



## CHARTER OF COMMITMENT AGAINST SEXIST ADVERTISING

In my capacity as

, I commit:

1. To respect the dignity of all persons, diversity and equality between women and men;
2. To recognise the definition of sexism as a set of beliefs and/or acts based on an unjustified distinction made between genders, and resulting in harmful individual and collective consequences;
3. To acknowledge the definition of gender stereotypes as a simplistic generalization about the attributes, differences and predetermined roles traditionally shared between women and men that create imaginary, typical social models, simplified societal codes that convey values of hierarchical and non-egalitarian positioning which enclose human beings in specific social categories;
4. To recognise that sexist and stereotyped messages communicated via images, words or the expression of attitudes in advertisement have an influence on people's mind-sets which contributes to the continuum of gender inequality and violence against women and which is going against the idea of progressive societies. To recognise that this phenomenon represents also a risk to people's, in particular young people's, mental and physical health, by constantly and systematically exposing them to normative and unrealistic ideas of femininity and masculinity;
5. To implement the UN Convention for the Elimination of All Forms of Discrimination against Women, the Istanbul Convention and the Resolution of the European Parliament 2038/2008 on How Marketing and Advertising affect Equality between Men and Women;
6. To fight inequality between women and men by banning sexist and stereotyped advertisements in public spaces on municipality and regional level;
7. To prohibit the denigration of women to the role of sexual objects, the notion of physical and intellectual inferiority of women and subordination to men, as well as the representation of women through degrading and/or humiliating attitudes through descriptions, positions or gestures;
8. To oppose the use of gendered clichés and connotations in advertising, such as the assignment of stereotypical roles, jobs, types of activity or behaviours from advertising, even when disguised through humour or glamour;
9. To promote, where possible, courses on the deconstruction of sexist stereotyping at different educational and vocational training levels;
10. To foster the exchange of best practices in the fight against sexist and gender stereotyped advertising in cities and to collaborate with European, national, regional and local level regulatory authorities within the advertising profession in order to raise awareness within the advertising sector and to promote adherence to professional and ethical rules against sexism.

Brussels, March 6th 2018

Jennette Arnold

Udo Bullmann, Acting President of S&D Group in the  
European Parliament