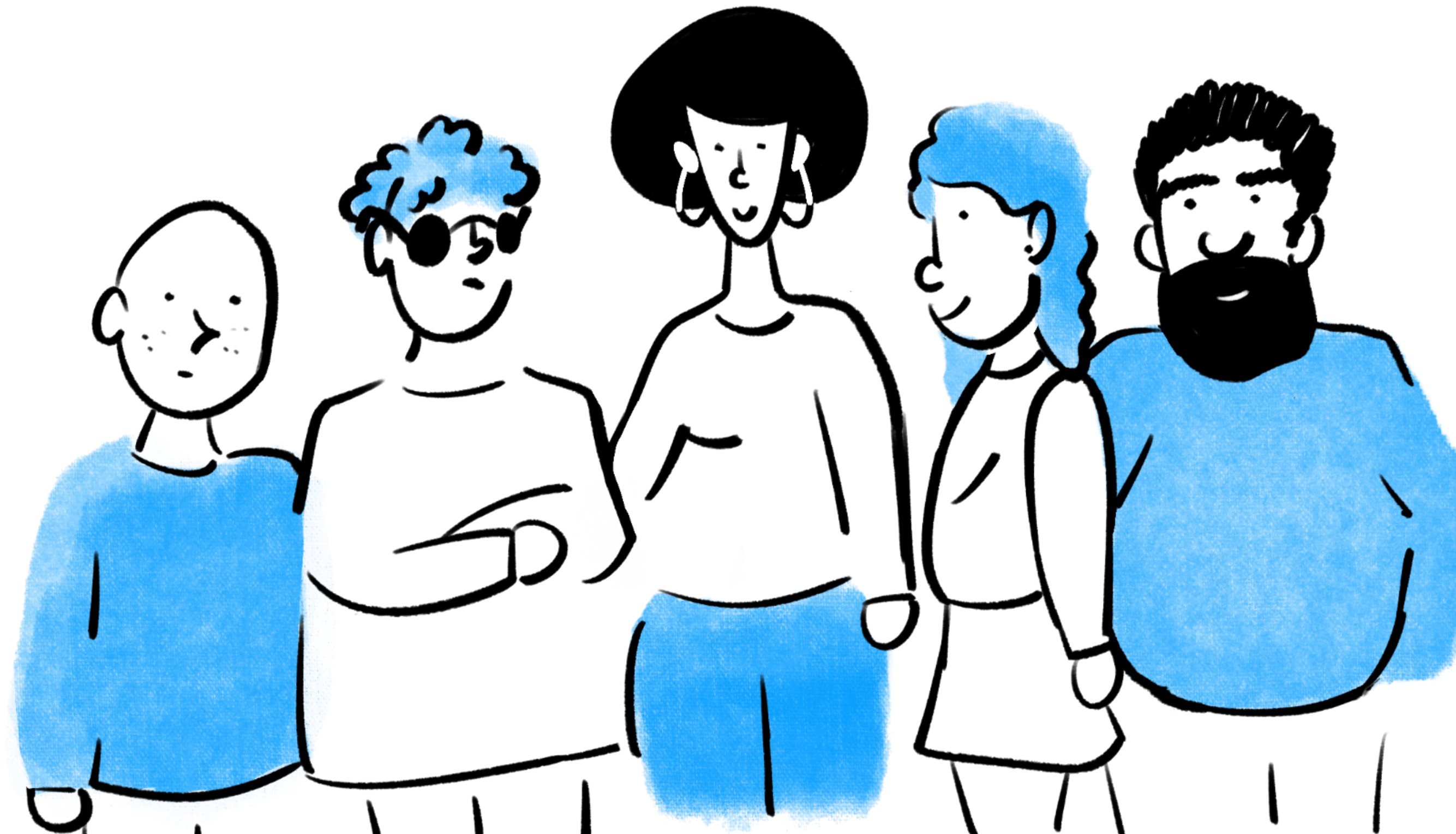


A GUIDE TO THE USE OF
**INCLUSIVE
LANGUAGE**



2024
1st edition

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1. PRESENTATION

This guide aims to offer guidelines and recommendations to encourage **inclusive language in the corporate environment**, promoting equality and respect for all. It includes information and clear guidelines on how to use language that fosters equality, diversity and respect in the work environment, **acting as a useful, easy-to-use tool** should any doubts arise in the use of egalitarian language.

GOALS

LAMP aims to comply with the principle of generalising the inclusive and non-sexist use of language in the corporate language used by employees, as set out in our Equality Plan. This involves moving towards effective, real equality between men and women in the belief that the use of language shapes our thinking and must adapt to represent our reality, beyond the regulatory framework and linguistic guidelines set by the bodies that oversee the quality of our language.

In short, the goals of this guide are to:

- Promote EQUALITY**
- Prevent ~~X~~ stereotypes and prejudices**
by using inclusive language
- Consider accessibility ✓**
- Recognise cultural DIVERSITY**
- Encourage ⊕ empathy and respect**

By following these guidelines, we aim to create more inclusive messages and have a positive impact on society.

