

# EUROPEAN WOMEN'S LOBBY FOR A FEMINIST EUROPE

## ***“MOBILISE AGAINST SEXISM”***

***A EUROPEAN WOMEN'S LOBBY PROJECT  
FUNDED BY THE COUNCIL OF EUROPE***

**LAURA ALBU, VICE-PRESIDENT EUROPEAN WOMEN'S LOBBY**

**THE 18TH GENDER EQUALITY COMMISSION MEETING**

**THURSDAY, 22 OCTOBER 2020**



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## BACKGROUND

On 27 March 2019, the Committee of Ministers adopted the **Recommendation CM/Rec(2019)1 on Preventing and Combating Sexism**. It comprises a comprehensive catalogue of measures both to prevent and to condemn sexism and calls for specific action in specific areas: *language and communications; internet and social media; media, advertising and other communication methods; workplace, public sector; justice sector, education institutions, culture and sport; and the private sphere*.

Countries are encouraged to pass legislation that condemns sexism and criminalises sexist hate speech. It also requires that countries monitor the implementation of anti-sexist policies at national level and report back periodically to the Council of Europe. **THE CAMPAIGN SEXISM: SEE IT. NAME IT. STOP IT!** with tools available in different languages aims at raising awareness about sexism and in eliminating it.



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## EWL INVOLVEMENT

In 2019, the CoE launched a call for proposals within the framework of their project called “*Mobilise against Sexism!*”. The objective of the project was to fund activities at the national level aimed at promoting the implementation of the **Council of Europe Recommendation CM/Rec(2019) on Preventing and Combating Sexism** and complementing activities undertaken by the CoE with member states, specifically around awareness raising and outreach in national governments.

EWL submitted a proposal and received a budget of **€ 48.000**, divided equally among **EWL national co-ordinations from 9 countries: Belgium, Bulgaria, Croatia, Ireland, Hungary, the Netherlands, Portugal, Romania, and Spain** with the **Romanian Women’s Lobby** acting as the project co-ordinator. The purpose of the assignment is to deliver on key commitments on awareness raising to promote the CoE’s CM/Rec(2019) on preventing and combating sexism and complement activities undertaken by the CoE with the member states.

**The project will run from July – December 2020.**



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In light of the current **COVID-19 pandemic**, all activities are done in line with EWL's protocols and respective national government's current regulations. EWL strongly recommends following physical distancing and be cognisant of personal protective equipment (PPEs) as so desired and as appropriate.

**Communication campaign:** by the end of 2020, communication materials (both print and online versions) will be available - highlighting forms of sexism and measures that can be taken in target areas as mentioned in the CM/Rec(2019) e.g. legislative measures (ban on sexism and criminalisation of sexist hate speech), digital space, workplace, public sector, justice sector, educational institutions, culture and sport, private sphere.



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## COMMUNICATION CAMPAIGN

- ❖ Campaign toolkit and communication materials will be disseminated in the participating 9 countries (depending on the COVID-19 context) in strategic public/digital spaces;
- ❖ Digital toolkit and social media campaign would have reached at least 10,000 audiences;
- ❖ Webinars and/or online conferences / Roundtable discussions and/or workshops have been organised with at least 1 per country for any or all of the target audiences; and
- ❖ Engagements with the target areas will yield at least 2 targets per country to agree to adapt tools and measures and/or action plans to address sexism.



## Governments involvement and agreements to pass legislation and/or action plans in line with the CM/Rec(2019) to prevent and combat sexism.

- ❖ EWL statement and recommendations drafted and circulated to key target decision-makers (e.g. national decision-makers, MEPs);
- ❖ Decision-makers across the participating 9 countries (depending on the COVID-19 context) have received EWL's recommendations and communication materials; and
- ❖ Decision-makers would have had a dialogue with EWL on the prevention and combatting of sexism from **at least 5 governments out of the 9 member states** (depending on the COVID-19 context) agreeing to pass legislation and/or to present action plans in line with the CM/Rec(2019).



## *EWL's project with the Council of Europe "Mobilise Against Sexism"*

### CoE Campaign page and tools

<https://www.coe.int/nl/web/human-rights-channel/stop-sexism>

Examples of activities planned or already realised in project countries:

- ❖ Visibility during the National Day of Girls
- ❖ Campaigns launched in newspapers, online, social media (Twitter, Facebook, Instagram) and webpages
- ❖ Actively engaged with the private sector/corporate and with media especially with journalists who are fighting against attacks on women journalists
- ❖ Discussions with lawyers who deal with these attacks and see how we can look at sexism as a form of harassment.



