



Co-funded by the  
Erasmus+ Programme  
of the European Union

**TRAINING COURSE**

**“GENDER AND MEDIA FREE  
YOUTH WORK(ER)S”**

**VIENNA, 2-9 OF MARCH 2023**

**REPORT ON BEST PRACTICES TO  
ADDRESS ISSUES ON GENDER  
AND DISCRIMINATIONS**



Co-funded by the  
Erasmus+ Programme  
of the European Union

## **INDEX**

### **1. TO DO AND NOT TO DO**

- a. ISSUES ON GENDER
- b. ISSUES ON DISCRIMINATION

### **2. WORKSHOPS**

- a. REGARDING GENDER ISSUES
- b. REGARDING DISCRIMINATION ISSUES

### **3. BEST PRACTICES TO ADDRESS DISCRIMINATION - MEDIA TOOLS**

### **4. HOW TO SUPPORT WORLD WIDE GENDER MOVEMENTS**

# 1. TO DO AND NOT TO DO REGARDING GENDER AND DISCRIMINATION ISSUES

*It is good to have choices, even if you are not into all of them*

## TRY TO DO

- GENERAL
  - Create a safe space
  - Be observant and notice issues around us and in the society
  - Raise your voice and stand by your family, friends and minorities
  - Think before you say a joke that may be offensive to some person or group
  - Be aware of gender marketing
  - Try to think outside your comfort zone and be open minded with people
- PUBLIC AND PRIVATE SPACE
  - Universal model in public space for architectural infrastructure such as doors, doorknob, traffic light
  - Universal toilet s(not male and female)
  - Be aware of your privilege and support others who may not have the same luck as you
  - Considering disabled people during the design process
- WORKPLACE
  - Equal wages for everybody, regardless of sex, gender, race, or sexual orientation
  - Provide managers and leaders with training on soft skills
  - Team building activity in the workplace and focus groups
  - Equal maternity and paternity leave
- GROUP AND RELATIONSHIP

- Listen and pay attention what others say to try to eliminate prejudice and stereotypes. Do not be afraid to start the discussion
- Use pronouns when introducing
- Discuss gender stereotypes at home and in your family
- Respect personal space
- Create common rules for the group
- Provide space for everybody in the group to express themselves
- EDUCATION AND SCHOOL
  - Gender education or workshop in primary schools to high schools - make education gender sensitive
  - Improve study materials regarding gender diversity and stereotypes of traditional family
  - Education for older generation - workshops, share experiences, do not stay away from public discussion

## NOT TO DO

- GENERAL
  - Do not assume anything, if in question ask, for example about gender identity
  - Do not be condescending
  - Avoid being verbally aggressive
  - Do not be indifferent in a situation about gender stereotypes or gender violence
  - Do not make products marketed for women more expensive
  - Do not provide different services according just to the race, gender, etc..., such as offering lower quality product
  - Do not pretend to not see microaggressions and acts discrimination/discriminatory behavior
- WORKPLACE
  - Keep things professional in the workspace
  - Do not ask woman about personal life, such as marital status, pregnancy, number of children in a professional situation
  - Do not use gender, race or sexual orientation to define ages

## 2. WORKSHOPS REGARDING GENDER ISSUES AND DISCRIMINATION

This section proposes suggestions on how to conduct a workshop regarding the issues of Gender and Discrimination, including tools and activities that can be employed to raise awareness and educate participants on these important topics.

### PART I - PREPARATION

**TARGET GROUP:** The first step to create a workshop is to define a target group, for example teenagers from 11 to 15 who use the Internet on an everyday basis, where they may find dangerous information, namely hate speech and information concerning sexual aspects/harassment of gender.

**THE WAY:** Showing examples (for them to feel more connected with the subject), explaining in a appropriate way suitable to their age, including parents in the conversation when dealing with minors

**AIM:** Increasing awareness about the subject to normalize it and learn about the respectful approach and to deconstruct myths concerning the subject, creating help centers/supportive groups collaborating with psychologists

### PART II - PRIOR TO STARTING THE ACTIVITIES

The first task in any workshops is to create a safe and inclusive space for the participants:

- Ask preferred pronouns (how person should be referred to, for example: she/her/he/him/they/them)
- Use gender neutral language (example : instead of using words like “boys and girls”, “guys” etc. - use words like “ friends”, “audience”, “guests” etc.)
- Make sure workspace is accessible for everyone (example - people with physical and mental disabilities)
- Use audio-guides, trigger warnings, braille etc.
- Create group agreement for everyone who is organizing workshop ( example - “be on time”, “respect each other”, etc)

- Workspace rules for guests (example “be respectable”, “be mindful” etc)
- Make physical space welcoming
- Split workspace in zones (silent zone, activity zone etc)
- Be mindful of your surroundings and other people personal experience (don't speak over other people)

### **PART III - IDEAS FOR ACTIVITIES**

- Question wall where people can interact
  - Questions about discrimination and connected with it - where guest can write down their answers and read other people thoughts
- Situation simulations / role play / theaters about workshop theme
- Bucklet / poster worksop - where people can make their own bucklet about discrimination
  - “what to do / how to act when facing discrimination?”
  - Poster or sign for 8th march demonstration
  - Informative discussion with themes specialist / experts
  - People from organizations who deal with discriminations
  - People with disabilities tell about their experience
  - Discussion with city council about more inclusive city space
  - About discrimination and how city is fighting it
- Group activities / energisers where people have to come together
  - “Walk in my shoes” - people through activities experience deafness / blindness etc
- Meditation
  - Animal yoga - where people can relax in safe space
  - Silent meditation
- Movie / TED TALK presentation with discussion afterwards
  - TED TALKS:
    - <https://www.youtube.com/watch?v=XUMUhdythVM>
    - <https://www.youtube.com/watch?v=DZWulvhwFiU>
    - [https://www.youtube.com/watch?v=e\\_QsI0hU\\_g](https://www.youtube.com/watch?v=e_QsI0hU_g)
  - MOVIE:
    - “The hate U give”

