

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Strasbourg, 4 June 2018

Information Document (Revised 2)

GENDER EQUALITY COMMISSION

Compilation of good practices to prevent and combat sexism in Council of Europe member states

Contents

USEFUL REFERENCES	5
PART I – Examples of good practice by theme	7
EDUCATION.....	7
MEDIA, SOCIAL MEDIA AND ADVERTISING.....	9
WORKPLACE.....	13
LANGUAGE AND COMMUNICATION	14
SPORT AND CULTURE.....	15
PUBLIC SERVICES (JUDICIARY, MIGRATION OFFICIALS, LAW ENFORCEMENT, SOCIAL SERVICES).....	15
PUBLIC SPACE.....	18
POLITICAL BODIES AND FORA.....	19
SEXIST HATE SPEECH.....	19
CYBER-SEXISM.....	20
PRIVATE LIFE	21
OTHER.....	21
PART II – Examples of good practice submitted by member states	23
BELGIUM	23
CYPRUS	25
CZECH REPUBLIC.....	26
GREECE	28
ICELAND	36
LATVIA	38
MALTA.....	40
SPAIN	41
SWEDEN	42
SWITZERLAND.....	44
TURKEY.....	46

[NB. Some examples may fall under more than one section]

USEFUL REFERENCES

- [Documents from the Drafting Committee \(2017\) and brainstorming meeting \(2016\)](#)
- [Combating gender stereotypes in and through education \(2015\)](#)
- [Compilation of good practices to promote an education free from gender stereotypes and identifying ways to implement the measures which are included in the Committee of Ministers' Recommendation on gender mainstreaming in education \(2015\)](#)
- [Handbook on the implementation of the Recommendation on media \(2015\)](#)
- [Gender equality and the media at national level – Compilation of good practices from member states \(2014\)](#)
- [Background note on sexist hate speech \(2016\)](#)
- [Report of the Seminar on Combating Sexist Hate Speech \(2016\)](#)
- [Compilation of good practices to reduce existing obstacles and facilitate women's access to justice \(2015\)](#)
- [Committee of Ministers Recommendation on gender equality in the audiovisual sector \(2017\)](#)
- [Training Manual for Judges and Prosecutors on Ensuring Women's Access to Justice \(2017\)](#)

PART I – Examples of good practice by theme

EDUCATION

Austria

The Boys Day event, which targets boys between 14 and 18, was launched by the Ministry for Social Affairs in an effort to increase the number of males in social and educational professions. The initiative gives boys the opportunity to take part in a taster day at both schools and hospitals. The project should help to alter the typical gender roles when it comes to careers. According to the Employment Market Service in Austria, despite good employment opportunities, only three in ten employees in social and educational professions are male. This event also exists for girls. A similar event exists in Germany.

www.boysday.at

Belgium

A study on the assimilation by young people of sexist stereotypes conveyed by the media, carried out in 2006 and presented at many colloquies, conferences, etc., showed in particular that young people assimilate sexist stereotypes particularly easily. They watch a great deal of television and a large number of the programmes they prefer (series, video clips, cartoons) comprise sexist stereotypes. Some young people seem more than others to subscribe to this type of stereotype and be influenced by the world which these programmes show them. There was a need therefore to make everyone, young and old, aware of how important it is to develop a critical approach to the media by which we are surrounded and, sometimes, inundated. These exploratory processes resulted in the production and distribution of the comic strip “*Stéréotype toi-même*” (“Stereotype yourself”), prepared with the help of Fred Jannin & Catheline.

Since January 2009, 83 000 copies of “*Stéréotype toi-même*” have been distributed in the primary and secondary schools and teaching colleges of the French Community and to all institutions, associations or individuals who have requested it.

www.egalite.cfwb.be

Belgium

In this context, the Equal Opportunities Directorate worked in co-operation with the education inspectorate from November 2008 to 2012 to draw up a manual for the detection of sexist stereotypes for teachers, inspectors, publishers, authors, educational teams or services, organising bodies and any other public or private institution or organisation working in the education field in the French Community. The purpose of this detection handbook entitled *Gender and textbooks* is to enable education stakeholders to address the issues of respect for the principles of gender equality between women and men, and girls and boys, and gender-based discrimination in school textbooks. Its target audience is inspectors, teachers, teacher trainers and persons involved in the textbook production chain (publishers, authors, illustrators, etc.) and its goal is to present the results of recent research on the subject and provide readers with the keys to understanding they need to detect stereotypes or sexist portrayals in order to promote the fair representation of women and men in school textbooks and other teaching materials.

Gender and textbooks was presented to the public at a colloquy held on 16 October 2012 attended by over 350 people. Over 8,000 copies of the manual were published and sent to trainers, teachers and inspectors who requested a copy.

France (Ile-de-France)

The Hubertine Auclert Centre publishes analyses of sexist representations in school textbooks (history, mathematics, French). An evaluation grid is available as well as a practical guide for textbooks to be tools for equality. In November 2017, the Centre launched its website on stopping cyber-sexism: <https://www.stop-cybersexisme.com/>
<http://www.centre-hubertine-auclert.fr/>
<https://www.centre-hubertine-auclert.fr/sites/default/files/fichiers/vigie-grille-2014-web-0.pdf>
<http://www.centre-hubertine-auclert.fr/outil/faire-des-manuels-scolaires-des-outils-de-l-egalite-femmes-hommes-guide-pratique>

France – Foundation Act against Exclusion – Diversity of jobs

Clip against stereotypes in career choices <https://www.youtube.com/watch?v=NL2HERo44Qc>

France

"Matilda" is a platform of educational videos dedicated to equality between girls and boys, which partners with the Ministry of Education and the Ministry of Families, Children and Women's Rights and the Ministry of Education, as well as [les Nouvelles News](#) (web news platform), [Les Glorieuses](#) (feminist newsletter), the [Simone de Beauvoir Audio-visual Centre](#) (working on the preservation and creation of audio-visual material concerning women's rights) and the [Hubertine Auclert Centre](#) (resource centre dedicated to the promotion of gender equality of the Paris Region). 7th season of the campaign "Buzz against sexism" where young people under 25 are invited to make a video of 2 to 6 minutes to denounce sexism (deadline for submissions: 15 March 2018).

<http://www.matilda.education/>

<http://www.matilda.education/app/mod/page/view.php?id=641>

France

The *Concours des Olympes de la parole, Voix pour l'Égalité, Voice for Equality* offers pupils in primary and lower and upper secondary schools the opportunity to give thought to the place of women in society. The candidates submit a written file and present the theme of the year in a manner of their choice to a jury at regional and then national level. The competition is organised by the *Association française des femmes diplômées des universités* (AFFDU) (French Association of University Women) in partnership with the Ministry of Education, the Ministry of Women's Rights and the Observatory on Gender Equality. Each year, an equality-related subject is published in the Official Journal of the Ministry of National Education on various themes: does gender balance foster more equality; does respect promote equality; is equality possible in all professions; are salaries equal; from the local community to Europe, is there gender equality in politics; women and men in the digital era, solutions for achieving gender equality; better media education, etc.

Teachers of all subjects, including physical education and the arts, and from all sections, register for the competition and work on the subject with their classes, in preparation for regional finals, generally in the *préfectures* and then for national finals at the Ministry at an award ceremony attended by the Minister. Each year, 45,000 persons are directly or indirectly involved with this competition. The competition is a vehicle for citizenship through awareness of existing inequalities in the home, at school, in human relations and society. It has spread to sister associations, in Ireland, Spain and Switzerland where it exists in a slightly different way. It could be easily duplicated more widely in Europe and have a European final through video conferencing.

<http://www.affdu.fr/nos-actions/les-olympes-de-la-parole/>

Luxembourg

The Ministry for Equal Chances launched in September 2014 the game MEGASPILL, a version of the “Memory” game for which players must find related pairs of cards. The aim of MEGASPILL is to find a woman and a man practicing the same job (while sensitising young people and breaking down stereotypes in the economic and professional world).

United Kingdom

A 2017 study carried out by UK Feminista and the National Education Union (NEU) found that sexual harassment, sexist language and gender stereotyping are commonplace in school settings, yet teachers report feeling unsupported and ill-equipped to respond. The study on sexism in schools, entitled “It’s just everywhere”, recommends to urgently make tackling sexism and sexual harassment in schools a policy priority; to issue guidance to all schools on how to prevent and respond to sexual harassment and sexual violence; to create a fund to support capacity-building to schools on tackling sexism and sexual harassment provided by specialised organisations; and to ensure that the curriculum for relationships and sex education (RSE) is designed to prevent sexism and sexual harassment among children and young people and that RSE teachers have access to high quality professional development.

<http://ukfeminista.org.uk/wp-content/uploads/2017/12/Report-Its-just-everywhere.pdf>

In December 2017, the Department of Education published detailed guidance on how schools should respond to sexual violence and harassment by other children. This public consultation, on “Keeping children safe in education”, closed on 22 February 2018. New guidance on Relationships and Sex Education (RSE) is also being prepared as RSE will become compulsory in all schools from September 2019.

MEDIA, SOCIAL MEDIA AND ADVERTISING

Austria

In 2011 an advisory board on anti-sexism to the Austrian Advertising Council was installed including qualified gender experts in order to counteract gender-discriminatory advertising and to raise awareness of the advertising industry for a non-discriminatory portrayal of the sexes.

Out of 278 complaints received in 2012, more than half dealt with “gender discriminatory advertising” (53.41%). The anti-sexism Advisory Board reviewed these complaints and furnished its opinion to the Council. In 13 cases (7.39%), the Council called for immediately stopping the campaign. The “Gender Award Advertising” is another awareness-raising initiative established in 2012. The new prize honours gender-sensitive advertising productions (TV, radio or print) from Austria. The most important criteria are the promotion of equality between women and men in relation to overcoming gender stereotypes in the portrayal of persons, and that women and men are represented in atypical professions/roles.

Croatia

The Croatian radio and television (HRT) training centre has, in co-operation with the Office of the Gender Equality Ombudsman, introduced training programmes for editors and journalists on the elimination of stereotypes and of content which presents men and women in a sexist, offensive or degrading manner in the media.

Czech Republic

There is a campaign called “Sexist Piggy” (zenskaprava.cz/sexisticke-prasatecko/) organised by an NGO named NESEHNUTÍ (www.nesehnuti.cz). The aim of this campaign is to raise general awareness on the prevalence of sexism and gender stereotypes in advertisement and its negative effects.

Every year (negative) “prizes” for the most sexist advertisement in several categories are awarded. The “Sexist Piggy” award has been running for several years and has managed to gain more broad coverage by some of the important media in the Czech Republic.

Estonia

In 2013, the Ministry of Social Affairs carried out an awareness-raising campaign “Stereotype” in the framework of implementation of the ESF programme “Promoting Gender Equality 2011-2013”. The aim of the campaign was to tackle gender stereotypes and to demonstrate their negative influence on work and career choices. One of the main activities of the campaign was a series of seven video clips pointing out gender stereotypes in everyday occasions and their negative impact on lives of women and men. Two of the clips also targeted the issue of treatment of women by media. Video clips were shown in television and were available through the internet (www.stereotyyp.ee/en/). The clips got a wide attention and received positive feedback in Estonia and internationally.

Estonia

In 2013, the Estonian Ministry of Social Affairs began an awareness campaign to combat sexist stereotypes and demonstrate their negative effects on employment and on career decisions. The main activities comprised youth employment days and video clips, two of which dealt directly with media treatment of women. During the employment days, boys were offered jobs traditionally regarded as women’s work (nurse, teacher), while girls were offered jobs traditionally regarded as being for men (engineer, soldier, miner), in order to deconstruct the images associated with those occupations.