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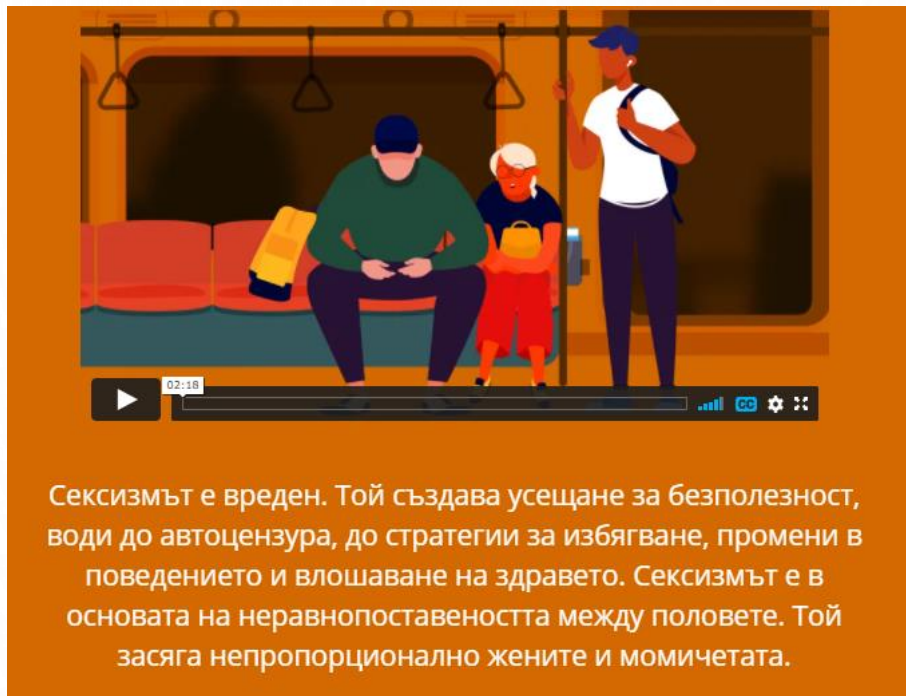


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## *EWL's project with the Council of Europe "Mobilise Against Sexism"*

### CoE Campaign page and tools

<https://www.coe.int/bg/web/human-rights-channel/stop-sexism>



Partners with: schools/  
universities/educators across all  
countries, focusing on Philosophy  
and History Faculties, Sociology  
and Human Science Department –  
proposal for ethical rules on  
sexism, selected secondary  
schools, higher education  
authority, education and training  
boards, university association,  
technological education  
association, etc.



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## EWL's project with the Council of Europe "Mobilise Against Sexism"

CoE Campaign page and tools

<https://www.coe.int/hr/web/human-rights-channel/stop-sexism>



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## *EWL's project with the Council of Europe "Mobilise Against Sexism" CoE Campaign page and tools*

<https://www.coe.int/hu/web/human-rights-channel/stop-sexism>

- ✓ *National Media and Info-communications Authority and other relevant national media bodies*
- ✓ *Local and national government: city halls, governmental working groups*

The infographic features a dark blue background with a light blue mountain-like shape on the right. Inside the mountain, various types of violence are listed in Hungarian. To the left of the mountain, a headline states that violence often begins with harassment. At the bottom, there is a red banner with a quiz link and a small 'x' icon, and a blue banner with the word 'Megszégyenítés' (Humiliation).

**Az erőszak gyakran viccelődéssel kezdődik**

**Gyilkosság**  
**Nemi és szexuális erőszak**  
**Stalking**  
**Fizikai és pszichológiai erőszak**  
**(Szexuális) zaklatás**  
**Sértések**  
**Irányítás**

