

Mobilise Against Sexism: the project and the campaign in Portugal

- Report to the Portuguese CoE GEC Member -

20.10.2020

Mobilise Against Sexism, a project in cooperation with the European Women's Lobby (EWL) and funded by the Council of Europe (CoE), is being implemented in Portugal by the [Portuguese Platform for Women's Rights \(PpDM\)](#), EWL's National Coordination in the country which includes 29 member organisations – the biggest umbrella organisations of women's human rights and equality between women and men organisation in Portugal.

The project spans throughout nine European countries and broadly aims to raise awareness among the general public and strategic sectors in the country to the orientations present in the [CoE's Recommendation on preventing and combating sexism](#).

In this endeavour, the [PpDM](#) is joined by the national mechanism for equality between women and men - [CIG](#) (The Commission for Citizenship and Gender Equality), **a protocol having been signed on 30 July 2020**, - and [IPDJ](#) (The Portuguese Institute of Sports and Youth), as well as [UBI](#) (the University of Beira Interior) and the Portuguese Basketball Federation - [FPB](#).

1) Workshops, meetings, and webinars

Engaging and mobilising strategic sectors in the country who hold privileged positions to disseminate and integrate the [Recommendation](#) in their work is of utmost

importance. For this purpose, [EWL's National Coordination in Portugal](#) is organizing online workshops, meetings and roundtables, **5 of which have already taken place.**

- **On the 2nd of October, PpDM alongside CIG, held a productive meeting with the Coeducation Network**, gathering 25 teachers and educators around the topic of sexism. The role of schools, universities, and education centres in the implementation of CoE's orientations was at the centre of the discussion. Most of them were eager to spread the campaign materials and offered inventive ideas on how to better apply them in their work field. 71% of them asserted that sexism is prevalent in their sector and the majority feels that a lot is yet to be done¹.

“No one should be made to feel inferior because of her/his sex. It is very important to introduce these topics in the training of teachers and technicians in the social area.”²

- A teacher's opinion at the end of the meeting

- From this meeting, a partnership was established with [UBI](#) (the University of Beira Interior) regarding the dissemination of the campaign. Follow-up meetings with the Coeducation Network will take place in the upcoming weeks.
- **PpDM invited its member organizations for a meeting which took place on the 8th of October.** 9 women's organizations were represented at this meeting and gave valuable input on how they could associate themselves with the Recommendation campaign and integrate it into their everyday work. They also agreed to profusely share the campaign materials on all their online platforms. As a

¹ Survey conducted by PpDM after the online meeting (available upon request).

² Survey conducted by PpDM after the online meeting (available upon request).

follow-up, PpDM's member organization, *Questão de Igualdade*, promoted a training on gender equality, equality and citizenship targeted at 26 teachers and educators from the region of Lisbon on 19th October, and used the opportunity to invite PpDM and CIG as speakers on the CoE Recommendation and the Campaign. PpDM member organisation, *SEIES*, promoted a training targeted at 14 local civil servants from the municipalities of Sesimbra, Montijo, Moita and Almada on 20th October to which a PpDM staff member being the trainer, integrated the CoE Recommendation and the Campaign. PpDM member organisation *COOLABORA*, disseminated the project and the campaign in its newsletter.

- **On the 9th of October, [PpDM](#) and [CIG](#) were joined by [IPDJ](#) in the efforts to implement this project after a fruitful meeting.** The Institute officially associated itself by becoming a partner. [IPDJ](#) is the national mechanism in charge of keeping close collaboration with sports organizations, youth associations, student, and local authorities, to define, implement, and evaluate public policy in the sports sector.
- **The following week, on the 14th of October, [PpDM](#) and [CIG](#) hosted a meeting with [INR](#) (The National Institute for Rehabilitation).** They showed great interest in the project and commitments were made regarding the Institute's involvement with it. [INR](#) will hold, in collaboration with [PpDM](#), awareness actions on the topic of sexism and women and girls with disabilities. They also offered to help [PpDM](#) with the adaption of the CoE's campaign materials as well as its own, thus making them more inclusive and accessible to people with disabilities. These materials and the campaign itself will be showcased in a public session to take place at INR's Library.

