

E Equinet
European network
of equality bodies



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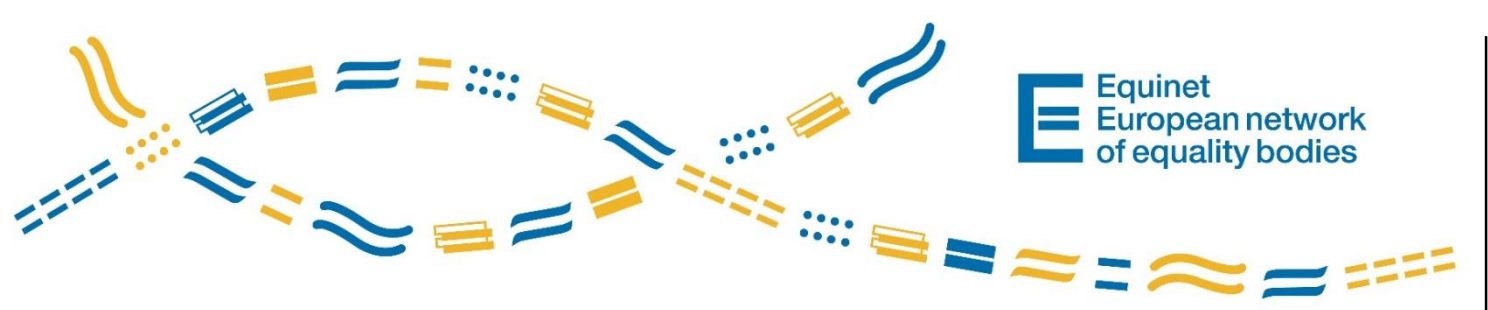
EQUINET

EUROPEAN NETWORK OF EQUALITY BODIES

Learnings from equality bodies' communication work, from Equinet *Perspective*

Thekla Demetriadou,
Moderator of Equinet Communication Working Group,
Office of the Commissioner for Administration (Ombudsman), Cyprus

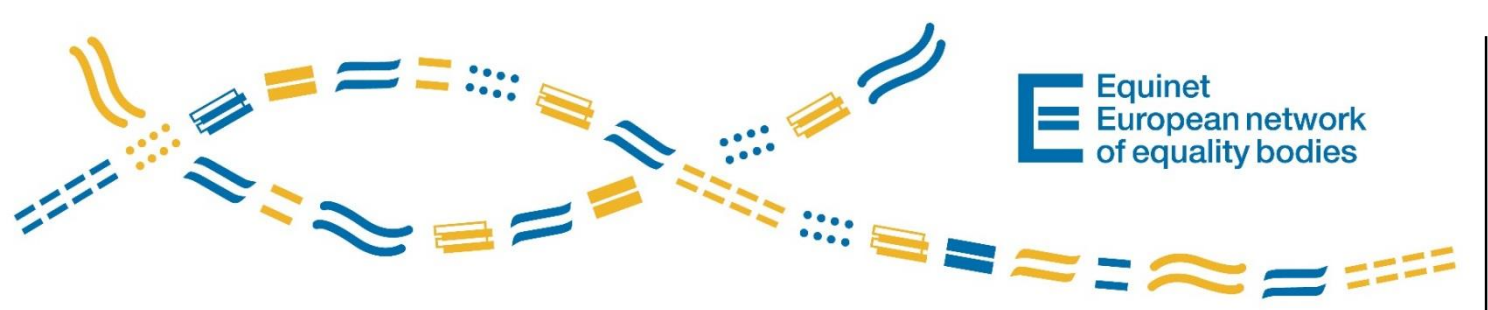
Equinet Conference Taking Action for Gender Equality, 23 March 2015



Key findings of Equinet Perspective on the communication work of equality bodies on gender equality

Widespread sexism in public discourse, media, advertisement and education

The need to counter the myth of gender equality as already achieved



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Communication Activities of Equality Bodies

Type of work

- building an awareness of rights
- providing information on rights under equal treatment legislation
- giving advice on how to exercise these rights

