

Appendix 12  
to the Minutes of the Meeting  
of the Supervisory Board of JSC “UA: PBC”  
No. 102 as of 6 August 2025

**APPROVED** by  
the Resolution of the Supervisory Board of  
JSC “UA: PBC”  
No. 102 as of 6 August 2025

Head of the Supervisory Board

Svitlana OSTAPA

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## **THE CONCEPT**

of Inclusive Approach to Content Production and  
Team Interaction at Joint Stock Company  
“Public Broadcasting Company of Ukraine”

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## Table of Contents

### **I. Introduction**

### **II. Basic Principles and Key Thematic Areas**

#### 2.1. Basic Principles

#### 2.2. Key Thematic Areas of the Concept

### **III. Current Situation with Diversity, Equality and Inclusion in Ukraine and within the Company**

#### 3.1. Thematic Area: Accessibility

#### 3.2. Thematic Area: Veteran Community

#### 3.3. Thematic Area: National Minorities (Communities) and Indigenous Peoples

#### 3.4. Thematic Area: Gender Equality

#### 3.5. Thematic Area: Age Diversity

#### 3.6. Thematic Area: LGBTIQ+

### **IV. Theory of Change: Purposes, Objectives and Outcomes by Thematic Areas**

#### 4.1. General Approaches

#### 4.2. Thematic Area: Accessibility

#### 4.3. Thematic Area: Veteran Community

#### 4.4. Thematic Area: National Minorities (Communities) and Indigenous Peoples

#### 4.5. Thematic Area: Gender Equality

#### 4.6. Thematic Area: Age Diversity

#### 4.7. Thematic Area: LGBTIQ+

### **V. Recommendations for the Implementation of the Concept**

### **VI. Risks and Amendments to the Concept**

#### 6.1. Risks

#### 6.2. Amendments to the Concept

#### **Annex 1.** The Regulatory Framework.

#### **Annex 2.** International Experience

#### **Annex 3.** Short Glossary of Key Terms and Definitions

## INTRODUCTION

The Concept of Inclusive Approach to Content Production and Team Interaction at Joint Stock Company “Public Broadcasting Company of Ukraine” (hereinafter referred to as the Concept) is a strategic document which defines the fundamental principles for the implementation of diversity, equality, inclusion, equity and belonging in the activities of joint stock company “Public Broadcasting Company of Ukraine” (hereinafter referred to as JSC “UA: PBC”, Suspilne Ukraine, Suspilne, the company). The Concept addresses contemporary challenges faced by society as a result of war, demographic change and social polarisation.

The Concept is developed within the framework of the laws of Ukraine, namely, “On Media”, “On Public Media of Ukraine” and is aligned with the mission of Suspilne Ukraine, the Development Strategy and the Core Activities of JSC “UA: PBC” as approved by the Supervisory Board of JSC “UA: PBC” in compliance with the established procedure, and is also based on international standards and commitments in the field of human rights, diversity, equality and inclusion.

Suspilne Ukraine is an independent broadcaster that implemented the state broadcasting reform and is fulfilling its key mission: “To protect freedoms in Ukraine; to provide the public with reliable and balanced information about Ukraine and the world; to establish a public dialogue to strengthen public trust, develop civic responsibility, the Ukrainian language and culture, the individual and the Ukrainian people.”

The Concept is based on an analysis of the current state of institutional culture, content creation practices, approaches to working with audiences at JSC “UA: PBC”, as well as on the study of international experience in the areas of diversity, equality, inclusion and belonging. The concept sets out the key challenges that Suspilne Ukraine must respond to. War, demographic shifts, technological change and social fragmentation have presented new challenges for Suspilne. The growth of the veteran community, the number of people with disabilities, the strengthening of the role of women, the need to protect the rights of LGBTIQ+ people, the issue of representation of national minorities (communities) and indigenous peoples, the preservation of linguistic and cultural diversity, increased life expectancy, age-related changes in audiences and the labour market, declining birth rates and active internal and external migration, as well as the spread of disinformation and biased narratives about certain national minorities

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Links to all studies and documents referred to in the Concept are provided in Annex 1 to the Concept, The Regulatory Framework. The successful experience of other countries in implementing the basic principles covered by the Concept is presented in Annex 2 to the Concept, The International Experience. Explanations of terms and definitions used in the Concept are provided in Appendix 3 to the Concept, “Short Glossary of Key Terms and Definitions”.

(communities) – all require the media to adapt to the new reality. In such conditions, Suspilne must be a driving force for change that strengthens social cohesion and ensures the visibility of all groups (communities) of Ukrainian society.

The Concept is based on a commitment to develop inclusive editorial practices, support diverse voices, ensure representation of historically marginalized groups (communities), and strengthen social cohesion through respect for differences. The Concept uses the internationally recognised term DEIB (Diversity, Equity, Inclusion, Belonging), which outlines interrelated areas of activity aimed at removing systemic barriers, ensuring equal opportunities, representing all population groups and creating an environment in which every person feels they are a meaningful part of a shared information space.

**The Concept is based on the following interrelated basic principles:**

**Inclusion**

**Inclusiveness**

**Equality**

**Diversity**

**Equity**

**Belonging**

The Concept covers two levels – institutional and content – as its principles apply to both internal processes of the company and approaches to content creation. Their implementation must be coordinated to ensure the integrity of the changes.

**The Concept includes six key thematic areas:**

- Accessibility;
- Veteran Community;
- National Minorities (Communities) and Indigenous Peoples;
- Gender Equality;
- Age Diversity;
- LGBTIQ+.

The Concept defines the current position and strategic direction, as well as outlines the high-level steps necessary to implement the principles of diversity, equality, inclusion and belonging in all areas of activities of JSC “UA: PBC”. It builds the foundation for the systematic and step-by-step implementation of these principles at the institutional and content levels, as well as ensuring the sustainability of changes in the Suspilne’s internal culture and external communication. The next step will be to develop a detailed implementation plan, identifying responsible persons, resources, deadlines and expected results.

## II BASIC PRINCIPLES AND KEY THEMATIC AREAS

### 2.1. Basic Principles

**Suspilne Ukraine** adheres to the fundamental principles that form the basis of an inclusive approach in the media: inclusion, inclusiveness, equality, diversity, equity and belonging. These principles are specific guidelines that are applied on a daily basis in our work. This section defines how each principle should be implemented in the company's daily activities at the institutional and content levels.

**Inclusion** is the process of increasing the participation of all citizens in society; policies, actions, and processes aimed at achieving inclusiveness. It seeks to ensure that everyone feels accepted, valued, and able to realise their potential free from discrimination or barriers.

#### What does this mean for Suspilne?

Inclusion ensures that every employee actively engages in all company processes, taking into account different life circumstances and needs.

- At the institutional level: ensuring physical accessibility of offices, adapting digital platforms (including alternative navigation), and introducing clear internal roadmaps that consider the needs of employees with disabilities, as well as employees of all genders, ages, and social backgrounds.
- At the content level: providing sign language interpretation, subtitling, voice-over, audio description; representation of people with disabilities, veterans and other communities in content of various formats and genres.

**Inclusiveness** is the quality or characteristic of an environment, organisation, or society that reflects acceptance of and respect for diversity. Inclusiveness is the result of inclusion.

#### What does this mean for Suspilne?

Inclusiveness defines an atmosphere of trust and openness in which employees of the company and platform audiences feel accepted and engaged.

- At the institutional level: counteracting discrimination in internal interactions, developing gender-sensitive record keeping, regular training of employees on the Concept, etc.
- At the content level: presenting communities without using clichés, avoiding hate speech, ensuring that information is accessible to audiences with different levels of digital and media literacy, as well as to people with mental or cognitive impairments.

**Equality** means ensuring equal opportunities for all. However, equality does not mean that everyone needs the same thing.

#### What does this mean for Suspilne?

Equality guarantees equal access to opportunities for development, growth and participation (engagement) for both employees and main characters represented in the content.

- At the institutional level: transparent selection processes and decisions, non-discriminatory working conditions and career opportunities for all staff members, guidelines on non-discriminatory recruitment, assessment of candidates based on professional criteria.
- At the content level: ensuring balanced representation of women and men, as well as people of different ages and social groups in materials; identifying tools to check content for stereotypes, discriminatory language, and hidden biases.

**Diversity** is recognition of the unique differences between people that shape their identity and experience: age, gender, sexual orientation, gender identity, social status, physical or mental characteristics, ethnic origin, etc.

#### What does this mean for Suspilne?

Diversity should be reflected in teams, management decisions and content that represents a wide range of social groups, their experiences, voices and prospects.

- At the institutional level: encouraging the formation of teams with representatives of different target groups of the Concept.
- At the content level: creating materials that represent different communities and experiences, particularly at the intersection of identities, with a focus on inclusion and respect for diversity in society.

Equity is the recognition that different people have different starting points and may therefore need different resources and support to achieve equal opportunities.

#### What does this mean for Suspilne?

Equity means creating conditions in which everyone – both employees and audiences – receives support in line with their own experiences, circumstances or barriers. This applies to internal opportunities for professional development as well as to content that takes into account different life situations, access to information and the representation of communities.

- **At the institutional level:** the opportunity to work in a flexible format, additional support for those who have experienced discrimination, and mentoring programmes for employees from less visible or underrepresented communities.

**At the content level:** materials that explain complex topics in plain language and tell stories about people who have faced barriers and found a path to self-fulfilment.

**Belonging** is a state in which every person feels accepted, heard, important and involved in a shared space. This does not only mean physical presence, but also a real sense of significance, where a person's ideas, culture and identity are recognised and respected, and their unique needs are met as far as possible within the company.

**What does this mean for Suspilne?**

Creating an atmosphere where everyone feels seen, heard, and respected, not only within the team but also in the content the company produces.

- At the institutional level: systematic surveys on team morale, opportunities to share opinions and receive feedback, a culture of support, gratitude and recognition of each person's contribution.
- At the content level: stories from different parts of the country, voices of ordinary people, stories that show that every person is important, and ongoing dialogue with the audience and their involvement in co-creating content.



These principles only work either together or when they overlap. Each principle alone does not guarantee systemic change. Their combination creates the foundation for an environment in which people can put maximum effort into the company's development without feeling barriers to the realisation of their creative ideas and potential. This, in turn, creates the prerequisites for the production of high-quality, representative and inclusive content that reflects the diversity of society, takes into account the experiences of different communities and helps to strengthen the audience's trust in Suspilne Ukraine. It is an approach that allows us not only to “talk about” but also to “work with”.

## 2.2. KEY THEMATIC AREAS OF THE CONCEPT

The Concept identifies six key thematic areas that are of priority for implementing an inclusive approach at Suspilne, but they are not exhaustive. They cover areas where there is currently the greatest need for representation, proper engagement and consideration of information rights and needs. Working within these areas does not limit the thematic scope of the Concept and provides for institutional and content-related interaction with other categories defined by the Editorial Guidelines of JSC “UA: PBC” as approved by the established procedure. Based on the provisions thereof, the materials prepared and published by JSC “UA: PBC” must not contain discrimination against anyone on the grounds of gender, gender identity, sexual orientation, race, skin colour, political, religious or other beliefs, age, disability, ethnic and social origin, citizenship, family and property status, place of residence, language or other characteristics. These categories constitute the target groups of the Concept.

**The key thematic areas are listed in order of priority for further development and implementation:**

- accessibility is a systematic approach which covers physical, digital, informational, social and civic, educational and economic accessibility for all people regardless of health status, age, or life circumstances;
- veteran community refers to veterans who participated in combat operations, persons with disabilities as a result of war, persons who have rendered special services to the Fatherland, deceased (fallen) Men and Women Defenders of Ukraine who performed combat missions to protect Ukraine, its independence, sovereignty, and territorial integrity, as well as their families and partners;

- national minorities (communities) of Ukraine refer to a stable group of citizens of Ukraine who are not ethnic Ukrainians, residing on the territory of Ukraine within its internationally recognised borders, united by common ethnic, cultural, historical, linguistic and/or religious characteristics, who are aware of their belonging to it, and who express a desire to preserve and develop their linguistic, cultural and religious identity; indigenous peoples of Ukraine refer to an autochthonous ethnic community that was formed on the territory of Ukraine, is a carrier of an original language and culture, has traditional, social, cultural or representative authorities, self-identifies as an indigenous people of Ukraine, constitutes an ethnic minority within its population and does not have its own state formation outside Ukraine;
- gender equality refers to the equal legal status of women and men and equal opportunities for its realisation, which allows individuals of both genders to participate equally in all spheres of society;
- age diversity is a term used to describe the difference in age between people in a group, organisation, or society. In the workplace, age diversity means having employees of different ages in the team; in content, it means having speakers and experts of different ages;
- LGBTIQ+ is an acronym that stands for Lesbian, Gay, Bisexual, Transgender, Intersex and Queer, i.e. people who have different sexual orientations and identities.

At the same time, the Concept takes into account other important aspects of diversity, including the needs of internally displaced persons, people of different religious beliefs, etc., and the importance of intersectionality—a combination of several characteristics and experiences that affect a person’s involvement in social and professional processes.



