Discrimination against women in advertising

1996/2242(INI) - 23/07/1997

The Committee adopted the report by Marlene LENZ (EPP, D) which takes issue with how the advertising industry portrays women. Member States should ensure that national advertising rules ban sexual discrimination and insist on the avoidance of stereotypes. The advertising industry is asked to be more creative in its advertisements, and show the variety of roles played by women in society. It should also ensure that self-regulatory codes include minimum standards for non-discriminatory advertising. The Commission is asked to implement the "Beijing action programme" (which includes for example help with child care for working women) in respect of women and the media and to set out the results in the annual report. The report points out that most complaints about advertising in the EU, with the exception of Denmark, Greece and Luxembourg, concern the portrayal of women. Several examples are included.