France

“*Prenons la Une*” is a network of French women journalists aiming for a better representation of women in the media, professional equality on editorial boards and which speaks out against sexism and sexist stereotypes in the media. The network has adopted a manifesto and recommendations (media coverage of violence against women).

France

Decision from the Higher Council of Audiovisual (CSA) in June 2017 after the broadcasting of a TV report on “traineeship what is a man”. The Council decided that due to the lack of contextualisation and explicit criticism, the TV channel aired footage presenting a regressive and macho conception of the place of women vis-à-vis men.

<http://www.csa.fr/Espace-juridique/Decisions-du-CSA/Reportage-Stages-C-est-quoi-un-homme-diffuse-dans-le-journal-de-20-heures-intervention-aupres-de-France-2>

Portugal

Portugal’s Commission on Citizenship and Gender Equality (CIG), in partnership with the Vocational Training Centre for Journalists (CENJOR), has introduced a 12-hour module dealing with gender and news. This module is intended to develop a more critical attitude amongst participants so that more rigorous work is done on equality and non-discrimination. It covers a huge range of subjects, including the social construction of gender, media coverage of violence against women and

gender in journalists' professional ethics. The success of this training owes a great deal to a combination of several factors: the excellent reputation of the trainers, the deconstruction of stereotypes, the presentation and critical analysis of specific examples of discrimination which have occurred in the news, and the sharing of tools intended to develop professional skills sensitive to gender equality.

Training activities from the children's protection commissions have been also organised for media professionals and journalism students on the role of media in reporting domestic violence (in particular spousal homicide), rights of the child and elimination of stereotypes in information and advertising.

Republic of Moldova (and UN Women)

Mass-media institutions' self-assessment through a gender dimension: 17 mass-media (print and electronic press) were included in the project of self-assessment through a gender dimension. The project of gender self-assessment of electronic and print media was implemented in the period of January to October 2013 by the Association of Independent Press (API), at the initiative and with the financial support of UN Women Programme in Moldova "Women's Economic Empowerment through increasing Employability in the Republic of Moldova". Thus, the collected information allowed undertaking a general analysis of gender dimension in print and online media, as well as on how mass media were concerned to ensure gender equality and balance in their articles. Thus, in just nine months, the total data for the 17 mass-media institutions indicate almost a doubling of women protagonists' visibility in journalistic materials, from 16.7% in February 2013 up to 28.6% in October 2013.

Russian Federation

The association of Russian women journalists, which was established in 1990 in response to sexism in the sector, has conducted various analyses of the Russian media sector, training courses for media professionals and heads of media organisations which also cover the countries of the CIS, and national and international conferences on gender equality, as well as several studies on the Russian media.

Spain

The Observatory of Women Image receives, analyses and organises complaints arising from sexist ads that appear in any media. On this basis, companies are required to modify or withdraw their campaigns, and the Spanish Women's Institute and for Equal Opportunities advises them to facilitate the removal of discriminatory messages. From 2009 to 2017 a total of 8,285 complaints have been received and actions have been taken on 651 occasions. Each year, the Observatory prepares a report on the actions taken. Under the above legislation and as a reinforcement of the actions that are performed by the Observatory of Women Image, the Spanish Women's Institute also joined in the lawsuit filed by an association of consumers (*Asociacion de Consumidores y Usuarios Adecua*) against Ryanair for the editing of the calendar "Girls of Ryanair 2012" that advertised fares using the images of such calendar ("Hot Prices, like the crew!, hottest rates, like crew!"). The ruling, dated 5 December 2013, upheld the lawsuit, condemning the company to stop the advertising campaign and to refrain from future repetition. In 2017, the appeal confirmed the judgment of the first instance considering the advertisement as "unlawful and unfair" and "sexist" "with a clear sexual connotation, discriminating and degrading", "using women as mere objects" and with a "complete disconnection between the image used and the product promoted". In 2014, a new lawsuit was filed against the Valencian company "Cementos La Unión" for unlawful advertising and sexism, demanding the cessation of such advertising; it was dismissed in the first instance but upheld on appeal in the second instance.

The involvement of the Spanish Women's Institute and for Equal Opportunities started a new strategy from the Institute in order to give greater effectiveness to the implementation of legislation on sexist advertising.

In order to increase public education and social awareness on equality and media, the Institute of Women and for Equal Opportunities organises free digital training courses about equality and gender-related approach in advertising and film. The course "Women and advertising: image building" aimed to provide training to teachers of kindergarten, primary and secondary education and the general public for the analysis of the image of women that is disseminated through advertising, and the gender stereotypes associated. These courses, initiated in 2013, continue to be carried out to date in on-line format and with positive results. Four categories are currently offered: the image of women in cinema; the image of women in advertising; female stereotypes in 20th century literature; and, the representation of women in painting.

Spain

A co-operation agreement between the Spanish government and the Spanish public broadcaster RTVE in 2009 entrusts and assists the broadcaster with the dissemination of content on all its channels promoting gender equality and combating violence against women. The agreement also requires that all advertising on RTVE be in accordance with the principle of non-discrimination on grounds of gender. Lastly, the agreement provides for training on equality for RTVE employees.

In January 2018, RTVE joined the inter-party Agreement against Gender-Based Violence, which sets up a co-operation framework between the public broadcaster and the Ministry for Health, Social Services and Equality, in order to promote awareness-raising on this issue.

United Kingdom

In July 2017, the Advertising Standards Authority (ASA - UK's independent regulator of advertising across all media) has released a report entitled "Depictions, Perceptions and Harm", an evidence-based case for stronger regulation of ads that feature stereotypical gender roles or characteristics which might be harmful to people, including ads which mock people for not conforming to gender stereotypes.

The Committees of Advertising Practice (CAP - authors of the UK Advertising Codes) - will develop new standards on ads that feature stereotypical gender roles or characteristics. ASA will then administer and enforce those standards. CAP will also use the evidence in the report to clarify standards that reflect our existing position on ads that objectify or inappropriately sexualise people or suggest it is acceptable to be unhealthily-thin. CAP will report publically on its progress before the end of 2017 and commits to delivering training and advice on the new standards in good time before they come into force in 2018.

EU-funded project: "AGEMI - Advancing Gender Equality in Media Industries"

A multidisciplinary European consortium comprising the Universities of Newcastle (UK), Padova (Italy) and Gothenburg (Sweden), the European Federation of Journalists (EFJ) and the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM) was recently awarded a grant by the European Commission's Directorate - General for Justice and Consumers to develop an action project to advance gender equality in media industries. The project will bring journalism, media and communication students together with media professionals so as to foster a gender equality perspective within both journalism and media education and professional journalism practice, and bridge the transition between education and employment.

The project team will design a web platform which will become the go-to resource for individuals and organisations interested in promoting gender equality which will include: a resources bank of existing materials on the topic such as guidelines, toolkits, reports, analyses; examples of good practice from a variety of media organisations; original, co-created teaching and learning materials including video clips, interviews and activities; and digital tools including a web-based app. An important aspect of the project is developing the relationship between education and employment, between students, academics and practitioners and there are several opportunities to foster that relationship including internships, training events and a summer school. The project runs from February 2017 to July 2019. Once the project website has been developed, we will provide updates on progress and send invitations to get involved.

UNESCO

The Gender-Sensitive Indicators for Media (GSIM) developed under the aegis of UNESCO, with input from several international media organisations and journalists and representatives of women's organisations, are divided into two categories: action to foster gender equality within media organisations and gender portrayal in media content. Each category includes five headings: users; critical areas of concern; strategic objective; indicators; and means of verification.

UN Women

In June 2017, the Unstereotype Alliance was launched by UN Women and industry leaders to eradicate outdated stereotypes in advertising.

We Are #WomenNotObjects

<http://womennotobjects.com/campaign>

Initiative "No thanks, mate"

The list features speakers who pledge to not appear on any panel that comprises solely of men.

<http://speakerdiversity.com/>

WORKPLACE

France

In 2016, the Higher Council for professional equality between men and women (*Conseil supérieur de l'égalité professionnelle entre les femmes et les hommes*) published a "kit to act against sexism at work – three tools for the world of work" aimed at employers, HR managers, union representatives and employees. It presents the provision on "sexist acts" in the labour code, reference information (advice for each category on what to do) as well as ten levers for companies.

<https://rm.coe.int/16806fbc1e>

France

For the last 16 years, the Cercle InterElles has been committed to promoting diversity and gender equality in the work place in the scientific and technological sectors, with the aim of creating the conditions for gender balance and performance. It comprises the following companies: Air Liquide, CEA, Canon, Dassault Système, Engie, GE, Gemalto, IBM, Intel, Lenovo, Nexter, Orange, Orano and Schlumberger, whose members, within their own network, share the following common goals: promoting women's access to senior positions, career advancement and ensuring that they maintain a work/life balance; encouraging women to work in the scientific and technical sectors; conveying the views of women working in member companies to the public authorities, decision-

making bodies and European and international organisations; sharing good practices, promoting links and exchanges with other networks and associations; organising focus groups and presenting their work at the annual symposium.

Each year at the beginning of March, the Cercle InterElles symposium, whose success has been constantly growing, brings together some 600 persons on International Women's Day. It is a highlight of the year, combining vision and pragmatism, analyses and progress, testimonies and expertise on different themes which are the result of the work carried out throughout the year. Both male and female employees, since men also take part in the symposium, raise various issues and reflect on questions such as how to ask for and obtain a raise or a promotion, how to detect and combat stereotypes, the exercise of authority, coaching by women, and mentoring.
<http://www.interelles.com/cercle-interelles/reussir-au-feminin-ensemble>

France

In 2016, the Casino Group (supermarket) received the "No more clichés" award from "Communication & Entreprise" and the Ministry of Families, Childhood and Women's Rights for its fight against everyday sexism. Casino Group published an internal guide on this topic "Professional equality – Combating everyday sexism", a guide to analyse different forms of sexism, deconstruct stereotypes, managing in a different way and breaking the glass ceiling.

No more clichés campaign video

<https://www.youtube.com/watch?v=P57t5EDjTs&feature=youtu.be>

For other examples of companies involved in the campaign "*Sexisme, pas notre genre*" (survey, film, awareness-raising, and support for victims depending on the company):

<http://www.egalite-femmes-hommes.gouv.fr/dossiers/sexisme-pas-notre-genre/entreprises-engagees/>

LANGUAGE AND COMMUNICATION

France

Since 2012, administrative documents do not have the box "*Mademoiselle*" next to "*Madame*" and "*Monsieur*". This decision was challenged but the "*Conseil d'État*" (highest court on the administrative branch) validated it.

France

The High Council on Equality between Women and Men has produced a "Practical guide for public communication without gender stereotypes" with 10 practical recommendations (which include concrete examples for various situations).

http://www.haut-conseil-egalite.gouv.fr/IMG/pdf/hcefh_guide_pratique_com_sans_stereo-vf-2015_11_05.pdf

United States of America

New tool to analyse the content of characters' language and their interactions across gender, race and age (to assess whether films pass the 'Bechdel test' and other patterns).

http://sail.usc.edu/mica/project_pages/character_network_visualization.html

<https://seejane.org/research-informs-empowers/data/>

SPORT AND CULTURE

France

The Olympic and Sport committee of a French department (Gironde) launched in 2014 (ongoing) an exhibit entitled "women and sports: beyond the stereotypes". It aims at deconstructing gender stereotypes and promoting women enrolled in sport in this department. It is possible to borrow the exhibit.

<http://www.cdos33.org/exposition-femmes-et-sports-au-dela-du-cliche-photos/>

France

Associations HF Ile-de-France et *Osez le féminisme!* organise Women's Heritage Days (Journées du Matrimoine) to make women's contribution visible during Heritage Days (Journées du Patrimoine) in Paris and Strasbourg (*Osez le féminisme 67!*). This includes city guided visits and exhibits.

