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## PRESS RELEASE

### Cultivating positive Online gender Equality narratives among EU adolescents

**The Starogard District through the District Family Support Center in Starogard Gdański joins a consortium of partners from Spain, Lithuania, Cyprus, Portugal, Poland, Italy, and Romania, in a new initiative “Cultivating positive Online gender Equality narratives among EU adolescents” (EU-COE), funded by the European Commission under the Citizens, Equality, Rights and Values (CERV) Programme.**

The project addresses the rise of gender-based hate speech on the internet, focusing on the influence of misogynistic communities targeting young people.

The Chair of Equality and Agenda 2030 at UNED Dénia, the consortium leader, points out that:

*“Increasingly, research is demonstrating the normalization of misogynistic discourse in youth digital environments, especially through the so-called manosphere. This makes it essential to promote educational projects like EU-COE, which allow us to identify, question, and transform this discourse from a critical and egalitarian perspective, involving young people, families, and educators.”*

Over the next two years, key activities will take place in Spain, Lithuania, Cyprus, Portugal, Poland, Italy, and Romania, including research activities involving key stakeholders to map cultural trends relating to gender-based violence; training sessions designed to build a common educational framework among educators, students, and families to combat online gender-based violence and promote inclusive digital environments; national youth labs aimed at raising awareness among adolescents about online gender-based violence and encouraging inclusive digital behaviors. The project will also produce a short film that highlights young viewpoints, provides a visual depiction of its core themes, and promotes discussion around gender-based violence on the internet.

The project takes an innovative approach by systematically analysing the language, logic, and impact of the European manosphere, by including design thinking and peer-learning activities, to help young people counter these harmful narratives.

To ensure the project’s lasting impact across Europe, youngsters will gain the skills to recognize and challenge hate-filled narratives, educators and families will be equipped to support them effectively, and innovative and replicable educational materials will be made available.

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