

FAMILIA'S
INCLUSIVE AND
FAMILY-FRIENDLY PLAN



FAMILIA



FAMILIA

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INTRODUCTION

Founded in 1988, **Familia ry** is a national expert organisation of intercultural families.

We support the wellbeing of intercultural families by offering peer support and volunteer activities, information, and advice. We also aim at making improvements to the social and legal systems, so that the needs of intercultural and multilingual families and Finns would be better met.



Intercultural families, as a term, refers to families in which at least one family member has a different cultural background. This means, that one partner or both partners were not born in Finland or have different cultural backgrounds. A child or children raised by a parent(s) with different cultural backgrounds, are also considered part of an intercultural family.

Familia belongs to several networks, as:

- **Monimuotoiset perheet** (*Diverse-Family*) network which consists of ten different family associations representing a variety of different types of families. The aim of the Diverse Families Network is a society where families are equal, and every family can be proud of itself.



MONIMUOTOISET PERHEET

In 2019, the Finnish government said *“Finnish family policy is up against new challenges in the form of new kinds of needs and more complexity in families with children. Non-traditional nuclear families already account for around one third of all families in Finland, and the number of blended families and rainbow families is increasing. Existing practices and benefits do not always meet the real needs in families.”*¹ To make the country more equal and equitable, the government promote several measures, such as non-discrimination or a child and family-friendly society.

As we are an actor for diverse, intercultural families and because we value notions as Diversity, Respect, Inclusivity, it is important to us to write down an Inclusive and Family-friendly plan.

In the first part, we will try to define what this kind of plan means for us, Familia. In the second part, we will examine the importance of this plan, through our values. And finally, we will see how to put such a plan into practice.

¹ FINNISH GOVERNMENT. Inclusive and competent Finland – a socially, economically and ecologically sustainable society (Programme of Prime Minister Sanna Marin’s Government - 2019), *“3.6 Fair, equal and inclusive Finland”*.

1. WHAT DOES AN INCLUSIVE AND FAMILY-FRIENDLY WORKPLACE MEAN FOR FAMILIA?



INCLUSIVE WORKPLACE

The **dimensions of diversity** include differences in age, gender, disability, health status, ethnic origin, nationality, language, religion, belief, and sexual orientation. *“These are also defined by law as grounds on which people should not be discriminated against, treated unequally as employees or customers.”*²

In a workplace, these dimensions include also *“differences in education, experience, skills and working practices, personality, and values. Diversity is an asset that contributes to the development of policies and services.”*³

But diversity doesn't mean inclusivity.

Inclusion means *“belonging or including, when people with different backgrounds and different identities are valued and welcomed as equal decision-makers and cooperation partners. When inclusion happens, people have the opportunity to grow and to feel or know that they belong. Mere attempts for diversity do not create inclusive environments. Part of inclusion is that a person feels that they can join as they are and that they are being accepted rather than being pressed to merge with the group in the dominant position and to give up their own identity.”*⁴

Inclusivity is taking into account all types of people, things or ideas and treating them all fairly and equally. An **inclusive space** is often seen as a *“space for all”*. It suggests that everyone should feel welcomed, included, and not discriminated against by their gender, age, sexuality, race, ethnicity, religion, cultural background, socioeconomic status and/or personal values when being in this space. It's considered safe for all.

An **inclusive workplace** is, in conclusion, a place that takes each situation into account, and treat everyone fairly and equally. This comes with the idea of *“safe space”*, which means that each person is valued for themselves.

FAMILY-FRIENDLY WORKPLACE

All forms of families are just as valuable, and the basis for family policies must be built on equality.

As Familia represents all kind of families and situations and all kind of partners, it is important to define what family means for us. By **family**, we consider not only parenthood but also all close relationships. We respect how each person can define what a close relationship is. As Sateenkaariperheet ry said in their family-friendly plan: *“We will not implement family-friendly flexibilities at the expense of those without children. People without children may also have family relationships that require flexibility.”*⁵ To be inclusive, it is important to take this in account.

Family-friendly policies are defined as *“the measures and arrangements that have a positive impact on workers' abilities to reconcile work and family responsibilities – and advance the development and*

² Translated from TTK (2016). *Monimuotoisuus, yhdenvertaisuus ja tasa-arvo työyhteisössä* (pp. 03-04).

³ Translated from TTK (2016). *Monimuotoisuus, yhdenvertaisuus ja tasa-arvo työyhteisössä* (pp. 03-04).

