

STATEMENT ON GENDER PORTRAYAL

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies. They create and place adverts and develop brand-building campaigns.

EACA's members accept the crucial role of the advertising industry in ensuring that both women and men are portrayed positively and responsibly. They are committed to respecting relevant legislation and industry self-regulatory codes. No discrimination should take place. They work towards fighting stereotypes and achieving a balanced depiction of women and men in advertisements.

EACA's members wish to make clear they will strive to uphold the highest ethical standards in the commercial communications which they develop on behalf of their clients.

In particular, they believe that advertising should not:

- Demean or abusively exploit human beings
- Use indecent or obscene images of the human body
- Use nudity in a denigrating or alienating manner
- Exploit images of the human body in a demeaning way which have no direct relevance to the product advertised
- Discriminate against any member of society, regardless of race, gender, sexuality, religion or age
- Incite violence or hatred against any person or group of persons
- Portray women or men in a degrading and insulting way or as less capable, intelligent or as inferior
- Promote gender inequalities to children
- Selectively misrepresent societal diversity and equality

EACA is committed to working with the EU institutions and the representatives of civil society to ensure the widest possible acceptance and implementation of these principles.