

## STATEMENT ON GENDER PORTRAYAL

The European Association of Communications Agencies (EACA) represents the interests of the leading international commercial communications agencies and the national associations of agencies in 30 countries across Europe. EACA members account for approximately 85% of the advertising placed in European media.

In recent years there has been a growing concern that the way in which some advertising portrays women (and to a lesser extent men) can lead to prejudice and reinforce stereotypical beliefs.

EACA's members are all committed to respecting the existing legislation and industry self-regulatory codes which are currently in force and which are updated periodically to reflect changing societal opinion.

In addition, 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
- Perpetuate stereotypes which contradict the evolution of the generally accepted idea of society
- Promote or depict moral or physical violence, either directly or by inference
- Selectively misrepresent societal diversity and equality

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