⁴ FAMILIA ry (2021). *Tools for Speaking about Racism and Discrimination – A Guide for Families and Professionals* (pp. 20).

⁵ Translated from SATEENKAARIPERHEET ry (2022). *Perheystävällisyysuunnitelma* (pp. 01).

well-being of children and caregivers.”⁶ These policies are important because they can “help to reduce parenting stress and promote wellbeing in parents, which in turn leads to better business, happier families, and healthier children”⁷ by providing time, resources and services for parents and caregivers.



According to TASA-ARVOALTUUTETTU (Ombudsman for Equality)⁸, good family-friendly practices are:

- **VALUES AND ATTITUDES:** good and lawful recruitment practices in which family situation does not affect the selection of employees. Family-friendly values as part of progress reviews. Goal-oriented equality planning which takes into consideration family-friendly values and practices associated with family leave as part of the organization's activities, development, and management.
- **FAMILY LEAVE:** Employees are encouraged to exercise their right to family leave. They know the practices of family leave. Discussions between the supervisor and the employee leaving for/returning from parental leave. Communication during the family leave according to the wishes of the employee on family leave.
- **FLEXIBILITY OF WORKING TIME AND PLACE:** development of flexibility concerning family situations and informing about it.
- **MANAGEMENT AS AN EXAMPLE:** management uses family leave when relevant. Training management and supervisors on the legislation of family leave.

In conclusion, a family-friendly workplace is a workplace offering support, flexibility, and dedicated spaces to help employees balance work and family life.

⁶ UNICEF, CENTER FOR CHILD RIGHTS AND CORPORATE SOCIAL RESPONSIBILITY (CCR CSR, 2020). *Family-Friendly Policies: Handbook for Business* (pp. 05).

⁷ UNICEF, United Nations Children's Fund (2019). *Family-friendly policies: Redesigning the workplace of the future* (pp. 01-03).

⁸ TASA-ARVOALTUUTETTU (Ombudsman for Equality). *Family-friendly workplaces*.

2. WHY AN INCLUSIVE AND FAMILY-FRIENDLY WORKPLACE IS IMPORTANT FOR FAMILIA?



At Familia, we value respect, honesty, and trust.

We do not discriminate or tolerate discrimination in any form. At Familia, we appreciate equality and diversity in the work community. We embrace people with different backgrounds, emphasizing the diversity of gender, language, culture, and minority statuses. Because we publicly advocate for these principles, positive discrimination can be used in the recruitment process to enhance the diversification of the team/staff structure.

The following values are visible in our office and our internal cloud and guide our everyday interactions:

WE ACT OPENLY AND POSITIVELY TO CREATE A SAFE WORKING ENVIRONMENT.

- *We treat each other with respect and appreciation.*
- *We act honestly and trust each other.*
- *We will address difficult issues directly and without delay with the parties involved.*

WE TAKE RESPONSIBILITY FOR OUR OWN AND OUR COLLECTIVE WORK TO BE ABLE TO WORK TOGETHER.

- *We show appreciation for our own work and that of others.*
- *We are timely and actively present at joint meetings and stick to what has been agreed.*
- *We ask for and offer help when needed.*

WE INVEST IN FEEDBACK TO IMPROVE.

- *We take note of the work well done and give corrective feedback immediately.*
- *We consider the feedback we receive and improve our performance.*
- *We encourage and support each other every day.*

WE LOOK OUT FOR EACH OTHER TO MAKE EACH OTHER MORE COMFORTABLE.

- *We greet, thank, smile, and openly show empathy.*
- *We treat everyone equally, with the same rules.*
- *We understand and accept differences.*

WE ACT RESPONSIBLY TO BE TRUSTED.

- *We respect and act in accordance with Familia's values.*
- *We recycle and respect the environment.*
- *We value our members, volunteers, and other partners.*

It is important for us to make our workplace and services safer and inclusive for everyone. Moreover, by putting an inclusive and family-friendly plan in place, we want to emphasize the importance of work-life balance.

“Equality in working life moves forward more effectively if it is promoted systematically at workplaces rather than investigating suspected discrimination afterwards. An equal workplace benefits the employer, too, as the employees are committed and motivated.”

