

INTERNAL DIRECTIVE - 04 (version 03.2026)

(ID-04)

PORTRAYAL GUIDELINES

0. Definitions and Abbreviations

ID-04	ETTU Internal Directive 04
IOC	International Olympic Committee
ETTU	European Table Tennis Union
EB	ETTU Executive Board
CM	ETTU Committee Members
ST	ETTU Staff member
SP	ETTU Service Provider

Collectively referred to "ETTU members"

Based on the principles established by the IOC portrayal guidelines, ETTU aims to promote a gender-equal, fair, and inclusive environment, including the treatment of all persons with fairness, respect, and dignity, regardless of ethnic origin, gender, religion or belief, sexual orientation, gender reassignment, age, socio-economic status, pregnancy or maternity status, marital status or civil partnership, disability, or any other characteristic. The following guidelines mostly target gender representation, encouraging practices that dismantle stereotypes, biases, and inequalities.

- 1. Terminology and Language.** All ETTU members must utilise gender-neutral and inclusive language and avoid terms reinforcing stereotypes. All members must respect the equal standing of athletes and refrain from unnecessary gender-based differentiation, being sensitive to cultural differences in language use.
- 2. Imagery.** All ETTU members are encouraged to use diverse images in their materials, ensuring representation of all ethnic backgrounds and genders. Images should celebrate athletes for their skills and achievements rather than sexualizing them. It's essential to promote not only male and female table tennis players but also recognise the diverse roles within the sport, such as coaches and administrators. Visual content should steer clear of clichés and gender-related stereotypes, always placing emphasis on the athletes' accomplishments.
- 3. Content, Coverage, and Airtime.** All ETTU members must aim for balanced representation in the coverage of both male and female athletes highlighting the achievements of all athletes and avoiding all kind of bias and gender-related stereotypes in their narratives. Provide equal prominence to male and female competitions and players highlighting the skills, strategies, and accomplishments of female and other underrepresented players.

- 4. Interviews and Commentary.** All ETTU members must guarantee that all athletes, regardless of gender, race, ethnicity, sexual orientation, age, disability, or any other characteristic, are provided with equitable opportunities for interviews. Questions should be uniformly respectful, focusing on the players' performance and abilities. Commentary should be inclusive and free of any form of bias, concentrating on the players' achievements rather than their appearance, personal lives, or societal stereotypes.
- 5. Partnerships and Sponsorships.** All ETTU members should motivate sponsors to uphold gender equality in collaborations advocating for equal distribution of resources between male and female categories.
- 6.** All ETTU members as defined under 0. are bound by the ID-04 starting with the day of its official validation. All ETTU members must receive notification of the ID-04 at the validation date. Additionally, all ETTU members must be notified of any validated modifications or updates of the ID-04 as they occur.

For a more detailed understanding and practical insight, consult the IOC guidelines which provide concrete examples, clear "dos and don'ts," and comprehensive information to further guide all ETTU members in promoting a respectful and inclusive environment. Access the IOC guidelines using the following link: <https://stillmed.olympics.com/media/Documents/Beyond-the-Games/Gender-Equality-in-Sport/IOC-Portrayal-Guidelines.pdf>