



LIFELONG LEARNING MEDIA LITERACY

## Gender and Representation: deconstructing stereotypes and disinformation in the media

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### GenderED Coalition:

A cross-country coalition against  
gendered disinformation for equitable  
societies

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# WHY A COALITION?



Gendered disinformation is a complex and **intersectional** phenomenon.

Coalition = actors with different views, expertise, or interests **joining efforts** for a common goal.

No single discipline, generation, country, or gender can address it **alone**:

- Interdisciplinary expertise
- Intergenerational perspectives
- Cross-national collaboration
- Gender inclusivity

# FOCUS ON GENDER:



## WHAT ARE THE PROS:

- by naming gender we affirm its existence;
- it is a matter of professionalism;
- it helps learning and practicing empathy, fairness and responsibility.

## WHAT ARE THE CONS:

- mentioning gender is automatically perceived as a women issue;
- Socio-emotional learning are not equally offered to boys and girls;
- Gender and gender-equality competences are hidden in the current competence frameworks;
- Diversity, Equity, Inclusion policies are under attack.

# GenderED Coalition approach

2 main pillars

**EDUCATION**

- Good practices
- National training
- MOOC
- Workshops/webinars

**ACTIVISM**

- Good Practices mapping
- Civic Hackathon
- Media campaigns
- Final conference

Community  
of  
Practice





# The Gender Competence framework for MIL educators



## Gender Competence Framework for Media and Information Literacy (MIL) Educators

A strategic framework to strengthen gender-responsive approaches in MIL education



Educators engaged in **Media and Information Literacy (MIL)** are increasingly **called upon to prepare learners** not only to **navigate** these environments critically, but also to **actively reshape** them in line with principles of **equality, human rights, and social inclusion**.



The **reproduction** of gender stereotypes and invisibility of underrepresented groups



The **rise** of gender-based hate speech and online harassment



Algorithmic and **structural biases** impacting access to information and participation

Supporting learner engagement in media advocacy and civic participation to challenge inequities



Embedding gender analysis as a core element in media deconstruction activities

Encouraging learners to produce media content that reflects diverse identities and perspectives

**Gender Equality: a structural dimension of media and information literacy**

A gender-sensitive MIL education ensures that learners are not merely consumers of media but become **informed, ethical, and empowered communicators**.

## GENDERED MIL EDUCATOR FRAMEWORK

Inclusive, and gender-equal digital society, where critical engagement, media production, and policy advocacy go hand in hand:

Critical Awareness

Empathy

Content Creation

Advocacy & Change



Media Use



Critical Thinking



Creative Skills



Intercultural Participation



# The Gender Competence framework for MIL educators



## *Further developments*

**The GenderED  
Framework at  
your service:  
explore, apply,  
transform**

A foundation for **qualification programs** for MIL educators

A tool for evaluating **educational projects** and policies

A reference for **training design**, with clear outcomes and competence descriptors

A support system for combating **online gender-based violence, algorithm bias, and online gendered disinformation** across educational and media settings



**GENDER-ED**  
Coalition



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full document available**



# WHO IS WELCOME in the GenderED Coalition?



- **By gender:** contrasting the idea that gender is (only) a women's issue mostly women, a few men and non-binary voices.
- **By age:** promoting MIL education across generations, not treating anyone as a "digital native" from youth activists to senior experts.
- **By geography:** to tackle an international and coordinated phenomenon diverse European countries represented, and beyond.
- **By profession:** MIL education as a broad category, including researchers, teachers/educators, journalists, civil society, policymakers, programmers, artists, activists, influencers, content creators ...

# Key achievements



- ✓ Over **8.3 million cumulative views** through localised media campaigns - **more than 370.000** documented interactions;
- ✓ **231 active members from over 10 countries** in the transnational Community of Practice;
- ✓ **288 registered learners on** a flagship MOOC on Gendered Disinformation;
- ✓ **115 MIL Educators, such as journalists, teachers, and activists** equipped with gender-sensitive Media and Information Literacy (MIL) skills;
- ✓ over **500 stakeholders** engaged in targeted dissemination seminars.
- ✓ **165 international participants** (45 in-person, 102 online) and 265 live-stream viewers at the International Final Conference in Paris.



# Challenges and lessons learned



- 1) Influencers and content creators are in between activism and commercial worlds: online activism depends on audience approval and platforms conditions. It is a matter of money and not only!
- 2) Gender is weaponised as a tool to polarise and draw men toward conservative ideologies. Need to engage men and boys is essential for preventing radicalisation.
- 3) A very ambitious project. Many activities in only 24 months. Cultural change is a slow process!

## Unexpected threats:

- Political shifts and new platforms' policies are putting DEI even more under attack.
- Tech-based gender violence is growing rapidly, need to focus more on critical thinking and culture shift than on single technical strategies



# Recommendations for future action

**Rec #1:** Mainstream gender competences in Media and Information Literacy Education.

**Rec #2:** Adopt a hybrid (transnational/local) model for EU-funded interventions on online content creation and MIL education.

**Rec #3:** Invest in digital safety, community resilience, and algorithmic literacy.

**Rec #4:** Prioritise cross-sectoral and institutional partnerships.

**Rec #5:** Support permanent, multilingual digital resources.



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