Jukka MAARIANVAARA - TASA-ARVOVALTUUTETTU



We've referred to equality as a core value for us, without defining it. So, **Equality** means that *“all people are equal regardless of their gender, age, ethnic or national origin, nationality, language, religion or belief, opinion, disability, health, sexual orientation or other personal characteristics.”*⁹

3. HOW DO WE IMPLEMENT THESE POLICIES IN FAMILIA?

Through our values and our actions, we want to ensure an inclusive and family-friendly workplace for everyone. You'll find below our current actions and the ones we intent to implement in a near future. This list is not exhaustive and is considered infinitely subject to improvement.

FAMILY-FRIENDLY POLICIES

Family-friendly policies for employees are there to help balance work and personal life, but they are not a substitute for employee responsibilities. It is important for an employee to contact the Executive Director if they are having difficulty finding this balance.

FAMILY SITUATIONS

As our community is composed of a variety of individuals, their personal situations are equally diverse. This means that we need to understand and respect each person's definition of family.

This translates in our daily work life in various way, such as:

- Having an open and flexible definition of family and relationships: for instance, for our “Take your child at work” day, all children who are important for our team , such as children, godchildren, niblings, ... are welcome.
- Offering baby-sitting if needed for some events.
- Organizing events for families in its larger sense, as for instance, grandparents' day.
- Maintaining trust and open communication with our community.

FAMILY-FRIENDLY SPACE

Through our events and in our workplace, we want to offer a **safer space** that will answer families' needs as a quiet space, a changing/feeding area, a place to play, to exchange, and to be supported.

As some of our events don't take place in our facilities, we engage ourselves to communicate on these information/services in advance and give a channel for families to reach us and find the best accommodation if they want to participate in our events.

⁹ Translated from TTK (2016). *Monimuotoisuus, yhdenvertaisuus ja tasa-arvo työyhteisössä.*

BREASTFEEDING



UNICEF encourages “Supporting the ability of mothers to breastfeed exclusively for six months, as recommended by global endorsed standards, and to continue breastfeeding for as long as they choose.

Comfortable space for pumping when children are not nearby and space for breastfeeding when children are nearby, storage space for expressed milk and breaks from work to express breastmilk [reduce] turnover [and absences related to child illness], [increase] employee retention.”¹⁰

After returning to work, any breastfeeding parent can use lactation/breastfeeding breaks during working time. It is possible to arrange a place for these breaks if needed.

SURVEY ON TEAM’S NEEDS FOR FAMILY-FRIENDLY POLICY

Based on the survey created by UNICEF¹¹, we will share a survey with Familia’s team to evaluate and/or identify any lack and needs related to our family-friendly policy.

FAMILY-FRIENDLY WORKPLACE CERTIFICATE

Goal : be certificate by the Family Federation of Finland

<https://www.vaestoliitto.fi/en/organisation/the-family-friendly-workplace-program/>

FLEXIBILITY IN WORKING TIME & PLACE

Flexibility in working time and place is important for everyone.

Flexible work arrangements *“offer a modified schedule or other alternatives to the standard hours or location of a workplace, while workers continue to fulfil their job responsibilities. This can enable them to meet personal or family needs and achieve a better work-life balance.”¹²*

Hybrid model in place: If the work task is not tied to a place or time, the work can be done anywhere and at any time, without a separate permission from the supervisor. Work flexibility and location independence are present in daily work equally for everyone, regardless of personal situation.

If our employees need to bring their child to work, or to stay at home for any reason, Familia offers this flexibility. And as Familia welcome young public (from babies to teenagers), spaces where children can play, lie down, ... already exist. All our events are open to our employees and members and their relatives, from all ages.

¹⁰ UNICEF, United Nations Children’s Fund (2019). *Family-friendly policies: Redesigning the workplace of the future* (pp. 03-06).

¹¹ UNICEF, CENTER FOR CHILD RIGHTS AND CORPORATE SOCIAL RESPONSIBILITY (CCR CSR, 2020). *Family-Friendly Policies: Handbook for Business* (Appendix II, pp. 37-43).

¹² UNICEF, CENTER FOR CHILD RIGHTS AND CORPORATE SOCIAL RESPONSIBILITY (CCR CSR, 2020). *Family-Friendly Policies: Handbook for Business* (pp. 21).

ACCESSIBILITY



PHYSICAL ACCESSIBILITY

To be more accessible for everyone, we engage ourselves to:

- Indicate physical accessibility of events (lift, stairs, public transportation, bathroom, ...) ¹³
- Offer more hybrid events (distance and physical)

WEB ACCESSIBILITY

Make our website at least accessible at basic level (tab test checked ¹⁴):

- It must be possible to navigate the website's menu with the tab key
- Every image/logo must have alternative text ¹⁵ when necessary

Make our digital communication accessible in terms of colours and contrast ¹⁶:

- Test of our colour palette ¹⁷
- Follow best combinations of colours
- Use colour accessibility checker tools on a regular basis

In autumn 2022, a short training on accessibility, alternative text and colour palette was organised for our team.

