



COALITION NATIONALE CONTRE LES PUBLICITÉS SEXISTES

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.