasons why all societies have rejected women’s rights in the past can still have significant discursive power and influence the way people approach gender equality issues. Recognize that we all have past experiences that influence our opinions.

## **10. Be open and sensitive to gender equality issues**

Listen. Improve yourself. Applying a gender-sensitive lens in communication is a process and takes time. Don't expect to get everything right the first time. Read about it, discuss it with others, and seek advice from people who might know more about the topic.

Approved by the Commission for Gender Equality on 15 April 2025.

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*Source: Marin, F. (2018). LET'S SPEAK GENDER. 10 PRINCIPLES OF GENDER-RESPONSIVE COMMUNICATIONS FOR DEVELOPMENT. United Nations Developmental Programme.*