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cartoonbase

The Inclusivity Toolkit

15 tools to make your design efficient and inclusive:
Simple tips for any kind of project



Active listening is at the very root of our work at Cartoonbase. We listen to our clients' demands to live up to their expectations. We listen to the world around us to stay in tune with its evolution. An important part of our mission is to merge both perspectives and have the content we produce reflect the complexity and diversity of the world we live in.

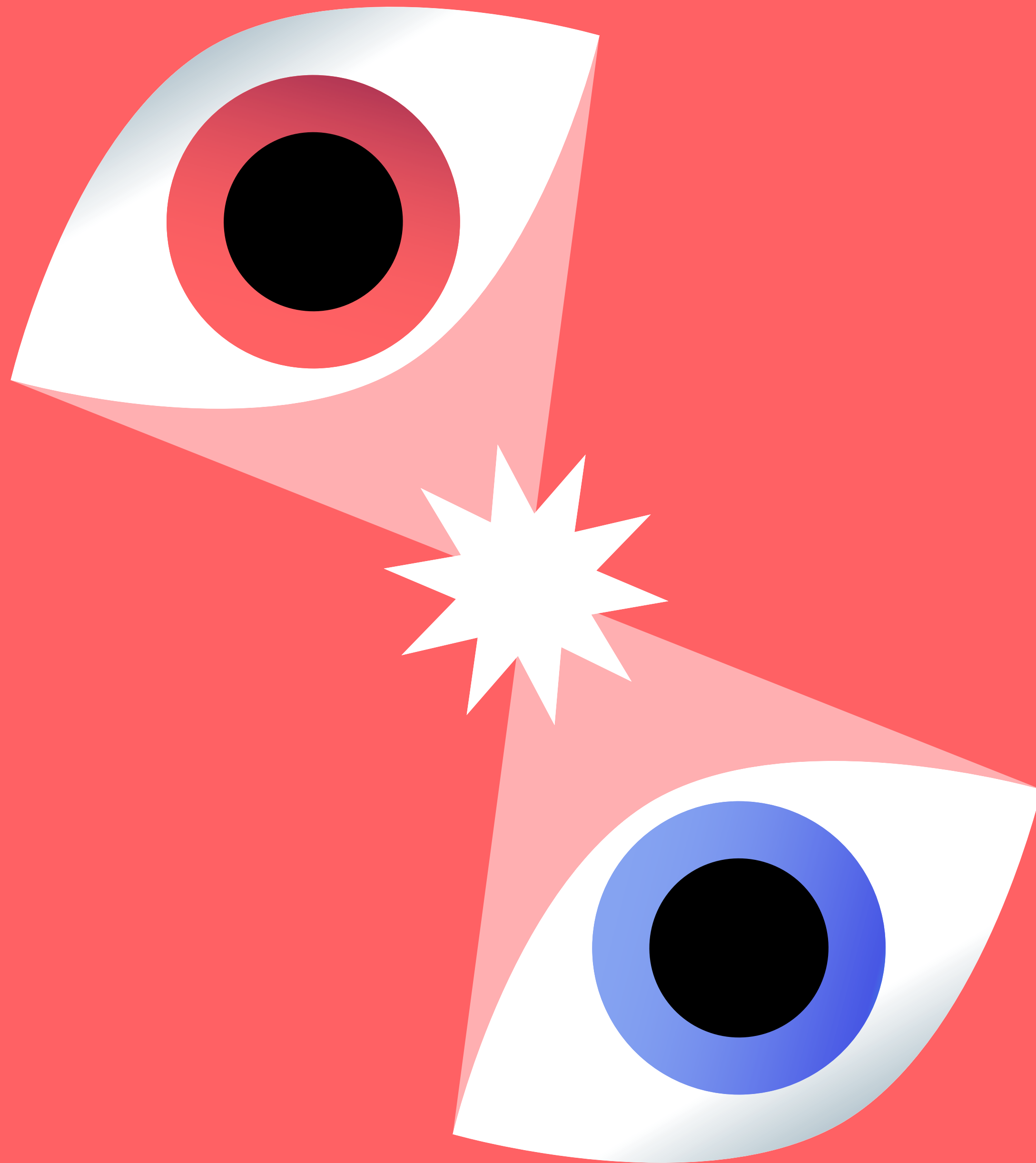
To make our commitment towards inclusion more concrete, we compiled this free Inclusivity Toolkit. It lists a range of practical tips and resources we use in-house to make sure we leave no one behind. Take a look at our Inclusivity Toolkit to diversity-proof your communication.