Communication Initiatives

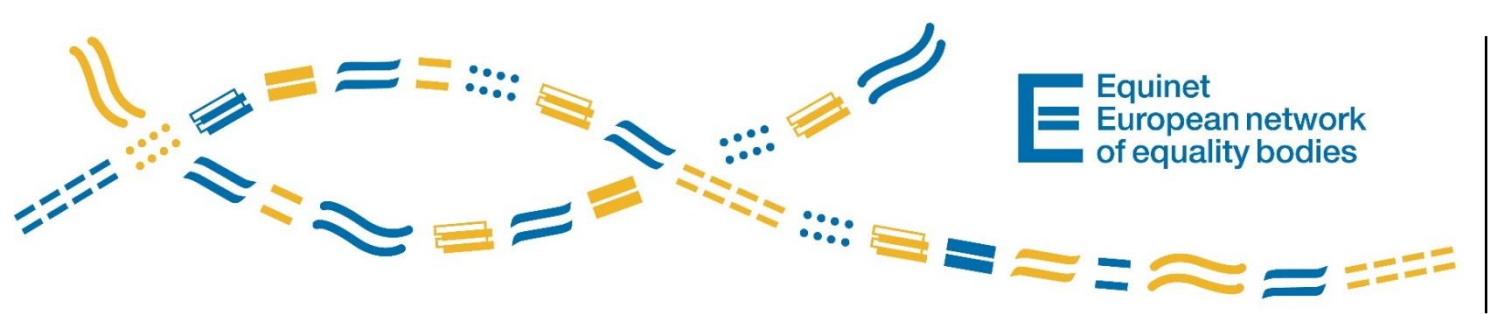
- to inform perspectives within institutions
- to inform public opinion on gender equality issues

Focus:

- Significant focus on challenging gender stereotypes, sexism in advertising and media and public statements.

Cooperation:

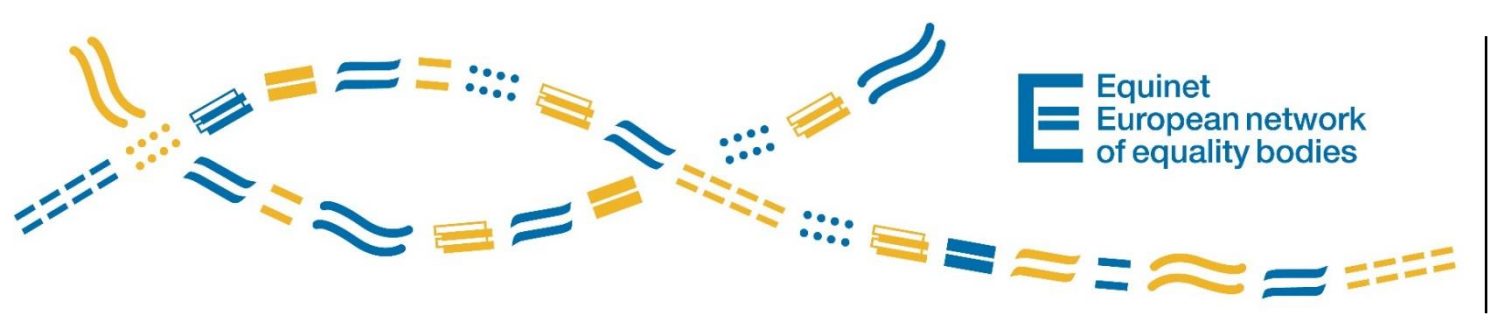
- Many equality bodies report engagement with Civil Society



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Under-reporting

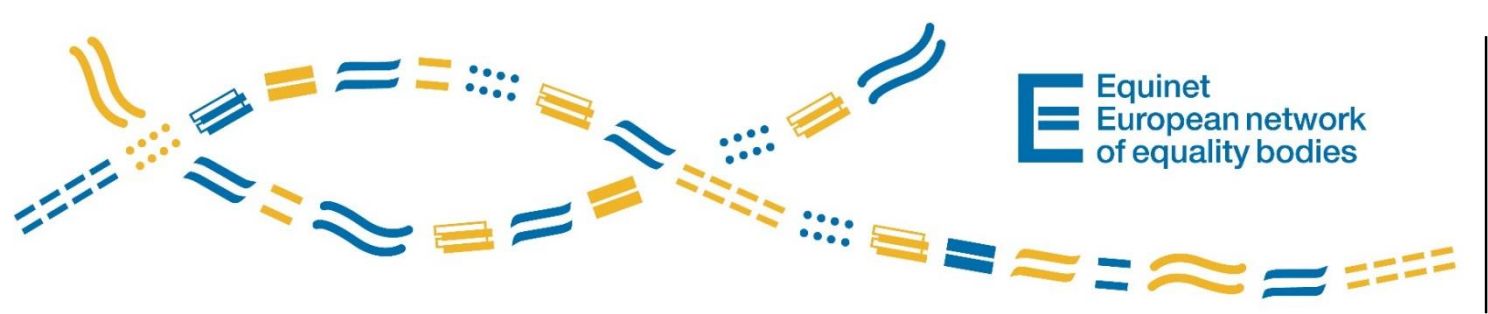
- Under-reporting is identified as an issue on the gender ground by 18 equality bodies out of 26
- Equality bodies have developed communication materials on rights and how to exercise them
- Many engage with civil society organisations to address this issue
- ✓ The *Public Defender of Rights* in the Czech Republic has been involved in producing a TV series



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Gender Stereotypes and Sexism