WHERE TO USE IT

Inclusive communication in internal corporate communication helps to build an inclusive work environment, strengthens the organisational culture, and encourages collaboration and participation among the entire workforce. Here are some guidelines we should follow to promote inclusive language in our internal corporate communication:

INTERNAL COMMUNICATION



- 1 Inclusion of all gender identities.** Use the correct pronouns depending on each person's preferences. If you do not know someone's preferred pronouns, the right thing to do would be to ask that person their preferred pronouns or use inclusive language that avoids the need for specific pronouns where possible.

Avoid making suppositions about gender identity and use inclusive language that recognises and respects all gender identities.

- 2 Gender neutrality.** Use neutral terms and phrases that are not based on gender stereotypes. Avoid using titles or roles that assign specific tasks or responsibilities according to gender, and instead use neutral terms and phrases that are not based on gender stereotypes.

- 3 Avoid discriminatory or exclusionary terms.** Remove any language that may be offensive or exclusionary to any group of people. Avoid racial, ethnic, religious or cultural stereotypes in internal communication.

- 4 Recognising diversity.** Be aware of the cultural, ethnic, religious and linguistic diversity of employees and avoid generalisations or stereotypes. Encourage an appreciation of different perspectives and experiences within the organisation.

- 5 Use of inclusive language in documents and communications.** Review and adapt internal documents and communications to reflect inclusive language. Use inclusive forms instead of terms that are exclusively masculine or feminine.

- 6 Training and awareness.** Offer training on the use of inclusive language and its importance in internal communication. Raise awareness among employees regarding the need to use inclusive language and foster a respectful work environment.

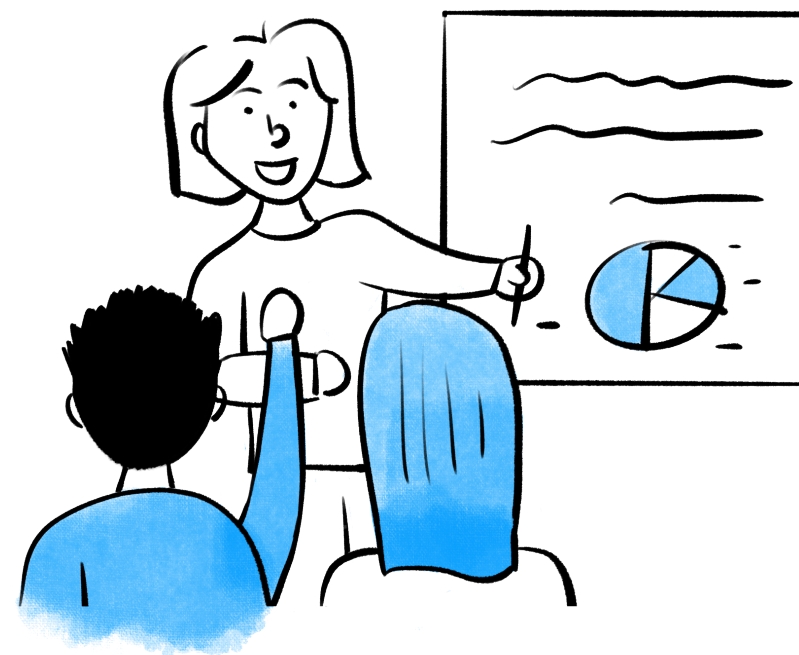
- 7 Constant review.** Regularly review internal communication policies and practices to ensure they are inclusive, and they reflect the organisation's diversity values. Encourage employee feedback and be open to continuously adapting and improving internal communication practices.

To successfully implement inclusive language in internal corporate communication, we require a long-term organisational commitment and a culture that values diversity and equality.

WHERE TO USE IT

The use of inclusive language in external corporate communication is equally important so as to convey an image of Lamp that shows we are an inclusive, respectful company committed to diversity. The following are some guidelines to promote the use of inclusive language in external corporate communication:

EXTERNAL COMMUNICATION



- 1 **Inclusion of all gender identities.** Use the correct pronouns depending on each person's preferences in both written and verbal communication. Avoid making suppositions about gender identity and use inclusive language that recognises and respects all gender identities.
- 2 **Gender neutrality.** Use neutral terms and phrases that are not based on gender stereotypes in messages and communication materials. Avoid using images or representations that reinforce stereotypical gender roles.
- 3 **Avoid discriminatory or exclusionary terms.** Remove any language that may be offensive or exclusionary to any group of people from all communication materials. Avoid racial, ethnic, religious or cultural stereotypes and ensure to inclusively represent diversity.

- 4 **Recognising diversity.** Be aware of the cultural, ethnic, religious and linguistic diversity of the external audience and adapt communication accordingly. Use images, testimonies and examples that reflect the diversity of the society and public at which the communication is aimed.
- 5 **Use of inclusive language in communication materials.** Review and adapt advertising messages, websites, social media and other communication materials to include inclusive language. Use inclusive forms instead of terms that are exclusively masculine or while always considering understanding and acceptance of these terms in the specific cultural context.
- 6 **Training and awareness.** The entire Lamp HQ team is trained in the use of inclusive language in external communication. This training emphasises awareness-raising with regard to the importance of using inclusive, respectful language at all points of contact with the public, customers and/or suppliers.
- 7 **Constant review.** Regularly review communication messages and materials to ensure they are inclusive, and they reflect the company's diversity values. Keep an eye out for changing public expectations and adapt communication accordingly.