**KVÍZ Szexista vagy? Töltsd ki a kvízt és megtudod! >>**

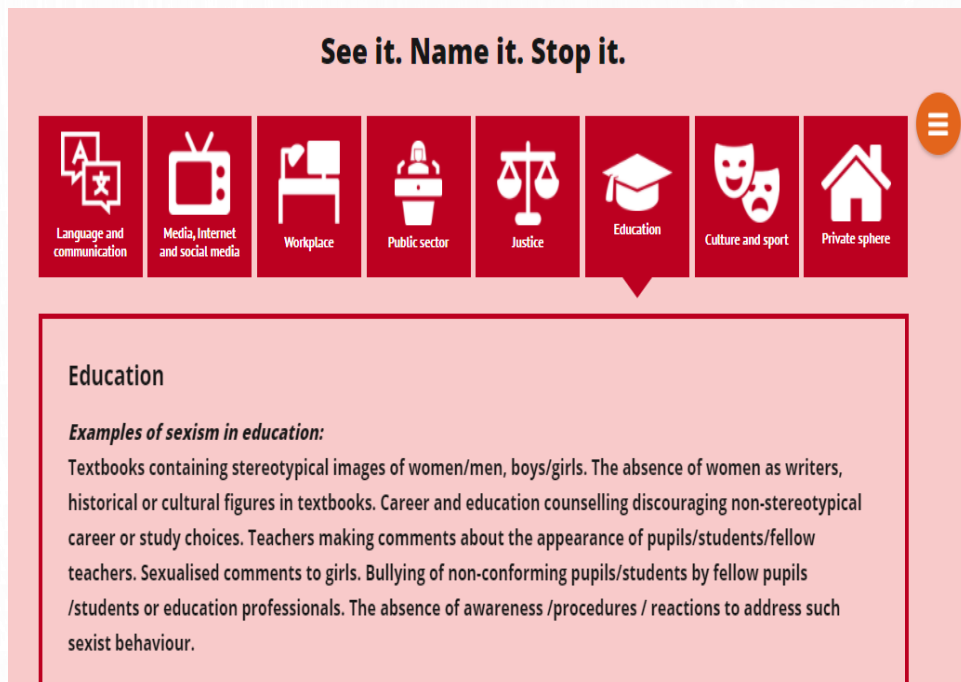
**Megszégyenítés**

# EWL's project with the Council of Europe "Mobilise Against Sexism"

## CoE Campaign page and tools

<https://www.coe.int/en/web/human-rights-channel/stop-sexism>

**See it. Name it. Stop it.**



**Education**

*Examples of sexism in education:*

Textbooks containing stereotypical images of women/men, boys/girls. The absence of women as writers, historical or cultural figures in textbooks. Career and education counselling discouraging non-stereotypical career or study choices. Teachers making comments about the appearance of pupils/students/fellow teachers. Sexualised comments to girls. Bullying of non-conforming pupils/students by fellow pupils /students or education professionals. The absence of awareness /procedures / reactions to address such sexist behaviour.

*Involvement of :*

- ✓ **Local & national government offices**
  - Dept. of Justice
  - Dept. of Equality
  - Dept. of Education
  - Dept. of Local Government
- ✓ **Decision-makers**
  - Parliament/Cabinet members
  - State departments, public health, welfare, sports, justice & security, foreign affairs, national association of municipalities, representatives of political parties (politicians)

## EWL's project with the Council of Europe "Mobilise Against Sexism"

### CoE Campaign page and tools

<https://www.coe.int/nl/web/human-rights-channel/stop-sexism>

#### *Involvement of other institutions and organisations :*

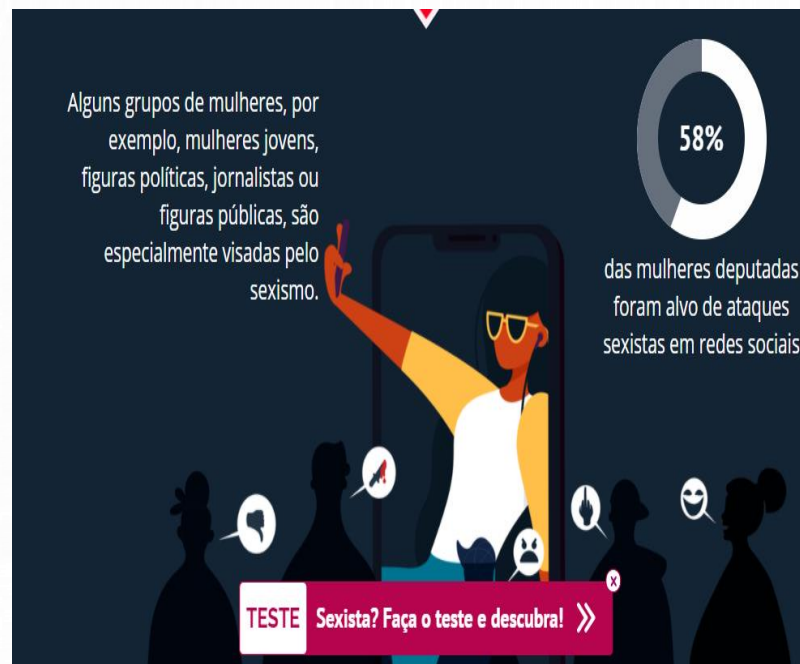
- ✓ *Judicial: courts and prosecutors' offices*
- ✓ *Police*
- ✓ *Social services*
- ✓ *Other NGOs e.g. National network for children, Alliance Against gender-based violence*