MULTILINGUALISM

In Familia, we encourage linguistic diversity and the parallel use of languages within the community. With this mindset, our language policies follow these principles:

- Working languages are Finnish and English.
- We don't need to be fluent in both languages.
- Everyone may participate in discussions, with no regard or judgement of our fluency.
- Multiculturalism is a strength. Any other language skill is welcomed.
- Communication should always be done in Finnish and English to be more inclusive.
- Our website is published and maintained in Finnish and English and, when necessary, in any other language (ex: guides in Arabic, French, Russian, Spanish, ...).
- We understand and respect the fact that it can take longer to work in both languages, especially when we are not fluent in both. It is important to work as a team on this.
- We offer and encourage opportunities to learn about Finnish culture and to learn Finnish.

With this line of thinking, we wrote our language strategy which can be found on our website ¹⁸.

¹³ See ANNEXES - Inclusive and safer space guidelines for volunteers (pp. 15).

¹⁴ LOSEBY, Clive. *How the Internet is failing the visually impaired* (2022).

¹⁵ See our guides (internal documents): *Alt Text Koulutus – Training* and *Alt Text Ohjeet – Instructions* and ANNEXES - Alt-text descriptions (pp. 15).

¹⁶ See our training material (internal document): *Väripaletin saavutettavuus (värisokeus) – Colour palette accessibility (colour blindness)*, (2022).

¹⁷ See the results (internal documents): *Värisokeus Familian paletin testi - Colour blindness Test of Familia's palette* (2022)

¹⁸ See our language strategy: <https://www.familiary.fi/about-us.html>

GENDER NEUTRALITY

Gender is a very diverse human attribute. Each of us perceives our own gender differently, whether it is womanhood, manhood or something else. That's why we try to keep our communication gender neutral and when translated in gendered languages, we prefer using inclusive language.



It is possible, if team members wish, to add their pronouns in their email signature.

RELIGION

The Constitution of Finland guarantees freedom of religion and freedom of conscience, which means that everyone can choose their own religion and practise it. Everyone should be respectful of others' choice to belong to a religious community or not.

At Familia, the important principle is to respect each other and not to impose our beliefs on anyone. Therefore, you can wear signs of religions in outward appearance. It is possible to arrange a place for praying if an employee expresses this need.

Because cultural diversity is important for us, different important celebrations are respected and celebrate by us, and we share our wishes for all of them.

SAFER SPACE

A safe space is: *“a place or environment in which a person or category of people can feel confident that they will not be exposed to discrimination, criticism, harassment, or any other emotional or physical harm”* (Oxford Dictionary).

However, we prefer the term *“safer space”* to *“safe space”* because we cannot guarantee that a space will be safe for everyone with certainty. Indeed, the feeling of safety is personal, not everyone will feel safe under the same conditions.

With **safer space policies**, we aim to create practices that make people feel safe and take responsibility for unpleasant situations. We also aim to create measures that can be taken to improve unpleasant situations instead of simply tolerating them. We want to create an environment, as safe as possible, free of discrimination and harassment, where diversity is respected.

Our goal is to have guidelines on inclusive and safer spaces¹⁹ by spring 2023 and to offer an additional training for our staff and volunteers on the matter.

¹⁹ See ANNEXES - Inclusive and safer space guidelines for volunteers (pp. 15).

4. MONITORING



Our goal is to continue our good practices and implement new ones during the year. This plan will be reviewed and improved each year. As it is important to hear everyone's opinions, internal meetings will be held throughout the year to discuss these topics.

If a member of our community experiences or witnesses racism, harassment, discrimination, or other inappropriate behaviour, they can contact:

- the event organisers,
- any member of our team,
- the executive director **Elina HELMANEN**,
 - by phone: 050 433 5411
 - by email: elina.helmanen@familary.fi
- Familia's board's member **Alec THURNHAM**,
 - by email: alecthurnham@hotmail.co.uk
- the Occupational Safety and Health Administration,
 - on their [website](#)
 - by phone: 029 501 6620

Familia currently has no occupational health and safety officer, as the number of permanent employees is less than 10. Therefore, the duties of the officer are the responsibility of the Executive Director.