## III CURRENT SITUATION WITH DIVERSITY, EQUALITY AND INCLUSION IN UKRAINE AND WITHIN THE COMPANY

Ukraine is still experiencing Soviet influence — from the way of thinking to the transformation of institutions. Stereotypes about the role of women, prejudices against persons with disabilities, older people, languages of national minorities (communities) and same-sex relationships persist in society, which makes it difficult to implement the principles of diversity, equality and inclusion, especially in the context of full-scale war, migration and digitalisation. For Suspilne, this means the need for systematic application of inclusive and barrier-free approaches in both content and teamwork. Since April 2024, the Diversity, Inclusion and Equal Opportunities Department has been operating in the company, which aims, in particular, to provide content support for equal access to media for all target groups (communities) during the war and post-war periods. The said department is also responsible for implementing the Concept and coordinating actions related to its implementation. At the same time, the work with the principles of the Concept is cross-cutting and involves all departments of the company, as its implementation is impossible without inter-editorial and team interaction in daily activities, as well as integration of the principles and thematic areas into the content on all platforms of Suspilne Ukraine, i.e. television, radio, and digital platforms, to ensure equal access to information, comprehensive representation of target groups (communities) in the content and avoidance of reservation of topics.

### 3.1. THEMATIC AREA: ACCESSIBILITY

#### 3.1.1. Accessibility

Throughout life, a person changes: their body, living conditions, and environment. From birth to our last breath, we constantly need different things and this is only natural. That's why accessibility is not just about people with disabilities, but about everyone, regardless of their age, gender, life experience or physical state. It is about people with disabilities, people with temporary mobility impairments, people affected by the Russia-Ukraine war, mothers and fathers with children under 7 years old, families looking after older people or children with disabilities, older people themselves, youth, and people with mental or sensory impairments. All of these groups face barriers in their daily lives, and that is why accessibility should be a new public norm that takes into account the diversity of needs. As a rule, it is people with disabilities who need changes the most, so it is based on their needs that a comfortable environment that works for everyone is created. After all, if it is convenient for people with disabilities, it is convenient for everyone.

That is why, when creating a product, one should start not only from the imaginary average user, but also from the real purpose of the product, taking into account the widest possible target audience.

Accessibility is crucial for various categories of the population, particularly for veterans, older people, parents, people with disabilities and people with temporary reduced mobility. At the end of 2024 and beginning of 2025, there were over 3 million people with disabilities in Ukraine. According to a study by the League of the Strong NGO (2023), the majority of Ukrainians still perceive people with disabilities through pity and fear, which are signs of the charity model. Although the key to changing attitudes is visibility and daily interaction (e.g. at school, in the workplace, in public space), creating the conditions for this requires significant resources to transform public perceptions, rebuild infrastructure, education, media and work environments. In times of war, resources are primarily directed towards defence, so it is important to invest in explaining why these transformations in terms of accessibility and representation are necessary for everyone, even if the decisions are ahead of the society.

#### Widespread myths and stereotypes that slow down inclusive solutions are:

- “Accessibility is expensive” – first of all, this is the matter of taking inclusiveness into account at the stage of development which requires no significant costs;
- “Only few need a digital accessibility” – in reality, at least 10% of the population require it, while the benefit for society is much wider;
- “Accessibility is only for people with disabilities” – digital accessibility improves user experience for everyone.

#### Suspilne views accessibility in three ways:

- **Institutional** – creating an inclusive environment within the company, which includes a culture of equal opportunities and tolerant interaction, as well as architectural accessibility and universal design;
- **Content** – ensuring equal access to information by creating accessible formats (sign language, captions, audio description, adaptation for people with visual and hearing impairments) and taking into account the needs of different audiences in all genres;
- **Digital** – providing access to websites, apps and social networks for people with disabilities and people with different needs through analysis with experts and further reconstruction and improvement.

## THE INSTITUTIONAL LEVEL

### Key Initiatives Implemented:

- Inclusive automated lifts were installed and sanitary facilities were remodelled, unimpeded access to studios was provided at the head office in Kyiv and in several regional offices of JSC "UA: PBC";
- Mentoring Guidelines were introduced at JSC "UA: PBC";
- Evacuation mechanisms are to be developed to meet the needs of low-mobility groups and people with disabilities.

### Key Challenges:

- Architectural heritage: most of the company's buildings were constructed in the period from the 1950s to the 1970s without taking into account the needs of people with disabilities and people with limited mobility. Studios in some regional offices, shelters, sanitary facilities and offices have limited access for people with disabilities;
- No responsible person (employee) with the required level of expertise has been appointed;
- Unequal access to quality education and professional development limits people's potential and makes it difficult to attract professionals with the necessary qualifications.

## THE CONTENT LEVEL

### Examples of Implemented Projects (Initiatives):

- Sign language interpretation in news and analytical programmes, broadcasts of the Paralympic Games, sports content on the TV platform and sign language interpretation of songs at the Eurovision Song Contest and the National Selection for the Eurovision Song Contest in full-screen format on the Suspilne Eurovision website;
- Animated series TOTO and Adventure Portal (in sign language on the Brobaks YouTube channel);
- Providing captions on social media (Facebook, Instagram, TikTok, Telegram) and YouTube;
- Production of accessibility-related content.

### Key Challenges:

- Lack of consistent sign language interpretation of cultural, educational, documentary formats, as well as formats for children and adolescents;
- Lack of content created in sign language and audio description;
- Failure to engage people with disabilities, people with different appearance, height, etc. as presenters or in other visible positions in the content.

### 3.1.2. Digital Accessibility

Digital accessibility is constantly changing and requires new solutions. It is especially important for many groups of people who are potential target audiences of Suspilne Ukraine:

- **People with visual impairments** require contrast, options to change font size, alternative text for images and audio description for videos;
- **People with hearing impairments** require text transcriptions, captions or sign language interpretation;
- **People with motor impairments** require ability to control the site without a mouse and to have conveniently sized clickable elements;
- **People with cognitive impairments** require simplified text without complex terms, a logical content structure, and minimisation of unnecessary animations and flashing images;
- **People with temporary disabilities**, such as a person with an injured arm who cannot use a mouse, or a person with tired eyes after a long day at work.

#### Examples of Implemented Initiatives:

- Suspilne actively implements the Web Content Accessibility Guidelines (WCAG) and DSTU EN 301 549:2022 standards, and certain technical solutions have already been implemented, namely semantic markup, visible keyboard focus, alternative text for icons, image descriptions, as well as improved video player, font change feature, headline structure, etc.;
- Manual and automatic audits of all Suspilne websites were conducted;
- Mobile apps and social media are to be reviewed by the end of 2025.

#### Key Challenges:

- Limited incorporation of the universal design principle at the new digital product development stage — accessibility is often seen as an additional option rather than a basic requirement;
- Lack of consistency in the implementation of adaptive solutions;
- Limited internal expertise and resources for the development of digital inclusion, as well as a lack of mechanisms for the regular assessment of websites and apps for compliance with accessibility standards.

### **3.2. THEMATIC AREA: VETERAN COMMUNITY**

The term “*Veteran Community*” in the Concept covers the entire range of persons who have served in the Armed Forces of Ukraine (the National Guard of Ukraine, the Security Service of Ukraine, and other defense-related agencies), as well as those who support them during and after their return: partners, children, parents. All of them are affected by the war, either directly or indirectly, and need attention, support, and proper representation in the media and in the workplace. According to surveys conducted by the Ukrainian Veterans Foundation (2024), veterans face or expect a lack of understanding from society after returning from the front line. 59.4% of respondents indicate a lack of respect for them, and 79.5 % report a lack of awareness of their problems and needs. These figures are increasing compared to previous surveys, which indicates the lack of a sustainable public policy on veterans’ integration. There is still a lack of media products that comprehensively cover the veteran community and their families. Existing formats are mostly fragmented, and stories about veterans’ experiences are rarely presented in the first person and on an equal basis with other characters and experts.

#### **THE INSTITUTIONAL LEVEL**

##### **Key Initiatives Implemented:**

- Introduction of a manager position for working with the veteran community, which enabled continuous communication, support, and integration of veterans into the company's internal processes. This has resulted in a number of successful cases of adaptation, engagement, and development of representatives of the veteran community at Suspilne.
- Creation of a system for recruiting, onboarding, adapting, and professionally developing veterans.
- Development of a guide for heads of departments with veterans joining, returning, or currently working.

##### **Key Challenges:**

- The process of adapting veterans to the workplace depends on line managers’ awareness of the specifics of military experience, their willingness to incorporate this understanding into management decisions, and their ability to create a safe team environment.
- The lack of an internal support system that includes psychological counseling, legal assistance, and reintegration practices complicates the return to civilian life and does not take into account the needs of veterans, particularly those with disabilities.
- Avoiding the topic of military experience, insufficient empathy, and stereotypical perceptions of veterans, which create communication barriers between military and civilian experience within teams.

## THE CONTENT LEVEL

### Examples of Projects (Initiatives) Implemented:

- Nostos. The Return of Heroes, a project by Suspilne Novyny dedicated to veterans. It comprises nine stories centering around the return from war, reintegration into civilian life and internal challenges;
- In Military Affairs, a podcast by Suspilne and Pryncyp Human Rights Center, NGO. It covers the journey from mobilization to veteran status, revealing the challenges of military service and adaptation.
- The War Has Changed Me This Way, a documentary film about a serviceman of Roma origin, his experiences during the war, and his return to civilian life.
- Voices of the Frontier, (a radio essay project), Born not for War (a radio version of a military one-man show) (by Radio Kultura), The Iron Will (by Ukrainske Radio).

### Key Challenges:

- Gender imbalance: male voices dominate, although the role of women in this area is growing;
- The thematic focus is narrow: the focus is predominantly on health and social welfare, with limited coverage of employment, education, culture, and opportunities for self-fulfillment.
- Invisibility of veterans' families: partners, children, parents who are experiencing the consequences of war themselves are underrepresented in the content.

### 3.3. THEMATIC AREA: NATIONAL MINORITIES (COMMUNITIES) AND INDIGENOUS PEOPLES

National minorities (communities) and indigenous peoples are an integral part of Ukrainian society. They differ in ethnic origin, language, culture, religion, and traditions, while sharing a common desire to preserve their own identity. The most recent census, conducted in 2001, recorded over a hundred of national minorities (communities) living in Ukraine. However, this information is now outdated, as the full-scale war, the occupation of Crimea and other territories, and internal displacement have made it impossible to obtain objective data on the size and location of these communities. The most consistent communities are those that live compactly in their regions, but even they are experiencing a decline in numbers, according to unofficial estimates by civil society organizations.

In public spaces, there is still a lot of bias against people from certain national minorities (communities) because of stereotypes that are historically rooted and generalizations that are common in the media.

Although in peacetime most national minorities (communities) do not experience systematic discrimination, in conditions of heightened social tension they may become the target of unjustified negative assessments or prejudices. There are also biases within the company in some editorial offices, which complicates the broadcasting of thematic content. Despite this, Suspilne has been implementing a consistent broadcasting policy for national minorities (communities) and indigenous peoples of Ukraine for over eight years. In 2018, the Coordination Centre for National Minorities was established and since 2024, it has been operating within the Diversity, Inclusion and Equal Opportunities Department.

Suspilne Ukraine has committed itself to representing civil society in all its diversity, including national minorities (communities) and indigenous peoples who, despite having access to commercial or foreign media, need independent, balanced, and locally rooted content in Ukrainian and the languages of national minorities (communities). In the context of information warfare, the role of Suspilne Ukraine as an independent media platform is critical to countering propaganda, supporting social cohesion, and preventing interethnic tensions.

#### **Suspilne's content policy includes:**

- production of audiovisual content in the languages of national minorities (communities) – for representatives of these communities in Ukraine;
- production of content about national minorities (communities) and indigenous peoples in Ukrainian for a wide audience.

## **THE INSTITUTIONAL LEVEL**

#### **Key Initiatives Implemented:**

- Systematic work of regional editorial offices: as part of the Diversity, Inclusion and Equal Opportunities Department, editorial offices operate in Uzhhorod, Chernivtsi, and Odesa, which broadcast in the languages of national minorities (communities) for television, radio, and digital platforms - Hungarian, Slovak, German, Romanian, Bulgarian, Gagauz, and Romani;
- Allocation of technical resources: editorial offices are provided with basic technical capabilities for full-fledged multimedia production, enabling teams to create high-quality content in accordance with Suspilne standards;
- Participation in national and international competitions that promote this topic, increase the visibility of work of the editorial offices, and recognize their contribution within Suspilne Ukraine.

### Key challenges:

- Search for media professionals from national minority (community) who are native-level speakers of both their minority language and Ukrainian, and who possess the relevant professional skills or experience needed to work in media.
- Limited funding for the creation of content in the languages of national minorities (communities), which involves translation, subtitling, dubbing, or parallel bilingual production, which is costly in terms of both finances and resources;
- The absence of official data on the national or ethnic affiliation of staff members as sensitive information complicates the assessment of representation.