*the Cartoonbase
team*



Content





CONTENT

Reflect all members of your audiences

Ask yourself who the members of your audience are and whether they are fully represented in your story. Check whether you are effectively considering their circumstances, language, needs and sensitivities.

Beware of perpetuating a dominant culture

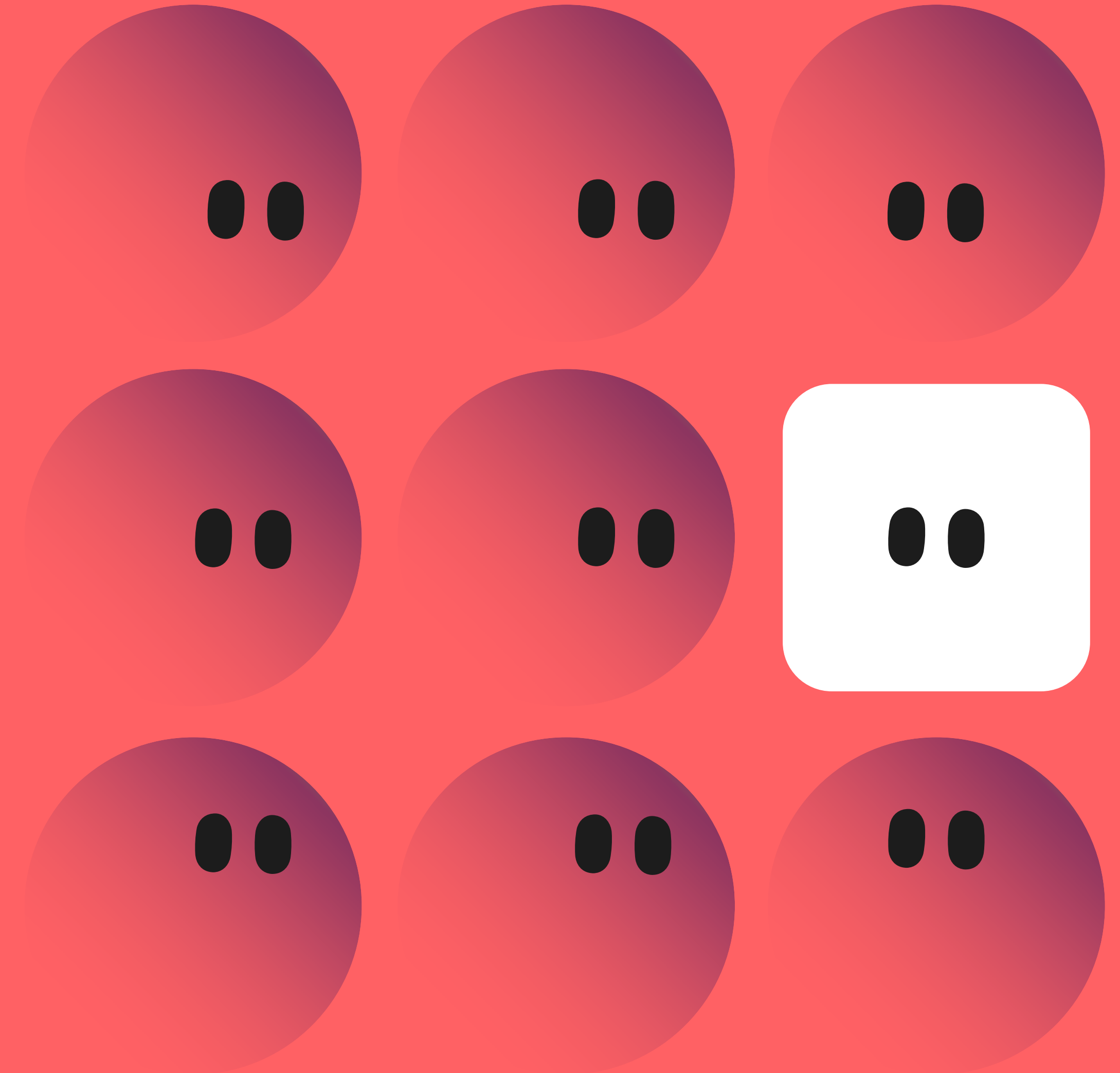
There is what you want to say and how you say it – i.e. the words you choose to express an idea. Go through your content and check whether the words you have chosen convey some ideas, for example on race or gender, that may exceed the meaning you wanted to give to a sentence.



Be aware of stereotypes

Read through your text and pay close attention to whether you are employing stereotypes regarding race, gender, culture, disability, etc.

Is your example of famine set in Africa? Do you talk about terrorism only through characters of middle-eastern descent?