Switzerland (Romandy part)

Between 2006 and 2010, the Association Lab-Elle identified 300 books for girls and boys (up to 10 years old) free from sexist stereotypes. The list of labelled books is available online.

<http://www.lab-elle.org/materiel>

United Kingdom

This Girl Can is a celebration of active women who are doing their thing no matter how well they do it, how they look or even how red their face gets. Funded by The National Lottery and developed by Sport England, it wants to help women overcome the fear of judgement that is stopping too many women and girls from joining in.

<http://www.thisgirlcan.co.uk/>

Video: <https://www.youtube.com/watch?v=toH4GcPOXpc>

Commercials

Always – Like a girl

<https://www.youtube.com/watch?v=XjIQBjWYDTs>

Nike – Believe in us series

- What are girls made of? https://www.youtube.com/watch?v=Y_iCIISngdI
- What will they say about you? <https://www.youtube.com/watch?v=F-U09vMS7AI>
- This is us https://www.youtube.com/watch?v=10Yi2pbNK_4

For examples of French initiatives in culture and arts (using the filter):

<http://www.egalite-femmes-hommes.gouv.fr/dossiers/sexisme-pas-notre-genre/les-initiatives/>

PUBLIC SERVICES (JUDICIARY, MIGRATION OFFICIALS, LAW ENFORCEMENT, SOCIAL SERVICES)

In November 2017, the Council of Europe published a *Training Manual for Judges and Prosecutors on Ensuring Women's Access to Justice*, which also addresses gender stereotypes and bias. The

training manual has been pilot tested in several Eastern Partnership countries, as part of a Partnership for Good Governance project (Council of Europe/European Union) carried out in 2015-2017.

Extract from the Training Manual:

“A number of strategies may be employed to support, empower and enable justice actors to avoid gender stereotyping in their work. For instance:

- providing adequate and regular training on relevant international human rights law as well as on gender stereotypes and bias;
- highlighting the harm of judicial stereotyping through evidence-based research;
- advocating for legal and policy reforms that specifically address gender stereotypes to make laws more gender-sensitive, and monitoring the impact of such measures;
- analysing judicial reasoning for evidence of stereotyping;
- highlighting good practice examples of judges and prosecutors who have challenged gender stereotypes;
- obtaining expert and amicus curiae briefs in order to provide specialised information to guide the court in complex or unfamiliar topics;
- improving the gender sensitivity of justice actors and judicial capacity to address gender stereotypes. This can include conducting training that initiates behavioural changes in order to prevent and combat judicial stereotyping while also acknowledging that gender bias may be unconscious;
- creating institutional behavioural interventions by changing practices and procedures that limit justice actors’ opportunities to exercise bias.”

OHCHR has worked on gender stereotypes in the judiciary:

[Eliminating judicial stereotyping - Equal access to justice for women in gender-based violence cases \(2014\)](#).

Armenia

The Women’s Rights Centre (WRC) has implemented different awareness-raising actions and educational campaigns to increase knowledge of our society on violence against women generally, and domestic violence in particular. These activities serve as a link between society and WRC by explaining what domestic violence is and the services provided in this regard. They also play a significant role in transforming social stereotypes, promoting certain social behaviour patterns and values. The actions and events implemented by WRC, as well as future ones, have a core aim to break the stereotypes and change the widespread and incorrect opinion according to which only women should struggle for women’s rights.

Sweden

The Swedish Crime Victim Compensation and Support Authority has conducted training programmes for staff in the criminal justice system on the treatment of victims of sexual crimes. The purpose of the training programme has been to increase knowledge on how victims of sexual crimes react and thus eliminating prejudices and stereotypes about victims of crime.

Courts

European Court of Human Rights: Carvalho Pinto de Sousa Morais v. Portugal, 25 July 2017

The Court found a violation of Article 14 (prohibition of discrimination) read together with Article 8 (right to respect for private and family life).

The case concerned the decision of the Supreme Administrative Court of Portugal to reduce the amount of compensation awarded to a woman of 50 years old suffering from gynaecological complications due to a medial error in 1995. The Court found in particular that the applicant's age and sex had apparently been decisive factors in the national courts' final decision not only to lower the compensation awarded for physical and mental suffering but also for the services of a maid. The decision had moreover been based on the general assumption that sexuality was not as important for a 50-year-old woman and mother of two children as for someone of a younger age. In the Court's view, those considerations showed the prejudices prevailing in the judiciary in Portugal.

The decision refers to gender equality, stereotypes, prejudices, the Istanbul Convention, CEDAW.

Para. 46: The Court further reiterates that the advancement of gender equality is today a major goal for the member States of the Council of Europe and very weighty reasons would have to be put forward before such a difference of treatment could be regarded as compatible with the Convention. In particular, references to traditions, general assumptions or prevailing social attitudes in a particular country are insufficient justification for a difference in treatment on the grounds of sex.

European Court of Human Rights: Konstantin Markin v. Russia, 22 March 2012

Para. 127: [T]he advancement of gender equality is today a major goal in the member States of the Council of Europe and very weighty reasons would have to be put forward before such a difference of treatment could be regarded as compatible with the Convention ... In particular, references to traditions, general assumptions or prevailing social attitudes in a particular country are insufficient justification for a difference in treatment on grounds of sex.

Para. 143: The Court concludes from the above that the reference to the traditional distribution of gender roles in society cannot justify the exclusion of men, including servicemen, from the entitlement to parental leave. The Court agrees with the Chamber that gender stereotypes, such as the perception of women as primary child-carers and men as primary breadwinners, cannot, by themselves, be considered to amount to sufficient justification for a difference in treatment, any more than similar stereotypes based on race, origin, colour or sexual orientation.

France

In 2013, a Twitter user called upon the rape of journalist and anti-racism activist Rokhaya Diallo. The man was later convicted of insult and provocation not followed by crime and was fined 2,000€ and 1 000€ for damages.

Republic of Moldova

The Group of Feminists Initiative of Moldova filed a complaint against Dorin Chirtoacă, Mayor of Chisinau, for his sexist and ageist public remarks towards his political opponent, Zinaida Greceanii, during the elections in June 2015. A month later, the Council on the Prevention and Elimination of Discrimination and Ensuring Equality ruled that his speech constituted incitement to discrimination, on the basis of sex and age, and ordered him to apologise publicly, using the same media previously used during his discriminatory speech. The apology was the following: "I apologise for my statements that discriminate against women and men in politics and I apologise for my sexist statements against women."

Romania

In 2010, several NGOs filed a complaint to Romania's National Council for Combating Discrimination against Tudorel Butoi, university professor and criminal expert who stated that

“most assaulted women had a provocative attitude”. The Romanian National Council recognised his statement as being discriminatory, and fined him.

United Kingdom

Stella Creasy, a British Member of Parliament was threatened online with rape from a man opposed to the campaign to put Jane Austen’s face on a bank note. In September 2014, the author of the threatening tweet was convicted to 18 weeks imprisonment.

Stella Creasy supported the campaign of journalist Caroline Criado Perez who was also the target of threats. In January 2014, two of her Twitter ‘trolls’ were sentenced, respectively, to 12 weeks and 8 weeks imprisonment for abusive messages.

PUBLIC SPACE

Austria

A campaign called “Vienna sees it differently” was launched to raise awareness and inform administrative staff working at the municipality as well as citizen about the stake of gender mainstreaming. In the campaign, pictures from common signs were used and reversed by gender – for example changing the signs for tabled in restrooms showing a man changing the diapers of a baby, or showing women working with construction, etc.

<http://www.charter-equality.eu/exemple-de-bonnes-pratiques/a-model-city-for-gender-mainstreaming.html>

<http://news.bbc.co.uk/2/hi/europe/6274213.stm>

France

The High Council on Equality between Women and Men published in 2015 its “Opinion on sexist harassment and sexual violence in public transport”. This was followed by an awareness-raising campaign against harassment in public transports (2015-2016).

<http://femmes.gouv.fr/tag/harcelement-sexiste-dans-les-transports/>

A new report on sexism is about to be finalised and made public in 2018.

France

The City of Paris published a guide entitled “Gender & public space – Questions to be asked and relevant indicators for an equal urban environment”.

<https://api-site.paris.fr/images/85756>

France

Several cities (Angers, Nantes) decided to rename streets with women’s names (due to the current huge unbalance).

France

Initiative “*Prenons la Rue*” (6-8 March 2017) to underline women’s invisibility in public space and highlight women as a source of inspiration.

<http://www.egalite-femmes-hommes.gouv.fr/dossiers/operation-prenonslarue/>

France

Video reversing women and men’s behaviours on the street: Reversed role - Oppressed majority, by Eleonore Pourriat

<https://www.youtube.com/watch?v=V4UWxlVvT1A>

United Kingdom

The Women and Equalities Select Committee of the British Parliament has launched an enquiry on women's and girls' experiences of sexual harassment in public places (street, public transport, shopping areas, bars and clubs and other public areas). Submissions are accepted until 5 March 2018.

POLITICAL BODIES AND FORA

France

In 2015, MP Julien Aubert was sanctioned (warning and cut of $\frac{1}{4}$ of his parliamentary allowance for one month) after insisting on calling the President "*Madame le president*" while MP Sandrine Mazetier had warned him several times to call her "*Madame la présidente*".

In 2013, MP Philippe Le Ray was sanctioned (cut of one quarter of his parliamentary allowance for one month) after making a clucking sound while a (female) MP was speaking.

There was a new sexist incident in August 2017 within the French National Assembly (waiting for the identification of the person and sanction). There might also be a review of the scale of sanctions.

Serbia

Women in the Serbian Parliament established a cross party Women's Parliamentary Network which issues statements when hate speech or misogynistic attacks target female politicians. (*to be checked*)

The former Serbian Minister of Defence was fired in 2015 by the Prime Minister for his sexist remark towards a female journalist.

European Parliament

After a sexist speech at the European Parliament, Polish MP Janusz Korwin-Mikke was sanctioned through a suspension of his right to daily allowances for 30 days, suspension of participation in parliament activities for 10 days and prohibition to represent the Parliament during delegations or inter-parliamentary conferences for one year.

SEXIST HATE SPEECH

Nordic Council seminar and report on online hate speech

[Nordic Council Online Hate Speech Report - Summary \(2017\)](#)

Sweden

In February 2013, a Swedish broadcaster exposed the online hate against women journalists in a programme on "Men who inter-hate women" (Surfing the web of hate). Known women media professionals stepped forward for the first time to denounce the hate they had received from abusers ('trolls'). The latter were diverse men, young and old, professors and unemployed, Swedish and immigrants. Since then, the police have taken these cases more seriously and do investigate, but the sanctions that may follow vary greatly. While some perpetrators must pay small fines, in 2015, a 36-year-old man was sentenced to prison for harassing female politicians. Mainstreamed media are now talking about sexist hate speech in Sweden, there has been a shift in the focus from

the women to the haters, and new programmes have started to chase the trolls, for example, *The Trollhunter*.

In 2013, a Swedish video exposes the world of online sexist hate speech by filming women reading out loud the attacks they've received.

Online

The Take Back The Tech (TBTT) campaign started in 2006 to denounce technology-related violence against women and to use technology as a tool to prevent violence against women. In October 2015, #TakeBackTheTech and #ImagineAFeministInternet were attacked by Gamergate. As a response to thousands of hateful and misogynist comments written only in English, the TBTT network bombed their abusers with non-English messages. All Twitter responses were proposing counter-narrative content focusing on solidarity among activists and women.

"The Peng! Collective" had a campaign in 2015 entitled "Zero Trollerance" which sent humorous lessons to abusers on how to stop being a sexist troll. Each day for six days, the trolls received a tweet from one of the Troll Coach bots, with a video link to the day's step, as well as general motivation and inspiration.