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ANNEXES

CONCEPTS



The following definitions are taken from the *Accessibility Guidelines for Public Libraries* (CELIA, 2017), the *Cambridge dictionary*, *Oxford Languages* or are the result of Familia's work.

ALTERNATIVE TEXT

Alternative text, or alt text, is text that is used to convey information in images to a person using a screen reader. Alternative text is needed for all images, in which the content is not otherwise expressed in the text. Decorative illustrations do not require alternative text. In such cases, the alt text content may be empty, alt=" ". It should be kept in mind that alternative text is also needed in social media.

DISABILITY

A person with a disability is a person who may need supportive measures to cope with work or workplace conditions (e.g., assistive devices). Disability results from the difficulties of interaction between individuals with a health condition with personal and environmental factors (e.g., negative attitudes, inaccessible transportation and public buildings, and limited social support).

DISABILITY AT WORK

Being disabled doesn't necessary mean not being able to work. You may be able or partially able to work, which means that you have access to your working capacity or part of it and the desire to use this capacity. By adapting the work, the disability will have a smaller impact on the ability to work.

DIVERSITY

Aspects of diversity include age, gender, disability, health status, ethnic origin, nationality, language, religion, belief, and sexual orientation as well as differences in people's education, experience, skills, work habits, personalities, and values.

Therefore, diversity refers to variety and to the fact that society is composed of different individuals and groups with different background. However, programs declaring diversity are not the same thing as justice or inclusion. Diversity may be discussed without anything being changed to institutional and structural systems that produce and maintain injustice.

EQUALITY

Equality means that all people are equal regardless of their gender, age, ethnic or national origin, nationality, language, religion or belief, opinion, disability, health, sexual orientation, or other personal characteristics.

FAMILY-FRIENDLY SPACE

A safe space to answer Families' needs, such as a quiet space, a changing/feeding area, place to play, exchange, and to be supported.

GENDER MINORITIES/GENDER DIVERSITY



The term gender minority refers to people whose gender scope (biological, anatomical, social, mental and/or legal) cannot uniformly be defined as male or female. Gender minorities can be divided into two main categories: trans people and intersexual people. Trans people include transvestite, transsexual, transgender, and genderqueer people. Gender is a very diverse human attribute. Each of us perceives our own gender differently, whether it is womanhood, manhood or something else. Thus, gender diversity is not a term depicting gender minorities only. We should therefore refer to gender diversity rather than minorities.

HETERONORMATIVITY

Heteronormativity is a concept referring to two different genders that are drawn to each other. Heteronormativity goes hand in hand with the gender norm, CIS norm. Cisnormativity refers to the presumption that people are either male or female and that a person's physical birth sex corresponds to the experience of the person's own gender.

INCLUSIVE SPACE

An inclusive space is often seen as a "space for all". It suggests that everyone should feel welcomed, included, and not discriminated against by their gender, age, sexuality, race, ethnicity, religion, cultural background, socioeconomic status and/or personal values when being in this space. It's a safe space for all.

INCLUSIVITY

Inclusivity is the act of including all types of people, things or ideas and treating them all fairly and equally. It means providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those having physical or mental disabilities or belonging to other minority groups. (*Cambridge dictionary and Oxford Languages definition*)

INTERCULTURAL FAMILIES

Intercultural families are families in which at least one family member has a different cultural background:

- one partner or both not born in Finland, or with different cultural backgrounds,
- a child or children raised by a parent(s) with different cultural backgrounds.

LGBTIQ+

The letter combination LGBTI or LGBTIQ+ refers to sexual and gender minorities. The letter "L" stands for lesbian, "G" stands for gay, "B" stands for bisexual, "T" stands for transgender, "I" stands for intersexual, and "Q" stands for queer. The '+' represents minority gender identities and sexualities not explicitly included in the term LGBTIQ.

LGBTIQ+ SENSITIVITY

An LGBTIQ+ sensitive event acknowledges and takes account of the varying needs of sexual and gender minorities and LGBTIQ+ families, for example when selecting material, event content and customer service.

LIMITED MOBILITY

The capability of a person with limited mobility to move and/or function independently has been permanently or temporarily weakened due to an illness, injury, or some other reason. The environment can also be considered to have limited mobility rather than people. For example, a building or service that is unsafe, dysfunctional, or unpleasant causes limitations to mobility.