- “The Assistant”
- “On the Basis of Sex”
- Art activity - let people express through art / in creative way how they see/ understand discrimination
- Quiz about discrimination
- Book club - discussion about books relating to the issues of discrimination
- Create poems with box of words / phrases

### **3. BEST PRACTICES TO ADDRESS DISCRIMINATION - MEDIA TOOLS**

This section introduces some tools available on the most used social media networks - Instagram, Twitter and Tiktok, which can be used in an intersectional way, to make sure that everyone can have access to the content published.

#### **INSTAGRAM**

- There is a tool which will automatically filter DM requests containing offensive words, phrases and emojis. It has the option to hide offensive comments in your posts and terms you don't want people to use on your photo comments.
- For blind people as an automatic alternative text personalized alternative text where the creator can add their own descriptions to the images before publishing. (when publishing something go to advanced settings, accessibility and you can write there).
- For deaf people: Instagram made automatic subtitles the default option for creators and also on live rooms in which creators can Broadcast live with up to three more people in order to incorporate interpreters of sign language.



## TWITTER

- This app also has audio descriptions of images, videos and even graphics. There is compatibility with screen readers and refreshable braille screen, and even for people with visual disabilities but not blind font size and high-contrast settings plus dark mode so they can choose what fits better.

## TIKTOK

- On Tik Tok viewers can exclude videos with creative effects that could be harmful to those who suffer from photosensitive epilepsy or light induced migraines. They can use warning messages who appear before these videos are played plus animated thumbnails option that can offer the possibility to choose between animated or static video images, which helps users with sensitivity to flickering images or text speech option. For blind people convert the written text into an overlapping voice that is reproduced at the same time as the text appears in the video.



## 4. HOW TO SUPPORT WORLD WIDE GENDER

### MOVEMENTS

Gender equality is far from being a worldwide reality. In Europe, the last years have seen much progress, although there is still work to do. However, in many places in the world, the problem is much more pronounced. In many places in the world, Women do not have the same legal rights as men, namely access to education, or even a right over their own body. Thus, it is important that we become aware of these realities and try to support worldwide movements to ensure that equality can be reached everywhere.

#### FIRST STEP: GET INFORMED. BE AWARE

There are many organizations worldwide supporting gender movements. The first step to support them is to research the issues they address and the work they do.

Some Organizations supporting gender movements worldwide:

- **New Light:** New Light is an organization that provides children of sex workers with a safe haven in the district of Kalighat, Kolkata. The organization provides education, healthcare, nutritional support, recreational opportunities, HIV/AIDS care, and alternative income opportunities for the mothers. New Light also fights against gender-based violence.
- **The Girl Effect:** The Girl Effect operates globally, from places like Ethiopia to the Philippines, to help girls and women worldwide share their stories of growing into adulthood through creative self-expression, namely in online platforms, building on their self-love and allowing them to become self-reliant.
- **Global Grassroots:** The mission of this organization is to promote leadership in women and girls in their communities, educating them on the concept of Conscious Social Change, to achieve long lasting social solutions to common issues in civil society. Global Grassroots works to create a world where all women and girls have the ability to turn their dreams and ideas into something impactful in their own



community. Their Academy for Conscious Change also works with marginalized and impoverished women in post-conflict regions.

## **SECOND STEP: DISSEMINATION**

Once one is aware about the issue, the next step should be sharing the gathered information with others. First and easiest target can be one's family and friends - discussing the topic of the gender equality problem worldwide and recommending sources of reliable information is very important. The same can be done through social media, communities' gatherings, participation in events connected to the topic or even preparation of workshops for the people interested. Many people are not even aware of what the situation and problems are - getting them informed is the first step to encourage others to donate or volunteer in the future.

## **THIRD STEP: DONATE (YOUR MONEY OR YOUR TIME)**

There are many ways that we can help these movements directly. Two of them are through direct funding, or by volunteering in different workshops or projects in different world regions.

### **Some links for donating to gender movements:**

1. Donate to the UN Women's Movement: <https://donate.unwomen.org/en>
2. Donate to New Light Organization : <https://www.newlightindia.org/donate.php>  
By contributing with €20, you can ensure that one child goes to school for one month.
3. Donate to The Girl Effect : <https://www.newlightindia.org/donate.php>
4. Donate to Global Glassroots: <https://www.newlightindia.org/donate.php>

### **Some volunteering opportunities you can join:**

All the organizations described above have some volunteering opportunities, explained in their websites, linked above. Other volunteering opportunities worldwide include:



Co-funded by the  
Erasmus+ Programme  
of the European Union

- **Equal for Equal:** a platform financed by Goethe Institution to raise the awareness of women especially suffering violence by men ([www.equalforequal.org](http://www.equalforequal.org))
- **Rosa Kadın Derneği:** an NGO established by women in Diyarbakir, Turkey to protect women against every sort of violence ([www.rosakadinderneği.org](http://www.rosakadinderneği.org))
- **Women Major Group:** an NGO created in Brazil to achieve sustainable development related to women issues ([www.womenmajorgroup.org](http://www.womenmajorgroup.org))