



COALITION NATIONALE CONTRE LES PUBLICITÉS SEXISTES

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## **Charter of the Coalition nationale contre les publicités sexistes (CNCPS) (*National Coalition against Sexist Advertising*)**

### **Goal of the Coalition**

The CNCPS aims to develop the mobilization power required to eliminate sexist advertising.

### **Mandate of the Coalition**

The mandate of the Coalition is to react quickly and publicly in order to denounce sexist advertisements and to demand that they be removed.

### **Values supported by the Coalition**

The Coalition supports values that promote equality between women and men and between girls and boys.

- We believe that advertising must be free of gender-based and sexist stereotypes.
- We believe that advertisements must not infantilize women and men.
- We believe that advertisements must not trivialize sexuality, which has the effect of making women all the more vulnerable to violence.
- We believe that advertisements must not offer a single model of illusory beauty that is impossible to achieve. This model jeopardizes women's health and self-esteem and makes them feel dissatisfied with their appearance.
- We believe that advertisements should not focus on ideologies of seduction, attraction, and sex, which routinely target young and teenaged girls and contribute to their hypersexualization.
- We believe that advertisements must carry messages that value human dignity.

### **Coalition members**

All people, all women, all men, and all groups that share the goal and the values supported by the Coalition nationale contre les publicités sexistes may join the Coalition.

Eligibility: Individuals and groups must register and pay annual membership fees.