## THE CONTENT LEVEL

### Examples of Projects (Initiatives) Implemented:

- ***My Crimea*** — a documentary project about indigenous peoples of Ukraine;
- ***Shades of Ukraine*** — a cycle of 42 video stories about national communities (minorities) and indigenous peoples;
- Linear content in the languages of national minorities (communities) on television, radio, and digital platforms (**#suspilnecommunities**);
- ***Körüşkence Bağçasarayda! See You in Bakhchysarai!*** (a radio documentary project by Radio Kultura), ***Know More. Crimea*** (by Ukrainske Radio).

### Key challenges:

- lack of comprehensive research on the information needs, language practices, topics of interest, and media consumption of national minorities (communities) and indigenous peoples;
- risk of isolation of topics: topics related to national minorities (communities) and indigenous peoples are often presented separately from the main information flow, which creates a risk of isolation and reduces their integration into the national discourse;
- complicated access to all occupied territories: for example, broadcasting to Crimea is restricted – radio is blocked, YouTube and Telegram work disruptively or only via VPN. Translation is only provided for news in the Crimean Tatar language, while there is a need to expand this to other formats. At the same time, there is a lack of systematic coverage of the lives and challenges of indigenous peoples under occupation.

### **3.4. THEMATIC AREA: GENDER EQUALITY**

Gender equality concerns both women and men, but the focus is often on women's rights, as research shows that they face systemic discrimination. According to the World Economic Forum's Global Gender Gap Report 2023, Ukraine ranked 66th out of 146 countries, improving its performance compared to previous years. The greatest inequality is observed in the area of political rights, where Ukraine ranks only 87th. The Gender Development Index also highlights inequality in economic activity and poverty among women, with women with children and older women remaining particularly vulnerable.

Ukraine belongs to the so-called gender-blind countries – states that do not recognise the existence of systemic discrimination against women. This conclusion was made in a study by Nordicom (2020). An assessment of the impact of the war on the population, done in 2023 and coordinated by the United Nations Development Programme, found a significant increase in gender inequality: 3.6 million people are at risk of gender-based violence; 55% of women do not feel safe in their daily lives, and 23% spend more than 50 hours a week on household duties.

The full-scale Russian invasion has exacerbated the situation, increasing women's economic and social vulnerability, reinforcing stereotypical perceptions of gender roles and increasing the risks of gender-based violence. The Guide to Recommendation CM/Rec(2013)1 of the Committee of Ministers of the Council of Europe to Member States on Gender Equality and Media emphasises that full and timely coverage of gender equality issues in content helps to overcome stereotypes, reduce discrimination and ensure equal representation, while their integration in media companies improves corporate culture by promoting diversity, transparency and comfortable working conditions. The State Strategy for Ensuring Equal Rights and Opportunities of Women and Men for the period up to 2030, approved by the Decree of the Cabinet of Ministers of Ukraine No. 752-p of 12 August 2022, sets out the principles and objectives that determine approaches to policy-making and ways to develop a national mechanism for ensuring equal rights and opportunities for women and men, including ensuring gender-sensitive media coverage.

#### **THE INSTITUTIONAL LEVEL**

##### **Key Initiatives Implemented:**

- Starting to use feminine forms in job titles (if women employees want this);
- Joining the WEPs (Women's Empowerment Principles) and establishing a working group to implement gender equality principles;

- Starting a gender audit;
- Monitoring compliance with gender equality in pay (current difference - 0.5%).

#### Key Challenges:

- The absence of detailed mechanisms for identifying and responding to incidents of discrimination or discriminatory language based on sex and gender identity;
- Online violence, including gender-based violence (trolling, threats and defamation);
- Limited access for women to technical and manufacturing professions due to a lack of opportunities for training, retraining and career advancement in these fields;
- Increased care work due to full-scale invasion.

## THE CONTENT LEVEL

#### Examples of Projects (Initiatives) Implemented:

- Systematic monitoring of the representation of women and men in content based on BBC's 50:50 gender project;
- Systematic production of content about women in the Armed Forces of Ukraine;
- Be Her Voice documentary film, Yes, I Am a Woman, a series of documentary stories, etc.;
- Women Cultural Diplomats, Ukrainian Art in Names (by Radio Kultura).

#### Key challenges:

- In content, women are much more often represented as witnesses to events or main characters in individual cases than as professional commentators or experts on the relevant topic, which leads to a stereotypical perception of their roles in society.
- In coverage of thematic areas, particularly war, sports, and science, the share of women remains low at 7-9%.
- There is still resistance among some members of the audience to the presence of women experts in the public sphere, which in some cases is intensified by internal barriers in editorial offices and fears of reactions in comments or on social media.

### 3.5. THEMATIC AREA: AGE DIVERSITY

Age diversity in the professional environment means having representatives of different age groups in teams, and in content — having speakers and experts of different ages.

Ukraine is one of the countries with the oldest population — as of the end of 2024, 24.8% of people were over 60 years old. At the same time, the labour market remains insufficiently prepared for this challenge. As of 2024, 19% of Ukrainians faced the unwillingness of employers to cooperate with candidates over the age of 40. Another study showed that 78% of respondents experienced age discrimination. The reasons behind this are often stereotypes and the lack of adaptive conditions for older employees.

A study *Promoting an Age-Inclusive Workforce* (2020) by the Organisation for Economic Co-operation and Development found that younger employees have the lowest productivity, while the productivity of older people is almost the same as that of middle-aged people. The studies *How Age and Tenure Diversity Affects Team Performance* (2021) and *Exploring the Impact of Age Diversity on Organisational Identification* (2024) confirm that multi-age teams are more productive, more loyal to the organisation and adapt better to change due to the mix of experiences, approaches and values of different generations.

Reducing the outflow of young people is crucial, as 36% of those who left in the first two years of the full-scale war were aged 18-44, and the development of modern educational and career opportunities in Ukraine could change this dynamic.

According to a study by the Ukrainian Media and Communication Institute, people over the age of 60 have limited access to information due to low digital and media literacy. According to the Detector Media NGO, only 44% of people over the age of 66 are aware of the existence of Suspilne Ukraine (the average is 54%), while 72% of this age group considers it important.

A USAID-Internews study (2023) shows that older people mostly use television to stay informed, and the use of Telegram channels is also growing. Young people rarely watch television, while 98% of people aged 18-35 use the Internet (the average in Ukraine is 89%). According to the European Broadcasting Union, Generation Z (people born between 1997 and 2012) consumes mostly short videos, preferring YouTube with 63% of media consumption in the entertainment segment.

There are several parallel systems of age classification, namely based on the criteria of the United Nations, the World Health Organization, Ukrainian legislation, the European Commission and other international organisations. They define the terms of “children”, “teenagers”, “youth”, “older people” in different ways, depending on the context (legal, demographic, medical, etc.).

**Suspilne Ukraine’s audience over the past six months as of July 2025, based on selected platforms:**

**TV:**

**Suspilne Kultura** – the average age of women is 69, the average age of men is 56;

**PERSHYI** – the average age of women is 68, the average age of men is 62.

**YouTube:**

**Suspilne Dokumentalistyka** – the average age of women is 55, the average age of men is 48, and the overall average age at the peak is 43;

**Suspilne Novyny** – the average age of women is 55, the average age of men is 45;

**The Collider** – for the teenage audience (10-16 years old);

**Brobaks** – for children’s audience (up to 9 years old).

**Facebook:**

**PERSHYI** (subscription-based data only) – the average age of women is 50, the average age of men is 45.

### Key Initiatives Implemented:

- Training programmes for master’s and bachelor’s students (in particular, at the Borys Grinchenko Kyiv Metropolitan University) by Suspilne Ukraine teams;
- Internships and hands-on trainings for students at Suspilne Ukraine;
- Maintaining statistical records of the age composition of employees.

### Key Challenges:

- During the recruitment process, there are occasional manifestations of biased attitudes towards older candidates, including inappropriate communication by interviewers;
- Lack of a comprehensive approach to supporting active longevity of employees, in particular in terms of health, physical activity and regular medical check-ups;
- Lack of an intergenerational mentoring programme;
- The high outflow of young people abroad poses risks to human resources.

## THE CONTENT LEVEL

### Examples of Implemented Projects (Initiatives):

- Slay Show is a format for young people on digital platforms with episodes about ageism and age discrimination;

- The Invisible Truth documentary (intergenerational stories of Roma youth);
- The Revamped Youth project about the younger generation during the war;
- Hto.pro.sho [EN: Whoever, whatever] news show for teenagers from the popular science channel The Collider.

### Key Challenges:

- Lack of digital skills in the 60+ age group;
- Lack of older presenters;
- Insufficient content on active longevity.

## 3.6. THEMATIC AREA: LGBTIQ+

The LGBTIQ+ community in Ukraine remains one of the most marginalised, despite the guarantees of equality enshrined in international law. In 2024, Ukraine dropped to 40th place out of 48 in the ILGA-Europe Rainbow Map ranking, and The Williams Institute's Global Acceptance Index for 2020-2021 ranked Ukraine 142nd out of 175. Despite the support among the population (68% of respondents believe that LGBTIQ+ people should be protected from discrimination), legislative changes are not taking place.

Violations of LGBTIQ+ rights are accompanied by hate crimes, as evidenced by the judgment of the European Court of Human Rights (*Karter v. Ukraine*), and 39 incidents were documented in the first half of 2024. Discrimination is also present in the labour market, where transgender people are particularly vulnerable. At the same time, the Ukrainian media continue to often incorrectly cover LGBTIQ+-related topics, especially beyond Pride Month.

According to a global survey by the international research company Ipsos, almost one in ten adults worldwide identifies as LGBTIQ+. We cannot say how many LGBTIQ+ people live in Ukraine, because due to homophobia, biphobia, transphobia, discrimination and violence, people are not always ready to come out.

The topic of LGBTIQ+ rights in the media helps to increase the visibility of this group of people, reduces stigma and discrimination, and supports human rights and equality. Therefore, its coverage in news, films, and other projects on various platforms allows society to better understand the realities of LGBTIQ+ people's lives and determines how society perceives them.

## THE INSTITUTIONAL LEVEL

Suspilne includes the topic of LGBTIQ+ rights in its content and internal work. In 2024-2025, the company introduced a number of initiatives to promote inclusion: educational trainings, support for Pride Month, and content creation with LGBTIQ+ and human rights organisations. At the same time, there is no system in place at the institutional level to collect demographic data on SOGI (sexual orientation and gender identity) among employees, and some employees demonstrate prejudice during recruitment processes.

### Key Initiatives Implemented:

- Internal trainings for teams with the participation of external experts;
- Launch of the Different. Equal initiative for Pride Month in 2024 and 2025: hoisting the rainbow flag, changing the logo, and raising public awareness;
- Suspilne received a special award at the KyivPride Awards 2024 for media support.

### Key Challenges:

- Lack of data collection on SOGI due to the absence of regulatory requirements, fear and distrust of the company;
- Prejudice among the teams;
- Lack of mandatory mechanisms for responding to prejudice or discrimination in recruitment processes and within the team.

## THE CONTENT LEVEL

### Examples of Implemented Projects (Initiatives):

- Documentaries Illusion of Equality (on civil partnerships and their importance for the LGBTIQ+ military personnel) and Visible (10 stories of Ukrainians from the LGBTIQ+ community);
- Coverage of LGBTIQ+ rights in the news, on the radio, and on the digital platforms Suspilne Kultura and Suspilne Novyny;
- Participation in national film festivals (in particular, Sunny Bunny) and involvement of experts in the content.

### Key Challenges:

- LGBTIQ+ rights issues are rarely in the focus of editorial teams, in materials on various platforms or broadcast on television;
- Some journalists and editors have prejudices and do not use the correct terminology;
- Some materials depict stereotypes or negative narratives.

## IV. THEORY OF CHANGE: PURPOSES, OBJECTIVES AND OUTCOMES BY THEMATIC AREAS

### 4.1. GENERAL APPROACHES

#### Intersectionality and Multiple Statuses

The Concept defines that one person can simultaneously belong to several target groups: a veteran and a representative of a national minority (community), LGBTIQ+, a person with disability or a believer. That is why it is important to take into account not just one characteristic, but a combination of identities when producing content. This allows us to create a deeper, more realistic and more ethical narrative.

The growth point here is the involvement of different people as characters in content or experts, as well as attention to the integrity of their experience in teams.

#### The “Nothing about Us Without Us” Principle

Content or team decisions related to a particular target group should involve representatives of that group at the stage of development, preparation or discussion of materials. This approach ensures the ethics, accuracy and quality of the content, and reduces the risks of stigmatisation, generalisation or invisibility of communities.

The growth point here is building partnerships with communities as a source of expertise, which allows us to take into account important accents and create insightful content.

#### Correct (Sensitive or Inclusive) Language

The use of correct language and terminology is a marker of respect and treating everyone with dignity and a signal to the audience that we are committed.

