

# WWF Scotland Comms Team DE&I Charter

**Mission:** to create a world where people and nature thrive

**Vision:** our communications are inclusive, accessible to all and celebrate diversity, enabling as many people as we can to engage with us and our work.

## Our commitments:

- We will live our values in our communications:
  - **Courage:** challenging inequality, owning up to and learning from our mistakes, speaking out against comments directed towards us that do not align with our values
  - **Integrity:** doing what's right, not what's easy, relying on facts, lived experience and science
  - **Respect:** honour the voices, knowledge, wishes and lived experiences of the people we work with and our audiences
  - **Collaboration:** work with people and groups from different backgrounds to gather content, and ensure all voices are represented and respected
- We will make sure our communications are accessible, using up-to-date accessibility checkers for each area of our work, alt text, properly formatted hashtags, subtitles, plain jargon-free language, appropriate contrast, and platforms that can be accessed through screen readers.
- We will celebrate different communities through our communications, collaborating with and giving visibility to diverse groups and people in the context of the work/project we're doing.
- We will use a range of imagery and video, including content created with/by the communities we're working with, to showcase a diverse range of voices, and represent people and their stories authentically, always while ensuring we have informed consent to do so.
- We will make sure we're actively identifying at the start of projects how to reach diverse audiences through our media work, including the outlets we target, the spokespeople we platform and the stories we tell.
- We will risk assess the likelihood of groups being negatively affected by, or unable to participate in, the content we post, and look to mitigate this through channel selection and content development.
- We will learn, share and keep up to date with developments in accessibility and DE&I to inform our work and content.
- We will never be tokenistic or pressure others to share their lived experiences if they are uncomfortable doing so.