## ***EWL's project with the Council of Europe "Mobilise Against Sexism"*** **CoE Campaign page and tools**

<https://www.coe.int/pt/web/human-rights-channel/stop-sexism>

- ✓ *Invite people to send their experiences of sexism in everyday life and publicise these short stories and materials*
- ✓ *Organise a visibility waves and post these stories on website and on social media. With this format, we can generate more experiences from the wider public and feel the everyday life experience of a woman*
- ✓ *Other promotional materials as well like newspaper articles from events, print of masks with messages from the project as give-aways*



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## EWL's project with the Council of Europe "Mobilise Against Sexism" CoE Campaign page and tools

<https://www.coe.int/ro/web/human-rights-channel/stop-sexism>

ROWL

2020



- ✓ *meet with young girls about online bullying and patriarchal roles - The calendar on sexism with original drawings, calendars to be used for the entire period*
- ✓ *organise young feminist camps and introduce the recommendation, campaign key messages, and actions*
- ✓ *original scenarios on sexism which will cover women in politics, language and sexism, media, girls education*

APRILIE



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**EWL's project with the Council of Europe "Mobilise Against Sexism"**  
**CoE Campaign page and tools**  
<https://www.coe.int/es/web/human-rights-channel/stop-sexism>

Various webinars and workshops on:

- ✓ language and communications;
- ✓ internet and social media;
- ✓ media, advertising and other communication methods;
- ✓ workplace;
- ✓ public sector;
- ✓ justice sector;
- ✓ education institutions;
- ✓ culture and sport;
- ✓ private sphere.

**Detéctalo. Ponle nombre. Páralo.**

 Lenguaje y comunicación	 Medios de comunicación, internet y redes sociales	 El lugar de trabajo	 Sector público	 Justicia	 Educación	 Cultura y deporte	 Esfera privada
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**Medios de comunicación, internet y redes sociales**

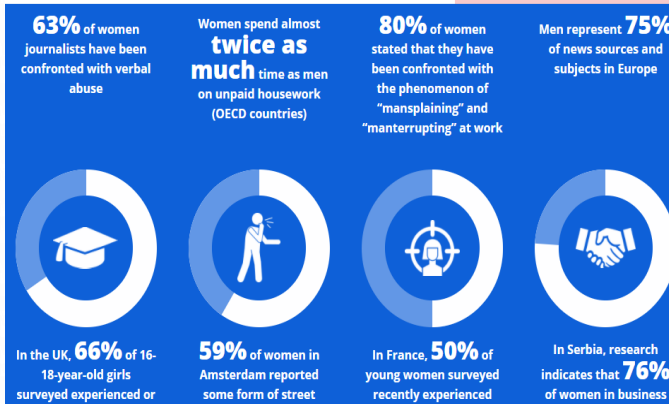
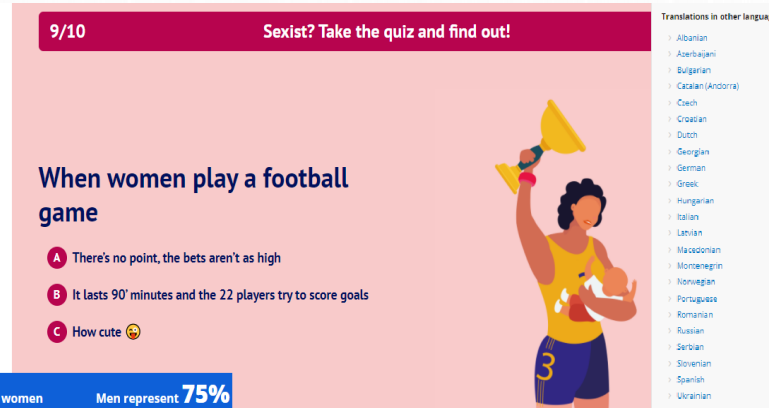
**Ejemplos de sexismo en los medios de comunicación:**

Mostrar imágenes sexualizadas de mujeres en los medios de comunicación. Un programa de televisión dónde sólo participen hombres. Información en los medios sobre violencia contra las mujeres donde se culpabiliza a la víctima. Periodistas (sobre todo mujeres) que reciben comentarios en las redes sociales sobre su apariencia física en lugar de sobre los temas sobre los que informan. Aplicaciones de internet que envían anuncios de ofertas de trabajo tan sólo a hombres porque los algoritmos han sido creados de manera discriminatoria.



# EWL's project with the Council of Europe "Mobilise Against Sexism"

## Other tools used during campaign



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For more information about the project, communicate and co-ordinate with:

- **Laura Albu, Vice-President** [lalbu@cmssc.ro](mailto:lalbu@cmssc.ro) co-ordination for project participating countries
- **Mae Ocampo, Programme Director** [mae.ocampo@womenlobby.org](mailto:mae.ocampo@womenlobby.org) for all content related matters



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