



Case

Thought-provoking material generates debate on gender equality

“Working together with MindLab, we have managed to achieve an invigorating focus in our visual communication.”

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The Ministry of Employment wanted to update its information literature about gender equality in the labour market. In collaboration with MindLab a number of companies were involved in this effort, and as it turned out the existing communication materials, which mainly consisted of leaflets and reports, were mostly being ignored. Meanwhile, MindLab's work showed that by, leaflets alone are inadequate for sparking debate on gender equality. MindLab therefore developed a new concept for disseminating information and encouraging debate on gender equality in the workplace. The starting point for this new material is the visual and debate-provoking communication of clearly-stated themes on posters.

MindLab involved:

- 12 companies which have been actively working with gender equality.
- Experts and practitioners in gender equality.

Principal results:

- Recommendations for alternative dissemination methods focusing on visual communication.
- Emphasizing new and clearer language in communication materials.
- Assistance in ensuring that the material is actually being distributed to workplaces.