WRITTEN DECLARATION

submitted pursuant to Rule 136 of the Rules of Procedure

on prevention of commercial sexism against women

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Lapse date: 2016
Written declaration, under Rule 136 of Parliament's Rules of Procedure, on prevention of commercial sexism against women

1. Having regard to the new worldwide campaign #WomenNotObjects, which aims to prevent the sexism against women through advertisements, due to the fact that this phenomenon grows incessantly.

2. Having regard to the worldwide campaign, which was published in 2013, aiming at revealing the widespread prevalence of sexism and discrimination against women.

3. Whereas the European Directive 89/552/EEC as amended by Directive 97/36/EC and Directive 2007/65/EC concerning the pursuit of television broadcasting activities and specifically the Article 3e, according to which TV advertising must respect human dignity and not discriminate against women.

4. Estimating that the sexual objectification of women through advertisements is a frequent phenomenon, while it is unacceptable, after so many years of protecting women's rights, to deal with commercials that offend women's dignity and lead to wrong role models for our youth.

5. Calls on the Commission to bring forward an initiative aiming at protecting women's rights and gender equality which would include measures to prevent the sexual objectification of women through advertisements, in order to fight against this phenomenon and inform European citizens about its possible dimensions.

6. This declaration, together with the names of the signatories, is forwarded to the Commission.

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1 In accordance with Rule 136(4) and (5) of Parliament's Rules of Procedure, when the declaration is signed by a majority of Parliament's component Members, it shall be published in the minutes with the names of its signatories and forwarded to the addressees, without however binding Parliament.