

**Basic information****2008/2038(INI)**

INI - Own-initiative procedure

How marketing and advertising affect equality between women and men

**Subject**

4.10.04 Gender equality

4.60.02 Consumer information, advertising, labelling

Procedure completed

**Key players**European  
Parliament**Committee responsible**

FEMM

Women's Rights and Gender Equality

**Rapporteur**SVENSSON Eva-Britt (GUE  
/NGL)**Appointed**

18/02/2008

European  
Commission**Commission DG**

Employment, Social Affairs and Inclusion

**Commissioner**

ŠPIDLA Vladimír