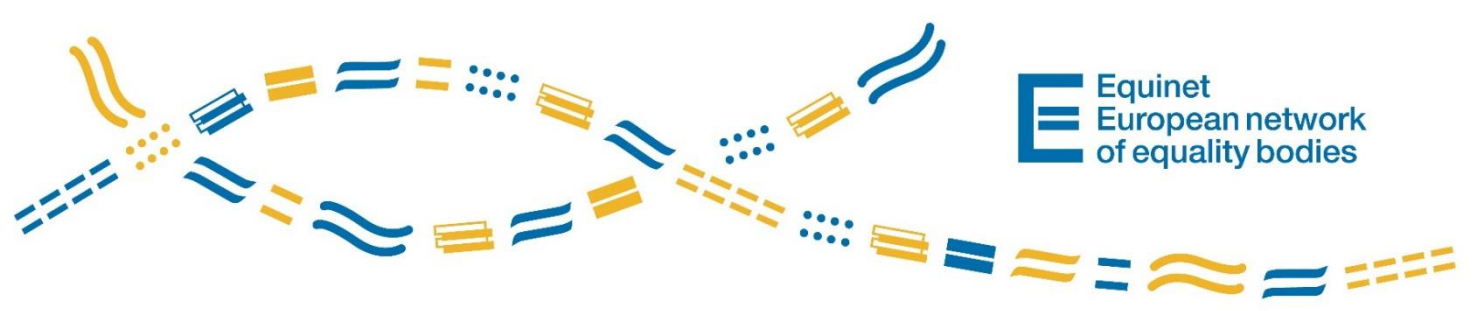
- Campaigns on sexism to inform the public
- Countering sexism in advertising and media
- Countering sexism in education
- Training on sexism



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Campaigns on Sexism – public awareness

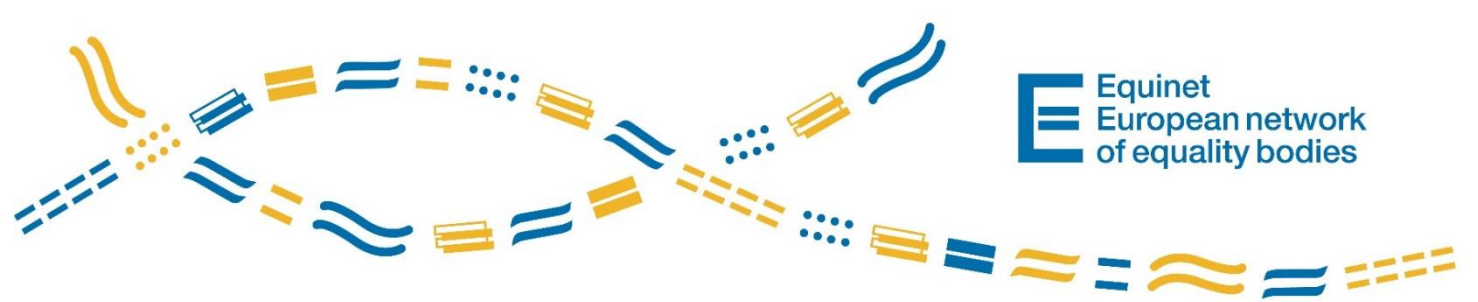
- ✓ The *Federal Anti Discrimination Agency (FADA)* in Germany has conducted poster campaigns on stereotyping under titles such as ‘No One Fits Into One Box’.
- ✓ The *Ombud for Equal Treatment* in Austria has published information materials and conducted workshops on gender stereotyping particularly in relation to job advertisements.
- ✓ The *Commission for Protection of Equality* in Serbia has had two videos broadcast on national television on the theme ‘Discrimination is not a joke’ and seeks to challenge stereotypes in all its activities.
- ✓ The *Defender of Rights* in France organises a network of young ambassadors trained in fighting stereotypes.



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Sexism in Advertisement and Media