<https://pen.gg/campaign/zerotrollerance/>

In 2015, the anti-harassment NGO Hollaback! launched HeartMob, a platform to report online harassment and support individuals as well as to empower bystanders. Previously, they had invited twitter users to report sexist hate speech via the hashtag #MyTroll. Through HeartMob, people can ask for exactly the kind of support they need, when they need it. The goal is to reduce trauma for people being harassed online by giving them the immediate support they need.

CYBER-SEXISM

Denmark

Government's package of initiatives against digital sexual abuse.

Danish Ministry of Education launched a youth-to-youth campaign on YouTube in November 2016. In 10 videos, 10 well-known You-Tubers address the problems associated with sharing pictures and the way we talk to each other online. The videos can also be used in class.

<https://rm.coe.int/2-meeting-draft-group-rec-sexism-info-doc-stepping-up-initiatives-agai/168072b9e8>

StopChikane (end harassment) is run by a women's society with support from the Danish Victims Fund and offers counselling for men and women who have been victims of online harassment and digital sexual abuse.

France

Stop Cyber-Sexism! was a campaign from the Hubertine Auclert Centre (Paris, France) to raise awareness about sexism online. Posters were displayed in metro stations and a website was created including humorous gifs and advice on how to react to cyber-sexism. Awareness-raising kits were distributed to middle schools, high schools and apprenticeship training centres. The campaign was awarded the 2015 Crime Prevention Prize by the French Inter-ministerial Committee on Crime Prevention and the French Forum for Urban Safety.

In 2016-2017, the Centre also ran a pilot project on preventing cybersexism in schools. <https://www.centre-hubertine-auclert.fr/article/bilan-du-projet-pilote-prevention-du-cybersexisme-dans-les-etablissements-scolaires>

Training sessions for professional are being organised on “Cybersexism: understanding to prevent and act”. A website with information and resources has been launched: <https://www.stop-cybersexisme.com/>

United Kingdom

British MP Yvette Cooper launched a campaign in December 2015 to “Reclaim the Internet” and challenge abuse online.

<http://www.reclaimtheinternet.com/>

United Kingdom

Women, Action and the Media group (WAM!) and The Everyday Sexism Project in the United Kingdom launched a campaign in 2013 against Facebook content inciting sexual assault and other types of violence. As a result, Facebook modified its policy on hate speech. In 2014, WAM! and Twitter ran a pilot project for users to report sexist harassment and abuse.

<http://womenactionmedia.org/twitter-report/>

In September 2015, the Cybersmile Foundation – an anti-cyber-bullying non-profit organisation, launched a gaming support centre in partnership with Intel to support victims of misogyny, digital abuse and online hate.

<https://www.cybersmile.org/gaming>

PRIVATE LIFE

European Union

The European Commission has put forward new proposals to enable parents and other people with caring responsibilities to better balance their work and private lives and to encourage a better sharing of caring responsibilities between women and men in the European Union. The work-life balance package includes a proposal for a Directive on Work-Life Balance for Parents and Carers that introduces at least ten working days of paternity leave, five days of carers' leave per year, strengthens parental leave, and extends the right to request flexible working arrangements for working parents and carers with dependent relatives. The initiative also contains a set of non-legislative measures to protect parents and carers against discrimination and dismissal, to encourage a gender-balanced use of family-related leaves and flexible working arrangements, and to remove economic disincentives for second earners (which prevent women from accessing the labour market or working full-time).

<http://ec.europa.eu/social/main.jsp?catId=1311&langId=en>

OTHER

Belgium

In 2014, Belgium adopted a law against sexism and published a “user guide” with examples covered by the law or not covered (sexist ads or humoristic videos) and risks for perpetrators.

http://igvm-iefh.belgium.be/sites/default/files/downloads/79%20-%20Anti-sexisme%20mode%20emploi_FR.pdf

France

The Minister for Families, Childhood and Women's Rights launched in September 2016 the initiative "*Sexisme pas notre genre!*" as part of the Plan of actions and mobilisation against sexism inviting citizens to act and react by proposing initiatives to counter sexism. The Plan included a survey on the perception of equality between women and men and the broadcast of videos on social media (sexism and daily life, access of women to political responsibilities, street harassment, parity, etc.). Actions or initiatives could ask to be labelled "*Sexisme, pas notre genre!*" (the list is available), people could report/testify on the website about their experience of sexism, etc.

<http://www.egalite-femmes-hommes.gouv.fr/dossiers/sexisme-pas-notre-genre/sexismepasnotregene/>

The Everyday Sexism and other initiatives in France and the Russian Federation

In 2013, the Everyday Sexism Project was launched, inviting women to share their daily experiences of sexism. In France, several websites have been created to share women's experience of sexism or harassment in different fields: [in the street](#), [at work](#), [in journalism](#), [in politics](#), [in hospital care](#), [in the military](#), [at university](#), [in culture](#).

Inspired by the Everyday Sexism Project, Daria Manshina launched the "Shut Your Sexist Mouth Up" online platform in the Russian Federation in February 2014. The platform is a safe place for people to share anonymously their experiences of sexism and other gender-based violence, as well as to find psychological help if needed. The community consists of 26,000 members, and almost 10,000 stories were gathered. Two self-defence training courses were also organised. The project has recently received the support of the Norwegian Consulate and of FRIDA – Young Feminist Fund.

Huffington Post

80 years of subtle sexism in under two minutes - 48 things women hear in a lifetime (that men just don't)

https://www.youtube.com/watch?v=9yMFw_vWboE

PART II – Examples of good practice submitted by member states

BELGIUM

GOOD PRACTICE NO. 1: LAW OF 22 MAY 2014 ON COMBATING SEXISM IN PUBLIC SPACES AND AMENDING THE LAW OF 10 MAY 2007 ON COMBATING DISCRIMINATION BETWEEN WOMEN AND MEN SO AS TO MAKE DISCRIMINATION A CRIMINAL OFFENCE (BELGIAN OFFICIAL JOURNAL OF 24 JULY 2014).

TARGET GROUP: PERSONS CONFRONTED WITH SEXISM IN PUBLIC SPACES

For the first time ever the law provides a **definition of sexism** and **makes it a criminal offence**.

In order to be considered sexist, the behaviour in question must simultaneously present the 5 following characteristics: any gesture or conduct that takes place in public and is intended to express contempt towards one or more determined and identifiable persons on account of their sex, resulting in a serious violation of the dignity of that/those person(s).

The persons concerned may lodge a complaint with the police and contact a lawyer, who will consider the possibility of suing for damages.

They may also report the incident to the Institute for Gender Equality.

The Institute for Gender Equality, like parliament, is of the opinion that this law has the merit of giving our society **a framework and of placing limits on what is or is not admissible. The message is clear: sexism is not tolerable in our society.** Racism is considered a criminal offence and sexism is too. This is of significant symbolic value. **The problem is now visible.** The law reflects a social need to take account of sexism, which was previously missing from legal terminology.

USEFUL LINKS /REFERENCE DOCUMENTS:

leaflet presenting the law and entitled: “Combating sexism is of utmost importance for gender equality”: http://igvm-iefh.belgium.be/fr/publications/lutter_contre_le_sexisme_un_enjeu_pour_legalite_des_femmes_and_des_hommes

Complaint form of the Gender Equality Institute (*Institut pour l'égalité des femmes et des hommes*): <https://apps.digital.belgium.be/forms/show/igvm/complaint/latest?lng=fr>

COMMENTS:

An application to set aside this law was lodged with the Constitutional Court in January 2015.¹ According to the applicants, the law was not sufficiently clear and practicable and undermined freedom of expression. The Gender Equality Institute made representations to the Court in defence of the law. In May 2016, the Court handed down its judgment and rejected all objections of principle to the law. The ground given in the Constitutional Court's judgment was that the objective pursued by the legislator [in adopting the anti-sexism law] was not, in fact, solely to protect the rights of those confronted with sexist gestures or conduct but also to guarantee gender equality, a fundamental value of society, which is in the interests of all its members and not only of those who may be subjected to sexism. It also argued that the affirmation of the

¹ http://igvm-iefh.belgium.be/fr/actualite/la_loi_sexisme_compatible_avec_la_liberte_dexpression

criminal nature of a form of conduct, because the legislator deems it to be incompatible with the fundamental values of democracy, may also have an educative and preventive effect.

* * *

GOOD PRACTICE NO. 2: CO-OPERATION BETWEEN THE GENDER EQUALITY INSTITUTE AND THE JURY FOR ETHICAL PRACTICE IN ADVERTISING

TARGET GROUP: THE ADVERTISING SECTOR

Since 2009 co-operation has developed between the Gender Equality Institute and the Belgian Jury for Ethical Practice in advertising (JEP). The JEP comprises an equal number of members from the advertising sector and from civil society. In practical terms, a member of the Institute attends the meetings of the jury. The latter's task consists in ensuring that adverts published in the media comply with ethical advertising rules, in accordance with self-regulation laws and codes. Every week it also examines the complaints addressed to it by members of the public, in particular consumers. It also deals with requests for opinions which are sent to it voluntarily by advertisers, agencies and the media. The aim of the Institute is to ensure that the JEP takes greater account of the gender dimension when dealing with complaints. The Institute also directs complainants about sexist advertising to the JEP, via a standardised procedure, while maintaining the possibility for the Institute to intervene. If the JEP is of the opinion that the advertising is incompatible with legal and/or ethical provisions, its almost immediate responsiveness has the advantage of making it possible to rapidly alter or put a stop to the publicity in question. The way in which complaints about sexist advertising are dealt with is also analysed in the Institute's annual activity report.

In 2010, the Advertising Council also organised a working group concerning the portrayal of women in publicity. As a rule, complaints concerning sexism are governed by the rules and regulations on the portrayal of people², which identify a series of rules relating to social responsibility, decency, the prohibition of discrimination, violation of human dignity, social prejudices and stereotypes, as well as the prohibition of incitement to violence. This work led to the adoption of a Charter on the portrayal of people in advertising³ constituting a moral and voluntary commitment to presenting women, men and children in a respectful, balanced and diverse manner in advertising. This charter, which has been signed by the member associations of the Advertising Council, is based on 6 main themes: social responsibility, equality and diversity, the portrayal of women and men, minors, sexuality, body image and health.

² http://www.jep.be/sites/default/files/rule_recommandation/voorstelling_persoon_fr.pdf

³ <http://www.conseildelapublicite.be/fr/publicite-et-ethique/les-codes>

CYPRUS

GOOD PRACTICE NO.1: WRITING AND PUBLISHING OF A STUDY ENTITLED “SEXISM: AN INVISIBLE REALITY” AND ORGANISATION OF A CONFERENCE ON 23 MARCH 2017

TARGET GROUP: MINISTRIES, PUBLIC SERVANTS, TRADE UNIONS, EMPLOYERS ORGANISATIONS, NGOS, WOMEN ORGANISATIONS

The Gender Equality Committee in Employment and Vocational Training and the Cyprus Academy of Public Administration, organised a conference and distributed the abovementioned study. The conference focused on three thematic areas: sexism in employment, sexism in the media and sexism in public and political life. Experts from Cyprus and Greece analysed these issues and discussed further the problem in the framework of three workshops. The conference was covered by the media and had great visibility.

(<http://www.sigmalive.com/simerini/politics/432890/o-seksismos-exei-os-vasi-tin-anisotita-andron-kai-gynaikon>)

<http://www.pasydy.org/article.aspx?id=624>

<http://www.cna.org.cy/webnews.aspx?a=0666b87e3d874d7f8b5ef65facbef418>

USEFUL LINKS/SUPPORTING MATERIALS: goo.gl/nik5wr (the study)

Comments: The Gender Equality Committee discussed with the Cyprus Academy of Public Administration the possibility of introducing seminars about sexism in public administration.