CONTENT

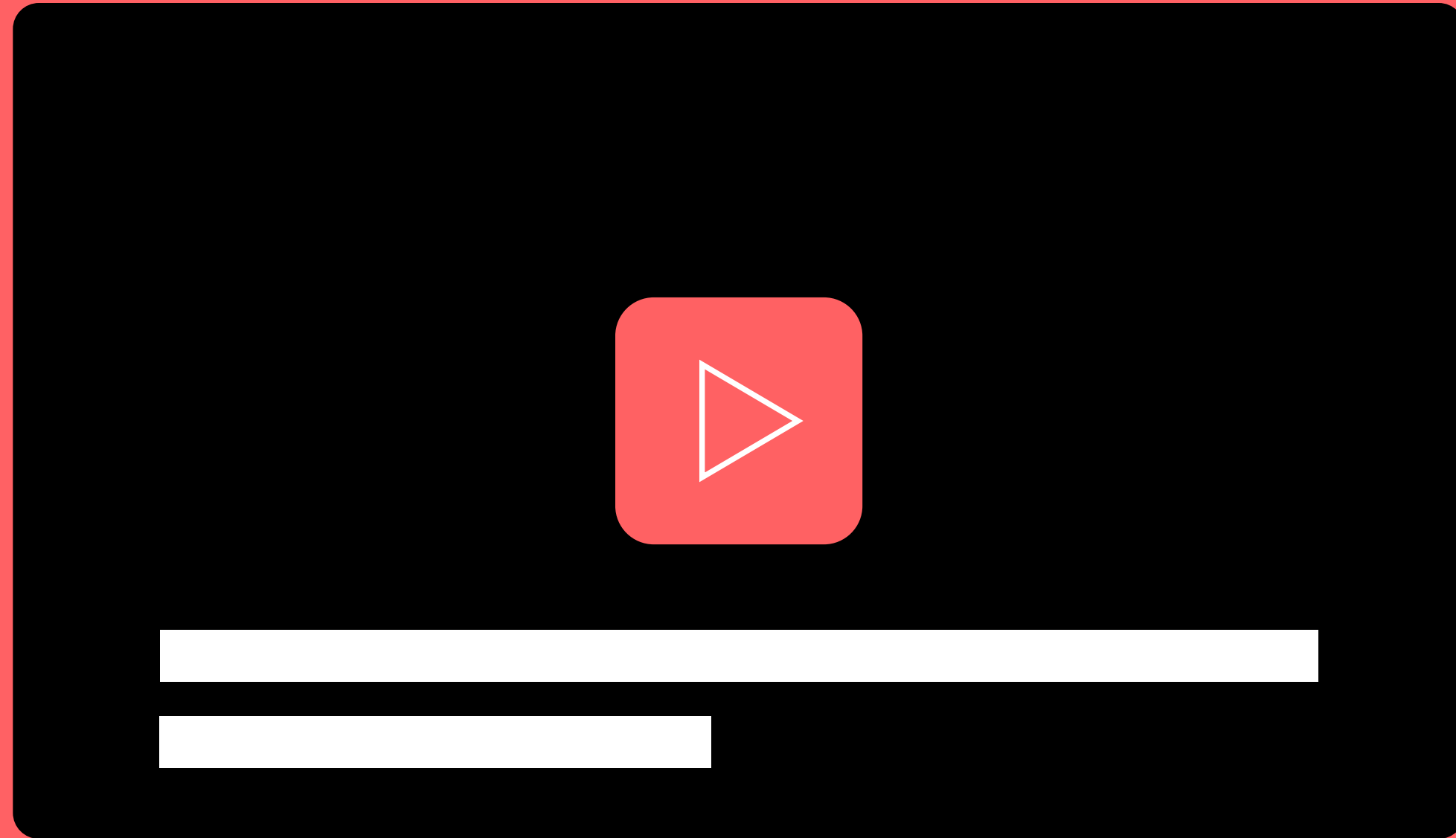
Watch out for jargon

Check through your document and highlight any jargon you find. Try and replace it with simpler terms that anyone can understand.



Use simple sentences

Make sure that your text is readable. See whether you can split complex sentences, reduce the amount of adjectives and adverbs, or move words around to make your text more active ("he dropped the ball", as opposed to "the ball was dropped by him").



CONTENT

Use video captions to capture and enrapture

Make sure that your videos are fully subtitled, so they are easier to follow for everyone. Subtitles should include 'closed captions', i.e. subtitles that verbally transcribe noises and sounds viewers with a hearing impairment.