The growth point here is the creation of a short glossary of terms for teams (online, offline, gamification), adherence to standards for describing the experience of target groups (only with consent), and avoidance of offensive or biased language.

#### Regular Training and Self-Learning

Understanding the work with diversity, equality and inclusion is impossible without a deep understanding of the context and requires constant learning.

The growth point here is the development of a training system, namely training sessions for teams to create a resource base for self-learning, taking into account basic principles and thematic areas.

### Internal Responsibility

Changes start from within. The basic principles of the Concept are not only declared, but also embedded in internal policies: in recruitment, assessment, team management, and content decisions.

The growth point here is the implementation of mentoring programmes, adaptations for people with disabilities, support for veterans and other target groups of the Concept.

### Content as a Tool for Change

Suspilne’s content is not just information. It is a tool that changes attitudes. By telling the stories of different communities, we shape a new culture of perception, open up topics that were previously silenced or covered in a distorted way.

The growth point here is that every editorial choice (whom to invite to the studio, how to phrase a question, what language to use) is a manifestation of the basic principles of the Concept.

## 4.2. THEMATIC AREA: ACCESSIBILITY

### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
To provide architectural and physical accessibility of the buildings and workspaces of Suspilne.	To conduct a comprehensive audit of the accessibility of offices, shelters, studios, sanitary facilities, followed by the development and implementation of a plan to remove barriers. To introduce universal design practices during renovations and the development of new spaces.	A physically accessible environment has been created, ensuring that all employees have equal access to workspaces, shelters, and infrastructure regardless of their health condition or mobility.
To build an inclusive internal culture that is sensitive to different experiences and needs by creating guidelines and appointing people with expertise to be in charge.	To develop guidelines on inclusive recruitment, adaptation, internal support and communication. To deliver training sessions for teams on mental health, neurodiversity, inclusion, and separate sessions dedicated to the needs and support of internally displaced persons. To identify and prepare a responsible person or team with the necessary knowledge to coordinate these processes	The company has an internal culture of support that recognises different experiences, takes into account the needs of neurodivergent employees, and provides sustainable mechanisms for adaptation, interaction, and support.

<p>To promote the reduction of unequal access to professional competence development through the creation of internal support and training mechanisms focused on diversity of experiences and opportunities.</p>	<p>To create an internal training roadmap that takes into account the different starting conditions of staff members.</p> <p>To initiate mentoring programmes and experience exchanges between teams.</p>	<p>An internal professional development support system has been established that reduces barriers to development, promotes the recruitment of specialists with diverse experience, and ensures that competencies are aligned with editorial tasks and contemporary challenges.</p>
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## THE CONTENT LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To continue ensuring digital accessibility of all formats of Suspilne's content, removing technical barriers and taking into account the diversity of sensory and cognitive needs of audiences.</p>	<p>To introduce content adaptation in line with digital accessibility standards: captions, audio descriptions, easy language, universal design elements.</p> <p>To ensure the availability of transcriptions for audio formats, alternative texts for images, and adaptation of interfaces for compatibility with screen readers.</p> <p>To work to improve contrast and navigability in visual products.</p> <p>Consider the needs of neurodivergent people in visual, audio and text materials.</p>	<p>All genre and format products of Suspilne are created taking into account the principles of digital accessibility.</p>
<p>To systematically cover the topics of accessibility, disability, neurodiversity and the experiences of internally displaced people and civilians affected by war through professional and ethical approaches, expanding the participation of representatives of target groups in the creation and management of content.</p>	<p>To create multi-genre content featuring characters with disabilities, sensory or mental impairments, and neurodiversity.</p> <p>To involve representatives of target groups not only as characters, but also as hosts, authors, partners or consultants in the process of creating materials.</p> <p>To ensure adherence to the principles of correct language, avoid heroisation, devaluation or paternalism.</p>	<p>Audience members receive meaningful examples of the full participation of people from different target groups in society, including leadership roles. Empathy increases, stigmatisation decreases, and inclusion topics become a natural part of public discourse.</p>

<p>To develop inclusive and accessible formats for presenting information as complete original products, ensuring not only adaptation but also creation of content (e.g. in sign language)</p>	<p>To create new formats of content in sign language, not limited to translation or adaptation (the platform will be determined in the implementation plan).</p> <p>To develop products in simple Ukrainian (Easy News format) for people with mental or cognitive impairments.</p> <p>To introduce live subtitling.</p>	<p>Audiences with different sensory, linguistic and cognitive needs have equal access to Suspilne content thanks to original inclusive formats, which improve the quality of interaction with Suspilne, increase its audience and strengthen trust and a sense of involvement.</p>
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## 4.2. THEMATIC AREA: VETERAN COMMUNITY

### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To introduce systematic support for veterans at Suspilne Ukraine at all stages of the career cycle — from returning to civilian life to professional development.</p>	<p>To introduce a standardised procedure for recruitment, adaptation and return to work after military service.</p> <p>To develop and implement individual professional development plans for employees, taking into account their experience of military service.</p> <p>To ensure access to psychological, legal and administrative support for veterans, including those with disabilities.</p>	<p>Veterans have a clear, transparent adaptation route that includes civilian adaptation as an important element of the plan in addition to functional and corporate adaptation, and feel the support at all stages of their work in the company, which reduces the risks of professional burnout, isolation or discrimination.</p> <p>Suspilne has a strong employer brand within the veteran community.</p>
<p>To increase the competence of line managers and HR teams in working with the veteran community.</p>	<p>To continue to conduct training (mentoring) for line managers and talent management specialists on the specifics of the experience of military service and military families, the needs of veterans, and the risks of retraumatisation, as well as to strengthen their competencies.</p>	<p>HR and management decisions are made in a context-sensitive manner, and empathy and inclusiveness in the team are growing.</p>
<p>To establish an internal veteran community within the company as a space of mutual support, which will help reduce communication barriers between civilians and employees with military experience.</p>	<p>To initiate the creation of an informal network or internal club for veterans with a focus on experience exchange, communication and mutual support.</p> <p>To involve veterans in the company's internal activities as facilitators of trust and horizontal interaction.</p>	<p>An environment of trust and solidarity is created, veterans feel they belong to a team, and the barrier between civilians and the military is decreasing.</p>

## THE CONTENT LEVEL

PURPOSE	OBJECTIVE	OUTCOME
To systematically integrate multidimensional veteran experience into all content genres, creating a culture of acceptance and respect for veterans, their families and their contribution within society.	To cover the participation of veterans in reconstruction, education, culture, entrepreneurship, and public life (both combat and civilian experience). To integrate the stories of families (partners, children, parents) who accompany veterans on their journey. To create materials without stigmatisation or heroisation, taking into account gender balance.	The audience understands the full spectrum of veterans' lives and their contribution to the present and future, including the family context. New narratives about the power of connections, support and respect for veterans, as well as the prestige and respect for military service are being shaped.
To strengthen intersectional representation in veteran content.	To include in stories the experience of women, LGBTIQ+ veterans, representatives of national minorities (communities), persons with disabilities, internally displaced persons; to cooperate with relevant communities when creating content.	The content becomes a reflection of the true diversity of the veteran community, which increases awareness and trust in Suspilne Ukraine.
To create formats of remembrance that honour fallen veterans and take into account and cover the experience of their families.	To develop digital memorial formats, such as video series, online columns, symbolic tribute clips; to create materials about the lives of families after the loss, as well as oral history formats.	Remembrance becomes part of the collective culture; commemoration is respectful of families and creates a space of empathy and solidarity.

## 4.2. THEMATIC AREA: VETERAN COMMUNITY

### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
To strengthen the capacity and equal representation of employees from national minorities (communities) and indigenous peoples at Suspilne by creating conditions for their participation in editorial and management processes, despite staffing challenges and limited resources.	To conduct a safe survey of employees regarding their ethnicity, language skills, and willingness to contribute content. To enhance cooperation with regional teams and community opinion leaders. To create a pool and support for specialists who are native speakers of national minority languages (communities) working in the media sector.	Stable teams of representatives of national minorities (communities) have been established, and the motivation, quality, and sustainability of content production in their languages have been enhanced. Participation of national minority (community) representatives in media and governance has increased, strengthening trust in Suspilne.

<p>To raise awareness among Suspilne's teams about national, linguistic and cultural diversity</p>	<p>To conduct training sessions on interethnic communication, inclusive language, and prevention of discrimination.</p> <p>To engage internal and external experts to create a safe space for discussion.</p> <p>To create internal communication tools that reflect the experiences of teams working with national minorities (communities)</p>	<p>A corporate culture of respect for diversity has been established, risks of internal bias have been minimised, and support for national minorities (communities) in internal competition for resources has been strengthened.</p>
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## THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To strengthen the presence of national minorities (communities) and indigenous peoples on digital platforms and social networks in the languages of national minorities (communities) and in Ukrainian</p>	<p>To create digital content based on the digital first principle; to adapt formats for TikTok, Instagram, and YouTube; and to engage young people through interactive content, short videos, storytelling, and digital partnership initiatives.</p> <p>To ensure regular presence in digital media of both content about national minorities (communities) and content in the languages of national minorities (communities), with a focus on the results of the latest media consumption research.</p> <p>To involve representatives of national minorities (communities) as hosts</p>	<p>Stable digital directions have been established, relevant to different generations of national minorities (communities); content in various languages has become more accessible and regular; Suspilne's audience and trust in it are increasing.</p>
<p>To expand content production in the languages of national minorities (communities) and indigenous peoples</p>	<p>To increase the volume of translation, subtitling and dubbing of content in the languages of national minorities (communities) and indigenous peoples; to use Artificial Intelligence to enhance production processes; to ensure broadcasting in the Crimean Tatar language; to support children's and youth formats in other languages of national communities.</p>	<p>Language accessibility of content (excluding Russian) for national minorities (communities) and indigenous peoples has been ensured, and cultural and linguistic diversity has been maintained.</p> <p>The content of Suspilne is aimed at promoting educational activities and contributing to the preservation of languages and cultural heritage of national minorities (communities) and indigenous peoples.</p>

<p>To ensure the systematic and adequate reporting of matters related to national minorities (communities) and indigenous peoples in Ukrainian.</p>	<p>To integrate information about prominent figures, initiatives, stories of coexistence, contributions to the defence of Ukraine, the struggle for freedom and the development of the state, social issues, etc. into various local and national formats, including cultural, news and historical formats, on various platforms of Suspilne.</p>	<p>Public awareness has increased, stereotypes have diminished, and the recognition of national minorities (communities) as an integral part of Ukrainian society has been strengthened.</p>
<p>To take into account the information needs of national minorities (communities) and indigenous peoples at all stages of the production of content for them or about them.</p>	<p>To conduct thorough research on information needs, organise focus groups and consultations with representatives of national minorities (communities), involve them as consultants, main characters, experts in developing topics and formats.</p>	<p>Content is based on real demands and needs, increasing relevance, accuracy, trust and long-term partnerships with national minorities (communities) and indigenous peoples. To disseminate materials in the languages of national minorities (communities), platforms that are familiar and convenient for such communities are used, which enhances coverage and effectiveness of interaction.</p>

## 4.2. THEMATIC AREA: GENDER EQUALITY

### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To develop an effective system for preventing gender discrimination and responding to gender inequality in the company.</p>	<p>To develop and execute a gender equality implementation plan.</p> <p>To introduce annual mandatory training on gender equality and non-discrimination for all staff members.</p> <p>To appoint a responsible person or coordinator for gender mainstreaming.</p> <p>To carry out a gender audit and introduce regular gender impact assessment (GIA) of strategic and management decisions.</p> <p>To implement mechanisms to identify and respond to discrimination based on sex or gender identity, including in the use of language and communication.</p>	<p>A clear mechanism for ensuring gender equality is in place: most employees know how to act in case of discrimination, correct language is used, and management regularly analyses how strategic decisions affect gender equality.</p>

<p>To prevent gender-based and online violence and provide support to women journalists and employees experiencing trolling, threats or defamation.</p>	<p>To introduce an internal protocol for responding to cases of online violence, in particular against women journalists.</p> <p>To provide psychological, legal and communication support to employees in crisis situations.</p> <p>To include digital safety and the topic of gender-based violence in training programmes.</p> <p>To monitor cases of digital aggression, cooperate with expert organisations and human rights agencies.</p>	<p>All staff members feel protected and supported in situations of online violence; the company demonstrates institutional responsibility and responsiveness; trust in Suspilne Ukraine as a safe workplace is strengthened.</p>
<p>To promote the development of women’s leadership and ensure equal access to technical, production and management positions for women through training, mentoring and institutional support.</p>	<p>To develop mentoring and retraining programmes for women, particularly in technical and production areas.</p> <p>To introduce indicators for tracking women’s career development in various departments.</p> <p>To establish safe working conditions and enable combining employment with care responsibilities.</p> <p>To publicly communicate women’s leadership roles within and outside the company, as well as men’s support for gender equality and diversity.</p>	<p>Increased representation of women in leadership and technical roles; women employees receive the necessary conditions for professional growth; women’s leadership becomes a visible and supported part of the organisational culture.</p>