Remember that inclusive external communication is not only about language, but also about image, representations and company policies. It's important to ensure that all areas of the organisation are aligned and committed to promoting inclusion in external communication.

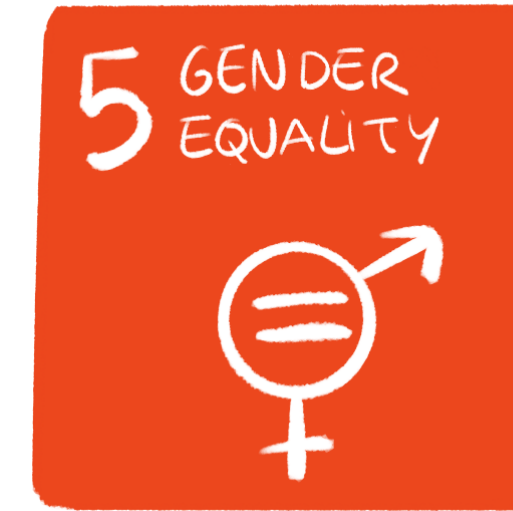
2. INTRODUCTION

VISION AND COMMITMENT TO INCLUSIVITY

At Lamp we are committed to promoting inclusion and diversity. This commitment is evidenced publicly in one of the strategic areas detailed in Lamp's Sustainability Report: (LE05) "Generating a positive impact on the community and helping to create a diverse, ethical, inclusive community that enables us to achieve our goals," in line with the **Sustainable Development Goals**.

#WorktitudeForLife is more than a commitment for Lamp. It's one of the main strategic areas that comprises the action framework through which Lamp strives to promote a more sustainable lighting industry, demonstrating its social and environmental commitment.

In creating this "Inclusive Language Guide," Lamp aims to provide clear criteria and practical examples on how to use inclusive, non-discriminatory language formulas (both verbal and visual) that reflect and respect gender diversity, sexual orientation, organic and functional capacities, and cultural and ethnic diversity.



CONTEXT

STATE OF DIVERSITY AT LAMP/REGULATORY FRAMEWORK

As a response to its commitment to sustainability, Lamp supports the United Nations Global Compact, a journey that commenced in February 2022. Committing to the Global Compact means Lamp is committed to aligning its operations with the ten universally accepted principles in the areas of human rights, labour standards, environment and the fight against corruption. In addition, it also promises to implement measures to support the goals of the United Nations, which are defined in the Sustainable Development Goals (SDGs).

The United Nations Global Compact offers information, training and other tools to help companies tackle the sustainability challenges they face. The idea is that the Lamp community can gain the knowledge and skills necessary to achieve the SDGs and help the United Nations's 2030 Agenda as much as possible.

As the organisation itself states, the first step in any corporate sustainability plan is to have the right attitude and values. It's about companies complying, at minimum, with a series of fundamental responsibilities related to the environment, as well as others connected to human rights, labour and the fight against corruption, gender equality and inclusion policies.

To comply with these basic responsibilities, the Ten Principles of the United Nations Global Compact were proposed, and companies can include them in their sustainability strategies and plans. With their compliance, companies that support the Global Compact not only accept their responsibility to the community and the planet, but they also establish the bases of a successful business model that is fairer and more beneficial to all.

In its commitment to diversity, Lamp has reached different collaboration agreements with local not-for-profit social entities that are leading the way in terms of including people with functional diversity, attending to the elderly, and in cultural actions in an economically sustainable manner, and that are committed to society and local centres for special education.

As proof of its collaboration with these organisations, Lamp opens its doors and offers tours of its facilities with representatives from these institutions. In addition, it has signed collaboration agreements for internships for people at risk of social exclusion, all with the view to fulfilling its voluntary commitment to operate responsibly and in line with morality with regard to vulnerable groups.

Lamp respects personal dignity, privacy and the rights of each employee. Furthermore, the company is committed to offering a work environment free from situations of discrimination and harassment. Thus, discrimination based on origin, nationality, religion, race, gender, age, sexual orientation and functional diversity will not be tolerated, and there will be no verbal or physical harassment.

Regulatory framework in Spain for diversity in companies

The Spanish Constitution guarantees the principle of equality before the law, and it sets out that discrimination based on sex, origin, race, religion, opinion or any other personal or social condition or circumstance will not be permitted.

According to Organic Law 3/2007, for Effective Equality between Men and Women equal treatment and opportunities between men and women in all areas of society, including employment, must be guaranteed.

Law 27/2007 recognises Spanish sign languages and regulates oral communication support methods for people who are deaf, have a hearing impairment or who are deafblind. This law aims to guarantee the rights of people who are deaf or have a hearing impairment, including their access to communication and the removal of communication barriers in work environments.