- **On the 19th of October, PpDM met with the [ACM](#) (The High Commission for Migration) to present the project and discuss future cooperation.** The initiative was well received by the ACM and the High Commission invited PpDM to put forward a policy measure regarding sexism, to be included in the institution's annual Equality Plan currently in formulation. Additionally, ACM will hold, in collaboration with PpDM, awareness actions on the topic of sexism and violence against women and girls, focusing on migrant women and women of ethnic minorities, namely Roma women. ACM put at the project's disposal their translations' team to help make the campaign materials' more accessible for communities speaking languages such as Mandarin and Creole.

2) Upcoming Events

- **On the 10th of November**, PpDM and CIG will host a **workshop with intermunicipal communities and municipalities**, some of which have already been engaging with the campaign on social media.
- **At the end of November**, a **webinar with the Civil Society Forum for the SDGs** will take place. This online event will be open to the public.
- Following our initial contacts with strategic sectors, operationalization and follow up meetings will continue to happen. **In the upcoming weeks, we will be meeting with ACM, CIG, INR, IPDJ and the Coeducation Network** to further strengthen our partnership and common goals.

- **On the 23rd of October**, we will also hold a **second meeting with PpDM's member organizations** to push for the engagement of those who could not take part before.
- During the month of **November**, **PpDM and CIG have also agreed to promoting 2 awareness actions and one public session with the INR**, and **7/8 awareness actions with ACM**, the later mostly likely to happen from the 25th of November to the 10th of December.

3) Official public launch of the Campaign Sexism: See it. Name it. Stop it.

The project's [campaign Sexism: See it. Name it. Stop it was officially launched publicly on October 11, the International Day of the Girl Child](#), to which the **Secretary of State for Citizenship and Equality associated herself displaying the project banner on her Facebook profile**. The PpDM marked this date with a reminder of the challenges faced by women and girls in different sectors of society. In 2019, women in Portugal amounted to only 21% of all people holding a Bachelor's degree in the tech area³. As a male-dominated sector, sexist culture prevails with 78% of women having heard sexist comments/jokes and witnessed sexist behavior in their workplace. Moreover, 72% report being ignored until a man said the same thing they had been saying all along whilst 39% felt their achievements weren't recognized because they were women⁴. Sexism limits women and girls' education and career choices

³ Figures made available by the Directorate-General of Education and Science Statistics of the Ministry of Education and the Ministry of Science

⁴ Figures from the study conducted by Portuguese Women in Tech and Polar Insight, available at <https://www.portuguese-women-intech.com/pioneers>

and negatively impacts their promotion opportunities contributing to structural inequality in all sector of society including the labour market:

“If my sister hadn’t told me that this was, in fact, a possibility, I wouldn’t have chosen this career. It wouldn’t even be a possibility. The options available, be them from role models, family members, society or friends...end up serving as a barrier and condition people’s future.” - Back-end developer, 25 years old⁵

4) Media outlets and Social Media

The public launch of the campaign on 11 October 2020 and the goals of the project received widespread attention in media outlets, [including Portugal’s main newspapers](#), such as **Público** and **JN**. The campaign will also be featured in [Pontos nos iis](#), a program of Porto Canal, the **top TV channel in the northern region of Portugal**.

Ana Sofia Fernandes, PpDM’s President and EWL’s Vice-President, was interviewed by Euronews and spoke about the campaign as well as the guidelines in the Recommendation regarding sexist hate speech. The article is available in [Spanish](#), [Italian](#) and [English](#).

The campaign is being successfully disseminated on social media ([Facebook](#), [Twitter](#) and [Instagram](#)) and people are widely engaging with it. To achieve this, the **PpDM** has mobilized and coordinated with its partners in the project as well as with its member-organizations and public universities throughout the country. **20 organizations**,

⁵ Testimony from one of the women surveyed by Portuguese Women in Tech and Polar Insight.

including CIG, IPDJ and PpDM's member organizations, are now actively involved in the online dissemination of the campaign. A plan of communication was shared with all interested parties. **So far, there have been around 5000 interactions with the campaign PpDM's social media platforms only.** These include both CoE's as well as PpDM's materials. Over the next few weeks, the [PpDM](#), alongside its project partners, will continue to reach out to as many citizens as possible, particularly young people.

The [PpDM](#) aims to help ordinary citizens, civil society organizations and public sector institutions to see sexism, name it and, ultimately, stop it in every dimension of society.