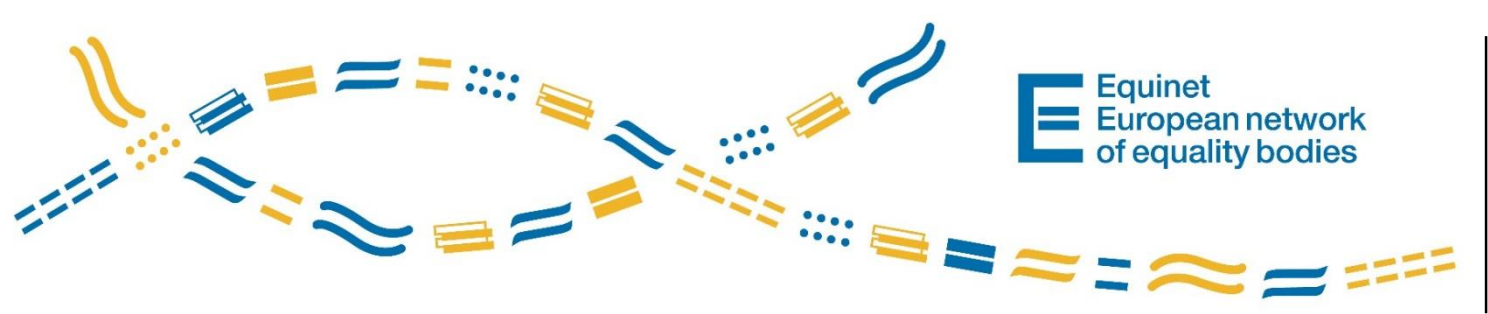
- ✓ The *Ombudsman for Gender Equality* in Croatia has focused on stereotyping in the media and in educational materials. It conducted research, issued warnings and made recommendations to advertising agencies and the media, and ran educational workshops for them.
- ✓ The *Irish Human Rights and Equality Commission* published research on gender equality issues in the marketing and design of goods for children.
- ✓ The *Public Defender of Rights* in the Czech Republic cooperates with NGOs to address sexism in advertising including gender stereotypes and degrading imagery.



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Sexism and Stereotyping in Education

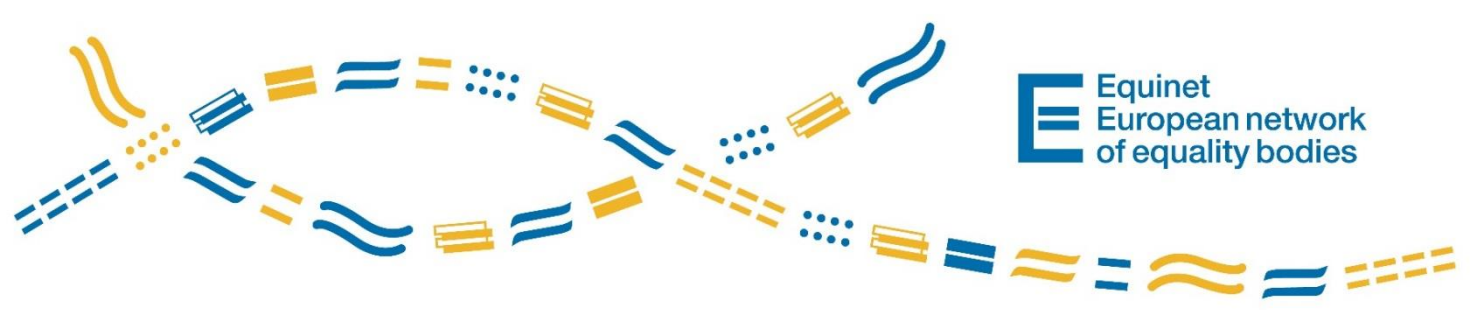
- ✓ The *Equality Commission for Northern Ireland* has published two guidance tools on stereotyping, one for teachers and career advisors and one for training providers. These address gender-based occupational stereotyping in career guidance and in training. It also developed a poster competition for schools on the issue of gender stereotyping.
- ✓ The *Equality Ombudsman* in Sweden challenges stereotyping in all their work and monitors active measures required of employers and educational establishments.



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Sexism and Stereotyping in Education

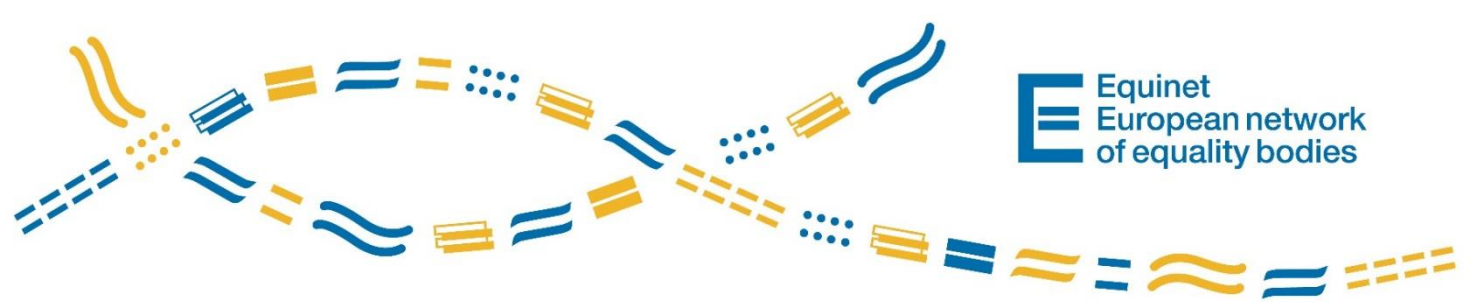
- ✓ The *Danish Institute for Human Rights* has produced a short film on educational guidance without gender bias.
- ✓ The *Commission for Citizenship and Gender Equality* in Portugal has published educational guides on gender and citizenship that include a focus on gender stereotyping. The guides cover school and vocational guidance, school curriculum, school organisations, fighting and preventing discrimination and violence, and professional training. They seek to mainstream consideration of gender in formal educational practice.