CONTEXT

STATE OF DIVERSITY AT LAMP/REGULATORY FRAMEWORK

Royal Decree 1/2013 approving the consolidated text of the General Law on the rights of people with a disability and their social inclusion. This regulation aims to guarantee the rights of people with a disability, including their full participation in the world of work and the promotion of equal opportunity measures.

Law 62/2003, of 30 December, on Fiscal, Administrative and Social Order Measures. This law sets out measures for promoting equal opportunities in employment, including the obligation of companies to implement measures to prevent labour discrimination.

In addition to these laws, the collective agreement for the Barcelona iron and steel industry, to which Lamp subscribes, contains complementary agreements that also promote diversity and equality in the business world, as well as the 3rd Complementary Agreement: Insertion of people with functional diversity, and the **4th Complementary Agreement: Prevention of situations of harassment and action protocol in the work environment.**

Above all, it's important to remember that companies must comply with the regulations in force and actively promote diversity and inclusion in their labour policies and practices.



3. DIVERSITY

DIVERSITY TYPES

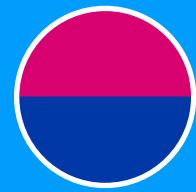




GENDER AND SEXUAL/FUNCTIONAL/CULTURAL AND ETHNIC

Gender and sexual diversity

Gender and sexual diversity refers to recognising and including the range of gender identities and sexual orientations that exist in society. This concept is based on the understanding that our experiences of gender and sexuality are not universal or the same, but rather they vary broadly between individuals.

GENDER DIVERSITY






Gender diversity encompasses the different ways in which people experience and express their gender identity. This includes, but is not limited to:

	Cisgender People whose gender identity coincides with the sex they were assigned at birth.		Gender fluid People whose gender identity can change over time.
	Transgender People whose gender identity is different to the sex they were assigned at birth.		Agender People who do not identify with either gender.
	Non-binary People who do not exclusively identify as a man or woman.		

Gender and sexual diversity is key to **promoting equality, inclusion and respect in society**. Recognising and valuing this diversity allows everyone to live authentically and fully, free from discrimination and prejudice. Promoting understanding and acceptance of the diverse gender identities and sexual orientations is crucial to building a fair, equal society.