5) Mobilise against sexism figures in Portugal

- As of the 19th of October, 7 workshops, webinars, meetings, trainings held in the context of the project have had 107 participants representing 26 different entities.
- The figures of the campaign dissemination show how well the general public has received it so far. Across its 4 social media platforms, PpDM has interacted with users, through likes, shares and comments, around 5000 times.
- Moreover, CIG has been keeping citizens informed about the project with regular publications on its website and social media.
- A PpDM newsletter was also sent to over 800 NGOs, MPs and individuals describing the project, its goals, and paths for further involvement with it. For a more detailed description of the project figures in Portugal, see the annex at the end of this document.

ANNEX

Sexism: See it. Name it. Stop it. Figures of the project in Portugal (19.10.2020)

- **Workshops and Roundtables:**

Number of workshops/meetings organized: **5** (with the Coeducation Network, PpDM's member organizations, the Portuguese Institute for Youth and Sports, the National Institute for Rehabilitation, the High Commission for Migration); participated with member organisations own activities: **2** (Questão de Igualdade; SEIES)

Number of participants: **107** (out of which **101** were women and **6** were men)

Institutions involved: **26**

- **Social Media:**

- **On the Portuguese Platform for Women's Rights Facebook:**

Number of posts: **23**

Number of Interactions (reactions, comments, shares, and clicks on links): **2019**

- **On the Portuguese Platform for Women's Rights Instagram:**

Number of posts (feed and stories): **23**

Interactions: **890**

CoE video visualizations on Instagram: **1274**

- **On the Portuguese Platform for Women's Rights Twitter:**

Number of tweets: **19**

Interactions: **224**

- **On the Portuguese Platform for Women's Rights Youtube channel:**

CoE video: **526** visualizations

- **On Portuguese Media:**

Number of articles: **7** (including RTP, Jornal de Notícias and Público with **394** shares)

- **On International Media:**

Number of articles: **3**

- **On the Portuguese Platform for Women's Rights website:**

Number of articles: **6**

- **Portuguese Platform for Women's Rights newsletter:**

A newsletter was sent to over **800** NGOs, MPs and individuals



PLATAFORMA PORTUGUESA
PARA OS DIREITOS
DAS MULHERES



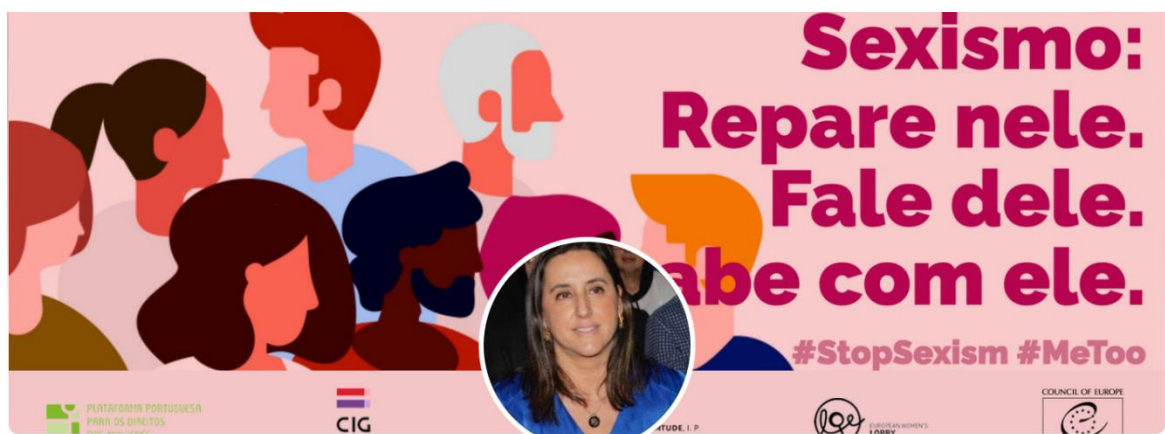
EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



COMISSÃO PARA A CIDADANIA
E A IGUALDADE DE GÉNERO
Presidência do Conselho de Ministros



International Day of the Girl Child: Sexism, facts and figures in Portugal



Rosa Monteiro

Portuguese Secretary of State of Citizenship and Equality on social media during the Campaign launch

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