

Gender Equality Strategy & GEC Terms of Reference 2024-2029

- ✓ Context
- ✓ GEC terms of reference: development of an “Awareness-raising campaign deflecting anti-gender rhetoric and creating a new narrative ” by the end of 2025
- ✓ Gender Equality Strategy 2024-2029, deliverable under Strategic Objective 5 – Ensuring women’s empowerment and gender equality in relation to global and geopolitical challenges

Existing Council of Europe work on “anti-gender” rhetoric (1)

- ✓ Work done through GED cooperation projects:
 - ✓ Factsheet on questions and answers on the Istanbul Convention (2019)
 - ✓ Methodology to support CSOs in promoting the Istanbul Convention and generate positive narratives and dispel myths and misinformation regarding the convention (2022)
 - ✓ Support to awareness raising initiatives CSOs (2021-2024 – CoE financed 8 projects in 7 countries)

Existing Council of Europe work on “anti-gender” rhetoric (2)

- ✓ Work done through GED cooperation projects:
 - ✓ Conference (11-12 July 2024) on the role of CSOs in raising awareness and advocating to end violence against women and promote gender equality, especially in the context of the gender backlash
- ✓ EU-CoE Joint Project on Combating anti-LGTBIQ violence and hate speech and strengthening awareness raising and fact-based narratives about LGBTBIQ persons (November 2023 – October 2026)

Proposed way of working and calendar

Activity	Calendar
General mapping of existing material and relevant work within and outside CoE + identification of relevant and impactful CoE activities by external gender equality expert(s)	July-December 2024
Presentation of preliminary findings of mapping by expert(s) Nomination of GEC working group – 6 members	November GEC 2024 plenary
Proposals by gender equality expert(s) for the CoE campaign, including target groups, multipliers and allies, type of medium and messaging	December 2024
2 online meetings of GEC working group	January-October 2025
Adoption of campaign tools by GEC	November 2025 plenary
Implementation of campaign	From November 2025

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