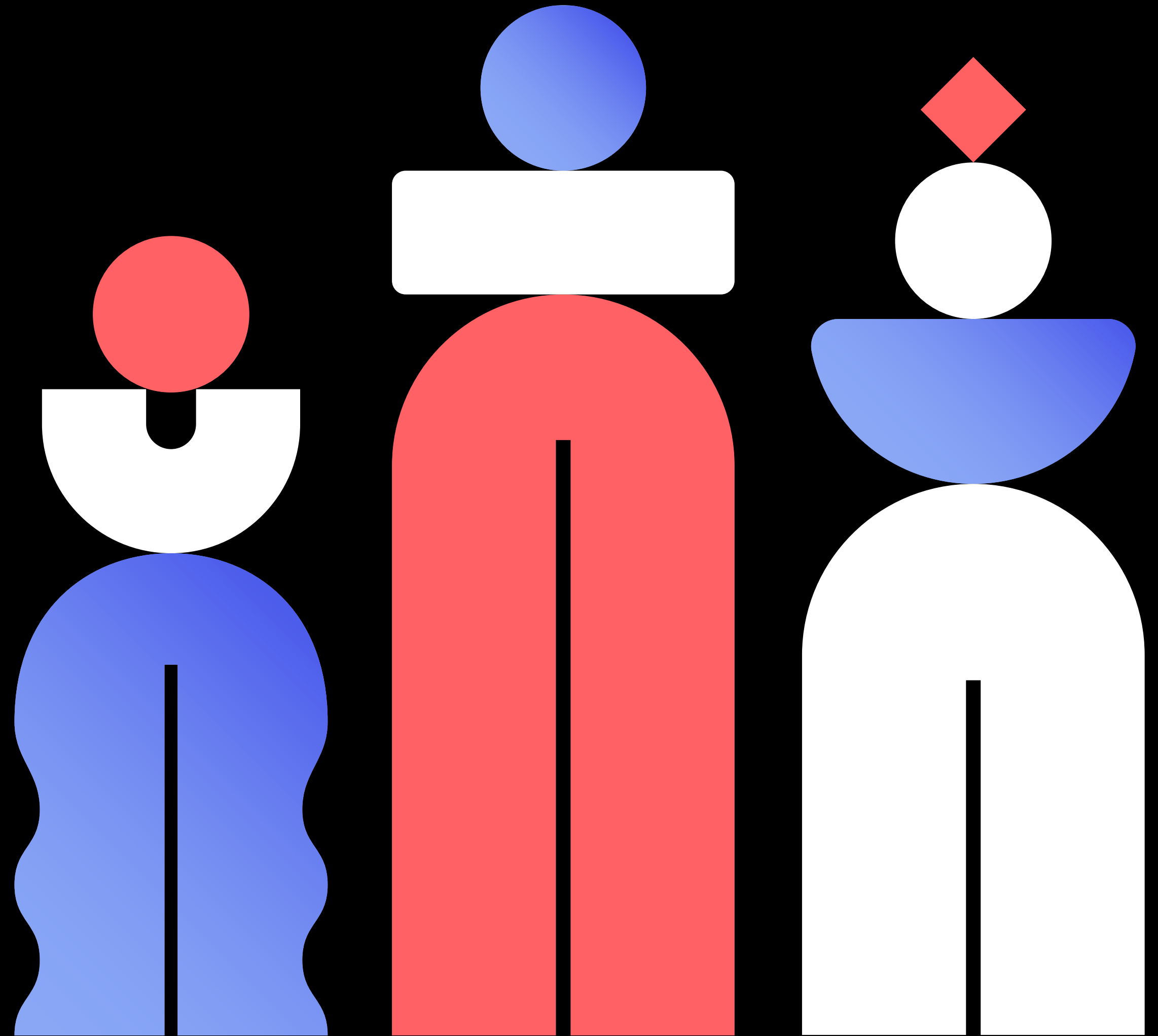
Visuals

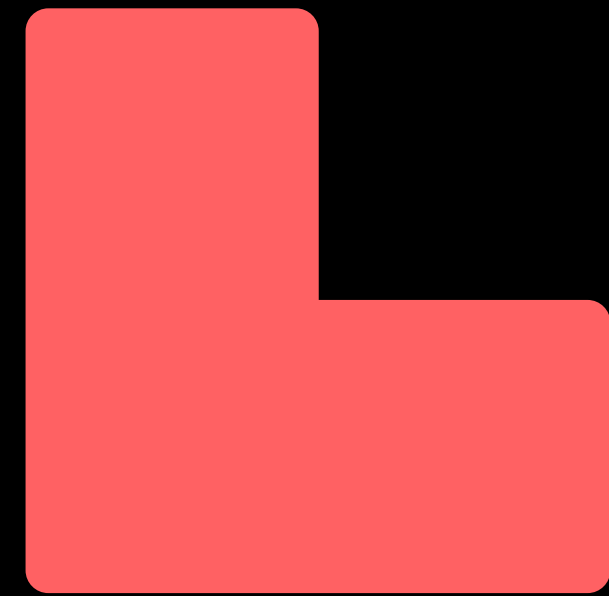


Represent your audience

Make sure that your audience is represented in your visuals as much as in your content.

