Inclusive Communication: How to do it right?!

- The African Diaspora Youth Forum in Europe, in its wish to promote the potential of the African diaspora in Europe, launches a program related to the political representation of the youth of this diaspora; marking the starting point of a large-scale citizens' initiative entitled #DiasporaVote!.

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After **8 months** of campaign, **1** training of **10** young ambassadors, **13** videos "Ta minute européenne“, **7** live shows "Ma vie citoyenne", **7** events #DiasporaVote;

6 participation at social cultural gathering.

2 conclusion: **16 Europeans MEPs with African descend background,** and the participation by citizens coming to its highest with over 50% EU citizens going to the polls.

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Inclusive Communication: How to do it right?!

CHALLENGES:

FUNDING

MEDIA VISIBILITY

SOCIAL MEDIA

HATE SPEECH

POLITICAL PARTIES

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ALWAYS REMEMBER THAT:

Inclusive Communication demand a structural change and individual change.

SOLUTIONS

THE EU INSTITUTIONS should ask themselves:

- When is the last time I spoke with local/minorities representative?
- How to maintain intersectionality when I do not have diversity among my staffs?
- Are the words I'm using understandable to the every day citizens? Those leaving outside the capitals? Those without an interest or education on politics or the EU?

MEDIA Should ask themselves:

- Are we impartial?
- Are we making sure that the loudest are not the only one being heard?
- Are we spreading hate by repeating and diffusing hate messages by either political leaders or individuals?

You should Ask yourself:

- Am I the right person to bring that message?

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FOR ME to be inclusive is to developed communication content or communicating and always remembering that **EU citizens are diverse**. Diverse beyond gender, beyond language and countries. That inclusive communication must **take race and social-economic status into consideration.** Inclusive Communication is also **about the images/pictures and people that you use** to convey various messages.

THANK YOU

Follow us!

DIASPORA DEVELOPMENT PLATFORM

SENEGALOISE