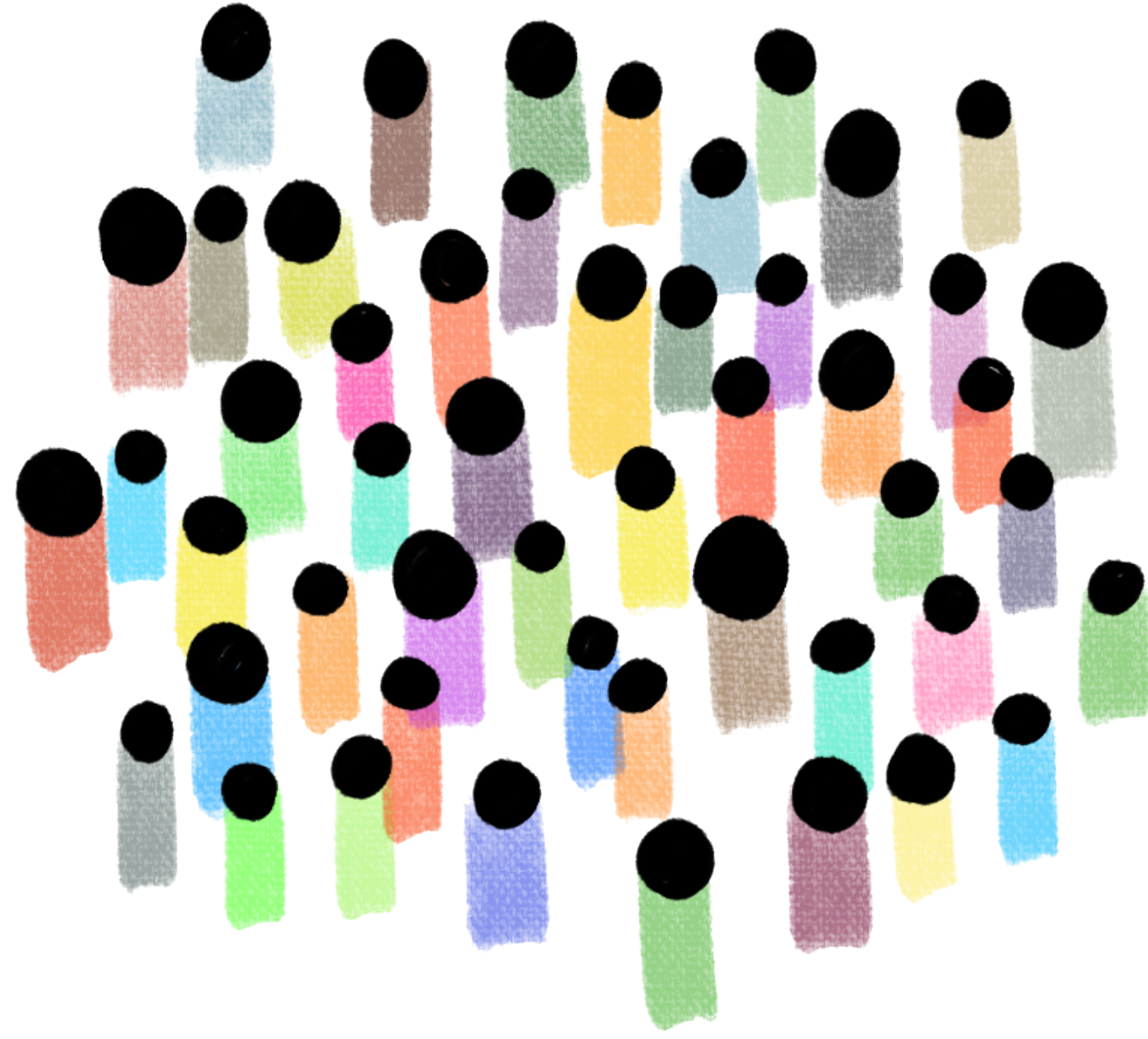
SEXUAL DIVERSITY

Sexual diversity refers to the variety of sexual orientations, which describe who people are attracted to. The main sexual orientations include:

	Heterosexual Attraction to people of the opposite sex.		Pansexual Attraction to people regardless of their gender.
	Homosexual Attraction to people of the same sex.		Asexual Lack of sexual attraction to other people.
	Bisexual Attraction to people of more than one gender.		

DIVERSITY TYPES

GENDER AND SEXUAL/FUNCTIONAL/CULTURAL AND ETHNIC



Gender diversity encompasses a wide range of identities, such as man, woman, transgender, gender fluid, non-binary, agender, and more. Each individual has the right to self-determination and to live their gender identity in accordance with their own experience and sense of self.

It's important to note that gender diversity goes beyond gender identity. It also refers to the diversity of roles, behaviours, expressions and expectations associated with the different genders in society. It recognises that these gender standards and stereotypes are social constructs and that we do not all adjust to them in the same way.

Promoting gender diversity involves inclusion, respect and equal rights for all, regardless of their gender identity or expression. It strives to overcome gender-based discrimination, stigma and violence, and encourages the creation of safe and welcoming environments for all, regardless of how an individual identifies or expresses their gender.

DIVERSITY TYPES

GENDER AND SEXUAL/FUNCTIONAL/CULTURAL AND ETHNIC

Functional diversity

This is a concept that refers to the variety of physical, sensory, cognitive and psychological abilities that people have. This term is used to replace more traditional concepts such as “disability” or “handicap” as it seeks to emphasise the diverse nature and different capacities people can have, rather than focusing solely on their limitations.

FEATURES

- 1 Variety of skills**
Recognises that people can have different physical, sensory, cognitive or emotional capacities.
- 2 Positive approach**
Places emphasis on people's skills and strengths rather than their limitations.
- 3 Inclusion and respect**
Promotes inclusion and respect for all, regardless of their functional characteristics.
- 4 Adaptations and support**
Recognises the importance of adaptations and support to allow everyone to participate fully in society.



DIVERSITY TYPES

GENDER AND SEXUAL/FUNCTIONAL/CULTURAL AND ETHNIC

Cultural and ethnic diversity

ASPECTS

- 1 **Cultures and traditions.** Includes the diversity of cultural practices, such as food, music, art, literature, festivities and ceremonies, which are shared and conveyed within specific groups of people.
- 2 **Ethnic groups.** Refers to the communities of people who share a common cultural identity based on factors like language, history, geographical origin, customs and traditions.
- 3 **Languages.** Cultural and ethnic diversity also encompasses the multiplicity of languages and dialects spoken in a region or country, reflecting humanity's linguistic diversity.
- 4 **Religions and beliefs.** Includes the variety of belief systems, religions and spiritual practices followed by different ethnic and cultural groups.

Cultural and ethnic diversity is key to building inclusive, resilient societies where each individual can express and enjoy their cultural and ethnic identity without fear of discrimination or exclusion.

IMPORTANCE

- 1 **Cultural enrichment.** Contributes to a society's richness and vitality by offering different perspectives, knowledge and experiences that enrich the cultural and social life of all.
- 2 **Respect and tolerance.** Promotes mutual respect, tolerance and understanding between people of different cultures and ethnic origins, boosting peace and social cohesion.
- 3 **Preservation and promotion.** Helps to preserve and promote cultural and ethnic diversity as a valuable form of human heritage, protecting cultural identities and promoting equal rights and opportunities for all groups.

CHALLENGES AND BARRIERS

- 1 **Discrimination and prejudices.** Cultural and ethnic differences can sometimes lead to conflicts, discrimination or prejudice, which can hinder harmonious coexistence and social inclusion.
- 2 **Cultural assimilation.** In some cases, minority cultures can face pressure to assimilate to the dominant culture, which could endanger cultural and ethnic diversity.

4. INCLUSIVE LANGUAGE

WHAT IS?

Inclusive language is a form of communication that strives to avoid discrimination and to promote equality by including and giving prominence to all, regardless of their sex, gender identity, sexual orientation, race, ethnicity, religion, disability or other personal characteristics.