Visuals should portray diversity, either by painting a diverse picture or by using universal traits.

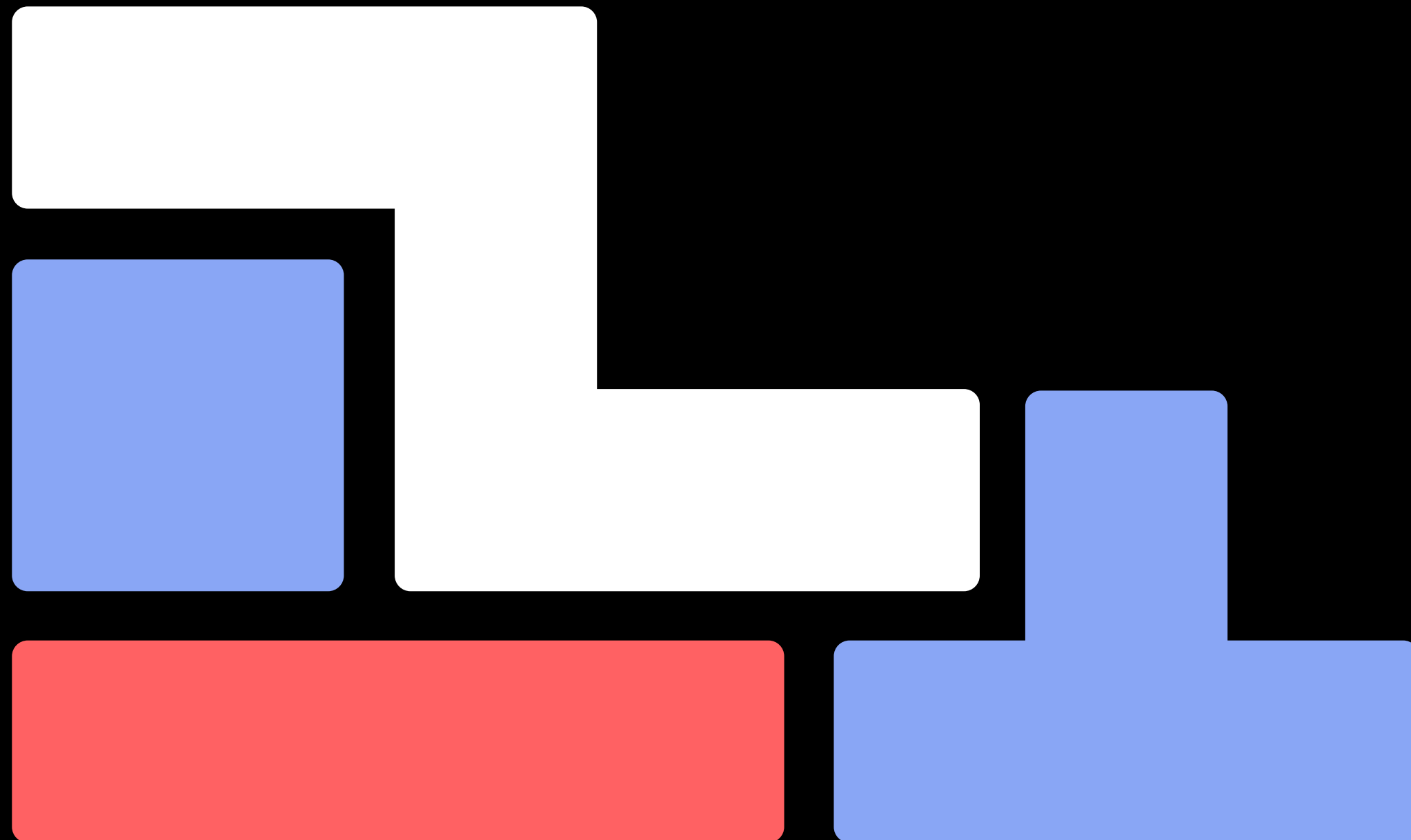




VISUALS

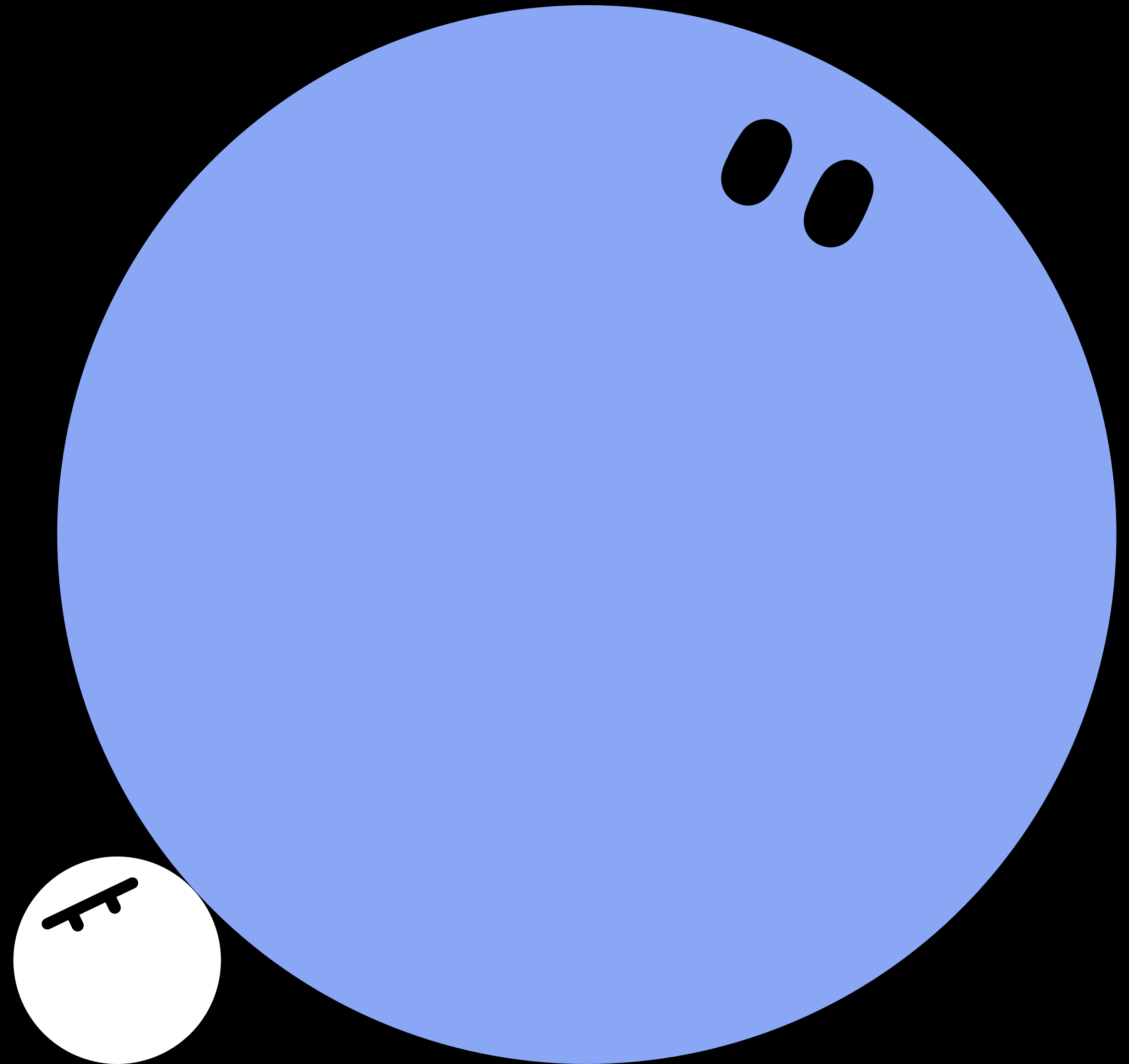
Opt for an airy layout

Whatever the format, check that your content is clearly organised and displayed. Make sure that the layout of your presentation, website or video is well spaced out and that all written information is readable.



Size it up

Examine your materials and consider whether some elements of your layout can be enlarged. This will make them easier to interact with and read.



VISUALS

Illustrate to elucidate

Go through your text and think about how you could supplement or replace some parts with illustrations. This will make your content easier to understand and remember.



