



PORTRAYAL OF WOMEN

**« Portrayal of Women – promoting changes in the image of women’s role in local governance”**

- Duration: November 2004-January 2006

Partners:

- CE.SVI.P – Centro Sviluppo Piccola e Media Impresa (Italy)
- Province of Piacenza (Italy)
- CdIE – Centro di Iniziativa Europea (Italy)
- City of Venice (Italy)
- City of Kokkola (Finland)
- Cooperative women’s house, Kokkola (Finland)
- City of Vaasa (Finland)
- Jupiter Foundation (Finland)
- City of Vaxjo (Sweden)

The Project « Portrayal of Women – promoting changes in the image of women’s role in local governance” (PoW) has been set in the framework of the Community Framework Strategy on Gender Equality (2001-2005). It is in line with objectives such as:

- the promotion of change in gender roles and stereotypes used by the media, as opinion formers and means of shaping values,
- developing strategies to encourage gender mainstreaming in all policies which have an impact on the place of women in the economy or
- the promotion of gender equality in civil life.



*This project has received funding from the European Community*



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Concrete objectives of the PoW project are thus:

- to promote the role of women in economic and social life by overcoming stereotypes and fostering new gender-oriented roles required by the labour market – roles, that are identified, collected and analysed at European level within the framework of institutional and social communication,
- to identify and compare, on a European scale, good communication practices for a fair, well-balanced portrayal of gender,
- to compare the efficacy of models, methodologies and processes that have been experimented in supporting communication addressed to gender equality and facilitating the transfer of good practices through the development of benchmarking processes,
- to promote a conscientious and respectful communication of gender equality, avoiding sexist stereotypes and provide an innovative methodological and informative tool to local authorities and social economy actors,
- to portray new roles of women in the economic and social life and
- to promote and disseminate the results of the project at European and local level.

These objectives will be realised through:

- research on best practices at European level,
- the development of benchmarks and guidelines on communication for public institutions and the private social sector,
- the establishment of a European virtual centre of competences on gender-oriented communication,
- the design of a set of advertisements for a press campaign and of a concept for a video and
- other dissemination and awareness-raising activities.

It is worth emphasizing that the project is based on a highly integrated, multidisciplinary approach. Using the competences and knowledge of different actors at local and European level, it aims not at least to create a bridge between the field of communication, public institutions and social economy organisations.



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