Best Practices

Diversity in visual communication

Communication is an opportunity to reflect the diversity of the entire municipal population. Diversity includes all visible and invisible differences such as origin, culture, gender, age, abilities, religion, sexual orientation, etc.

Therefore, beyond multilingual communication, it is important that visual communication represents the whole population of the municipality, including its different cultural markers.

It is important to highlight that this representative diversity does not only apply to communication about intercultural events (language cafés, cultural festivals, etc.), but to all communication.

A municipality where everyone feels included is a municipality that represents everyone.

Objectives

- To ensure fair and authentic representation of the entire population in municipal communication.
- To strengthen the sense of belonging and inclusion.

Methods

To guarantee more inclusive and representative municipal communication, it is important to adopt a reflexive and proactive approach:

- Become aware of one's own biases and the potential lack of diversity in communication.
- Compare the actual demographics of the municipality with its representation in communication materials.
- Ask the right questions:
    - Who is absent or under-represented in our communication?
    - Would I be comfortable being represented in this way?
    - Does the image used convey stereotypes?
- Select photos, images, and illustrations that accurately reflect the actual diversity of the municipality.
- Use inclusive image banks or collaborate with local photographers to ensure authentic representation.
- Set up training or workshops to raise team awareness of diversity and inclusion in communication.

Integrate the approach into a logic of continuous improvement with regular reviews and adjustments based on citizen feedback.

Budget

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Materials

- No specific equipment required, other than access to image banks or local photographers.

Periodicity

- Depending on the frequency of your communications.

Evaluation indicators

To evaluate diversity in visual communication, several indicators can be taken into account, ensuring the representation of various characteristics, lived experiences, and identities, both visible and invisible:

- Representation of different physical characteristics (skin color, morphology, body size, etc.).
- Presence of signs of religious affiliation.
- Highlighting of various cultural markers.
- Regarding diversity other than intercultural: Gender diversity and gender identities; Balanced representation of different age groups; Inclusion of people with varied abilities (visible and invisible).
- Consideration of the diversity of lived experiences and life paths.
- Attention paid to the representation of non-visible identities (invisible disabilities, social situations, etc.).
- Regular audits of visual communication to identify potential gaps or biases.
- Surveys or focus groups to collect citizens' feelings on the perception of diversity in municipal communication.

Practical advice - DO's

- If in doubt about the choice of images, ask for an opinion from a third party or a more specialised group (for example, your municipal commission for intercultural living together or people representing different cultural communities).
- Involve citizens in the choice of images or illustrations to strengthen the sense of belonging.
- Always credit photos and ensure the consent of the people represented.
- In case of persistent doubt, it is better to choose images without people depicted.
- Do not forget invisible diversity: non-visible disabilities, life paths, etc.
- Also value diversity in texts (stories, testimonials, etc.).
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Practical advice - DONT's

- Do not fall into stereotypical representations.
- Avoid “tokenism”, i.e., do not add a person of colour to every photo or image just to check a box. The goal is to represent real society and not simply add people who are perceived as adding to cultural diversity.
- Avoid images that could be perceived as caricatured or stigmatising.

Contact person/Possible partners

Contact person/Potential partners

- Commune de Differdange – Service à l’égalité des chances : egalitedeschances@differdange.lu
- Commune de Steinfort – Service de l’égalité des chances et du vivre-ensemble : service.egalite@steinfort.lu

Key partners

- Local associations working for inclusion and/or intercultural living together
- Schools
- Youth centers
- Citizen groups
- Consultative committees, for example for intercultural living together or equal opportunities.

Additional information

Some examples :

- https://www.steinfort.lu/media/68751a707bfa9_2025_08_agenda.pdf
- https://differdange.lu/voisinage/

Additional information :

- https://www.forumone.com/insights/blog/how-to-choose-diverse-and-inclusive-photos/