Distribution



DISTRIBUTION

Know your holidays

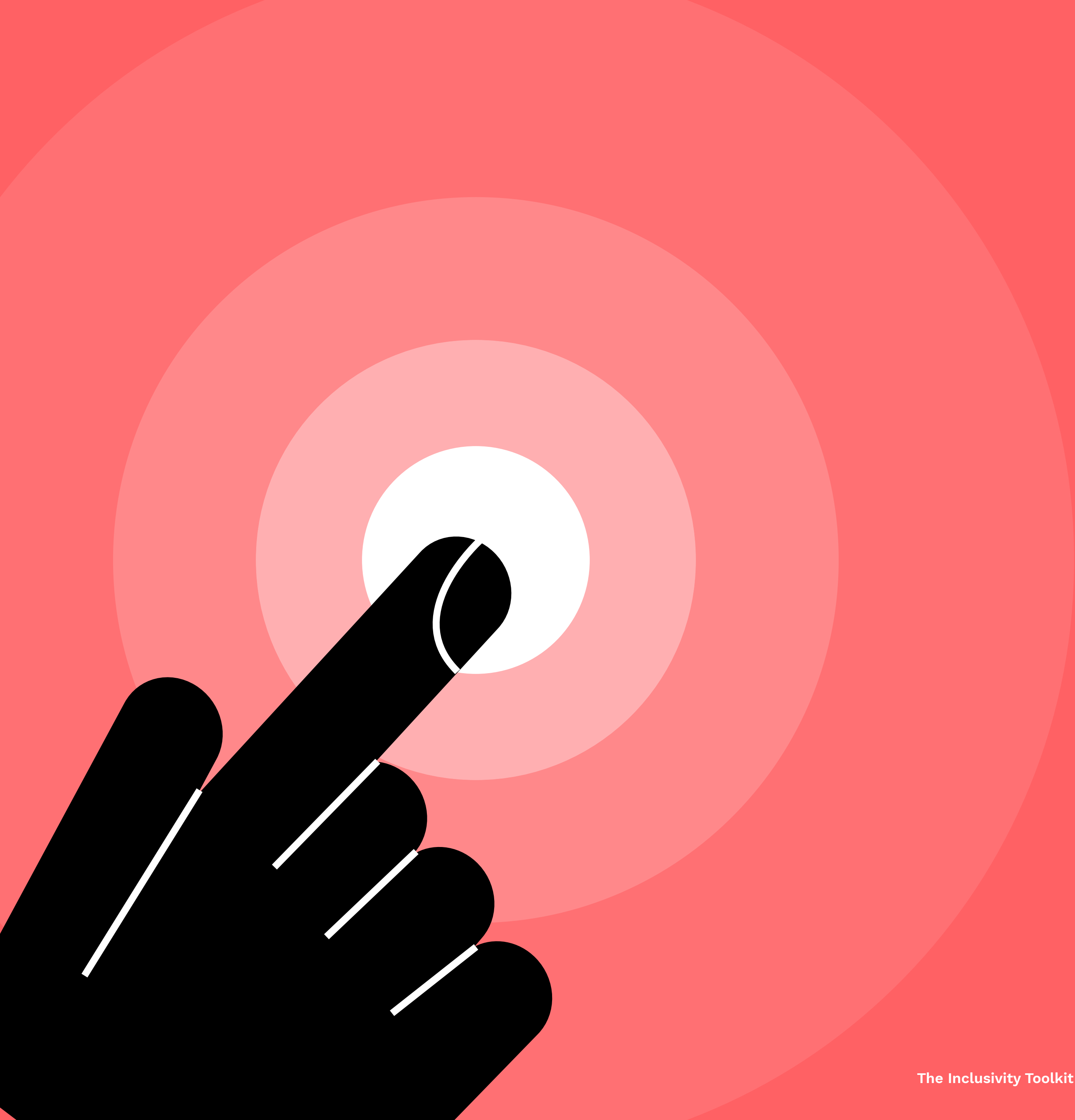
Before distributing your materials, take a good, long look at your calendar. Are there any holidays or celebrations in the regions where the distribution is planned? These can either interfere with or add to your content.





Use





USE

Simplify interactions

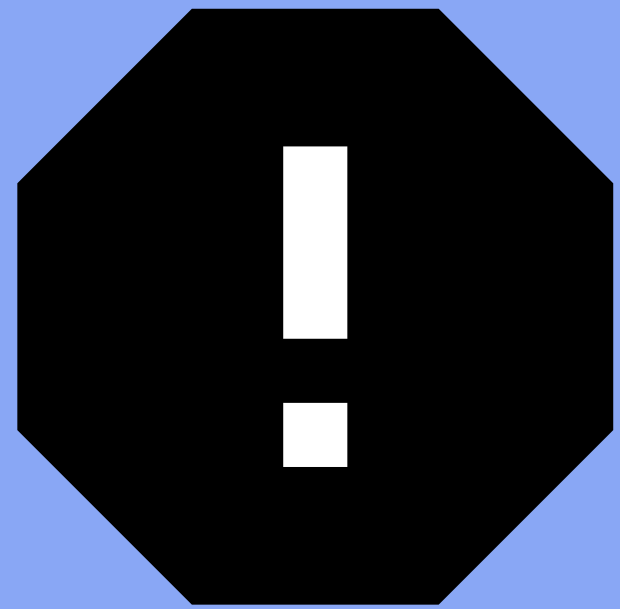
Simplify how users interact with your materials by making your designs as straightforward as possible and keeping all interactive elements obvious. Users shouldn't be faced with a puzzle, whether to get a video started or trying to navigate the entire website.