* * *

GOOD PRACTICE NO. 2: ELIMINATION OF LINGUISTIC SEXISM IN THE PUBLIC SERVICE DOCUMENTS OF THE REPUBLIC OF CYPRUS

TARGET GROUP: ALL PUBLIC SERVICE EMPLOYEES, MEN AND WOMEN, WHO ARE INVOLVED IN THE DRAFTING OF PUBLIC DOCUMENTS

A booklet/guide aiming at overcoming language sexism was prepared in the language of the documents of the public administration of the Republic of Cyprus following a survey carried out by a non-governmental organisation. The aim of the booklet/guide is to highlight the phenomenon of linguistic sexism and to propose practical ways of deconstructing it, something which is the pursuit of the various policies and measures implemented at a national level in the field of gender equality. In addition to the necessary theoretical framework, the booklet/guide includes guidelines, remarks, recommendations, practical advice and specific proposals for the use of non-sexist language to promote and implement equal treatment for men and women in administrative documents of the Public Service. The Office of the Commissioner for Gender Equality and the national mechanism for women’s rights are planning to organise five two-day seminars on the elimination of linguistic sexism in public service documents.

CZECH REPUBLIC

GOOD PRACTICE NO 1: METHODOICAL INFORMATION OF THE MINISTRY OF INDUSTRY AND TRADE ON THE RECOGNITION OF SEXISM IN ADVERTISEMENT

TARGET GROUP: REGIONAL TRADE LICENSING OFFICES, MAGISTRATE OF THE CAPITAL CITY OF PRAGUE

The aim of methodical information is to unify the practice and to improve the awareness in the issue of sexism. Methodical information provides a "definition" of sexism and lists some of its forms. It outlines how gender discrimination or stereotypical displaying of men and women may be manifested in advertising. Methodical information focuses on advertising that is in breach of human dignity, the issue of displaying the human body in advertising and the use of the human body only as an object. The material gives guidance on how to distinguish the most common types of sexist advertising (use of the human body in connection with/without connection to the product offered, displaying part of the body, sexual subtext in advertising, harmful stereotypical displaying of men and women). It also contains notifications about the formal aspects of eventual decision that advertising is sexist and references to available materials which include further information on the issue. The Ministry of Industry and Trade provides consultations, explanatory statements, answers questions, etc.

USEFUL LINKS/SUPPORTING MATERIALS:

The Methodical information is available in the Czech language only at:

[HTTPS://WWW.MPO.CZ/CZ/ROZCESTNIK/MINISTERSTVO/APLIKACE-ZAKONA-C-106-1999-SB/METODICKA-
INFOMACE-C--12-2015-K-ROZEZNAVANI-SEXISMU-V-REKLAME--177379/](https://www.mpo.cz/cz/rozcestnik/ministerstvo/aplikace-zakona-c-106-1999-sb/metodicka-infomace-c--12-2015-k-rozeznavani-sexismu-v-reklame--177379/)

* * *

GOOD PRACTICE NO 2: ACTIVITIES OF NON-GOVERNMENTAL ORGANIZATION "NESEHNUTÍ"

TARGET GROUP: GENERAL PUBLIC, PRODUCERS OF ADVERTISEMENTS

Non-profit organisation Nesehnutí organizes anti-award "Sexist piggie" for the producers of the most sexist advertisement. The aim of this campaign is to point out the negative aspects of sexist and gender stereotyping advertisement and to achieve ethical advertisements which do not reduce human dignity, display men and women in stereotypical positions, use the sexist or pornographic language without connection to the product and do not present violent behaviour or language violence. The activity is based on the engagement of general public in this issue through the nominations of the most sexist advertisements.

Another activity of Nesehnutí on sexism is "sexismy.cz – stories of everyday sexism". The aim of the project is to document cases of sexism that are a common part of the everyday life of women, men and LGBT+ people. The project is based on sharing stories and experiences of people with sexism and trying to point out that the sexism exists in everyday reality of each person and that we have to primarily take this problem seriously. Nesehnutí also released a publication focused on the producers of advertisements "How to be sexy and not to be sexist – inspiration for the advertisers". It includes practical guidelines for the advertisers how to recognise if the advertisement is or is not sexist and also examples of good practice.

USEFUL LINKS/SUPPORTING MATERIALS:

[HTTP://NESEHNUTI.CZ/NASE-PRACE/](http://NESEHNUTI.CZ/NASE-PRACE/)

[HTTPS://PRASATECKO.CZ/](https://PRASATECKO.CZ/)

[HTTP://SEXISMY.CZ/](http://SEXISMY.CZ/)

[HTTP://ZENSKAPRAVA.CZ/FILES/FIRMY_BRO%C5%BEURA_WEB.PDF](http://ZENSKAPRAVA.CZ/FILES/FIRMY_BRO%C5%BEURA_WEB.PDF)

* * *

GOOD PRACTICE NO 3: MANUAL ON RECOGNITION OF SEXIST ADVERTISEMENTS OF THE NON-GOVERNMENTAL ORGANISATION “OTEVŘENÁ SPOLEČNOST/OPEN SOCIETY”**TARGET GROUP: PRODUCERS OF ADVERTISEMENTS, EVALUATORS OF ADVERTISEMENTS**

The purpose of the manual is to raise awareness of gender stereotyping and sexist advertisements and its recognition capabilities. In addition, the manual aims to provide practical recommendations when creating an advertisement. Material also tries to introduce progressive ways of assessing sexist advertising. It is primarily intended for persons evaluating the advertisements and the producers of advertisements. The manual is also useful for advertisers and everyone who is interested in improving the public space.

USEFUL LINKS/SUPPORTING MATERIALS:

[HTTP://WWW.OTEVRENASPOLECNOST.CZ/DOKUMENTY/JAK-NA-SEXISTICKOU-REKLAMU.PDF](http://WWW.OTEVRENASPOLECNOST.CZ/DOKUMENTY/JAK-NA-SEXISTICKOU-REKLAMU.PDF)

[HTTP://WWW.OTEVRENASPOLECNOST.CZ/EN](http://WWW.OTEVRENASPOLECNOST.CZ/EN)

GERMANY

GOOD PRACTICE NO 1: GERMAN ADVERTISING COUNCIL (DEUTSCHER WERBERAT)

The German Advertising Council was set up in 1972 by the German Advertising Federation (Zentralverband der Deutschen Werbewirtschaft -ZAW) as a self-regulatory body. It serves as an arbitrator between complainants from the general public and companies running advertisements. The Advertising Council also addresses sexist advertising.

The Advertising Council operates an arbitration system. It shares justified criticisms over advertising activities with the corporate decision-makers to try to make them discontinue or modify the offending activities. However, the Advertising Council has no means of compelling the companies to “cease and desist”; this decision must be based on a self-commitment.

The German Advertising Council is an industry institute. Its self-regulatory work is specific to this field. Therefore, its remit does not include areas outside the corporate world running advertisements such as promotional campaigns of political parties, state bodies, churches, trade unions or social institutes.

USEFUL LINK: WWW.WERBERAT.DE

* * *

GOOD PRACTICE NO 2: “Monitoring project on sexist advertising in Germany” launched by the Pinkstinks campaign “

The project serves to map the persistence and prevalence of sexist advertising and includes measures to take down sexist advertising in the media (ads or video clips, print and online).

Citizens can help call out sexist advertising by taking pictures of it, for instance using their smartphone, and sharing them with Pinkstinks via a web form, complete with location and reason for the complaint, see www.werbemelder.in. Pinkstinks then checks the complaint and posts it on a map on their own homepage. This map also says where and by whom the advertisements were taken out and also:

- If Pinkstinks finds that the advertising is sexist,
- If talks will be held or the local press or the equal opportunities officer involved,
- If the company has pulled the advertisements.

The monitoring project is an effort to make sexism in advertising visible, document it in a data base and reduce it through various sensitisation and education modules. Pinkstinks has planned the measures to be able to respond quickly and effectively to exclusionary and discriminatory advertising. The project also includes the following:

- Development of educational resources, e.g. to sensitise local advertising agencies in how to address sexist advertising;
- Campaigns and educational materials for schools and advertising agencies to explain why sexism is a problem;
- Newsletters and blog entries.

Pinkstinks e.V. is a Hamburg-based NGO that campaigns against sexism and gender-based marketing. www.pinkstinks.de

The monitoring project receives support from the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

* * *

GOOD PRACTICE NO 3: Positive award for gender-aware advertising “Pink Poodle”

The "Pink Poodle" is Germany's first positive award for progressive advertising. It goes to creative people who break gender stereotype moulds and celebrate a diverse society. The first prize-giving ceremony took place in March 2018 in connection with a project which translates as "Monitoring of sexist advertising" with support from the BMFSFJ. The event was hosted by the NGO Pinkstinks e.V. that campaigns against sexism.

* * *

GOOD PRACTICE NO 4: “The Angry Cactus” – anti-award for sexist advertising

TERRE DES FEMMES e.V. has already offered the third round of the anti-award “the Angry Cactus” for blatantly misogynistic advertising. Criteria for misogynistic advertising include: women are reduced in text and images to certain roles (housewife, seducer) or descriptors (stupid, passive). Women are defined as objects, as sexual bodies devoid of personality. It signals that women are sexually available and, implicitly, can be bought like the product. *Another example of an anti-award in advertising: www.goldener-zaunpfahl.de*
The name is a play on the German term for “broad hint”.

* * *

GOOD PRACTICE NO 5: Pro Quote Film (pro quota film)/contact point for professionals affected by sexualised harassment

In January 2018, female media professionals from nine trades teamed up to form a new initiative called "Pro Quote Film" to stand up for gender equality in the German film and TV business. According to the initiative's founding appeal, women are underrepresented not only in directing, but also in all of the other creative key positions.

Pro Quote Film project receives support from the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

More than twelve professional and industry associations of the movie and television sector - among them Pro Quote Film - are going to set up the first industry-wide contact point for persons affected by sexualised harassment, violence and discrimination. Support comes from the Commissioner for Culture and the Media.

USEFUL LINK: WWW.PROQUOTE-FILM.DE

* * *

GOOD PRACTICE NO 6: Pro Quota Media (Pro Quote Medien)

ProQuota Media (PQM) is a group of female German journalists and media professionals, founded in 2012, that aims to bring the percentage of women in German media boardrooms to 50 per cent; PQM also campaigns against any sexist representation of women in the media and for balanced reporting by women for women (<http://www.pro-quote.de/>). The BMFSFJ supports PQM in implementing the following measures:

- Gender-Monitoring on the percentage of women in media companies, mainly daily newspapers, political journals and TV editorial departments of the various news programmes
- Establishment of a Pro Quote-crisis telephone to provide support in facing up to superiors, in interviews etc.

Expert/Network meeting in Hamburg on 23 November 2018

* * *

GOOD PRACTICE NO 7: The League of Women Journalists in Germany (*Journalistinnenbund - jb*)

The *jb* has for years now been an active champion of the gender-aware portrayal of male and female settings. The *jb* wants to do gender-appropriate journalism and gender-sensitive media work and, in the process, make women visible, give them a voice and a “face”. Thanks to funding from the BMFSFJ, the *jb* has completed preliminary researches in preparation for an online platform for gender-sensitive journalism. Moreover, the BMFSFJ regularly funds the *jb*’s media workshops and the Global Media Monitoring.

USEFUL LINK: <https://www.journalistinnen.de/projekte/gmmp/>

* * *

GOOD PRACTICE NO 8: Girls’ Day – Boys’ Day

Girls’ Day and Boys’ Day are yearly days of activities that challenge gender stereotypes and encourage vocational choices free from limiting gender roles. Since 2001, 1.8 million girls have taken part in the Girls’ Day to take a closer look at professions in which they are still underrepresented, such as natural sciences, technology, IT and crafts.

