

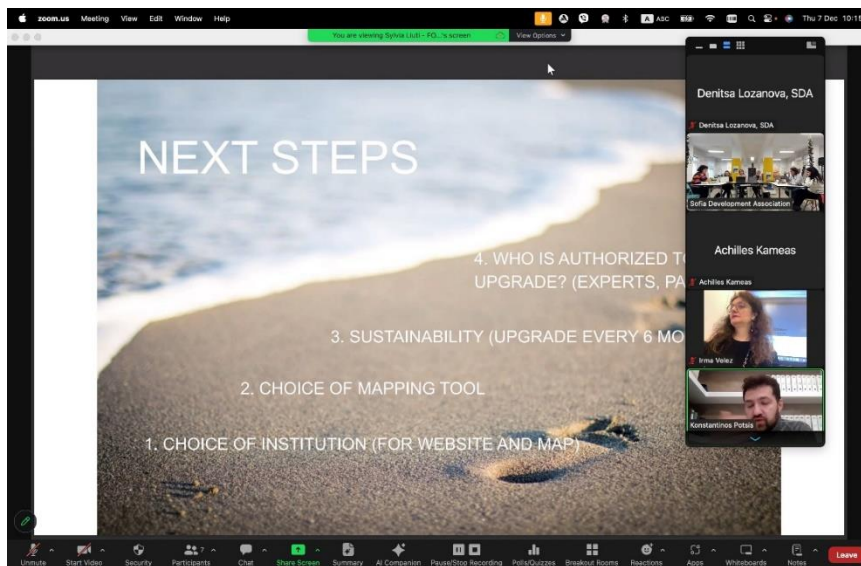
DAISSy-HOU joined the kick-off Transnational Partners' Meeting of the "GenderED Coalition" project

The [DAISSy](#) Research Group of the Hellenic Open University (HOU) participates as the Greek partner, in the recently approved European project entitled [GenderED Coalition - A cross-country coalition against gender disinformation for equitable societies](#), which is co-funded by the Creative Europe Programme (CREA) and aims at creating a safer, more equitable digital space, where gender disinformation is identified and positive social change is promoted.

The [GenderED Coalition](#) is a two-year project, implemented by a consortium of four (4) partners representing their respective EU Member States (Greece, Bulgaria, Italy, France), which addresses media literacy and gender equality, aiming at enlightening the phenomenon of gender disinformation and violence in social media. The project addresses the misogyny behind this online phenomenon through two interrelated actions: education and awareness-raising, and aims at sensitizing as well as empowering all social media users - girls and women who feel unsafe or are attacked, boys and men, and any individual - to react to gender misinformation.

Indeed, GenderED Coalition is building a community of practice that creates synergies between media and communication literacy trainers (representatives of civil society organisations, teachers, librarians, etc.), gender experts and activists, human rights defenders, social media influencers and artists - to carry out an online campaign to reverse narratives about girls and women, breaking down false and misleading representations stemming from stereotypes, rumors and deep socio-cultural misogyny.

In particular, on **6th and 7th December 2023**, the kick-off Transnational Partners' Meeting (TPM) of the GenderED Coalition project was held, organized by SDA, project Coordinator, and hosted at its headquarters in Sofia (Bulgaria), with the physical presence of partners and the possibility of parallel participation online. During the TPM, the cooperation framework between the partner organisations was set, the structure of the individual Work Packages and the project timeline was reviewed as well. The research part was discussed in terms of mapping relevant projects in the partner countries and the guidelines for country-specific reporting. The importance of media literacy was emphasized in terms of analysis, so as to set the basis for a comprehensive understanding of gender-based misinformation phenomena. Emphasis was put on issues related to advocacy and creativity for equality in (social) media.



DAISSy-HOU participated in the GenderED Coalition kick-off TPM and was represented by Achilles Kameas, Professor at HOU, Director of DAISSy, Kostas Potsis, Project Manager of DAISSy, Aspasia (Sissy) Theodosiou and Kostas Mantzos, Researchers of DAISSy. The Research Group presented the topics of its responsibility within the project implementation, emphasizing on the necessary core

competencies of trainers in terms of media literacy, providing information on critical aspects of the advocacy and training components of the project.

Furthermore, the creation of the GenderED Coalition website was discussed, the communication and promotion strategy was analyzed, using social media and related to the development of a respective manual (glossary) to enhance both understanding and engagement of participants. In this context, a specific workshop on the visual identity of the project was also implemented in order to meet its objectives. In addition, the financial management mechanism and the quality assurance mechanism for the implementation of the GenderED Coalition was analysed, as well as the functioning of the Steering Committee, the Board of Experts and the Dissemination and Exploitation Committee.

As a result, the kick-off TPM established a strong basis for the effective implementation of the GenderED Coalition project by promoting collaboration, reviewing its key deliverables, emphasizing community engagement, communication and quality assurance.

For more information on the **GenderED Coalition** project, as well as other activities of DAISSy:

- Websites: <http://daissy.eap.gr/en>, <https://www.genderedcoalition.net/>
- Facebook: @DAISSyResearchGroup, @GenderedCoalitionProject
- LinkedIn: <https://www.linkedin.com/in/daissyresearchgroup/>, @GenderedCoalition
- Twitter: @daissy_research
- Instagram: @daissy_researchgroup, [@GenderedCoalitionInsta](#)
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