## THE CONTENT LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To achieve gender balance in media content.</p>	<p>To ensure equal representation of women and men in different formats and genres of materials (continue monitoring based on the 50:50 principle).</p>	<p>A balanced representation of heroes/heroines and the topics they comment on or participate in, which reduces gender bias in the audience.</p>
<p>To avoid gender stereotypes in content.</p>	<p>To integrate the principles of correct coverage of gender-related topics into editorial practices.</p>	<p>Reduction of sexism and objective coverage of social issues.</p>

<p>To improve language and editorial standards to ensure correct and sensitive coverage of gender-related topics in content.</p>	<p>To integrate the principles of gender equality into editorial practices, create separate guidelines (e.g., on the coverage of CRSV (conflict-related sexual violence), domestic violence and other sensitive topics), and introduce the use of feminine forms and gender-sensitive language in all forms of public communication.</p>	<p>Clear editorial standards on gender sensitivity have been developed, manifestations of sexism in content have been reduced, and the basis for a sustainable culture of inclusive programming on Suspilne Ukraine has been established. established.</p>
<p>To raise audience awareness of gender equality, including women's rights, promoting the reduction of stereotypes, prevention and coverage of gender-based violence, including CRSV.</p>	<p>To create thematic information materials and organise awareness-raising campaigns that build a deeper understanding of gender-related topics and highlight the real challenges faced by different social groups.</p>	<p>Building an informed, caring and sensitive to gender equality society that is able to critically perceive information and support human rights.</p>

#### 4.6. THEMATIC AREA: AGE DIVERSITY

##### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>To prevent ageism and ensure the company's institutional capacity to take into account age diversity in decision-making, communication and HR policy.</p>	<p>To organise trainings for HR teams, line managers and other employees on how to identify and prevent age discrimination.</p> <p>To conduct trainings for content teams on recognising ageist stereotypes and implementing correct language.</p> <p>To conduct systematic research on the team age composition, surveys on the needs and expectations of employees of different ages.</p> <p>To ensure that the findings are used in the process of HR planning, recruitment and management decision-making.</p>	<p>A common understanding of the risks of ageism is formed, the quality of team interaction improves, decisions are made based on up-to-date data on the needs of employees of all age groups; bias in hiring and internal processes is reduced.</p>

<p>To promote intergenerational interaction and professional development of people of all ages through experience exchange and mentoring programmes.</p>	<p>To develop and implement intergenerational mentoring programmes with a focus on mutual learning.</p> <p>To create conditions for older employees to participate in mentoring young people.</p> <p>To support the development of young professionals in order to curb the outflow of young people abroad, in particular through access to training, internships and mentoring.</p> <p>To highlight the value of intergenerational experience in communications.</p>	<p>Team cohesion is strengthened, professional development opportunities for all age groups are expanding, the role of older employees as carriers of expertise is being activated, and young people are being supported to join and stay in the company.</p>
<p>To adapt working conditions to the needs of employees of all ages to ensure their well-being, longevity and effective participation in the company's activities.</p>	<p>To introduce flexible working hours for students and people approaching retirement.</p> <p>To develop a mechanism for gradual retirement, taking into account the experience and preferences of employees.</p> <p>To consider the possibility of flexible formats (online/offline) depending on the period of previous work in the office.</p> <p>To provide ongoing support for the physical and mental health of employees of all ages (medical examinations, psychological support, physical activity, etc.).</p>	<p>A comfortable, safe and flexible working environment that takes into account the specifics of age has been created. Improved well-being, reduced risk of burnout, increased productivity and engagement of all categories of employees.</p>

## THE CONTENT LEVEL

PURPOSE	OBJECTIVE	OUTCOME
<p>Cross-cutting purpose: to promote a culture of active longevity both in the internal environment of Suspilne Ukraine and through content that raises awareness and changes the public's mindset about ageing.</p>	<p>To create conditions for the involvement and active participation of older employees in professional activities, and to provide flexible mechanisms for continuing their careers.</p> <p>To cover stories of active longevity in various genres: documentaries, talk shows, educational and digital projects.</p>	<p>Increased involvement of older employees in work processes, reduced age bias in teams, and increased awareness of the audience about the possibilities of active life in older age.</p>

	<p>To create intergenerational formats with the participation of employees and heroes / heroines of different ages.</p> <p>To hold internal events and launch external campaigns that emphasise the value of the experience and longevity of people aged over 60.</p>	
To improve the quality and depth of representation of people of different ages in content.	To involve heroes / heroines, authors, speakers and experts of different ages; to cover the experience of middle and older generations without stereotypes or romanticisation; to reflect the real challenges faced by young people.	Multidimensional and fair representation of different age groups, reflecting reality and breaking down ageist narratives.
To promote the creation of content that connects different generations.	To create intergenerational formats, such as podcasts, talk shows, and digital projects that involve both older people and young people together.	Enhancing intergenerational public dialogue and reducing ageism.
To study the interests and needs of audiences of different ages to develop a content offer.	To commission research, conduct regular focus groups and analyse data on content consumption by different age groups.	Creation of relevant and effective content focused on the needs of audiences of different ages.

## 4.7. THEMATIC AREA: LGBTIQ+

### THE INSTITUTIONAL LEVEL

PURPOSE	OBJECTIVE	OUTCOME
To gradually integrate inclusive language and sensitive terminology into all documents and communications.	<p>To audit internal documents with a focus on language that may be discriminatory and develop recommendations for the implementation of inclusive language.</p> <p>To ensure appropriate wording during interviews and personnel discussions</p>	All internal and external company texts are formulated with dignity, visibility, and respect for diverse identities.
To raise awareness among employees on SOGI issues and prevent discrimination	To organise anti-prejudice and SOGI sensitivity training for teams and training on recruitment, adaptation and interaction with LGBTIQ+ people.	Creating a conscious and safe working environment with minimal risk of discrimination or prejudice

	To disseminate internal information materials about LGBTIQ+ people	
To establish a system to support, monitor and respond to cases of discrimination	<p>To implement a mechanism for anonymous reporting of incidents.</p> <p>To prohibit outing at all levels of the company.</p> <p>To create mentoring and psychological support programmes.</p> <p>To conduct regular surveys on the atmosphere of inclusiveness.</p>	The existence of effective mechanisms to protect the rights and safety of LGBTIQ+ employees, which build trust in the company and help retain the team and attract new candidates.

## THE CONTENT LEVEL

PURPOSE	OBJECTIVE	OUTCOME
Two-tiered cross-cutting purpose: to promote constructive engagement with LGBTIQ+ people, human rights organisations and allies, both internally and in content production.	<p>To develop forms of cooperation with LGBTIQ+ organisations to obtain expert advice and engage in joint projects.</p> <p>To present examples of empathetic interaction, support and solidarity through stories of allies in the content</p>	Strengthened presence and legitimacy of LGBTIQ+ people in the professional environment and content of Suspilne; established sustainable partnerships that contribute to strengthening institutional trust, increasing visibility and quality of representation in the media
To ensure systematic and accurate coverage of LGBTIQ+ issues in content	To ensure the inclusion of LGBTIQ+ characters in daily content (news, shows, documentaries, digital media) throughout the year, and engage LGBTIQ+ representatives to provide commentary on various topics.	Systematic presence of LGBTIQ+ topics in the company's media products, contributing to the formation of a tolerant, informed society
To ensure quality and sensitivity in coverage of LGBTIQ+ issues	<p>To conduct training sessions for editorial offices, screenwriters and journalists on gender-neutral language, correct terminology and ethics.</p> <p>To use an intersectional approach when creating materials (age, religion, veteran status, etc.)</p>	Content meets professional standards, does not reproduce stereotypes, and creates a narrative of respect and equality.

## V. RECOMMENDATIONS FOR THE IMPLEMENTATION OF THE CONCEPT

1. To develop and approve a plan (roadmap) for implementing the Concept, specifying the responsible departments, success indicators and terms of implementation. To separately identify stages for the institutional and content levels.
2. To systematically monitor the implementation of the Concept, including performance indicators, impact maps, feedback from the audience and employees.
3. To identify priority areas for implementing the Concept, taking into account the strategic role of Suspilne and limited resources. To focus efforts primarily on:
  - continuing producing materials in the languages of national minorities (communities) and indigenous peoples, with the potential expansion of broadcasting in Crimean Tatar and Polish, as well as the creation of Ukrainian-language content about these communities.
  - systematic implementation of accessibility principles in all content formats and internal processes – information, sensory, digital and institutional accessibility must be ensured on the basis of universal design, an inclusive approach and sensitivity to the experiences of people who have survived traumatic events.
4. To strengthen the Diversity, Inclusion and Equal Opportunities Department, which is responsible for training and talent development, with experts who have strategic competence in implementing the principles of the Concept, who will be able to coordinate work between all thematic areas, platforms and different teams, and ensure the systematic integration of the principles into the company's editorial, management and communication processes.
5. Within the limits of available resources, to introduce annual training sessions on inclusive language, gender-sensitive communication, countering prejudice, universal design, trauma-informed approaches, working with veterans, LGBTIQ+ issues, age diversity, accessibility, and related topics. All training sessions should involve external experts.
6. To use a standard of inclusive and gender-sensitive language in all documents, job descriptions, feedback forms, and editorial materials.
7. To introduce a system of anonymous surveys for employees, which will allow them to safely identify themselves according to the main thematic areas of the Concept in order to better understand internal representation for further initiatives.

8. To develop a roadmap for the mental well-being of employees, which will include quiet rooms, access to psychological support, group meetings, in particular for veterans, persons with disabilities, and employees with experience of war or loss.
9. To establish flexible working conditions, including flexible schedules, phased retirement, and part-time opportunities, with particular consideration for older employees, staff members with disabilities and neurodivergent employees, while complying with applicable legislation.
10. To ensure that content of Suspilne complies with the principles of diversity, equality and inclusion – all formats must reflect respect for human dignity, avoid stereotypes and discriminatory narratives, and take into account the different experiences, backgrounds, needs and contexts of audiences.
11. To integrate the principle of intersectionality into all editorial and management processes, particularly by involving people with multiple identities in content creation, programme development and participation, etc.
12. To continue developing an internal group of diversity, inclusion and equality ambassadors – employees who voluntarily support the values of the Concept, demonstrate commitment to DEIB and participate in its implementation at the local level; to involve ambassadors in communication, training colleagues, and supporting changes in approaches to content development and internal culture in line with the needs of different editorial offices and structural units.
13. To consider establishing a coordination working group composed of representatives from thematic editorial offices and platforms to oversee the implementation of the Concept, conduct quarterly reviews of content for compliance with inclusion, diversity, and equality standards, and facilitate continuous exchange of experience, best practices, and joint development of approaches for the consistent application of the Concept's principles.
14. To ensure systematic cooperation with national and international partners, particularly in the areas of protecting the rights of national minorities (communities) and indigenous peoples, persons with disabilities, veterans and their families, as well as developing partnerships with relevant civil society organisations.
15. To ensure the implementation of the Concept's principles and thematic areas in content on Suspilne's platforms – television, radio and digital channels, regardless of the format or target audience of the platform. Content should be created with the digital first principle in mind, including adaptation for social media, sign language translation, dubbing and captions.

This approach aims to prevent the ghettoisation of diversity, inclusion and equality issues by ensuring their presence in all genres, formats and for all viewers, listeners and readers.

16. To implement gamification of onboarding and internal testing processes based on the principles of the Concept for all employees every year (similar to BSAFE training).

## VI. RISKS AND AMENDMENTS TO THE CONCEPT

### 6.1. RISKS

RISK	WAY TO OVERCOME IT
Insufficient funding for Suspilne	Advocacy to the government, parliament, and MPs of Ukraine, donor relations, strategic prioritisation of actions
Increased hostilities or loss of territory	Regular review of the Concept, identification of core goals, focus on the achievable
Difficulties with engaging diversity, equality and inclusion specialists to work at Suspilne at both content and institutional levels: limited number of specialists with experience in DEIB makes it difficult to build sustainable internal expertise, interdisciplinary teams and create content on a regular basis	Building long-standing partnerships with relevant NGOs; engaging external experts to work in teams through advisory mechanisms or temporary cooperation arrangements; creating internal training and professional development programmes on DEIB and cooperating with such programmes of external partners.
Resistance within the company: changes may be perceived as excessive or unnecessary	Consistent advocacy campaign within the Suspilne Ukraine team; involvement of employees in planning and implementation of changes
Lack of resources (human, technical, financial) to implement changes	Search for donor funding, phased implementation, revision of the order of actions based on the budget

### 6.2. AMENDMENTS TO THE CONCEPT

#### Factors that may cause amendments to the Concept:

- Changes in the public context, such as the end of martial law, transformation of audience demands, changes in public perception of the role of veterans, LGBTIQ+ rights, the needs of national minorities (communities) and indigenous peoples, people with disabilities, youth, and older people, which affect the content and institutional approaches;

- Adoption of new laws or amendments to legislation, in particular in the following areas:
  - rights of national minorities (communities) and indigenous peoples;
  - rights of people with disabilities;
  - status and support of the veteran community;
  - demographic policy;
  - digital accessibility;
  - equality of LGBTIQ+ rights;
  - combating discrimination;
  - ensuring gender equality;
- Adoption of regulations within the framework of Ukraine's European integration or updates to international standards and approaches, including recommendations of the Council of Europe, the United Nations, digital accessibility standards (e.g. WCAG), and practices of public service broadcasters in the European Union.