A parallel event since 2011 is the nationwide Boys’ Day that allows boys to get some real-life insights into occupations where the male percentage is rather low, such as education, nursing and social professions.

The Girls’ Day receives funding from the BMFSFJ and the BMBF, the Boys’ Day from the BMFSFJ.

USEFUL LINK:

www.girls-day.de;

www.boys-day.de

* * *

GOOD PRACTICE NO 9: My testing ground (mein Testgelände) – the gender magazine for young people

The online magazine www.meintestgelaende.de is a cooperation project of the Federal Association of Work with Boys (Bundesarbeitsgemeinschaft Jungenarbeit) and the Federal Working Committee on Girls’ Policy (Bundesarbeitsgemeinschaft Mädchenpolitik). It is the only website in Germany and the German-speaking countries to publish authentic and unedited posts on gender and equality from youth and so triggers discussions not only among young people, but also with professionals.

The posts are about questions such as what it means to be a girl, a boy or intersex. Moreover, the young readers address gender roles and inequalities based on sex, colour, religion, disabilities, culture or beauty and body concepts. In addition, they discuss life paths and plans

for the future, school and job, youth culture and women's rights. The aim is to engage mainly boys into social interaction. The project receives funding from the BMFSFJ.

* * *

GOOD PRACTICE NO 10: Theatre project "David and his pink pony"

"David and his pink pony" is a theatre project for children aged between five and years. It is about limiting role stereotypes that girls and boys are exposed to on a daily basis. Common definitions of a "typical boy" and "typical girl" are examined through play with the aim to discard them.

The play is addressed to pre-schoolers and primaries up until third grade. As a boy's favourite toy, the "pink pony" targets discrimination and mobbing based on gender clichés. A moderated discussion after the play helps the boys and girls to identify and call out the gender clichés they encounter.

The project is run by Pinkstinks e.V., an NGO that campaigns against sexism. The project receives support from the BMFSFJ.

* * *

GOOD PRACTICE NO 11: Federal initiative "No clichés" (*Klischeefrei*) - National co-operation projects on vocational and study choices

The Federal initiative *Klischeefrei* aims to enable cliché-free vocational and study choices, free from restrictive role stereotypes. It offers all of those involved in the vocational choice process support that enables them to help girls and boys make vocational choices that match their strengths – free from any gender clichés.

The web portal of the initiative www.klischee-frei.de offers practice-oriented materials, background information and success stories on gender-sensitive vocational guidance. It is addressed to all actors engaged in vocational guidance, including early-years education, schools, tertiary education institutes, companies/institutes, vocational guidance centres and parents.

The service centre of the *Initiative Klischeefrei* advises and networks the growing number of partners (currently: 80, as of 21.03.18), that are committed to providing cliché-free vocational guidance within and outside of their institutions.

The patron of the initiative is Elke Büdenbender, wife of Federal President Frank-Walter Steinmeier.

The project receives support from the BMFSFJ and the Federal Ministry of Education and Research (BMBF).

* * *

GOOD PRACTICE NO 12: "Active against digital violence" ("Aktiv gegen digitale Gewalt") – a project launched by the National Association of Women's Counselling and Rape Crisis Programmes

The ever increasing use of social networks has changed social interaction, opening many new

possibilities in the process. At the same time, it has also changed the forms of gender-specific violence. "Online" attacks via digital media become more and more common. Actually, the phenomenon is not new; instead, cyber violence is to be understood as the continuation of violence against women in the real world.

Attacks are increasingly common in the public digital space, where most of the offenders act anonymously. Moreover, violence in social relationships is "going digital" as well; here, the individual affected knows the attacker personally. The project focuses on the following:

- to provide information and support in cases of digital violence
- to strengthen networking / inform the public
- to become active and network against gender-specific violence in the public digital space
- to qualify the support system
- to strengthen legal certainty.

The project receives support from the BMFSFJ.

* * *

GOOD PRACTICE NO 13: The Violence against Women Support Hotline (Hilfetelefon Gewalt gegen Frauen)

The Violence against Women Support Hotline advises women affected by all forms of abuse: domestic and sexual abuse, sexual harassment, forced marriage, trafficking in women and genital mutilation etc.

Advice is provided anonymously, confidentially and with the help of interpreters in 17 languages. The Hotline is contactable 365 days a year, 24 hours a day, regardless of disability and for free.

The female advisors are qualified experts who are experienced in giving advice to women affected by violence. They provide a psychosocial initial consultation and crisis intervention and arrange contact with a local support institution where required.

Acquaintances, relatives and specialists supporting women can also contact the Support Hotline. The advisory service is available to anyone seeking help, irrespective of social and ethnic origin, religion as well as sexual orientation and identity, and includes lesbian, gay, bisexual, transgender and intersexual and queer people (LGBTIQ).

The website www.hilfetelefon.de offers counselling by e-mail and chat.

The hotline receives funding from the BMFSFJ.

GREECE

GOOD PRACTICE NO 1: GUIDE OF NON-SEXIST LANGUAGE IN PUBLIC DOCUMENTS

TARGET GROUP: ALL PUBLIC ADMINISTRATION AND LOCAL AUTHORITIES

As concerns measures to combat the increasing incidents of sexism in political life, the General Secretariat for Gender Equality (GSGE) has elaborated the creation of the Guide of non-sexist language in public documents. The Guide constitutes a specialised and useful tool for the recognition of sexist language in public documents, and offers simple ways of dealing with it. Based on the nature of the Greek language, the aim is rendering gender visible through all documents produced and circulated in the public sector.

USEFUL LINKS/SUPPORTING MATERIALS:

Unfortunately, the aforementioned Guide is only available in Greek in <http://old.isotita.gr/var/uploads/MELETES/Odhgos%20Xrisis%20Mi%20Seksistikis%20Glossas.pdf>

* * *

GOOD PRACTICE NO 2: “EDUCATIONAL THEMATIC WEEK: BODY AND IDENTITY”

TARGET GROUP: HIGH SCHOOL STUDENTS (LOWER SECONDARY EDUCATION)

From January to May 2017, the GSGE has participated in the “Educational Thematic Week: Body and Identity” with presentations on gender equality and ways of combating stereotypes in secondary public schools. The central organisation belongs to the Institute of Educational Policy of the Ministry of Education and the GSGE officers involved had the opportunity to present the main GSGE policy initiatives, get in touch with the students, and raise their awareness on gender stereotypes in all aspects of everyday life.

USEFUL LINKS/SUPPORTING MATERIALS:

For general information please consult the GSGE website (Greek version): <http://www.isotita.gr/> and the GSGE website (English version): <http://www.isotita.gr/en/home/>

COMMENTS: The Educational Thematic Week will be continued as a project during the current school year. Moreover, students of all educational levels are encouraged to visit the GSGE and be informed on its actions and initiatives.

* * *

GOOD PRACTICE NO 3: GENDER MAINSTREAMING IN THE STRUCTURE AND THE WORK OF THE STATE RADIO-TELEVISION

TARGET GROUP: ALL CITIZENS AND PUBLIC AND PRIVATE STAKEHOLDERS

The GSGE has been a member of the Council for Social Control at the Hellenic Broadcasting Corporation (ERT) aiming at gender mainstreaming in the structure and the work of the State Radio-Television. In addition, the GSGE has joined the ERT team on the European Project against hate speech in the mass media entitled “Respect Words”.

USEFUL LINKS/SUPPORTING MATERIALS:

For general information please consult the GSGE website (Greek version): <http://www.isotita.gr/> and the GSGE website (English version): <http://www.isotita.gr/en/home/>

* * *

GOOD PRACTICE NO 4: GENEVA FRAMEWORK ON GENDER AND MEDIA INTERNATIONAL DEVELOPMENT COOPERATION

TARGET GROUP: HELLENIC PARLIAMENT, INDEPENDENT AUTHORITIES, MINISTRIES, REGIONAL AND LOCAL AUTHORITIES, MASS MEDIA, RESEARCH CENTRES, NGOS, AS WELL AS ALL THE KEY SOCIAL PARTNERS

Since January 2016, the GSGE has widely publicised in Greece the Geneva Framework on Gender and Media International Development Cooperation; this initiative was praised by the General Secretariat for Information & Communication on 8 January 2016.

USEFUL LINKS/SUPPORTING MATERIALS:

The relevant article in brief on the English version of our website on the internet: <http://old.isotita.gr/en/index.php/news/533>

* * *

GOOD PRACTICE NO 5: OBSERVATORY ON GENDER EQUALITY

TARGET GROUP: ALL CITIZENS AND PUBLIC AND PRIVATE STAKEHOLDERS

An “Observatory on Gender Equality” has been set up in the GSGE. The Flagship Project is entitled “Service organisation for the integration, monitoring and evaluation of Gender Equality Policies in all aspects of Public Sector's Actions (Observatory)”; its aim is to support Public Administration and Local Authorities in principle to design, implement and evaluate policies concerning gender equality through detailed gender-segregated data on equality issues (statistics and surveys) deriving from the development and function of relevant tools. The structure of the Observatory is based on the twelve critical areas of concern of the Beijing Platform for Action (BPfA), among which the one on “Women and the Media” is included.

USEFUL LINKS/SUPPORTING MATERIALS:

For general information please consult the GSGE website (Greek version): <http://www.isotita.gr/> and the GSGE website (English version): <http://www.isotita.gr/en/home/>

* * *

GOOD PRACTICE NO 6: CO-OPERATION BETWEEN THE GSGE AND THE NATIONAL CENTRE FOR PUBLIC ADMINISTRATION & LOCAL GOVERNMENT (EKDDA)

TARGET GROUP: PUBLIC ADMINISTRATION PERSONNEL

Co-operation between the GSGE, i.e. the governmental organisation in charge of equality between women and men in Greece, and the National Centre for Public Administration & Local Government (EKDDA), i.e. the national strategic agent for the development of the human resources of the public administration and local government, has been set up aiming to gender mainstream the curricula and the activities of the National Centre for Public Administration & Local Administration (EKDDA).

For example, the GSGE has signed a co-operation agreement with the Ministry of Education, Research & Religious Affairs, the National Centre for Public Administration & Local Government and the Research Centre for Gender Equality, to design and implement a project aiming at raising school teacher's awareness and training on gender issues and gender discrimination. The project focused on the empowerment of human resources in preschool and primary education, through the provision of knowledge on gender mainstreaming of pedagogical methods and combating gender stereotypes.

USEFUL LINKS/SUPPORTING MATERIALS:

For general information please consult the GSGE website (Greek version): <http://www.isotita.gr/> and the GSGE website (English version): <http://www.isotita.gr/en/home/>

* * *

GOOD PRACTICE NO 7: CO-OPERATION BETWEEN THE GSGE AND THE GENERAL SECRETARIAT FOR LIFELONG LEARNING AND YOUTH

TARGET GROUP: ALL CITIZENS WITH EMPHASIS ON YOUTH

The GSGE, along with other public authorities and stakeholders, has established a co-operation with the General Secretariat for Lifelong Learning and Youth (Ministry of Education, Research & Religious Affairs) for the drafting of a National Strategy on Youth. In this framework, the GSGE provided information on all its activities and initiatives concerning young people.

USEFUL LINKS/SUPPORTING MATERIALS:

For general information please consult the GSGE website (Greek version): <http://www.isotita.gr/> and the GSGE website (English version): <http://www.isotita.gr/en/home/>

* * *

COMMENTS: In general, it should be mentioned that the GSGE expects to find funding through co-operation with actions and programmes of other institutions (or Ministries) – selected on the basis of potential synergies. Many of the actions included in the National Plan on Gender Equality 2016-2020 are expected to be linked with the Partnership Agreement for the Development Framework 2014-2020, which originates from the European Structural and Investment Funds (ESIF).

