

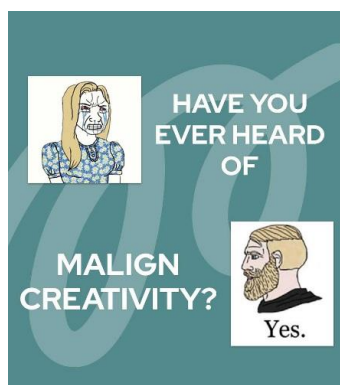
DAISSy-HOU Raises Awareness Against Gender Disinformation through GenderED-Coalition

The project “[*GenderED Coalition: A cross-country coalition against gender disinformation for equitable societies*](#)” is a pan-European initiative aiming at highlighting and tackling the phenomenon of gender disinformation and online gender-based violence. Currently, it is undergoing by the [DAISSy Research Group of the Hellenic Open University](#) (HOU), as the Greek partner, with the ultimate goal of informing and empowering social media users to recognize and respond to gender disinformation and gender-based discrimination.



Within this framework, the project puts emphasis on raising public awareness through targeted actions that spark interest and challenge complacency. A key initiative in this regard was the **Citizen Hackathon**, successfully held in September 2024 in Perugia, Italy. The event brought together fifty (50) young activists from across Europe. Through dynamic interaction, participants explored the design and development of digital awareness campaigns that challenge gender stereotypes and discrimination, while proposing empowering narratives and ideas for new initiatives.

The Citizen Hackathon led to a series of campaign ideas, which were further developed—with the support of local content creators in each country—into full-scale awareness campaigns against gender disinformation. A key goal was to involve well-known public figures to endorse the campaigns on various social media platforms, thereby increasing their reach and impact. Notably, DAISSy-HOU successfully gained the support of highly respected professionals in Greece, namely (in alphabetical order) **Anastasia Giamali** (journalist, radio producer, and TV presenter), **Katerina Sergidou** (journalist and translator), **Vasilis Thanopoulos** (journalist and editor-in-chief of *Antivirus* magazine), **Athina Tsagkaraki** (screenwriter).



These public figures responded positively and enthusiastically to DAISSy-HOU's invitation, acknowledging the importance of the initiative, and the Research Group is deeply thankful for their support. The campaigns' impact has been remarkable, since total views on Instagram and TikTok have already surpassed **4.7 million** and **1.1 million**, respectively.

➔ **For more information** about the GenderED Coalition awareness-raising actions against gender disinformation, visit www.weareallsexistbro.gr, and the following Instagram and TikTok posts:

- <https://www.instagram.com/reel/DI-yYPRNNWe/>
- <https://www.instagram.com/reel/DJTgPPJCYP4/>
- <https://www.instagram.com/reel/DJOmcqftnZ4/>
- <https://www.instagram.com/reel/DJUWbHasNCX/>
- <https://www.instagram.com/reel/DJHGHovTYsZ/>
- <https://www.tiktok.com/@natasagiamali/video/7501244487054675222>
- <https://www.tiktok.com/@natasagiamali/video/7498274705468624150>
- <https://www.tiktok.com/@athinoid/video/7500578163047615766>
- <https://www.tiktok.com/@vasilisthanopoulo8/video/7501360875958308118>

➔ **GenderED Coalition** is a two-year project, co-funded by the **CREA programme of the European Union**, and implemented by a consortium of five (5) partners: **FORMA.Azione** (Italy), **Savoir Devenir** (France), **SDA** (Bulgaria), **BISI** (Bulgaria), and the **DAISSy Research Group of HOU** (Greece). The project addresses gender disinformation as a critical issue for building fairer societies. It focuses on media literacy and gender equality, shedding light on the phenomenon of gender-based disinformation and online violence across social media.

For more information about the **GenderED Coalition** project and other actions of DAISSy-HOU:

- Webpages: <http://daissy.eap.gr/en>, <https://www.genderedcoalition.net/>
- Facebook: @DAISSyResearchGroup, @GenderedCoalitionProject
- LinkedIn: <https://www.linkedin.com/in/daissyresearchgroup/>
<https://www.linkedin.com/company/gendered-project/>
- Instagram: @daissy_researchgroup, @GenderedCoalitionInsta
- Email: info@daissy.eap.gr



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