



[**Fem**Cities]

Frauen^{MA57}
Stadt+Wien

International FemCities Conference 2012

Ending gender stereotyping and sexist portrayals in advertising

Theoretical concepts of sexism, legal frameworks, practical approaches at local and European level

A cooperation between the Brussels Liaison Office of the City of Vienna and the Women's Department of the City of Vienna

Wednesday, 28 November 2012

10 a.m. – 4 p.m.

including a networking lunch
at „Wien-Haus“

Avenue de Tervueren 58

B – 1040 Brussels

(Métro Mérode)

Wednesday, 28 November 2012

- | | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 | Registration, coffee & tea |
| 10.00 | Welcome
Michaela Kauer, Brussels Liaison Office of the City of Vienna
Marion Gebhart, Women's Department of the City of Vienna |
| 10.15 | Concepts of Sexism
Isabella Meier, European Training and Research Centre for Human Rights and Democracy Graz (ETC) |
| 10.55 | International legal framework and current developments
Leanda E. Barrington-Leach, European Women's Lobby (EWL) |
| 11.30 | Break |

- 11.45** Panel discussion facilitated by Michaela Kauer
Fighting sexism in advertising – a balancing act between safeguarding human rights and anti-pleasure activism
Marion Gebhart, FemCities network and Vienna Women's Department
Isabella Meier, ETC Graz
Leanda E. Barrington-Leach, EWL
Isabelle Wickler, Ministère de l'Égalité des chances, Luxembourg
- 12.30** **Networking lunch**
- 13.30** **Best Practice: Croatia**
Višnja Ljubičić, Ombudswoman for Gender Equality of the Republic of Croatia
- 14.00** **Best Practice: Vienna/Austria**
Marion Gebhart, Women's Department of the City of Vienna
- 14.30** **Best Practice: Luxembourg**
Isabelle Wickler, Ministère de l'Égalité des chances, Luxembourg
- 15.00** **Break**
- 15.15** Panel discussion facilitated by FemCities
Is there a panacea to fight sexist advertising? – building strategies
Višnja Ljubičić, Ombudswoman for Gender Equality of the Republic of Croatia
Marion Gebhart, Women's Department of the City of Vienna
Isabelle Wickler, Ministère de l'Égalité des chances, Luxembourg
Leanda E. Barrington-Leach, EWL

Conference language: English

Chair: Michaela Kauer, Head of the Brussels Liaison Office of the City of Vienna („Wien-Haus“)

Registration by 16 November 2012

ORGANISATION

Date Wednesday, 28 November 2012, 10 a.m. – 4 p.m.
Venue Brussels Liaison Office – Vienna House („Wien-Haus“)
Avenue de Tervueren 58, B – 1040 Brussels
Telephone: +32 2 743 85 00

Please register in writing by 16 November 2012

For a successful registration please provide your full name, organisation, address, e-mail, phone number. Contact: post.bruessel@ma27.wien.gv.at

For information on the FemCities network meeting on 29 November 2012 please contact femcities@femcities.at