Annex 1  
to The Concept of Inclusive Approach to  
Content Production and Team Interaction  
at joint stock company “Public  
Broadcasting company of Ukraine”

## THE REGULATORY FRAMEWORK

### 1. Documents of the United Nations (hereinafter referred to as the UN):

- Universal Declaration of Human Rights (1948);
- Convention on the Elimination of All Forms of Discrimination Against Women (1980) and its Optional Protocol (1999);
- United Nations Principles for Older Persons (General Assembly resolution 46/91 (1991));
- Beijing Declaration and Platform for Action adopted at the Fourth World Conference on Women (1995);
- UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005);
- Convention on the Rights of Persons with Disabilities (2006);
- United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) (2007);
- UNESCO Declaration on Freedom of Expression and Universal Access to Information (2018);
- UN Youth Strategy (Youth2030, the UN Youth Strategy) (2018);
- Standards of Conduct for Business Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People.

### 2. Documents of the Council of Europe:

- European Convention on Human Rights (1950);
- Council of Europe Resolution 1003 (1993) on the Ethics of Journalism;
- European Social Charter (revised) (1996);
- Council of Europe Framework Convention for the Protection of National Minorities (1995) (ratified by Ukraine in 1997);
- Council of Europe Convention on preventing and combating violence against women and domestic violence (Istanbul Convention);
- Recommendation CM/Rec(2010)5 of the Committee of Ministers to member states on measures to combat discrimination on grounds of sexual orientation or gender identity;

- Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media;
- Recommendation CM/Rec(2019)1 of the Committee of Ministers to member States on preventing and combating sexism;
- ECtHR judgment in the case of Maymulakhin and Markiv v. Ukraine;
- ECtHR judgment in the case of Karter v. Ukraine;
- Disability and Disabilism. Manual for Human Rights Education with Young People.
- UNESCO Declaration on Freedom of Expression and Universal Access to Information (2018);
- UN Youth Strategy (Youth2030, the UN Youth Strategy) (2018);
- Standards of Conduct for Business Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People.

### **3. Documents of the European Union (hereinafter referred to as the EU):**

- Digital Services Act;
- Council Directive 79/7/EEC on the progressive implementation of the principle of equal treatment for men and women in matters of social security (1978);
- Council Directive 92/85/EEC on the introduction of measures to encourage improvements in the safety and health at work of pregnant workers and workers who have recently given birth or are breastfeeding (1992);
- Charter of Fundamental Rights of the European Union (2000);
- Council Directive 2004/113/EC implementing the principle of equal treatment between men and women in the access to and supply of goods and services (2004);
- Directive 2006/54/EC on the implementation of the principle of equal opportunities and equal treatment of men and women in matters of employment and occupation (recast) (2006);
- Directive 2010/41/EU on the application of the principle of equal treatment between men and women engaged in an activity in a self-employed capacity (2010);
- Directive on audiovisual media services (AVMSD) (2010, as amended in 2018);
- Council Directive 2000/78/EC establishing a general framework for equal treatment in employment and occupation; prohibition of discrimination based on sexual orientation;

- Directive (EU) 2019/1158 on work-life balance for parents and carers and repealing Council Directive 2010/18/EU (2019);
- Directive (EU) 2019/882 (European accessibility act);
- Directive (EU) 2022/2381 on improving the gender balance among directors of listed companies and related measures (EU Directive on Women on Corporate Boards) (2022);
- Directive (EU) 2023/970 to strengthen the application of the principle of equal pay for equal work or work of equal value between men and women through pay transparency and enforcement mechanisms (2023);
- European Parliament resolution on gender equality in the media sector in the EU (2017/2210(INI));
- European Commission white paper - A new impetus for European youth;
- Council Regulation (EU) 2016/1104 of 24 June 2016 implementing enhanced cooperation in the area of jurisdiction, applicable law and the recognition and enforcement of decisions in matters of the property consequences of registered partnerships;
- Guidelines to promote and protect the enjoyment of all human rights by lesbian, gay, bisexual, transgender and intersex (LGBTI) persons;
- Global Alliance for Information and Communication Technologies and Development (GAID);
- EU Gender Equality Strategy.

#### **4. National legislation**

- Constitution of Ukraine (1996);
- Law of Ukraine "On Media";
- Law of Ukraine "On Public Media of Ukraine";
- Law of Ukraine "On Advertising";
- Law of Ukraine "On Military Duty and Military Service";
- Law of Ukraine "On the Legal Regime of Martial Law";
- Law of Ukraine "On Social and Legal Protection of the Military Personnel and Members of Their Families";
- Law of Ukraine "On Preparation and Implementation of Mobilization";
- Law of Ukraine "On the Status of War Veterans and Guarantees of Their Social Protection";

- Law of Ukraine “On the Fundamentals of Social Protection of Persons with Disabilities in Ukraine”;
- Law of Ukraine “On Ensuring Equal Rights and Opportunities for Women and Men”;
- Law of Ukraine “On Preventing and Combating Domestic Violence”;
- Law of Ukraine “On the Principles of Preventing and Combating Discrimination in Ukraine”;
- Law of Ukraine “On Basic Principles of Social Protection for Labour Veterans and Other Elder Citizens in Ukraine”;
- Law of Ukraine “On the Legal Status of Persons Missing in Special Circumstances”;
- Law of Ukraine “On Employment of the Population”;
- Law of Ukraine “On Promotion of Social Development of Youth in Ukraine”;
- Law of Ukraine “On the Indigenous Peoples of Ukraine”;
- Law of Ukraine “On National Minorities (Communities) of Ukraine”;
- Electoral Code of Ukraine;
- Labour Code of Ukraine (Article 119);
- National Strategy for the Creation of a Barrier-Free Environment in Ukraine until 2030;
- Presidential Decree No. 722/2019 of 30 September 2019 “On the Sustainable Development Goals of Ukraine for the period up to 2030”;
- Concept of Communication in the Field of Gender Equality approved by the Decree of the Cabinet of Ministers of Ukraine No. 1128-p of 16 September 2020;
- Concept of the State Targeted Social Programme “Youth of Ukraine” for 2021–2025 approved by the Decree of the Cabinet of Ministers of Ukraine No. 1669-p of 23 December 2020;
- State Strategy for Ensuring Equal Rights and Opportunities of Women and Men for the Period up to 2030 approved by the Decree of the Cabinet of Ministers of Ukraine No. 752-p of 12 August 2022
- Guidelines on Media Coverage of Gender Equality, Prevention of Violence, Sexism, and Gender Stereotypes (approved by the Order of the Ministry of Culture and Information Policy of Ukraine No. 333 of 16 June 2023);

- Guidelines on Publication of Information by Authorities in the Formats that Ensure Accessibility of Such Information approved by the Decree of the Cabinet of Ministers of Ukraine No. 1046-p of 17 November 2023;
- Guidelines on Ensuring Accessibility in the Media approved by Order of the Ministry of Culture and Information Policy of Ukraine No. 446 of 25 June 2024;
- Decree of the Cabinet of Ministers of Ukraine on Approval of the Strategy of Demographic Development of Ukraine until 2040
- Strategy of Demographic Development of Ukraine until 2040 approved by the Decree of the Cabinet of Ministers of Ukraine No. 922-p of 30 September 2024;
- Strategy for Veterans Policy until 2030.

#### **5. JSC “UA: PBC” documents:**

- Statute of Joint Stock Company “Public Broadcasting Company of Ukraine”;
- Editorial Guidelines of Joint Stock Company “Public Broadcasting Company of Ukraine”;
- Concept of Educational Broadcasting of Joint Stock Company “Public Broadcasting Company of Ukraine”;
- Code of Conduct and Ethics of Public Joint Stock Company “Public Broadcasting Company of Ukraine”;
- JSC “UA: PBC” Concept of Children’s and Teenage Programming;
- Editorial Principles of Information Broadcasting of Joint Stock Company “Public Broadcasting Company of Ukraine”;
- Strategy for Attracting, Developing and Supporting Talents of the Public Broadcasting Company for 2023-2028;
- Suspilne Ukraine Development Strategy for 2023-2025.

#### **6. Additional Materials:**

- Barrier-Free Handbook;
- Guide to Barrier-Free Events;
- Barrier-Free Literacy (online course);
- How to write about veterans? (Ukrainian Veterans Foundation, 2023);
- Women and Men Veterans’ Journey (Veteran Hub, 2023);

- injury to return (Pryncyp Human Rights Center for Servicemen and Veterans, 2023);
- CJE Recommendations on Proper Coverage of the Subject of Military Draft in Ukraine (Commission on Journalistic Ethics, 2023);
- How to ethically interact and communicate with women and men veterans, and service members' close ones (Veteran Hub, 2024);
- Veteran Hub Glossary;
- The Path of Warriors' Beloved Ones (Veteran Hub, 2024);
- Behind the Scenes of Care: Veterans' Close Persons and Care Work (Pryncyp Human Rights Center for Servicemen and Veterans, 2024);
- Navigating Veterans' Return: A Step-by-step Guide for Companies video course from the FPEC NGO and Prometheus;
- Navigating Veterans' Return: Professional Solutions for Companies guide;
- Military Immunity in a Civilian Career guide for veterans;
- Recommendations of the Commission on Journalistic Ethics Regarding Coverage of Ukrainian Military Funerals (2024);
- Gender Monitoring of Ukrainian Television Channels: War Topic (National Council of Television and Radio Broadcasting of Ukraine, 2024).

Annex 2  
to The Concept of Inclusive Approach to  
Content Production and Team Interaction  
at joint stock company “Public  
Broadcasting company of Ukraine”

## INTERNATIONAL EXPERIENCE

JSC “UA: PBC” is a member of the European Broadcasting Union (hereinafter referred to as the EBU), therefore the Concept, in particular, takes into account the generalised experience of the EBU member countries and PSM in implementing the DEIB principles.

EBU’s approach to the DEIB principles

93% of EBU member PSM recognise the importance of the DEIB principles for their activities. The vast majority of organisations (8 out of 10) work on several aspects or dimensions of diversity. Experience and achievements are growing as organisations learn and improve their approaches.

Almost two-thirds (63%) of PSM organisations collect quantitative and/or qualitative data related to DEIB. More than half of the broadcasters apply the principle of transparency and publish the results (in whole or in part). Focusing on such data allows for optimisation in both content and team management. In particular, the data shows that some broadcasters have managed to reduce the gender pay gap to levels that are significantly lower than the national average.

### Strategies and institutional structure:

- 64% of organisations have committed to increasing diversity in a formalised strategy;
- 50% of organisations have a dedicated employee / employees who coordinate DEIB efforts and initiatives;
- DEIB strategies of EBU member PSM organisations cover several priorities simultaneously. Most often, gender equality and inclusion of people with disabilities are at the top of the list. On average, each organisation that actively works on DEIB principles covers 4-5 dimensions;
- 63% of organisations collect data on diversity in their teams (in 2021, this figure was only 41%);
- The data may include age, sex, gender identity, sexual orientation, etc. depending on national legislation;
- More than half of organisations have data on the gender pay gap;

- 50% of organisations monitor diversity in content (audio and video) using a variety of methods, from manual counting to using AI to automatically detect diversity;
- some organisations involve external stakeholders in content analysis: regulatory bodies, professional associations, research institutes (e.g. Osservatorio di Pavia in Italy);
- 33% of organisations measure diversity in online content, despite the complexity of this task due to the large volume of materials.

#### Examples of EBU member initiatives:

- **Creating content that breaks down stereotypes** and shapes positive women in STEM (science, technology, engineering, and mathematics) roles;
- **Holding the international annual Girls in ICT Days initiative**, aimed at encouraging girls and young women to become interested in information and communication technologies, pursue education and build careers in STEM;
- **Partnerships with universities and engineering schools**, sponsorship programmes;
- **Internships, mentoring, professional networks** for women and representatives of other underrepresented groups.

## 1.THEMATIC AREA: ACCESSIBILITY

### 1.1. Accessibility

Many countries view media accessibility not only as a principle of compliance with technical accessibility standards, but also as a comprehensive institutional approach combining legislative obligations, internal policies of broadcasters, digital solutions, content creation in different languages (including sign language) and systematic dialogue with people with disabilities.

Great Britain (The BBC): The BBC has developed its own digital accessibility policy, which covers all products and platforms, as well as teamwork. The BBC iPlayer app supports subtitling, audio description, and easy navigation. Audio descriptions are introduced for most of their television programmes, including news, sporting events, and films. They developed their own guidelines on the accessibility of mobile applications with the integration of universal design principles. The BBC is actively developing sign language formats, including children's programmes in sign language.