Inclusive language aims to overcome linguistic barriers and cultural biases by using terms, phrases and expressions that do not exclude or favour any specific group. Its goal is to avoid invisibility, discrimination and stereotypes based on personal characteristics.

Some common characteristics and practices of inclusive language are:



- 1 Use of neutral language.** Avoids using terms that imply an exclusive reference to men or women, using expressions or words that include everyone. For example, instead of using “the guys” or “the girls”, use “the people” or “the team.”
- 2 Avoids stereotypes and offensive language.** Avoids terms or expressions that reinforce stereotypes or are discriminatory to any group of people, either due to their gender, sexual orientation, race, ethnicity, religion, disability or other personal characteristics.
- 3 Recognising cultural and ethnic diversity.** Considers people's cultural and linguistic diversity by using inclusive language that reflects this variety and avoids imposing a single form of expression.

It's important to note that inclusive language can vary in different contexts and cultures. When used, it's crucial that you maintain respect and consider people's individual preferences, as well as specific linguistics standards and practices in each given place.

5. SCOPES OF APPLICATION

VERBAL OR WRITTEN LANGUAGE

Inclusive verbal or written language must be respectful, egalitarian and avoid discrimination towards any group of people. Below are some guidelines to achieve inclusive language in both verbal and written communication:

- 1 Use neutral terms and expressions.** Instead of using words or phrases that imply an exclusive reference to men or women, use neutral terms or expressions that include everyone. For example, instead of using “the guys” or “the girls”, use “the people” or “the team.”
- 2 Avoid gender stereotypes.** Avoid using words or expressions that reinforce gender stereotypes. For example, instead of saying “women are sensitive” or “men are strong”, opt for “people can be sensitive” or “people can be strong.”
- 3 Use inclusive pronouns.** Recognise and respect gender identities by using the right pronouns for each person.
- 4 Avoid discriminatory terms.** Avoid any language that is offensive or discriminatory to any group of people, either due to their gender, sexual orientation, race, ethnicity, religion, disability or other personal characteristics. It's important to use respectful language and avoid harmful stereotypes or terms.

5 Recognising cultural and linguistic diversity. Consider cultural and linguistic diversity when communicating. This means using inclusive language that reflects the variety of experiences and avoid imposing a single form of expression.

6 Adapt to the context and individual preferences. Be aware of the context in which you are communicating and adapt language according to people's individual preferences. It's important to respect how people wish to be named and use the terms they prefer.

It's also important to remember that inclusive language is a constantly evolving learning process. It's crucial that you are open to receiving feedback and continuously improving the way in which you communicate so we can create more inclusive, respectful environments.

VERBAL OR WRITTEN LANGUAGE

Language on functional diversity is used to talk respectfully and inclusively about people with disabilities or different capacities. Here are some examples and guidelines to using inclusive language:

PERSON WITH A DISABILITY INSTEAD OF "DISABLED"

✘ "Juan is disabled."

✔ "Juan has a disability."

PERSON WITH REDUCED MOBILITY INSTEAD OF "CRIPPLE" OR "HANDICAPPED"

✘ "The building has an access point for cripples."

✔ "The building has an access point for people with reduced mobility."

PERSON WITH FUNCTIONAL DIVERSITY

✘ "Maria is disabled."

✔ "Maria has a functional diversity."

PERSON WITH AUTISM INSTEAD OF "AUTISTIC"

✘ "Pedro is autistic."

✔ "Pedro has autism."

PERSON WITH A VISUAL IMPAIRMENT INSTEAD OF "BLIND"

✘ "Carlos is blind."

✔ "Carlos has a visual impairment."

PERSON WITH A HEARING IMPAIRMENT INSTEAD OF "DEAF"

✘ "Elena is deaf."

✔ "Elena has a hearing impairment."

PERSON WITH MENTAL HEALTH PROBLEMS INSTEAD OF "CRAZY"

✘ "Luis is crazy."

✔ "Luis has mental health problems."

PERSON WITH CEREBRAL PALSY INSTEAD OF "PARALYSED"

✘ "Claudia is paralysed."

✔ "Claudia has cerebral palsy."

WHEELCHAIR USER INSTEAD OF "CONFINED TO A WHEELCHAIR"

✘ "Andrés is confined to a wheelchair."

✔ "Andrés is a wheelchair user."

In addition, it's important to follow some general guidelines:

Focus on the person first and foremost: Emphasise the person over the condition. For example, "children with a disability" instead of "disabled children."

Avoid derogatory terms: Do not use words that have negative or derogatory connotations.

