



The Constructing Plain Language Pledge

Following recent developments around information management, construction processes have been introduced to a myriad of new terms. However, instead of being used to support the adoption of these processes, these terms are being used as jargon; excluding many professionals from engaging with current best practice. By constructing plain language, we, pledge to always:

1. **Think** of our audience before we share.

This will be done by taking a moment to consider who we are communicating with and how best to structure our message; adapting to suit the intended audience. For example, omitting vernacular terminology when communicating with a wider demographic.

2. **Use** established terms and definitions where available, and apply them consistently.

*This will be done by checking tools such as the **Online Browsing Platform** <https://www.iso.org/obp/ui/> and the **BRE BIM terminology tool** <http://www.bre.co.uk/bim-terminology.jsp>. For example, creating new terms which act as synonyms, such as "Information Model Requirements" introduced within NEC4 as a synonym for "Employer's Information Requirement" should be avoided.*

3. **Understand** abbreviations first, making sure each abbreviation is used appropriately.

This will be done by checking that the full term can be used instead of the abbreviation. For example the sentence "Please provide all drawings in PDF format" should be "Please provide all drawings in PDF" as 'format' is already included within the abbreviation.

4. **Introduce** each abbreviation with its full term.

This will be done by grouping the abbreviation with the full term when it is first used in a body of text. For example, "When issuing a request for information (RFI), each supplier shall name the RFIs using the BS 1192 file naming convention and upload them to the chosen common data environment solution".

5. **Refine** language to improve readability.

*This will be done by using indexes such as the **Flesch-Kincaid grade level** to measure how easily a body of text can be understood. For example, the language in this pledge is suitable for anyone who has finished high school as it follows the principles of **Writing in Plain English** by keeping sentences short and simple. <http://www.plainenglish.co.uk/>*

To support The Constructing Plain Language Pledge, simply share it on social media using the hashtag **#ConstructingPlainLanguage** and, if possible, include a link to this pledge on your email signature with the text "I am constructing plain language".