Canada (The CBC / Radio-Canada): The CBC has their own internal accessibility team that provides guidance to digital product developers.

Content adaptation includes audio descriptions, subtitles, transcripts, and American Sign Language (ASL). The CBC cooperates with people who use assistive technology (screen readers, voice control) to develop platforms, including mobile apps. All key products are in line with WCAG 2.2 AA accessibility standards.

**Lithuania (LRT):** According to the Lithuanian national legislation, at least 50% of content must be subtitled and 20% must be in sign language. LRT broadcasts dozens of hours of audio description every year, including films and documentaries. A mobile app has been developed that allows users to listen to audio descriptions in cinemas via their smartphones. Vilnius University, in cooperation with LRT, has implemented the KlaRega programme to study the needs of viewers with visual and hearing impairments. Based on the research, national guidelines on accessibility for the audiovisual sector have been developed. LRT fully adapts selected films (audio description, subtitles, sign language), expanding the practice of inclusive broadcasting.

**Finland (Yle):** Finnish public broadcaster Yle is an example of a systematic and innovative approach to inclusiveness. Sign language is recognised in Finland as one of the languages of national minorities (communities), and Yle not only adapts content but also produces content in sign language. Yle's activities also aim to ensure:

- **annual broadcasts of the Eurovision Song Contest in sign language** – Yle creates an original stage interpretation of all the songs in the ESC final in sign language with theatrical elements (a separate creative production, not a direct translation) as an example of inclusive culture;
- **operation of the Yle Viittomakieliset sign language platform**, which offers news, interviews, social issue content, and children's programs, all of which are created by people with hearing impairments;
- **introducing plain language** in their text and video products, particularly in news, for people with intellectual impairments or low media literacy;
- **supporting internal policies of equal access to information** applies to technological developments, content and audience engagement. Yle has separate roles within teams responsible for accessibility across all formats.

## 1.2. Digital Accessibility

- Leading public broadcasters integrate inclusive digital solutions for people with sensory impairments, employing easy-to-read formats, sign language, subtitles, and adaptations for mobile applications.
- Great Britain (The BBC): provides audio descriptions, subtitles, offers mobile applications with adaptive features; applies accessibility policy and digital content development standards.

- **Germany (ARD):** uses hybrid television for sign language, has introduced a live audio description programme and an audio track with clearer pronunciation.
- **Canada (The CBC):** has an accessibility consulting team, complies with WCAG 2.2 AA standards, and provides content in sign language with audio descriptions and transcripts.

## 2. Thematic Area: Veteran Community

In the United States, Canada, and Great Britain, the issue of veteran representation in the media is not regulated by a unified state policy; however, it is actively developing at the level of individual media organizations and civil society initiatives.

**The United States:** Warner Bros. Discovery, Comcast, and Fox have established dedicated DEIB divisions focusing on veterans. Industry guidelines have been developed, including Writeinclusion: Tips for Accurate Representation of U.S. Military Veterans, as well as PTSD-related guidelines produced by the Entertainment Industries Council in partnership with the U.S. Department of Veterans Affairs.

**Canada:** Atlas Institute for Veterans and Families, in partnership with the Centre for Suicide Prevention, has developed a guide called Media Guidelines for Reporting on Veterans, with a Focus on PTSD and Suicide. The guide provides recommendations for journalists on ethical and non-discriminatory coverage of veterans, particularly PTSD and suicide.

**Great Britain:** The BBC's Veterans' Strategy Action Plan sets out the goal of "shaping positive perceptions of veterans". The BBC is guided by its own editorial standards for covering emergencies and wars.

## 3. Thematic Area: National Minorities (Communities) and Indigenous

### Peoples

In most European countries, the term 'indigenous people' applies only to communities that have clear cultural, linguistic or territorial distinctions and have experienced colonisation or other forms of subjugation. Instead, most ethnic groups have the status of national minorities (communities), if this is provided for by national legislation. In the area of public service broadcasting, the approach to broadcasting in languages of national minorities (communities) and indigenous peoples is systematic, with clear commitments to representation, resource supply and interaction with communities.

### Sweden

Swedish public service broadcasting has strong separate divisions that provide broadcasting in five languages of national minorities (communities),

namely Finnish, Meänkieli, Romani, Yiddish, and Sámi, an indigenous language. All sections work on different platforms, such as television, radio and digital, including social media, podcasts, video series, etc. SVT and SR have editorial teams of 50-200 people in each section, creating diverse content: news, analytics, children's formats, cultural and educational programmes.

In Sweden, sign language is also recognised as a language of a national minority (community), so there is separate programming in sign language that is not adapted but is an independent programming: programmes for children and adults, artistic and news formats, and projects involving sign language speakers. Information content, including news, is simultaneously interpreted into sign language on television. Regular communication with communities has been introduced, including through annual meetings, open events, and consultations on audience needs.

This approach illustrates how national minorities (communities) are integrated into the national space through powerful language sections, a sustainable digital strategy and dialogue with communities. namely Finnish, Meänkieli, Romani, Yiddish, and Sámi, an indigenous language. All sections work on different platforms, such as television, radio and digital, including social media, podcasts, video series, etc. SVT and SR have editorial teams of 50-200 people in each section, creating diverse content: news, analytics, children's formats, cultural and educational programmes.

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### **Other countries**

**Norway, Sweden, and Denmark** recognise the Sámi as an indigenous people. Norway has a Sámi Parliament, and Sweden has laws protecting the rights of the Sámi to language, land, and traditional practices.

**Finland** supports the Swedish-speaking minority (the second official language), broadcasts for the Sámi and Roma, and creates content in English, Ukrainian, Arabic, Somali, including plain language formats for migrants.

**Italy** guarantees the linguistic rights of the German-speaking minority in South Tyrol, the Slovenian minority in Friuli-Venezia Giulia, and other regional groups.

**Germany** recognises four national minorities (communities): the Danes, the Frisians, the Sinti and Roma, and the Sorbs. The public service broadcasters ARD and ZDF broadcast programmes in the languages of national minorities (communities), including Sorbian, Frisian, and Danish. The MDR radio station broadcasts in Sorbian, while NDR broadcasts in Danish and Frisian. Roma and Sinti are represented in thematic programmes, but there is no regular programming. ARD and WDR also operate **COSMO**, a multilingual radio platform for migrant communities (14 languages). **WDRforyou** produces content in Persian, Arabic and German.

#### **4. Thematic Area: Gender Equality**

Systematic efforts on introducing gender equality in the media is an important part of the policy of many European public service media. Examples from Sweden, Great Britain and Lithuania demonstrate how the institutional level (human resources policies, access to management positions, support for women in creative professions) is combined with the content one, including monitoring balance in news, countering stereotypes and developing specific formats that amplify women's voices.

##### **Sweden:**

- Swedish public broadcasters (SVT, Sveriges Radio) have implemented gender policies in content production with clear monitoring of the representation of women and men and approaches to coverage without stereotypes;
- Fojo Media Institute coordinates Sweden's participation in the Global Media Monitoring Project (GMMP), the world's largest study of gender balance in the media;
- In the film industry, the #5050x2020 campaign, launched by the Swedish Film Institute, has ensured equal access to public funding for female directors.
- SVT is also implementing equal representation of women and men in sports content with the share of women in sports news doubling between 2015 and 2022.
- At the team level, 53% of the staff are women, including top management.

##### **Great Britain:**

- The BBC is implementing 50:50 The Equality Project within which editorial teams independently track gender balance among speakers in news, programmes and podcasts.

This approach has already been adopted by hundreds of partner teams around the world;

- Ofcom (the national regulator of Great Britain) publishes annual reports on gender equality in public broadcasting, which include data on the proportion of women in leadership, editorial, technical, and creative roles.
- Channel 4 has introduced a strategy called 4 All the UK that supports women in independent production, including female screenwriters, directors and producers.

#### **Island:**

- RÚV (Iceland's public broadcaster) actively implements gender monitoring and has an institutionally approved gender equality strategy covering HR policy, content and women's access to decision-making. RÚV regularly cooperates with the University of Iceland to analyse women's representation in content;
- As part of the international initiative Nordic Gender & Media Forum, Iceland held special sessions on women in news, sports, and entertainment shows.
- According to the World Economic Forum, Iceland consistently ranks first in the world in terms of the gender equality index (having ranked first for many years in a row).

### **5. Thematic Area: Age Diversity**

In the United States and the European Union, both age representation studies and programmes to support youth employment or engage older people are being implemented.

**Geena Davis Institute & Next50 (USA):** a study of the age representation of people aged 50 and over in the media showed a gender imbalance and underrepresentation.

**Next Avenue (Twin Cities PBS) (USA):** online media for people aged 60 and over (information, tips, stories).

**ITV (UK):** Britain Get Talking campaign aimed at supporting young people's mental health.

**WDR grenzenlos, MDR fresh (Germany):** internship programmes for journalists with migration background.

## **6. Thematic Area: LGBTIQ+**

The international media has a wide range of both informational and entertainment formats aimed at **supporting LGBTIQ+ community, such as:**

**Out Magazine, Pink News, The Advocate (USA, UK)** are leading information platforms covering the lives, rights and culture of LGBTIQ+ people;

**Openly (Thomson Reuters Foundation)** is a news platform about human rights, in particular LGBTIQ+ rights;

**Queer Eye, RuPaul's Drag Race** are iconic entertainment formats that promote inclusion, self-acceptance, and equality;

**Campaigns in Ireland and Taiwan** are powerful information campaigns for marriage equality, such as videos with a grandmother supporting her lesbian granddaughter.

## SHORT GLOSSARY OF KEY TERMS AND DEFINITIONS

**Alternative text** is a textual description of an image that is not usually displayed on the screen, but is intended to be voiced by screen readers or appears if the image is not loaded. Alternative text is intended to explain the meaning of an image to blind people. It is also sometimes called “textual substitute”

**Audio Description** is an additional audio commentary that describes the visual content in a video, such as actions, facial expressions, or important visual details, to make the video accessible to people with visual impairments. Audio description is inserted in pauses between dialogues.

**Outing** is a public statement about a person's sexual orientation or gender identity without their consent.

**Accessibility** means the absence of physical, digital and other obstacles that limit people's ability to exercise their rights as well as ensuring that products, services and content can be used by people without sight or with limited sight, without hearing or with limited hearing, without speech or with limited speech, with reduced intelligence, cognitive and motor impairments.

**Bisexual Orientation** is a sexual orientation where a person is emotionally, romantically or sexually attracted to people of the opposite sex as well as to people of the same sex. You can say: a person with a bisexual orientation, a bisexual person, a bisexual man, a bisexual woman.

**Biphobia** is a negative attitude, fear or dislike of bisexual people. It can be expressed in discrimination, violence, or even in prejudice in everyday life, such as insults, derogatory jokes, slurs, stereotypes, or isolation. An incorrect one is bishka (Tr.: Bi).

**Man Veteran and Woman Veteran** refer to a participant in combat operation, persons with disabilities as a result of war, persons who have rendered special services to the Fatherland, deceased (fallen) Defenders of Ukraine who performed combat missions to defend Ukraine, its independence, sovereignty, and territorial integrity, as well as their families and partners;

**Age diversity** is a term used to describe the difference in age between people in a group, organisation, or society. In the workplace, age diversity means having employees of different ages in the team; in content, it means having speakers, experts of different ages.

**Gender** refers to the socially assigned roles, behaviours, activities and characteristics that society considers appropriate for women and men, girls and boys.

**Gender expression** is the external expression of a person's gender identity, which includes aspects such as behaviour, style of clothing, manner of speaking, gestures, facial expressions, as well as other signs that may indicate how a person understands or manifests their gender identity.

**Gender Identity** is a person's internal sense of gender, which may or may not correspond to the biological sex at birth.

**Gender equality** refers to the equal legal status of women and men and equal opportunities for its realisation, which allows individuals of both genders to participate equally in all spheres of society.

**Gender sensitivity** is the ability to perceive and recognise existing gender differences, to identify gender discrimination, sexism, and inequity in society and to take these aspects into account in strategies and actions aimed at overcoming negative phenomena and ensuring equal rights and opportunities for women and men;

**Gender Audit** means the analysis of the state of equal rights and opportunities for women and men in policymaking and implementation, financial activities, internal organisational processes, and staffing.

**Gender Marker** means a marking of a person's gender or sex in their identity documents, such as a passport, birth certificate, etc.

**Gender mainstreaming** has been embraced internationally as a strategy towards realising gender equality. It involves the integration of a gender perspective into the preparation, design, implementation, monitoring and evaluation of policies, regulatory measures and spending programmes, with a view to promoting equality between women and men, and combating discrimination. Gender mainstreaming requires both integrating a gender perspective to the content of the different policies, and addressing the issue of representation of women and men in the given policy area.

