

Project title: Our Daily Sexism

Project leader: Centre for Civile Initiatives Poreč

Partners:

The Croatian Journalists' Association

Icelandic Women's Rights Association

Project implementation period: October 1st 2022 – Decembre 31st 2023

Project total value: 89.812,51 €

Contact person for more information: Nataša Vajagić, natasa@cgiporec.hr

Link to relevant internet pages: www.cgiporec.hr

Project summary:

The key issues addressed are non-recognition of the harmfulness of sexism, mild sanctions, unclear and insufficient mechanisms, normalization and acceptance of sexism in the media and the advertising industry, and its rare and sporadic reporting. For 5 years now, CGI has been monitoring and publishing examples of sexism on FB and IG pages and reporting them to competent institutions. In these ways, it successfully influenced the removal of some of the most sexist phenomena in the media and informed them and the public on the legal basis for banning the reproduction of sexism and its harmfulness. In order to increase the reach and influence in their removal from national and local media and to raise public awareness, it is necessary to increase the capacity for its monitoring, publication, better reporting and increase the activities of sensitizing citizens. To achieve this, it is necessary to increase the number of applications by transferring CGI's knowledge to CSOs motivated to protect women's human rights. It is also necessary to improve and upgrade model of monitoring, publication and reporting in order to have more relevant and systematic data on the basis of which changes and stricter sanctions will be advocated. In order to increase the elimination of sexism, it is also necessary to build cooperation and mutual understanding of the roles and responsibilities of institutions and CSOs in order to increase the efficiency of the applications themselves. By carrying out all the above activities and public campaigns, we will influence the development of overall awareness of the inadmissibility of the reproduction of sexism in the media and advertising industry and its harmfulness to create a safe, inclusive and supportive society for women.