

# UNSTEREOTYPING ADVERTISING: UNSTEREOTYPE ALLIANCE TÜRKİYE NATIONAL CHAPTER



**Project Duration:** December 2019 – ...

**Project Budget:** Unstereotype Alliance is a membership programme and the budget depends on the annual membership fees collected.

**Target Groups:** Advertisers, advertising agencies, creatives, marketing communications professionals and students, media and content creators

**Allies:** Bahçeşehir University (BAU), Communication Consultancies Association of Türkiye (İDA), Cosmetics & Cleaning Products Industry Association (KTSD), Foundation of Advertising (RV), Foundation of Outdoor Advertisers (ARVAK), Interactive Advertising Bureau (IAB), Mobile Marketing Association (MMA), Radio Listening Services Organisation, Representation and Broadcasting Corporation (RIAK), The Advertising Self-Regulatory Board (RÖK), Turkish Researchers' Association (TUAD), Future Bright Group (FBG), PWN Istanbul

**Members:** Turkish Advertisers Association (RVD), Turkish Advertising Agencies Association (RD), Avon, Akbank, Bayer, Coca-Cola, Colgate-Palmolive, Eczacıbaşı Holding, Eti Gıda, GSK, Johnson&Johnson, MullenLowe Istanbul, Kantar Media, Koc Holding, P&G, Publicis Groupé, TBWA\Istanbul, Unilever, Vodafone, WPP

## Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

## Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 3 – Positive social norms including by engaging men and boys

**Unstereotype Alliance** is the UN's first private sector partnership of this design.

It is an industry-led initiative convened by UN Women in 2017 to end the harmful gender stereotyping often perpetuated through communications.

The Alliance is a “think and do” platform that uses communications as a force for good to drive positive change, focused on empowering people in all their diversity (gender identity, race, ethnicity, socio-economic status, age, ability, sexuality, language, religion, education, body-size and more).

The Alliance noted significant achievements over 5 years including the membership growth of +867%, the launch of 12 national chapters across 5 continents, and the continuous improvement of Unstereotype Metric scores among Unstereotype Alliance members.

Türkiye National Chapter – convened by UN Women Türkiye – was established in December 2019 under the leadership of the Turkish Advertising Agencies Association and the Turkish Advertisers Association.

The Chapter works towards creating an unsteretyped culture through 4 workstreams led by members: 1) sharing the know-how and best-in-class initiatives, 2) data collection, research and measurement, 3) communications and awareness-raising, 4) systemic change initiatives including capacity building, member engagement and promoting the implementation of WEPs in workplaces.

As of July 2022, the Chapter has 18 members and 12 allies, working together to ensure that progressive and inclusive representation becomes a norm across the marketing communications industry.

**Since establishment of Türkiye National Chapter, women's representation in ads shows a positive improvement (from %35 in 2018 to %53 in 2021); the industry is moving towards more inclusive and progressive approach.**