**Gender stereotypes** are traditional, generalised, and established ideas about women and men, models of their behaviour, character traits, and appearance, which reinforce our understanding of what is considered "male" and "female" as the norm.

**Gender-transformative approach** seeks to challenge gender inequality by transforming harmful gender norms, roles and relations, while working towards redistributing power, resources, and services more equally;

**Heterosexual Orientation** is a sexual orientation in which a person is emotionally, romantically or sexually attracted to people of the opposite sex. You can say: a person with a heterosexual orientation, heterosexual man, heterosexual woman.

**Incorrect words are: straight man/ woman, normal orientation, traditional orientation.**

**Homosexual Orientation** is a sexual orientation in which a person is emotionally, romantically or sexually attracted to people of the same sex. Incorrect words are: homosexual, lesbian, non-traditional orientation.

**Homophobia** is a negative attitude, fear or dislike of homosexual people (in a narrower sense, it is an attitude towards gay people specifically). It can be manifested in discrimination, violence or even prejudice in everyday life, such as insults, derogatory jokes, slurs, stereotypes or exclusion.

**Age Discrimination** means a situation in which a person and/or a group of persons on the basis of age, which were, are or may be actual or assumed, are subject to restrictions in the recognition, exercise or enjoyment of rights and freedoms or privileges in any form established by the Law of Ukraine "On Principles of Prevention and Combating Discrimination in Ukraine", except when such restrictions or privileges have a legitimate objectively justified purpose, the means of achieving which are appropriate and necessary.

**Gender Discrimination** refers to a situation where a person and/or a group of persons, on the basis of gender, which were, are or may be actual or assumed, are subject to restrictions in the recognition, exercise or enjoyment of rights and freedoms or privileges in any form established by the Law of Ukraine "On Principles of Prevention and Combating Discrimination in Ukraine", except when such restrictions or privileges have a legitimate, objectively justified purpose, the means of achieving which are appropriate and necessary;

**Drag queens and Drag Kings** are artists or performers who use theatrical make-up, costumes and transformation to create images associated with gender expression. Drag queen creates a feminine image, drag king creates a masculine image. An incorrect one is travesty.

**Ageism** is defined by the World Health Organization as a phenomenon that combines stereotypes (the way we think), prejudice (the way we feel) and discrimination (the way we act) towards people based on age. These are stereotypical statements about people of a certain age group and dismissive attitudes towards them.

**Ethnicity** is a community of people united by the idea of common descent and the presence of a cultural community, i.e. language, customs, myths, epics.

**Sign language** is a natural language of communication that uses gestures, facial expressions and hand positions. It is the primary language for people with hearing impairments, enabling them to receive information and interact with other people.

**Inclusive Space** is an environment with equal conditions for all groups, including people with disabilities.

**Inclusiveness** is a quality or characteristic of an environment, organisation or society that demonstrates acceptance and consideration of the diversity of people. Inclusiveness is the result of inclusion.

**Inclusion** is the process of increasing the degree of participation of all citizens in society; policies, actions, and processes aimed at achieving inclusiveness. Inclusion aims to ensure that everyone feels accepted, valued and able to fulfil their potential without discrimination or barriers.

**Intersex Person** is an umbrella term for a person born with sexual characteristics (including genitals, gonads and chromosome patterns) that do not fit into the stereotypes of the binary system of perception of male or female sex. In this case, we are talking about biological sex, not sexual orientation, so it is correct to say intersex or intergender traits, not intersexuality. Incorrect words are intersexual, intersexual person, hermaphrodite.

**Coming out** is a process when a person openly and voluntarily declares their sexual orientation, gender identity or other personal aspects that were previously hidden from society, family, colleagues or friends.

**Queer** is a more general and inclusive term used to describe a range of sexual orientations, gender identities and expressions. It can be used simultaneously as a synonym for both LGBTIQ+ people and people who do not want to or cannot identify as LGBTIQ+.

**Queerphobia** is a negative attitude, prejudice or discrimination against people who identify as queer.

**Gender Reassignment** is a process whereby a person can restore or bring their physical characteristics in line with their gender identity. The term 'reassignment' emphasises that these medical or surgical interventions are not sex reassignment in the sense of 'turning' one gender into another, but are a process that helps a person to harmonise their appearance and physiology with how they feel inside. An incorrect one is sex reassignment.

**Indigenous People of Ukraine** is an autochthonous ethnic community that was formed on the territory of Ukraine, is a carrier of an original language and culture, has traditional, social, cultural or representative authorities, self-identifies as an indigenous people of Ukraine, constitutes an ethnic minority within its population and does not have its own state formation outside Ukraine.

**LGBTIQ+** is an acronym that stands for lesbian, gay, bisexual men/women, transgender and queer people. The plus (+) is used to encompass all other sexual orientations, gender identities and expressions that do not fall within the main categories of LGBTQ.

It is also common to see LGBTIQ+, where I stands for intersex people. However, intersex is related to biological sex, not sexual orientation or gender identity, so sometimes intersex people prefer not to be associated with LGBTIQ+ people, and sometimes vice versa. You can also see the acronym spelled as LGBTQIA+. A is for asexual people for whom sexual activity is not an important part of their lives, and they may not feel attracted to other people, even if they are attractive. Asexuality refers to sexual attraction, not emotional or romantic feelings.

**Incorrect words are sexual minorities, male and female representatives of the LGBTIQ+ community.**

**Lesbophobia** is a negative attitude, fear or dislike of lesbians. It can be manifested in discrimination, violence or even prejudice in everyday life, such as insults, derogatory jokes, slurs, stereotypes or exclusion.

**Elderly population** is the share of the population aged 65 years and over as defined by the Organisation for Economic Co-operation and Development. Acceptable synonyms include elderly people, people of the third age, people aged 60+, 70+, etc.

**The Equality (Pride) March** is a human rights march in support of equal rights for LGBTIQ+ people in Ukraine. It is commonly referred to as a 'pride' event in the world. The name was chosen to change the narrative about LGBTIQ+ people and symbolises a rejection of guilt or stigma, calling for self-worth, self-respect and a positive perception of one's sexual orientation or gender identity. The history of pride marches began with the Stonewall Inn riots in New York City in June 1969, when LGBTIQ+ people came out to protest against police violence and repression. Since then, pride marches have become important demonstrations for LGBTIQ+ rights, celebrated around the world as a symbol of the struggle for equality, visibility and acceptance. The terms 'gay parades' and 'LGBT parades' are not recommended for use.

**Simple language** is a specially adapted form of presenting information in the media that uses very simple words, short sentences, logical structure, visual elements and duplication of key content units; it is used in texts, videos, captions, audio and digital content to provide access to information for people with intellectual disabilities, cognitive disabilities or difficulties in understanding complex messages.

**Plain language** is a form of presenting information in the media that ensures clear, precise and accessible communication for a wide audience, based on the use of familiar words, short sentences, avoiding complex terminology and ambiguities. It can be used in news stories, explanatory formats, captions, subtitles and navigation elements of digital platforms, in particular for people with low language skills or limited access to education.

**Youth are citizens aged 14 to 35 years old** (as defined in the Law of Ukraine “On Promoting the Social Formation and Development of Youth in Ukraine”).

**National minority (community) of Ukraine** is a stable group of citizens of Ukraine who are not ethnic Ukrainians, residing on the territory of Ukraine within its internationally recognised borders, united by common ethnic, cultural, historical, linguistic and/or religious characteristics, who are aware of their belonging to it, and who express a desire to preserve and develop their linguistic, cultural and religious identity.

**A non-binary person** is a person whose gender identity does not conform to the traditional definitions of a ‘man’ or a ‘woman’. It is important to note that for non-binary people, it is important to recognise their gender identity and use the correct pronouns (e.g. ‘they/them’ instead of ‘she/her’).

**Neurodiversity** is a concept that recognises the natural variation in human brains and ways of thinking. It includes people with autism, attention deficit hyperactivity disorder (ADHD), dyslexia, dyspraxia, anxiety disorders and other neurological traits. The goal of the neurodiversity approach is not to ‘fix’ a person, but to create conditions for their full participation in public life.

**Gender Impact Assessment** is a tool for preliminary forecasting, analysing or evaluating a legal act, policy or programme, which allows to determine the likelihood that a certain decision will have negative consequences for equality between women and men. The central question of a gender impact assessment is: does a legal act, policy or programme reduce, maintain or increase gender inequality between women and men?

**Pansexuality** is a sexual orientation where a person is emotionally, romantically or sexually attracted to people regardless of their sex or gender identity. Pansexuality differs from bisexuality in that it is not limited to attraction to two sexes.

**Transition from military service to civilian life** is a process of changes in the employment conditions and financial and economic situation of participants of the transition system, transformation of family relationships and attitudes of society towards them while adapting to civilian life.

**Return/adaptation to civilian life** is a process of returning to civilian life after completing military service and rebuilding it. The term ‘reintegration’ is not recommended for use.

**The Reintegration into Companies Programme** consists of projects, measures, and initiatives aimed at supporting veterans in their professional reintegration. It is tailored to the needs of veterans and all stakeholders (employees, families of veterans, mobilised personnel, families of the deceased, etc.) and is an integral part of an employee’s journey within the company. It adopts a comprehensive systemic approach with algorithms and mechanisms for integration into existing processes and company culture.

**Screen reader software (screen readers)** is a software that allows people with visual impairments to use computers by reading text and other information from the screen and voicing it or providing it on a Braille display. Screen readers can read out text from web pages, documents, menus and other operating system interface elements, and also provide the ability to control the device through keyboard commands.

**Professional reintegration of veterans** is the process of reintegrating a veteran into the work environment, resulting in a sufficient level of work efficiency and a sense of satisfaction of veterans and their employer, from the interaction and cooperation results.

**PTSD** means post-traumatic stress disorder, post-trauma, mental disorders, or psychological difficulties.

**Racial discrimination** means any distinction, exclusion, restriction or preference based on race, skin colour, descent, national or ethnic origin aimed at or having the effect of destroying or diminishing the recognition, use or exercise, on an equal footing, of human rights and fundamental freedoms in the political, economic, social, cultural or any other area of public life.

**Regional or minority languages means languages which:**

- 1) are traditionally used within a certain territory of a state by citizens of that state who constitute a group that is smaller in number than the rest of the population of that state; and
- 2) are different from the official language(s) of that state.

It does not include dialects of the official language(s) of the state or languages of migrants.

**Reintegration** is the process by which ex-combatants acquire civilian status and gain sustainable employment and income.

**Diversity** is a concept that encompasses the unique traits and differences between people that shape their identity and experience. These include race, age, sex, sexual orientation, gender identity, social status, physical or mental disabilities, etc.

**Sexual identity** is how a person presents themselves and how they experience and understand their sexuality in the context of culture and society (e.g. gay, lesbian, bisexual, etc.).

**Sexual orientation** is an emotional, romantic or sexual attraction to other people (e.g. homosexuality, bisexuality).

**CRSV** stands for Conflict-Related Sexual Violence and is a form of gender-based violence that occurs during armed conflicts and

encompasses a wide range of sexual violence, including rape, sexual slavery, forced prostitution and other forms of sexual violence.

**SOGI stands for sexual orientation and gender identity.**

**Social adaptation of veterans** is a set of measures aimed at providing social prevention and social support, helping them avoid falling into difficult life circumstances, preserve and restore social and family connections, and adapt to the changed conditions of the social environment of veterans.

**Allies** refers to the process where people from privileged groups support marginalised groups, build good relationships with them, and use their influence and power to promote equality and respect for these marginalised groups. LGBTIQ+ allies are heterosexual people who actively support and defend LGBTIQ+ rights and fight the discrimination and stigmatisation that LGBTIQ+ people face.

**Sex** is a set of anatomical and physiological characteristics of an organism that allows distinguishing between male and female individuals in most organisms. However, some people are intersex.

**Subtitles** are words at the bottom of a screen, usually with a translation of the text.

**Open captions** are permanently displayed on the screen and cannot be switched off. They are usually embedded in the video itself.

**Closed captions** can be switched on and off by the user.

**Captions** include not only dialogue, but also descriptions of all sounds and music, when necessary.

**A transgender person** is a person whose gender identity differs from the sex they were assigned at birth. You can say: a trans person, a transgender person.

**Transphobia** is a negative attitude, fear or dislike of transgender people. It can be manifested in discrimination, violence or even prejudice in everyday life, such as insults, derogatory jokes, the use of slurs, stereotyping or exclusion. Offensive terms: a trans, a transgender, a transsexual.

**The Ukrainian nation** is the modern Ukrainian ethnic group that constitutes the majority of the population of Ukraine, including those outside the Ukrainian state, but associating themselves with the Ukrainian ethnic group.

**The Ukrainian people** are citizens of Ukraine of all nationalities.

**A cisgender person** is a person whose gender identity coincides with the sex they were assigned at birth.

**WCAG (Web Content Accessibility Guidelines)** is a set of guidelines developed by W3C (World Wide Web Consortium) that defines the criteria for creating websites accessible to people with various forms of disabilities, including visual, hearing, motor and cognitive impairments.