ICELAND

GOOD PRACTICE NO 1: RESEARCH ON SEXUAL HARASSMENT IN THE SERVICE INDUSTRY (JUNE 2015)

TARGET GROUP: EMPLOYERS AND EMPLOYEES IN THE SERVICE INDUSTRY

Sexual harassment has been a criminal offence, subject to imprisonment for up to 2 years according to Article 199 entering into force in year 2007 after amendment of the General Penal Code No. 19/1940. Despite the law and discussions about gender-based and sexual harassment in the workplace, only 19 and 10 verdicts in sexual harassment cases have been reached in District Courts and the Supreme Court, respectively, as of 2013. Also, few studies have been done to explore how widespread such harassment is and its impact on survivors.

In June 2015, the Institute for Gender, Equality and Difference, University of Iceland (RIKK), conducted a study on sexual harassment in the service industry at the request and in co-operation with the Federation of General and Special Workers in Iceland (SGS). The study was done among workers who have been employed in hotels, restaurants and/or the tourism industry for more than 10 years. The study revealed that 50.4% of the women respondents and 26.4% of men had been subjected to sexual harassment at work. 67.8% of respondents were under the age of 24 when the most serious incidents occurred. Over 60% of the time, the perpetrators were clients, while there was a sharp difference between the sexes: men were more likely to be sexual harassed by a client, while women were much more likely to be harassed by a co-worker or a supervisor/manager.

The study also found that women were more likely than men to feel unsafe and insecure at their workplaces as a result of sexual harassment.

USEFUL LINKS/SUPPORTING MATERIALS:

The report is [here](#) in Icelandic

COMMENTS: The study contributes to more information about the actual situation with regard to sexual harassment in the service industry which can be used to inform the plans which are now mandatory per the new regulation No. 1009/2015, on measures against mobbing, gender-based and sexual harassment and violence in the workplace (see below).

..*

GOOD PRACTICE NO 2: NEW REGULATION NO. 1009/2015, ON MEASURES AGAINST MOBBING, GENDER-BASED AND SEXUAL HARASSMENT AND VIOLENCE IN THE WORKPLACE, ENTERING INTO FORCE IN NOVEMBER 2015. AS OF THE SAME DATE, THE OLDER REGULATION, NO. 1000/2004, ON MOBBING WAS REPEALED

TARGET GROUP: EMPLOYERS (DUTY BEARERS), WOMEN AND MEN IN THE WORKPLACE

The 2004 regulation only covered measures against mobbing while the new one introduced in November 2015 also covers measures to prevent and protect against gender-based and sexual harassment and violence in the workplace. According to Article 65 of the Act on Working Environment, Health and Safety in Workplaces, No. 46/1980, each employer is responsible for making a written plan on his/her workplace safety and security including risk analysis, mitigation and management. The new regulation defines more clearly the obligation of each employer to introduce preventive and protective measures, as well as proper response in cases of mobbing, gender-based and sexual harassment and violence in the workplace.

The role of the regulation is to stress the duty of the employer to address these issues in a competent way such as by introducing procedures on how to file complaints and measures to address such complaints. It is also the duty of the employer to make his/her employees aware of the plan and the procedures in place. The Administration of Occupational Safety and Health has the role to monitor compliance with the law and the regulation. The monitoring consists among other things of workplace visits in accordance with Article 82 of the law. The Administration goes for such visits at its own initiative and in response to report about alleged violation of the law and/or the regulation. In case of a complaint from an employee, which falls within the framework of the regulation, the Administration will among other things assess if the employer met the requirements of the regulation and also if the respective workplace plan on prevention, protection and response has been activated. The Administration does not, however, investigate the alleged violation. That is the duty of the employer to have measures in place to do so in a competent and professional manner.

USEFUL LINKS/SUPPORTING MATERIALS:

The Act on Working Environment, Health and Safety in Workplaces, No. 46/1980 can be found [here](#) in English. The regulation, only available in Icelandic, can be found [here](#). Some more useful [links](#) to resources on gender and equality

COMMENTS: The Administration of Occupational Safety and Health a monitoring role while the Ministry of Welfare is responsible for regular evaluation and follow-up measures.

LATVIA

GOOD PRACTICE NO 1: PUBLIC LECTURES AND DISCUSSIONS ON MASCULINITY

TARGET GROUP: MEN AND WOMEN OF ALL AGES, PARTICULARLY YOUTH

On 7 February 2017, with financial support of the Oak Foundation, a series of free-of-charge public lectures and discussions was initiated in a popular event venue Kaņepes Kultūras Centrs in Riga. The aim of these discussions and lectures was to discuss the concept of masculinity and what it means to be a man from the perspective of various historical periods, cultures, and ideological orientations. The overarching aim of the project was to help men (and women) critically assess and question the notions of gender, masculinity and femininity, and thus diminish the prevalence of gender-based violence. During the winter season these events were hugely popular, and they will be continued also in the autumn of 2017.

USEFUL LINKS/SUPPORTING MATERIALS:

LINK TO A VIDEO OF ONE OF THE DISCUSSIONS (IN LATVIAN):

<http://marta.lv/marta-runa/iv-forums-celies-saruna-par-viriesiem-igors-suvajevs-un-juris-zuitins?gads=2017>

* * *

GOOD PRACTICE NO 2: PROJECT ON FRAMING & REPRESENTATION OF WOMEN IN THE MEDIA

TARGET GROUP: MEDIA PROFESSIONALS AND THE WIDER AUDIENCE

In collaboration with a number of well-esteemed Latvian photographers (and as part of the “safety compass” project, realised with the financial support of the European Commission), photographs were taken of multiple women; the same woman appeared in at least two photos that had a different composition and that contained different implicit message. In one, she was a mere sexual object (as is typical to most of the media content nowadays); in the other, other valuable aspects of her personality were forwarded (an intelligent scholar, an artist, etc.).

The aim was to show that even in the commercialised environment of the media these days, there is still a certain amount of liberty for the photographers to construe the image of women in non-objectifying ways.

Photos were exhibited in two public venues, in Kaņepes Kultūras Centrs (Riga) and Gors (Rēzekne).

USEFUL LINKS/SUPPORTING MATERIALS:

Information (in Latvian) in MARTA Centre webpage:

<http://www.marta.lv/marta-runa/fotoizstade-sieviete-fakts-un-pirma-publiska-viriesu-saruna-par-feminismu-latvija?gads=2015&page=1>

<http://www.marta.lv/marta-runa/akcija-sieviete-fakts?gads=2015&page=1>

COMMENTS: There is no possibility to disseminate the photos in a digital format; also we do not own the copyrights of any of the photos.

..*

GOOD PRACTICE NO 3: AWARENESS RAISING ON SEXTING**TARGET GROUP: YOUNG PEOPLE UP TO 18**

The State Inspectorate for Protection of Children's Rights in collaboration with NGO centre "Dardedze" created informative and awareness raising videos.

The videos tell about threats in the internet environment and address the situations children have faced in real life – rape, blackmail, request of money or other intimate items, including nudity. Each video addresses the different situations in which girls and boys have occurred in reality.

The informative and awareness-raising campaign against teenager's nude photos forwarding via mobile devices have been launched in September 2016 with the title "I just forwarded". The campaign is aimed to promote teenagers' responsibility and understanding about the harm of forwarding their or other person's nude photos. The campaign was targeted at teachers and parents providing guidelines and training about what they can do to prevent such situations.

A poll was taken among young people up to 18 years. The results were:

- every tenth teenager has forwarded a nude photo;
- girls are forwarding their nude photos more often than boys (73% - girls and 27% boys);
- every third young person confirmed that he/she has received a photo where somebody is nude;
- 22% recognised that they have received and have seen the nude photos of someone.

USEFUL LINKS/SUPPORTING MATERIALS:

<http://www.centrsdardedze.lv/lv/uzzinai/kampanas/kampana-es-tikai-parsutiju>

<https://www.drossinternets.lv/page/173>

MALTA

GOOD PRACTICE NO 1: GUIDELINES FOR INCLUSIVE ADVERTISING

TARGET GROUP: AUTHORS AND PUBLISHERS OF ADVERTS

The National Commission for the Promotion of Equality (NCPE) published advertising guidelines entitled *“Inclusive Advertising: Guidelines for Authors and/or Publishers of Adverts”*. The aim is to raise awareness about equality between women and men when it comes to advertising job positions and to inform and shed light on the respective legal provisions and how these can be properly adhered to in practice.

The *Equality for Men and Women Act* (Cap 456) states that no advertisement relating to any job vacancy should be discriminatory. Article 10 provides that:

“it shall be unlawful for persons to publish or display or cause to be published or displayed any advertisement, or, otherwise to advertise a vacancy for employment which discriminates between job seekers or to request from job seekers information concerning their private life or family plans”.

This legislation is not limited to text in advertisements as advertising includes disseminating information about the vacancy by word of mouth from person to person.

These guidelines assist in the development of inclusive advertising and the use of gender-neutral and/or gender-inclusive communication, to overcome and combat stereotypes, discrimination and sexism. It delineates practical examples of discriminatory wording that should not be used providing alternative text that is gender-inclusive. Publishers are encouraged to utilise such inclusive text in their headers and contents, and to ensure that the images are representative of women and men.

NCPE monitors local newspapers and online media for any discriminatory advertising on vacant posts in employment and formally contacts the entities/companies in question explaining why an advert is discriminatory and suggesting actions that need to be taken for the adoption of inclusive language or images in such adverts.

USEFUL LINKS/SUPPORTING MATERIALS:

THE GUIDELINES IS AVAILABLE IN ENGLISH AND MALTESE:

[https://ncpe.gov.mt/en/Documents/Our Publications and Resources/Resourses and Tools/Guide lines/inclusive advertising.pdf](https://ncpe.gov.mt/en/Documents/Our%20Publications%20and%20Resources/Resourses%20and%20Tools/Guide%20lines/inclusive%20advertising.pdf)

[https://ncpe.gov.mt/en/Documents/Our Publications and Resources/Resourses and Tools/Guide lines/reklamar inklussiv.pdf](https://ncpe.gov.mt/en/Documents/Our%20Publications%20and%20Resources/Resourses%20and%20Tools/Guide%20lines/reklamar%20inklussiv.pdf)

SPAIN

GOOD PRACTICE NO 1: VIRTUAL SCHOOL OF EQUALITY

TARGET GROUP: POPULATION AT LARGE AND PROFESSIONALS OF DIFFERENT FIELDS IN SEVERAL AREAS

The ***Virtual School of Equality*** of the Institute of Women and for Equal Opportunities, currently in its seventh edition (September 2016-September 2017), provides on-line gender equality training aimed at the population in general and professionals of different fields in several areas. In this edition 21 000 places have been offered including equal opportunities training for State Security Forces and for the design and implementation of Equality plans and measures in companies.

The 8th edition of the Virtual School of Equality will start in September 2017. It will continue providing gender equality training in different areas until September 2018, with an expected participation of 21,000 persons.

USEFUL LINKS/SUPPORTING MATERIALS:

<http://www.escuelavirtualigualdad.es/>

* * *

GOOD PRACTICE NO 2: PROCEDURE FOR REPORTING HATE CRIMES ON THE BASIS OF SEX AND GENDER

TARGET GROUP: POPULATION AT LARGE

The ***procedure for reporting Hate crimes*** before the Ministry of the Interior includes the crime of hate on the basis of sex and gender in accordance with law 10/1995, of 23 November, of the Penal code, including the amendment made by law 1/2015 of 30 March.

Security forces act following a Protocol of action for hate crimes which has been identified as a good practice by the European Union's Fundamental Rights Agency (FRA). An annual report is made with data and analysis of hate crimes that have been reported.

