



Group of the Progressive Alliance of **Socialists & Democrats** in the European Parliament

European Parliament
Rue Wiertz 60
B-1047 Bruxelles
T +32 2 284 2111
F +32 2 230 6664
www.socialistsanddemocrats.eu

Guideline for the accession to the EU Platform of Cities against Sexist Advertisement

Many studies have shown that sexism and stereotypical views of women are prevalent in contemporary advertising. As media and advertisement have a strong impact on our attitudes and opinions, we can assume that these thus help reinforcing and reproducing gender stereotypes and inequalities.

As Social Democrats, we have already been fighting sexist advertising for a long time because it contradicts the principle of gender equality, which is one of the core principles of our political family.

Therefore the Socialists and Democrats in the European Parliament will launch an "**EU Platform: Social Democratic Cities Against Sexist Advertising**" on the occasion of the International Women's Day 2018. With this initiative, we want to honor in a first step social democratic leaders who have taken a firm stand against sexist advertisement at the local level and encourage in a second step mayors and local decision-makers of all other parties to do so in the near future.

How to become a part of it?

After the official launch at the beginning of March, the Platform will open its doors to cities and towns all over the European Union.

Did your city already take concrete measures against sexist advertisement? Or is it planning to introduce measures in the near future? Are you supporting the aims of the "Charter of commitment against sexist advertising" and would be ready to sign it? **Then contact us.** Signing the Charter and receiving our label honouring your city or town being active in this fight are the starting point for your membership in the Platform.

The Platform will be living from your engagement. Promote it, let other cities and towns know about it and let it grow. Share your best practices, learn from the experience of others and develop common strategies to make public spaces sexism free spaces.

For any further information, please contact:

Mr. Tommi Lindfors: s-d.femm@ep.europa.eu