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Training and education

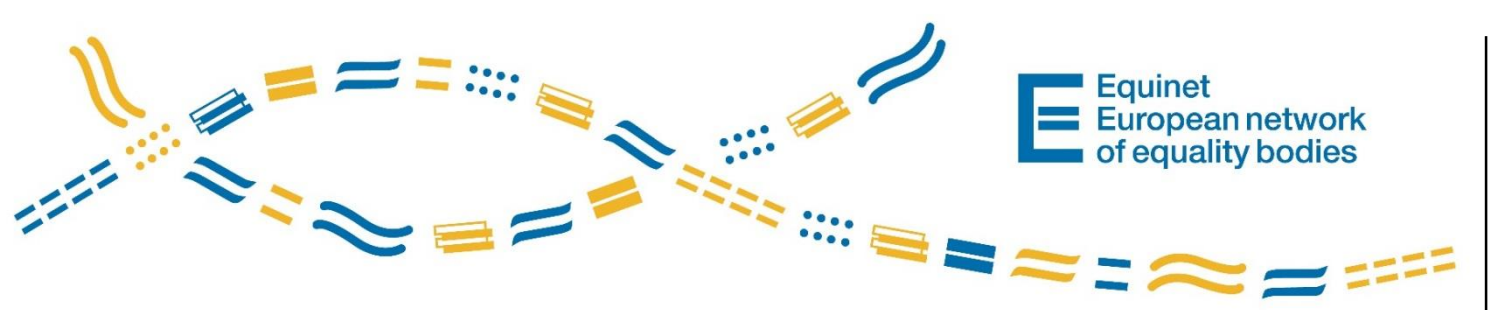
- ✓ The *Netherlands Institute for Human Rights* conducts training in stereotypes for people working in human resources under the title 'Unbiased Selection'. This is multi-ground training that includes the ground of gender. It is supported on their website and in brochures.
- ✓ The *Slovak National Centre for Human Rights* and the *National Commission for the Promotion of Equality* in Malta have provided training on the issue of stereotyping



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Additional Communication Initiatives

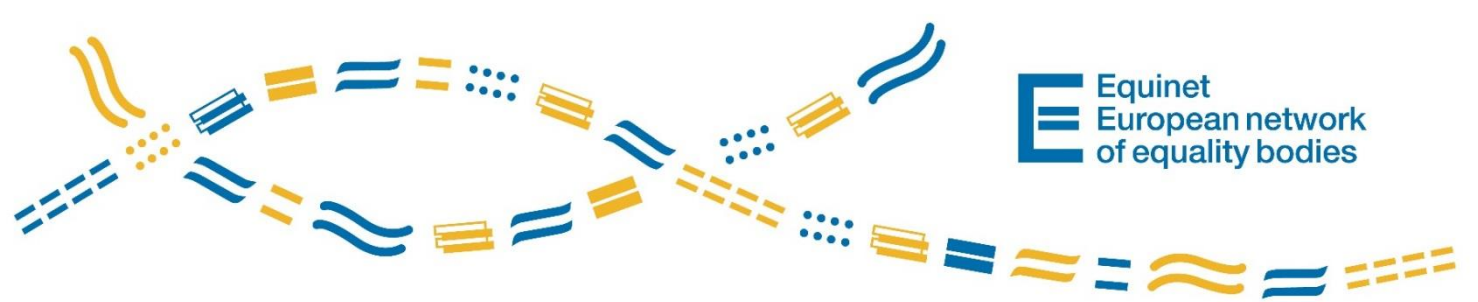
- Equal pay
- Women in decision making
- Work-life balance
- Pregnancy-related discrimination
- Sexual harassment