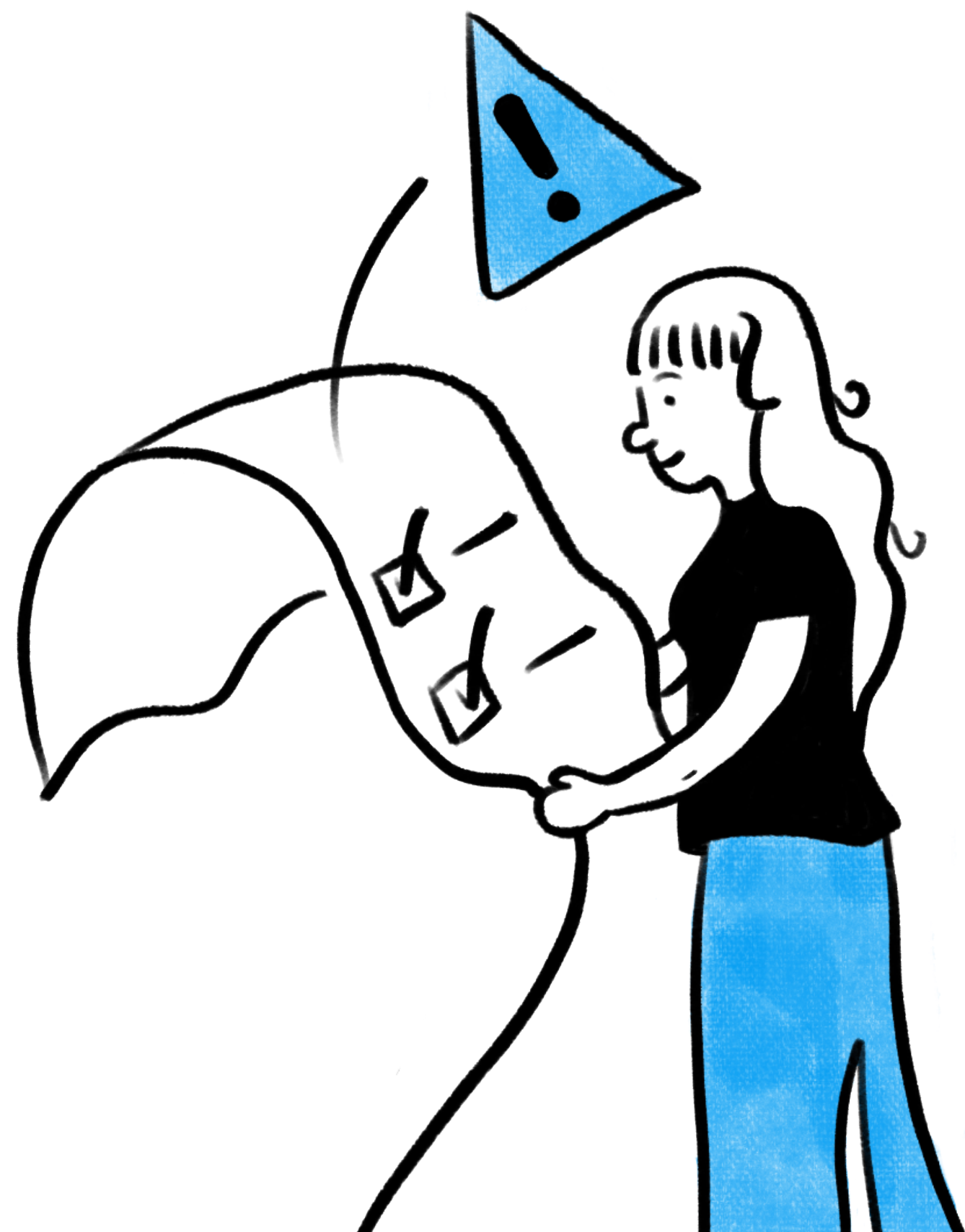
Use language that empowers: Instead of saying "suffers from", you can use "lives with" or simply mention the condition without added drama.

Ask: If you're not sure how to refer to someone, ask them their preference.

VISUAL LANGUAGE

When we talk about inclusive visual language, we mean the use of images, graphics and visual elements that represent and reflect the diversity of people and experiences equally and respectfully. This section details the criteria for using images and graphic resources that reflect and respect diversity by considering gender, sexual orientation, organic and functional capacities, and cultural and ethnic diversity.

Some principles for promoting inclusive visual language are based on:



DIVERSE REPRESENTATION

Including people from different genders, ages, races, ethnicities, sexual orientations, physical abilities and disabilities in visual images. This helps to reflect the reality and avoid excluding specific groups.

Avoid stereotypical or simplified representations of people and groups. Images should be authentic and avoid reinforcing prejudices or erroneous ideas.

AVOIDING STEREOTYPES

INCLUDING PEOPLE WITH FUNCTIONAL DIVERSITY

Represent people with different types of disabilities, both visible and invisible, in a variety of roles and activities. This helps to make functional diversity visible and promote inclusion.

VISUAL LANGUAGE

CULTURAL AND ETHNIC CONTEXT

Consider cultural and ethnic diversity when selecting images. Avoid biased or stereotypical representations of ethnic or cultural groups.

VISUAL ACCESSIBILITY

Ensure that images are accessible to all, including those with visual impairments. This means providing alternative descriptions of images and using the right contrasts to facilitating viewing.

INCLUSIVE NON-VERBAL COMMUNICATION

In the case of graphics or symbols, use those that are understandable to a wide audience, considering the diversity of abilities and experiences. Use icons and symbols that are clear and easily recognisable.