USE

Multiply the modes of interaction

Go over your materials and try to think of ways in which someone with an impairment or a user less comfortable with virtual media could interact with your content. Does the design of your materials or services allow for a variety of uses?





USE

Don't punish users for making mistakes

Make sure that your communications materials don't punish people for doing the wrong thing. By using notifications and feedback like error codes, and by preemptively giving help after long periods of inactivity, you can turn mistakes into learning experiences, without negatively affecting the user.

USE

Minimise the effort required from the user

Using a service or material shouldn't be tiring or painful to users. Try to avoid requiring an excess of clicks and fine motor skills.



To spark the conversation we want to have, we held chats with peers whose professional activity is marked by an imperative for inclusivity. From these talks and for each organisation, we surfaced a collection of internal challenges and pieces of advice, which we present below. We thank our counterparts for sharing their feedback with us and look forward to hearing yours!



Cécile Decker
Responsable Impact,
Epitech

Internal challenge

Address gender inequalities, combat stereotypes in the IT sector, and raise awareness of these issues.

Piece of advice

Offer the Toolkit in different languages and produce a printed edition to make it available to clients.



Florence Bribosia
Head of Corporate Communication,
Besix

Internal challenge

Represent the entire Besix audience in our communication and diversify the strategic committee.

Piece of advice

Support a proactive policy of inclusive recruitment.



Marie-Anne Baron
Diversity, Equity, Inclusion manager,
Bpost

Internal challenge

Ensure smooth collaboration between genders, languages, religions and sexual orientations, and promote diversity of panellists at events.

Piece of advice

Have the Toolkit approved by a diverse panel to ensure that it is truly inclusive. Additionally, while abstract visuals are relevant, concrete images can also represent diversity.



Donatienne Goemans
CEO,
Scarlet

Internal challenge

Make sure everyone understands what we are trying to communicate, regardless of their level of education or digital literacy.

Piece of advice

There is a risk of distraction when tackling inclusivity issues. Finding the right indicators to monitor progress and impact is essential to ensure that you move towards your goals at all times.



Gisella Duarte
Paralympic Games Brand Manager,
International Paralympic Committee

Internal challenge

Ensure our communication steers clear of common biases and covers the Paralympic movement as a whole by representing as many countries, religions, genders and disabilities as possible.

Piece of advice

The Toolkit, and communication outputs in general, should make disability more visible. In a list, be sure to include disability alongside the often cited categories (gender, race, sexuality, religion, etc.).



Inclusivity is a conversation that goes well beyond the boundaries of our activities. This toolkit is no more – and no less – than our contribution to this important discussion.

Since this conversation is one we should have together, we invite you to react to this piece and to share your comments with us.

Are you interest in joining the momentum?

We can help you develop illustrated content with diversity built-in.



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- Use simple sentences
- Use video captions to capture and enrapture

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- Opt for an airy layout
- Size it up
- Illustrate to elucidate

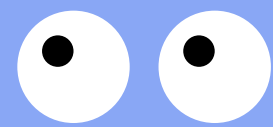
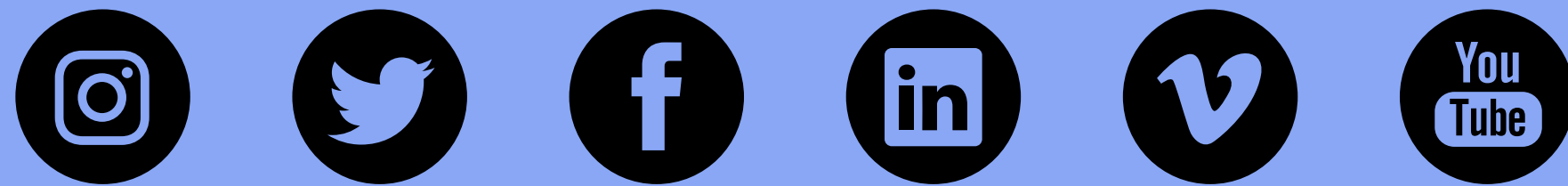
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USE

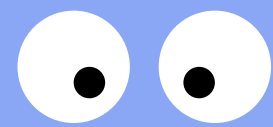
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Contact us



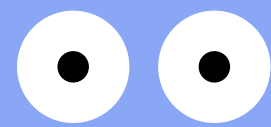
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