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Engagement with Men

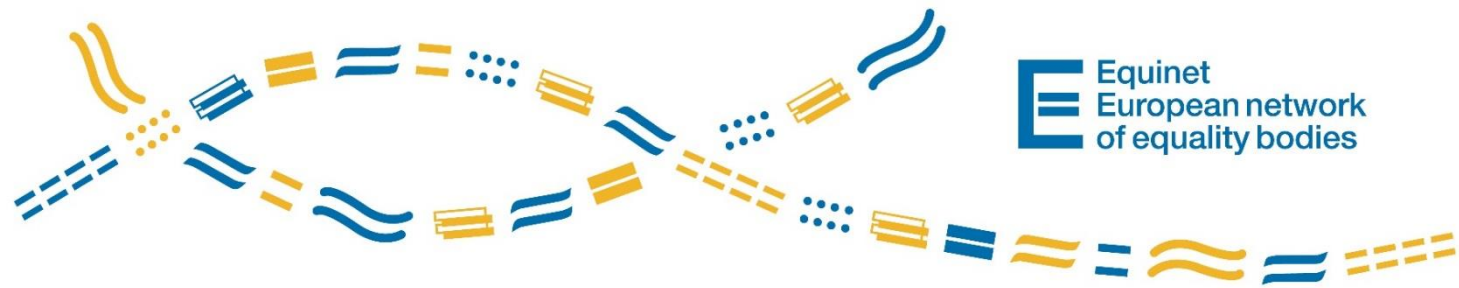
- ✓ The *Institute for Equality of Women and Men* in Belgium organised a conference on the role of men in gender equality.
- ✓ The *Commission for Protection of Equality* in Serbia developed cooperation with a men's organisation on the issue of breaking stereotypes.
- ✓ The *Irish Human Rights and Equality Commission* organised round tables with a men's organisation on the role of men in gender equality.
- ✓ The *Slovak National Centre for Human Rights* participated in a project on the role of men in gender equality



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Barrier

The myth of gender equality as already achieved, gender inequality as no longer a problem and equal treatment as preferential treatment.



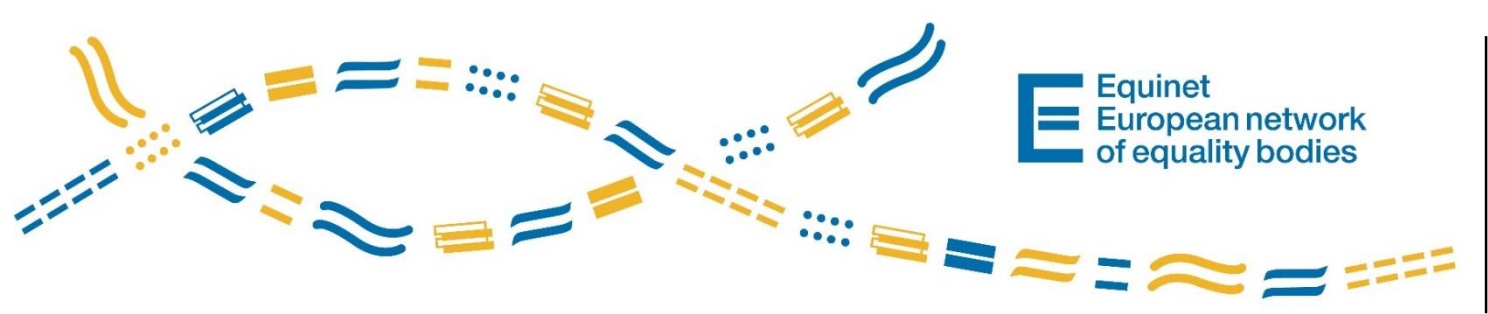
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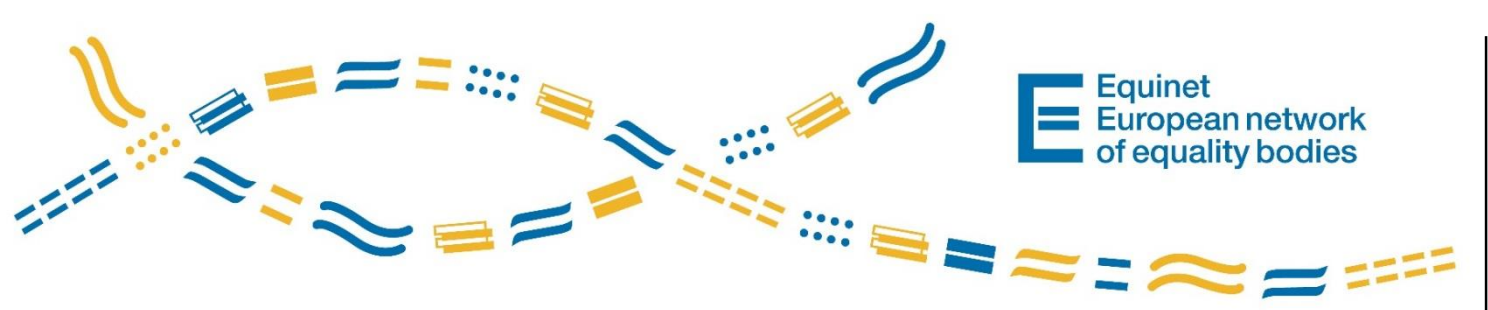
New priorities and areas
for further developments:



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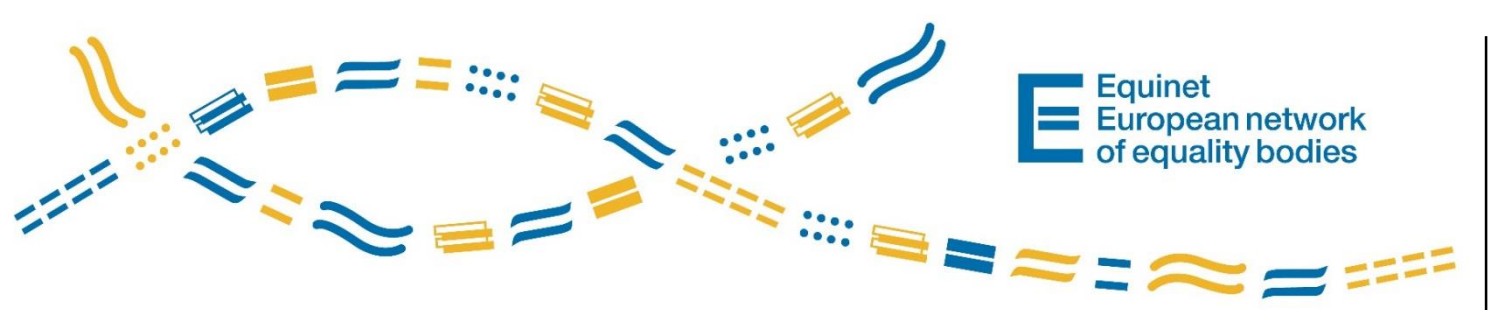
Stimulating a New Priority for Gender Equality

- New Strategy in a context of economic and financial crises and the accompanying austerity measures.
- New activities capable of engaging with the impact of austerity policies.



Gaining Hearts and Minds: Showing the Need for Equal Treatment

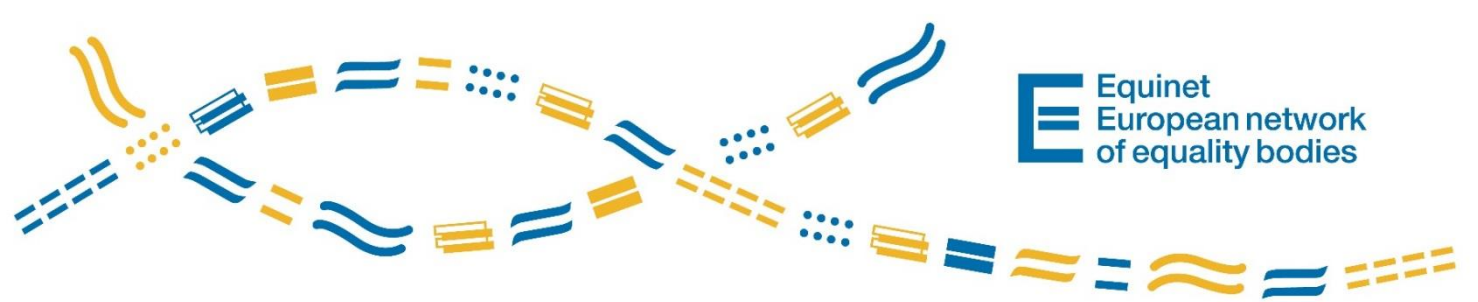
- The myth that gender equality as already been achieved has to be countered by gaining hearts and minds.
- Promoting evidence on gender inequalities: the need for equal treatment has to be proved with strong data and a narrative that accompanies them.
- The focus in policy-making on issues common to many women in Europe can support this cause, such as work-life balance and the effects of cuts on public services.
- EU collection of data and testimonies, and funding for awareness raising campaigns to show that gender discrimination is still prevalent in society is key.
- Funding for equality bodies' communication work.



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Engaging and Mobilising Men

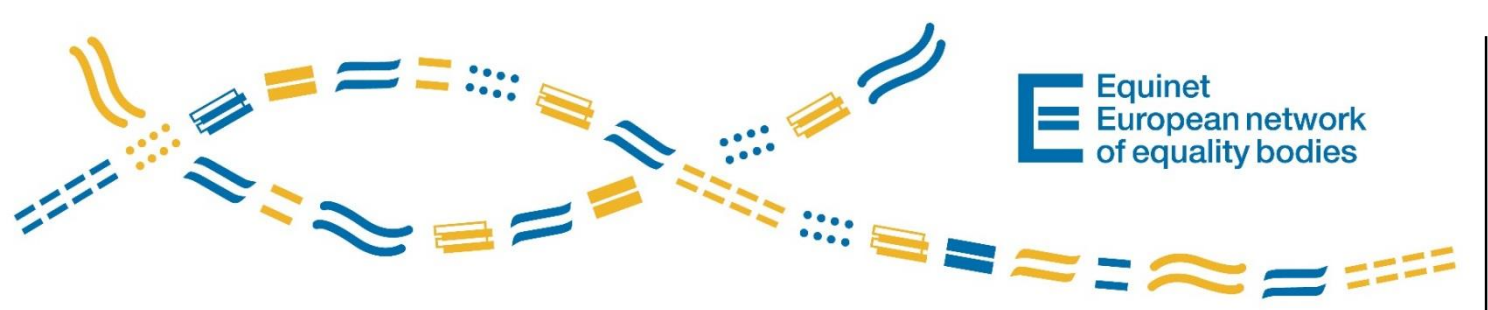
- Mobilising men for gender equality
- Freeing men from gender stereotyping on 'male behaviours' and engaging men on this liberation
- Men and caring work