CONSULTING AND COLLABORATING

Seek feedback and collaboration from different people and groups when selecting and creating images. This can help ensure that representations are inclusive and respectful.

Remember that inclusive visual language is an important part of inclusive communication in general. By combining inclusive visual language with inclusive verbal and written language, we create a fairer, more respectful communication experience for all.

VISUAL LANGUAGE

APPLICATIONS, CRITERIA AND EXAMPLES CONSIDERING DIVERSITY

Gender diversity

CRITERIA

Represent people of different genders (women, men, non-binary people, etc.) in varied, non-stereotypical roles.

Avoid using images that reinforce gender stereotypes.

Include transgender and gender non-conforming people in visual communications.

EXAMPLES

Show images of people in leadership roles such that the presence of different genders is represented equally.

Use images of work teams that are gender diverse.



VISUAL LANGUAGE

APPLICATIONS, CRITERIA AND EXAMPLES CONSIDERING DIVERSITY

Sexual orientation

CRITERIA

Include couples and families of different sexual orientations in images.

Avoid heteronormativity in visual representations.

EXAMPLES

Show couples of the same sex, images of single-parent families or couples of different genders equally when depicting family contexts.

Include iconography that represents the LGBTQI+ diversity in communications whose significance is relevant



VISUAL LANGUAGE

APPLICATIONS, CRITERIA AND EXAMPLES CONSIDERING DIVERSITY

Functional diversity

CRITERIA

Represent people with different physical, sensory and intellectual capacities.

Show inclusion of these people in different work and social contexts.

EXAMPLES

Include images of people with a disability using adaptive technology in the work environment.

Show people with a functional diversity participating in recreational and everyday activities.



VISUAL LANGUAGE

APPLICATIONS, CRITERIA AND EXAMPLES CONSIDERING DIVERSITY

Cultural and ethnic diversity

CRITERIA

Represent people of different cultural and ethnic origins.

Avoid cultural and ethnic stereotypes.

Show the richness of cultural diversity in positive and everyday contexts.

EXAMPLES

Use images of people of different ethnicities in professional and family roles.



INTERNAL AND EXTERNAL COMMUNICATION

INTERNAL COMMUNICATION

Bulletins and newsletters

Include images that reflect the diversity of the work team.

Training material

Use inclusive visual examples in internal courses and workshops.

Announcements and events

Promote internal events that celebrate diversity and use inclusive graphic resources.



EXTERNAL COMMUNICATION

Marketing and advertising

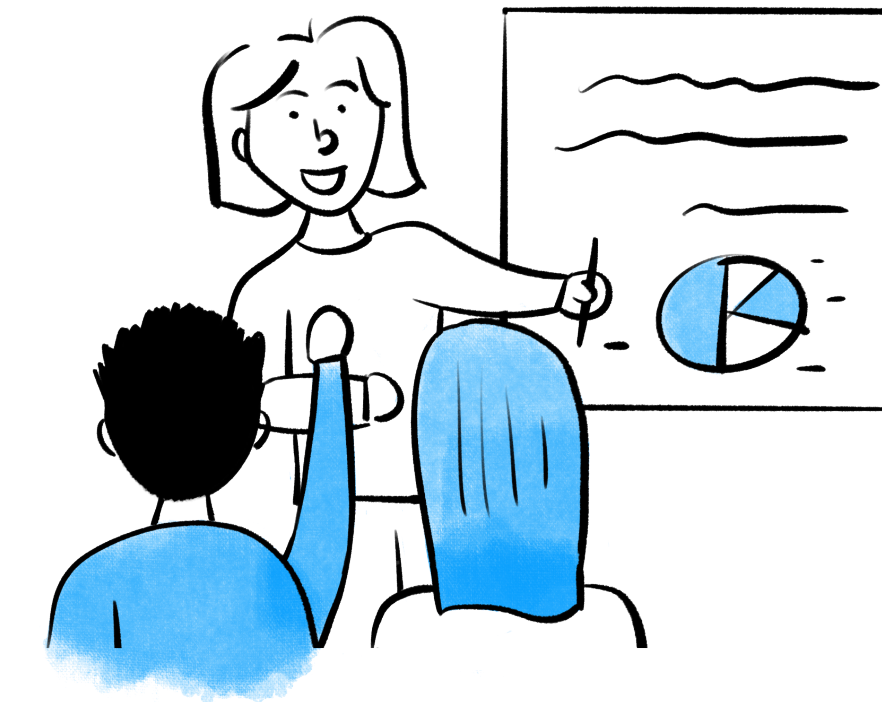
Ensure advertising campaigns reflect the diversity of society.

Social media

Publish visual content that celebrates and promotes inclusion.

Website

Use images and graphics that represent diverse people on the Lamp website and blog posts.



Lamp's commitment to inclusion and diversity must be reflected in all its verbal and visual communications in both internal and external communications. By following these criteria and examples, not only will Lamp promote an inclusive culture within the company, but it will also send a positive, inviting message to the outside world.

Diversity and inclusion are key values that enrich the company and society in general.

A GUIDE TO THE USE OF
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