

Cultivating positive Online gender Equality narratives among EU adolescents



EU-COE

CULTIVATING POSITIVE ONLINE
GENDER EQUALITY NARRATIVES
AMONG EU ADOLESCENTS

About the Project

Powiat Starogardzki, represented by the Powiatowe Centrum Pomocy Rodzinie in Starogard Gdański, is participating in the European project “Shaping Positive Narratives on Gender Equality Online Among Teenagers in the EU,” which aims to counteract gender-based hate speech online and the growing influence of the “manosphere”—online communities that promote misogynistic narratives and reinforce harmful gender stereotypes.

As young people spend more and more time online, the digital environment plays a significant role in shaping their opinions, relationships, and values. Creating safer, more inclusive, and respectful online spaces has therefore become more important than ever.

Nine partner organizations from seven European Union member states—Spain, Lithuania, Cyprus, Portugal, Poland, Italy, and Romania—are participating in the project, including universities, nongovernmental organizations, organizations working with youth and their families, and local public authorities. Together, the partners promote the principles of the Council of Europe Convention on Preventing and Combating Violence Against Women and Domestic Violence and work to foster positive narratives regarding gender equality, thereby contributing to the creation of a safer and more inclusive online environment for young people.

The project is aimed at teenagers aged 13 to 18, as well as their families and teachers. Together, these groups play a key role in shaping the values and attitudes that underpin gender equality, mutual respect, and healthy, equitable relationships.

Through its activities, the project aims to:

- contribute to a better understanding of gender-based online violence, its causes, and its impact on young people;
- equip young people, families, and teachers with the knowledge and practical tools necessary to recognize, prevent, and counteract gender-based online violence;
- promote positive narratives regarding gender equality and encourage respectful and inclusive interactions in the digital space;
- empower young people to critically evaluate online content, challenge harmful narratives, and contribute to the creation of safer digital communities.

Key Activities

Over the course of its two-year implementation period, the project will combine research, education, youth engagement, and awareness-raising activities to help create a safer and more inclusive digital environment for teenagers across Europe. The main activities of the project include:

- conducting comparative research on gender-based violence online, with a particular focus on misogyny, hate speech, and relevant public policies;
- developing educational materials and practical tools for teenagers, teachers, and families;
- organizing “Youth Labs” workshops, during which young people will learn to recognize and challenge harmful narratives and create content that promotes gender equality;
- producing a short documentary film presenting the perspectives and experiences of young people;
- strengthening collaboration among researchers, teachers, policymakers, and civil society organizations to develop coordinated actions against online gender-based violence.

Project Partnership

The project, coordinated by the National University of Distance Education (UNED) in Dénia, brings together nine partner organizations from seven European countries. The partners collectively contribute expertise in research, education, youth work, public policy, and communication to develop joint approaches to preventing and combating online gender-based violence.

Project partners:

- 1) CENTRO ASOCIADO UNED (DENIA, HISZPANIA),
- 2) VSI DIVERSITY DEVELOPMENT GROUP (WILNO, LITWA),
- 3) UNIVERSITY OF CYPRUS (NIKOZJA, CYPR),
- 4) EUROYOUTH Portugal (LIZBONA, PORTUGALIA),
- 5) Powiat Starogardzki (Powiatowe Centrum Pomocy Rodzinie),
- 6) SCOSSE - Soluzioni Comunicative Studi Servizi Editoriali APS (RZYM, WŁOCHY),
- 7) GenQ (WŁOCHY),
- 8) COMUNE DI CESENA (CESENA, WŁOCHY),
- 9) FILIALA DIN ROMANIA A FUNDATIEI FREEDOM HOUSE INC (BUKARESZT, RUMUNIA)

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Duration

24 months (March 2026 – February 2028)