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Combating Under-reporting

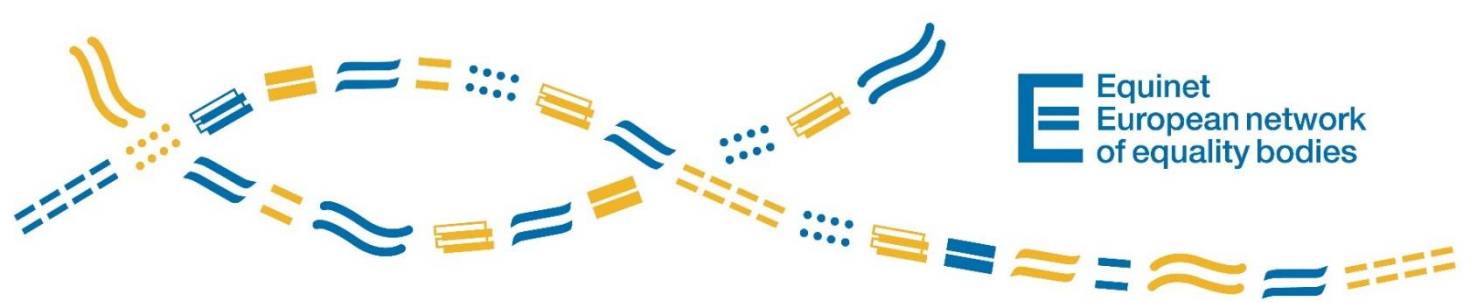
- Support to equality bodies' communication work
- Support to civil society to promote awareness of rights
- Funding for media campaigns



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Tackling Sexism

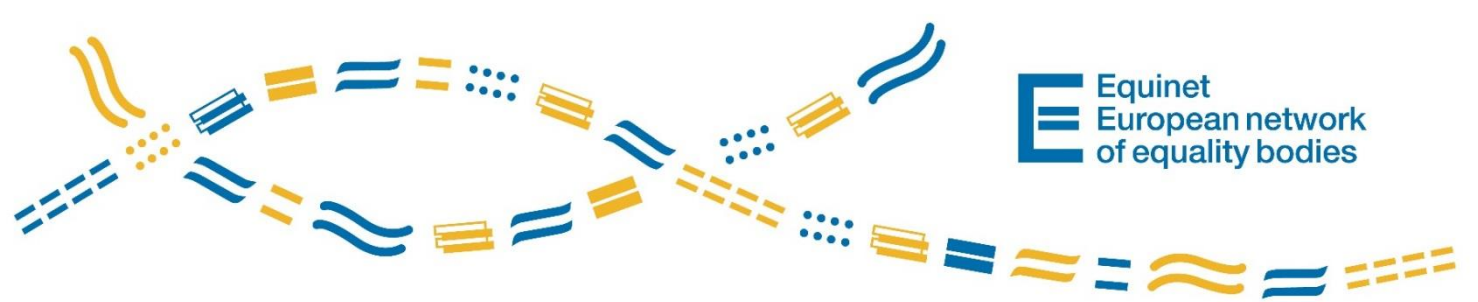
- Tackling stereotyping in media, advertisement and education
- Rendering stereotyping visible
- Promoting values of equality, diversity and human rights



Promoting Values of Equality, Diversity and Human Rights

Example appeals...

- | | |
|---|---|
| <p> Universalism
Equality is a universal right.
Equality is necessary for democracy.</p> | <p> Power
Equality is good for the economy.
Equality increases investment.</p> |
| <p> Benevolence
Equality increases trust and loyalty.
Equality is respect for other people.</p> | <p> Achievement
Equality makes societies more successful.
Equality allows people to achieve more.</p> |
| <p> Tradition
<i>None found</i></p> | <p> Hedonism
<i>None found.</i></p> |
| <p> Conformity
Other people take equality seriously.
Equality matters because it's the law.</p> | <p> Stimulation
<i>None found.</i></p> |
| <p> Tradition
Equality makes societies safer.
Equality increases social order.
Equality matters because it's the law.</p> | <p> Self-Direction
Equality allows people to live their own lives.
Equality empowers people to fully participate in society.</p> |



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