

Partnership with Advertising National Council to promote gender awareness of communication professionals

Partnership with professionals in communication work (advertising agencies). Within this partnership studies are undertaken, exhibitions are organised and reports are written.

Weblinks

[Website](#)



Aims and objectives

- To promote gender equality in communication products and contrast sexism in advertisements through a partnership

Results and impact

Not evaluated

Creator/owner/responsible institution

MEGA : Ministère de l'égalité des chances

Stakeholder, Firstname: Isabelle

Stakeholder, Family name: Wickler

Additional information

Subtype: Campaigns to raise the awareness of media professionals (managers and staff) on the need to have women equally represented as experts, reporters in certain fields (e.g. politics, science) and opinion-makers in decision-making positions in media companies

Nuts code: LU

Metadata

ONGOING: No

TYPE: Awareness-raising campaigns/events

COVERAGE: National

TARGET GROUP: Social Partners, Media professionals

KEYWORDS: advertising, production of information, awareness-raising initiatives, images of women, gender-sensitive media, representation, breaking of gender stereotypes