“MOBILISE AGAINST SEXISM”

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

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THE 18TH GENDER EQUALITY COMMISSION MEETING

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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.
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.**
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.
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.
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/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
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

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)

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.
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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

De schadelijke gevolgen van seksisme kunnen voor sommige vrouwen en mannen erger zijn omwille van hun etniciteit, leeftijd, handicap, sociale afkomst, religie, genderidentiteit, seksuele voorkeur of andere factoren.
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
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

- 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
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.
EWL’s project with the Council of Europe “Mobilise Against Sexism”

Other tools used during campaign

- When women play a football game
  1. There’s no point, the bets aren’t as high
  2. It lasts 90 minutes and the 22 players try to score goals
  3. How cute 😊

- Combating and preventing sexism

In the UK, 66% of 16-18 year-old girls surveyed experienced or 59% of women in Amsterdam reported some form of street harassment.

Women spend almost twice as much time as men on unpaid housework (OECD countries).

80% of women stated that they have been confronted with the phenomenon of “menplaining” and “manterrupting” at work.

Men represent 75% of news sources and subjects in Europe.

63% of women journalists have been confronted with verbal abuse.

Sexism and discriminatory stereotypes remain widespread and affect women’s education and participation in the economy and in public life.

EUROPEAN WOMEN’S LOBBY
EUROPEEN DES FEMMES

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

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• Mae Ocampo, Programme Director mae.ocampo@womenlobby.org for all content related matters