NEURODIVERSITY

A term representing individuals who cognitively process differently than what society considers the norm. It describes the idea that people experience and interact with the world around them in many different ways; there is no one “right” way of thinking, learning, and behaving, and differences are not viewed as deficits.

NORM CRITICISM

Norm criticism refers to an approach whereby discriminatory presumptions and norms are made visible and questioned. Such norms can be related to matters such as gender, sexuality, ethnicity, religion or physical or mental capacity. A norm critical event ensures that it does not define its customers, for example, through heteronormativity, or through keywords, collections, or events.

QUEER

Queer theory starts from the hypothesis that gender and sexuality are culturally produced and historically and locally changing identities and constructions. Nowadays, the queer concept is also more widely used as a synonym for sexual and gender minorities or to depict everything that is not heteronormative or gender normative.

SAFER SPACE

Safer space policies aim to create practices that make people feel safe and take responsibility for unpleasant situations. They also aim to create measures that can be taken to improve unpleasant situations instead of simply tolerating them. A safer space is an area free of discrimination and harassment, where diversity is respected.

SCREEN READER

Screen reader is a form of assistive technology that, for example, visually impaired users can utilise to use a computer. A screen reader is used together with a speech synthesiser, a braille display, or a screen magnifier. The software converts text or other information on the screen into braille or speech or magnifies it. On websites, a screen reader interprets the html code of the website. If the website does not follow WCAG 2.0 guidelines, screen readers cannot properly interpret its content for the user.

WCAG 2.0, WEB CONTENT ACCESSIBILITY GUIDELINES

WCAG 2.0 is a generally used abbreviation for Web Content Accessibility Guidelines. By following level AA of the guidelines, it can be ensured that people using different types of aids can also access the content of websites. <https://www.w3.org/TR/WCAG20/>

INCLUSIVE AND SAFER SPACE GUIDELINES FOR VOLUNTEERS



GOALS:

1. Develop a robust set of guidelines to ensure our activities are accessible, safe, and inclusive,
2. Establish practical steps for achieving adherence to our guidelines,
3. Ensure our monitoring and evaluation process and tools access whether we are abiding to our guidelines,
4. Develop a training module, possible a short training video for our volunteers to cover inclusivity, safer space and accessibility.

TOOLS:

- Examples of safer space guidelines:
 - **Finnish Student Sports Federation:** Safer space principles for Finnish Student Sports Federation's events. <https://www.oll.fi/en/oll/documents-guiding-olls-operations/safer-space-principles/>
 - **Mobile futures:** Individual responsibilities for Safer Space. <https://mobilefutures.fi/wp-content/uploads/2022/10/Mobile-Futures-safer-space-guidelines.pdf>
 - **Sateenkaariperheet ry:** Principles for a safer space. <https://sateenkaariperheet.fi/wp-content/uploads/2022/07/EN-A3-Turvallisemman-tilan-periaatteet-aikuiset.pdf>
- Accessibility Checklist: https://www.kulttuuriakaikille.fi/accessibility_checklists
- Accessibility Symbols: <https://www.hel.fi/helsinki/kaikille/en/accessibility-symbols>
- Tips to creating inclusive spaces (Loyola University Chicago): <https://www.luc.edu/media/lucedu/equity/pdfs/visualaids/Creating%20Inclusive%20Spaces.pdf>

ALT-TEXT DESCRIPTIONS

- Five golden rules for compliant alt text: <https://abilitynet.org.uk/news-blogs/five-golden-rules-compliant-alt-text>
 1. *Every must have an alt= attribute.*
 2. *Describe the information, not the picture.*
 3. *Active images require descriptive alt text.*
 4. *Images that contain information require descriptive alt text.*
 5. *Decorative images should have empty alt text.*
- How to write better alt-text descriptions for accessibility: <https://bighack.org/how-to-write-better-alt-text-descriptions-for-accessibility/>
- Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO: <https://blog.hubspot.com/marketing/image-alt-text>

ACCESSIBILITY TOOLS



- [ADOBE COLOR](#): contrast checker and colour blind safe, that can offer alternatives combinations of colours.
- [AllAccessible](#): Weebly accessibility plug-in.
- Canva app: [Vision simulator by Adeo](#) (to visualise images through different colour blindness).
- [COOLORS](#): to generate colour palette, with an option “👁️” to check colour-blindness accessibility (visualization of colour with different colour blindness).
- [EqualWeb](#): Weebly accessibility plug-in.
- [TOPTAL](#): to visualize websites through different colour blindness.
- [WAVE](#): to check how our website is accessible and how to improve it.