

100donne

contro gli stereotipi

100 WOMEN AGAINST STEREOTYPES is a project related to objectives J1 and J2 of the Beijing Platform: (J1) Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication; (J2) Promote a balanced and non-stereotyped portrayal of women in the media.

20 years after Beijing, the research on women in the media demonstrates that we are still far from those goals. According to the results of the Global Monitoring Project 2015 - the largest and longest longitudinal study on the gender in the world's media – in 2015 women make up only 24% of the persons heard, read, about or seen in newspaper, television and radio news, exactly as they did in 2010. In Italy, since 2010 the percentage of women in the news increased from 19% to 21%, but it still remains below the global average.

Again according to the results of the GMMP 2015, women are fewer than men as authoritative sources: e.g. among the experts, women are only 19% (18% at national level). 100 WOMEN AGAINST STEREOTYPES aims to reduce the quantitative and qualitative gender gap in the news media:

1. with www.100esperte.it, an online database of CVs and contacts of Italian female experts (currently 100 expert of Science Technology Engineering and Mathematics) for reporters and journalists, authors and creators of radio and TV programmes, as well as companies, organizations, businesses, organizing institutions conferences, seminars, roundtables and other public debates initiatives.
2. with an on- and offline awareness campaign, to give more visibility to female experts and raise awareness among media practitioners of the important role / responsibilities of the media in promoting a balanced and non-stereotyped image of women.

The project is designed by the [Osservatorio di Pavia](#) and the journalists association [Gi.U.Li.A.](#) in collaboration with the [Fondazione Bracco](#) and with the support of the [European Commission Representation in Italy](#) and the University of Milan for the database construction.

The database was presented on November 3 2016 at the [Science Festival of Genoa](#). Since Genoa, the project continues to have wide media coverage.

On March 8 2017, International Women's Day, the Fondazione Bracco celebrated the 90th anniversary of the Bracco Industries, with a book dedicated to the 100 experts.

In 2018 the Project is dedicated to the economics and finance Italian female experts with the online database and a new book dedicated to them.

A final consideration: the project is an excellent example of how to work concretely on the Beijing objectives; moreover, it demonstrates how different entities can collaborate effectively joining their skills for a common goal.

We have already had an important feedback: many of "our" experts were interviewed by specialized magazines, as well as radios, TV channels and mainstream newspapers, they were invited to several conferences and training seminars in the field of STEM, and the main Italian independent film production house is planning the creation of a short film starring one of "our" experts.