USEFUL LINKS/SUPPORTING MATERIALS:

<http://www.interior.gob.es/en/web/servicios-al-ciudadano/delitos-de-odio/denunciar-un-delito-de-odio>

SWEDEN

GOOD PRACTICE NO 1: INVOLVING BOYS AND MEN IN GENDER EQUALITY

TARGET GROUP: BOYS AND MEN

Men and gender equality is a field prioritised by the Swedish government. Achieving gender equality needs the commitment of boys and men. Gender equality also contributes to a better life for men. Therefore it is essential to raise matters that concern men and boys when we make our policies on gender equality.

Sweden actively works with raising awareness on men, masculinity and gender equality through state agencies as the Swedish National Agency for Education and the Agency for Youth and Civil Society. We also have a special joint agreement where the state and the Swedish Association of Local Authorities and Regions work together to strengthen questions on men, boys and masculinity in gender equality work in municipalities. Questions on men are also clearly included in all work with national gender equality and we encourage civil society to work with men, boys and masculinity. These missions include norm critical work concerning masculinity and sexism with boys and young men.

USEFUL LINKS/SUPPORTING MATERIALS:

<https://skl.se/demokratiledningstyrning/manskligarattigheterjamstalldhet/jamstalldhet/manochjamstalldhet.7914.html> (Swedish homepage for the agreement on men and gender equality by the Swedish Association of Local Authorities and Regions.)

<https://eng.mucof.se/young-men-violence-and-masculinity>
(English homepage of the Agency for Youth and Civil Society)

* * *

GOOD PRACTICE NO 2: NATIONAL STRATEGY TO PREVENT MEN'S VIOLENCE AGAINST WOMEN

TARGET GROUP: BOYS AND YOUNG MEN, GENERAL PUBLIC

Ending men's violence against women is a top priority for Sweden's feminist government. To meet the goal of ending men's violence, the Swedish government in November 2016 decided on a national ten year strategy to prevent and combat men's violence against women. The strategy includes actions against gender based violence including domestic violence, honour-related violence and oppression as well as against prostitution and trafficking.

Violence prevention will be highlighted throughout the strategy. Specific focus will be on universal violence prevention targeting stereotypical norms of masculinity as a cause of violence.

The national strategy will improve the coordination of work to prevent and combat men's violence against women within all relevant sectors. A large number of actions are under preparation, for example new legislation to better protect children who are exposed or subjected to violence in intimate relationships, new commissions for government agencies concerning methods of identifying violence, risk and needs assessments, funding of NGO:s and government inquiries into specific issues. The target group for the strategy is decision-makers and professionals at all levels within all sectors as well as the general public.

In the new national strategy to prevent men's violence we will work to spread violence prevention programmes with the aim to reach all youth. We are very hopeful that programs as

“Mentors in violence” that are being tested in schools in Sweden will show effect on reducing violence in society. Schools are central arenas for this task. Already The Swedish Agency for Youth and Civil Society has been commissioned to actively promote violence prevention programmes that have shown good results to the municipalities and civil society organisations.

Furthermore, the Swedish National Agency for Education has been assigned to evaluate the results of the implementation of the violence prevention programme called Mentors in Violence Prevention (MVP), which has been tested in a number of schools in Sweden. The MVP programme is aimed at changing stereotypical norms around masculinity and violence among young people and the programme has shown good results internationally. The evaluation has been ongoing during 2015-2017.

The Swedish National Agency was in June 2015 commissioned to offer schools and education providers in compulsory and upper secondary education extensive continuing professional development, so called national school development programmes. These aim to include support in working with gender equality and a norm critical perspective in schools.

USEFUL LINKS/SUPPORTING MATERIALS: <http://www.government.se/information-material/2016/11/fact-sheet-national-strategy-to-prevent-and-combat-mens-violence-against-women/>
Fact sheet: National strategy to prevent and combat men’s violence against women

SWITZERLAND

GOOD PRACTICE NO. 1: PROHIBITION OF SEXIST ADVERTISING IN THE PUBLIC DOMAIN

TARGET GROUP: CIVIL SOCIETY

Several cantons and municipalities have forbidden sexist advertising in the public domain: the cantons of Basel-City, the cities of Bern and Zurich, and the municipality of Reinach (Basel-City).

USEFUL LINKS/REFERENCE DOCUMENTS:

Decision by Zurich City Council to ban an advert for a gym showing a half-naked woman (July 2017): <http://www.tagesanzeiger.ch/zuerich/stadt/stadt-zuerich-verbietet-sexistische-werbung/story/26694199>

Comments:

At national level, there are several legal possibilities to combat sexism:

- in the case of sexual harassment at work, employees can go to the competent conciliation authorities or the administrative or civil courts, in application of the Gender Equality Law;
- anyone can file a complaint about sexist advertising with the Swiss Fair Trade Commission;
- anyone can file a complaint about sexism in the media with the Swiss Press Council;
- in civil matters, a victim of sexist behaviour can report a breach of privacy under Articles 28 et seq of the Civil Code;
- lastly, in criminal law, sexist behaviour may, depending on the circumstances, constitute one of the following offences: defamation (Article 173 of the Criminal Code, wilful defamation (Article 174 of the Criminal Code), insult (Article 177 of the Criminal Code), misuse of a telecommunication installation (Article 179 septies of the Criminal Code), pornography (Article 197 of the Criminal Code) and offence caused by being confronted by a sexual act (Article 198 of the Criminal Code).

In addition, the persons concerned are entitled to advice and support from several specialist services (e.g. the Federal Office for Gender Equality, the cantonal and municipal equality departments, the conciliation authorities set up under the Gender Equality Law or municipal victim support departments).

* * *

GOOD PRACTICE NO. 2: SUPPORTING PROJECTS COMBATING MULTIPLE DISCRIMINATION OF WOMEN FROM A MIGRANT BACKGROUND

TARGET GROUP: WOMEN FROM A MIGRANT BACKGROUND

The Swiss government regularly provides support for projects addressing the issue of multiple discrimination of women from a migrant background. Since 2001, some fifty of these projects have been given financial support totalling in all around €600 000, including in 2017 an online legal handbook on racial discrimination: <http://www.rechtsratgeber-frb.admin.ch/introduction/f115.html>

Useful links/reference documents:

Areas of activity of the Anti-Racism department:

<https://www.edi.admin.ch/edi/fr/home/fachstellen/fachstelle-fuer-rassismusbekaempfung-frb.html>

At regular intervals, the anti-racism department highlights one aspect of everyday life affected by racial discrimination. To this end, it draws on its biennial report on the subject Cf. the webpage “En bref – Aperçus par thème” (not available in English) on the website of the Anti-Racism Department: www.slr.admin.ch/ > Rapports et monitoring > En bref – Aperçus par thème

Comments:

The above are just two examples of good practices; there are others, in particular on combating stereotypes. Please contact us if you have any questions or require any further information.

* * *

GOOD PRACTICE NO. 3: MEASURES TO COMBAT STALKING. OVERVIEW OF PRACTICES IMPLEMENTED IN SWITZERLAND AND ABROAD – RESEARCH REPORT (*IN FRENCH*) / MESURES DE LUTTE CONTRE LE STALKING. VUE D’ENSEMBLE DES PRATIQUES APPLIQUEES EN SUISSE ET A L’ETRANGER – RAPPORT DE RECHERCHE

Links:

<https://www.newsd.admin.ch/newsd/message/attachments/49874.pdf>

<https://www.admin.ch/gov/fr/accueil/documentation/communiques.msg-id-68380.html>

TURKEY

GOOD PRACTICE NO 1: INCENTIVE FOR PROMOTION OF WOMEN'S EMPLOYMENT

TARGET GROUP: WOMEN

Law No. 6111, which entered into force in 2011, regulated that in case of employment of females older than 18 years, their insurance premiums will be covered by the unemployment insurance fund of the employers' shares for 12 to 54 months with affirmative action to provide new employment opportunities to women. By August 2016, 155 761 women made use of the aforementioned incentives.

COMMENTS: The impact analysis was carried out and the applicable period of the aforementioned incentives has been extended until 31 December 2020 upon a decision of the Cabinet.

* * *

GOOD PRACTICE NO 2: TURKEY'S ENGINEER GIRLS PROJECT

TARGET GROUP: FEMALE STUDENTS WHO CONTINUE THEIR HIGH SCHOOL AND UNIVERSITY EDUCATION

"Turkey's Engineer Girls Project (2016-2020)" was put into practice in co-operation with the Ministry of Family and Social Policies, United Nations Development Programme (UNDP) and the Limak Holding.

The Project aims to give support in all spheres to those female students who want to be engineers and enable them to be role models in their profession. The target groups to be reached within scope of the Project are female students who continue their high school and university education.

Within the scope of the Project, scholarships, internship opportunities and English language programmes and training on "Social Engineering" certification programmes are provided for the university students, and various activities such as Istanbul meetings are organised as part of the mentor- mentee network which was created.

Awareness-raising activities are organised for students, their parents and teachers in high schools. Within this scope, six activities in total were carried out in two high schools in the province of Hatay and 135 students, 35 teachers and 56 parents (226 people in total), participated in these activities. Awareness-raising activities will be maintained in the cities to be decided upon within scope of the project.

USEFUL LINKS/SUPPORTING MATERIALS:

Detailed information on the Project is available at this address:
<http://www.turkiyeninmuhendiskizlari.com/>

COMMENTS:

In Turkey, the number of female students who graduate in the field of engineering is lower than other fields. It is estimated that "Turkey's Engineer Girls" Project contributes to increasing these rates, encouraging female students to choose engineering and raising awareness of this issue and preparing female students at the engineering faculties for professional life.

In addition, female students who studied at the engineering faculties during the project and

benefited from the project expressed their satisfaction with the support provided.

Furthermore, “Turkey’s Engineer Girls” Project was awarded in the category “Most Creative Volunteering Project” at the award ceremony of “Heartfelt Awards 2016” organised by the Association of Private Sector Volunteers.

* * *

GOOD PRACTICE NO 3: MOM’S JOB MY FUTURE PROJECT

TARGET GROUP: WOMEN EMPLOYED IN ORGANISED INDUSTRIAL ZONES

Mom’s Job My Future Project was implemented with the co-operation protocol signed by the Ministry of Family and Social Policies, the Ministry of Science, Industry and Technology and Borusan Holding Inc. Co. to establish nurseries in Organised Industrial Zones. Within the scope of the project, it is aimed to establish nurseries in 10 Organised Industrial Zones (OIZs) by the end of 2019. Accordingly, nurseries have been constructed and services began in Adiyaman, Afyonkarahisar, Malatya and Balikesir OIZs. 300 children and 285 working women have so far benefited from the nurseries concerned.

USEFUL LINKS/SUPPORTING MATERIALS:

Detailed information about the Project is available at <http://www.borusan.com.tr/tr/kurumsal-sorumluluk/kadinin-guclendirilmesi/annemin-isi-benim-gelecegim>.

COMMENTS:

Women working in the Organized Industrial Zones with nurseries opened within the scope of the project who have sent their children to those nurseries have expressed satisfaction about the nursery services and their affordable cost.

* * *

GOOD PRACTICE NO 4: PAINTER FOREWOMEN PROJECT

TARGET GROUP: WOMEN

“Painter Forewomen Project (2016-2017)” was set up in co-operation with the Ministry of Family and Social Policies, Turkish Employment Agency and Betek Paint and Chemical Industries Inc. Co. The project was aimed at providing women with occupational knowledge and skills in different sectors and thus promoting their employment.

In the scope of the project, 500 women in total, (250 women in both 2016 and 2017) in 26 cities in the two years, have been targeted to develop occupational skills and be awarded occupational competency certificates. Accordingly, 365 women have received training and 266 women have been awarded professional competency certificates.

COMMENTS: Awareness has been raised among women about the fact that they can be involved in the male-dominant sector of painting besides the traditional occupations they get access to. In consequence of the trainings and occupational competency certificates awarded, 20 women have participated actively in the labour market.