ADVANCING
DIVERSITY & INCLUSION
IN JOURNALISM

New guidelines and best practice checklist for inclusive journalism

Fair representation of individuals is the first step toward a more just society.

An international consortium of journalists' unions, public service broadcasters and diversity groups has launched new guidelines and a checklist to support media professionals to produce ethical and fair reporting fully inclusive of society.

Words are never neutral: they build bridges, break down barriers, or sometimes reinforce invisible ones. COPEAM, together with an international partnership, is launching today the **Guidelines for a journalism sensitive to diversity, equity and inclusion**, an innovative and practical document aimed at transforming European journalism into a powerful agent for social and cultural change.

The guidelines, enriched by a **Best Practice Checklist**, provide concrete tools to help journalists, editorial teams, and media stakeholders create more representative, accurate, respectful and stereotype-free content that portray all identities fairly.

They are available in four languages (Italian, English, French, and Spanish) on the official project website.

The tools have been developed within the framework of the European project Advancing Diversity & Inclusion in Journalism (AD&IJ), co-funded by the European Union under the Erasmus+ program.

A participatory and inclusive process

The AD&IJ project has engaged journalists, communicators, and media professionals from across Europe through workshops, focus groups, and training activities.

Thanks to a bottom-up approach, the guidelines reflect the real challenges facing editorial teams and propose practical solutions to address them. COPEAM encourages journalists, editors, and media stakeholders to adopt these guidelines to strengthen journalism's role as a pillar of democracy and a driver of social change.

The Guidelines offer an in-depth reflection on two key aspects:
• The challenges of telling stories inclusively, addressing prejudices and biased narratives.
• The opportunities and concrete steps to create diverse, accessible and safe newsrooms, where every professional can work freely and without discrimination.

Practical examples from the checklist: A Guide for Media

The Practical Checklist serves as an operational tool for newsrooms (print, TV, web, radio) to identify and address potential challenges during news production.

Here are some concrete examples:

- *Alert: Avoid stereotypical or reductive descriptions – for instance, the term "extracommunitarian" is outdated and discriminatory; it is better to use "migrant people" or "racialized people."*

- *Focus: Highlight the stories of people without pity – for example, do not present Paralympic athletes as "heroes" solely because of their condition, but focus on their athletic achievements.*

- ***Best Practice***: *Ensure diversity among sources – for example, include experts from historically marginalised groups to offer more complete and representative perspectives.*
  These suggestions apply to every stage of the journalistic process, from information gathering to publication, helping to promote more balanced and respectful narratives.

A project supported by the European Union

The AD&IJ project is a clear example of how European funding can foster innovation and social cohesion. Its vision aligns with the objectives of the Erasmus+ program, promoting professional skills, innovation, and inclusion through practical, transferable tools.

The project is carried out with the contribution of major international partners: Osservatorio di Pavia, Fondazione Diversity, International Federation of Journalists, IFJ - International Federation of Journalists and Fundación Diversidad.