



European Citizenship Awards

Pasionaria.it

Description of the nominee:

Pasionaria.it is a not for profit feminist webzine without capital and income, established in November 2014. All of its contributors work on a voluntary basis. Its aim is to advocate for gender equality, campaign for rights and fight against gender stereotypes, homophobia, transphobia and discrimination. It comments on current affairs with a feminist angle, but also has a strong focus on LGBTIQ issues and has participated in recent debates around Prides, the anti-gender theory movement in Italy and civil partnership law.

In only over a year it has established itself with a strong readership, presence on social media and it has contributed to steering debate and informing on feminist issues, becoming one of the main actors in the Italian debate. It has also launched successful media campaigns to fight gender stereotypes and launched a manifesto to support the law proposal for civil partnership in Italy that gained coverage in mainstream media reaching a large audience.

Impact achieved:

Pasionaria.it has organised several successful media campaigns, one of the most important of which was to promote body diversity (*#unacosabellasulmiocorpo*). The campaign reached a diverse audience and engaged women and men of various ages to reflect on body image and promote body diversity, generating debate also around eating disorders. Another successful campaign centred around the discussion on the proposal to introduce civil partnership in Italy. Pasionaria.it promoted a manifesto to lobby the Parliament to pass the law and to offer feminist support to the LGBT movement in the name of intersectionality. The manifesto was covered by mainstream newspapers and signed by several activists and contributed to the debate on civil partnership that became law in May 2016.

What makes the initiative innovative?

Pasionaria.it is innovative because it not only provides reading on current affairs with a feminist angle, but also provides a strong voice in Italy advocating for intersectionality, looking at issues of equality from a holistic prospective and has established itself as a link between different activist groups.

It is innovative in its use of social media such as Instagram, Twitter, and Facebook and is trying to create a new narrative around feminism and equality between women and men using new technology in an innovative way without the use of paid media. It has also participated in sharing its learning delivering free seminars to use social media for campaigning for social change (e.g. Scosse Rome September 2015).

Contribution to European values:

Pasionaria.it contributes mainly to promote equality between women and men also identifying the structural issues of the Italian society tackling stereotypes and inequalities through the use of social media. It focuses also on making the EU debates around rights accessible for the Italian speaking public. It also promotes democracy and the respect of human rights and LGBTQI rights offering easy accessible information and materials such as info-graphics and pictures.

Website or promotional materials:

<http://www.pasionaria.it/>

<https://www.facebook.com/pasionaria.it/>

www.twitter.com/PasionariaIT

[https://it.pinterest.com/pasionariaIT/;](https://it.pinterest.com/pasionariaIT/)

<https://www.instagram.com/pasionaria.it/>