

# RESISTANCE

## CAMPAIGN

*“Resistance is an inevitable, although undesirable, response to efforts at progressive social change. Backlash and resistance to gender equality take common forms including denial of the problem, disavowal of responsibility, inaction, appeasement, co-option and repression.”*

Flood, M., Dragiewicz, M., & Pease, B. (2018). Resistance and backlash to gender equality: An evidence review.

GE-Academy, GEARING Roles, GE Academy, CALIPER and GENDERACTION have joined forces to launch a campaign on resistance.

Supporting gender equality and efforts towards improving equality are often met with resistance. We want to raise awareness of these resistances but also show how we can counter them.

Throughout the campaign we will be sharing examples of ‘resistances’ that our partners have faced both at the individual as well as institutional level.

These resistances to gender equality can take many forms.

They can consist of a complete denial of the problem, disinterest in the issue, inaction, or even complete ideological opposition.

They could be cultural resistances, social resistances, individual, institutional, implicit and explicit.

For this campaign we are asking YOU to download the template and to share your thoughts on these resistances on your favourite social media. Tell us in any language about the resistances you've had to face, what you did to counter them or what you think we could/should do as a society to stop them. When sharing your thoughts, don't forget to use the hashtag #COUNTERIT

We will provide some possible counter actions as well as a more general document with ‘tips and tricks’ to counter resistances.

