


# THE GOOD PRACTICES



The study is available at the link in the bio.

**FACTSHEET #4**



**From September to October 2024, we identified 15 positive examples from influencers across Romania, Bulgaria, Italy, and Spain.**

**These influencers use their platforms to promote inclusivity, diversity and empowerment, while raising awareness about the dangers of harmful behaviours and challenging gender norms.**




Here are 6 influencers from Italy  
challenging gender norms and  
promoting change:

- **Tasnim Ali** tackles stereotypes with humor.
- **Francesco Cicconetti** critiques toxic masculinity and promotes equality.
- **Giulia Biasi** raises awareness of gender violence.
- **Carlotta Bertotti** champions body positivity.
- **Eterobasiche** duo satirizes gender roles and expectations.

Here are 3 influencers from Spain challenging gender norms and promoting change:

- **Júlia Salander** combines feminist discourse with data to address gender inequality and societal stereotypes.
- **Patri Psicóloga** promotes mental health, body positivity, and fights body-shaming, especially in response to public criticism.
- **Leticia Rodríguez** critiques body-shaming and unhealthy online behaviors, advocating for body autonomy and self-worth.





Here are 3 influencers from Bulgaria challenging gender norms and promoting change:

- **Yasmina Kirilova** shares her experience with cyberviolence, raising awareness and encouraging victims to speak out.
- **Ivo Dimchev** challenges gender norms through playful fashion and music
- **Double Trouble** discusses social issues including feminism and domestic violence on their podcast, using humor and thought-provoking examples



Here are 3 influencers from Romania challenging gender norms and promoting change:

- **Alina Greavu (ALUZIVA)** raises awareness about gender-based violence and challenges harmful stereotypes through humor and serious discussions
- **MARILU** creates a safe space for young women to engage with sensitive topics, sharing personal experiences
- **Madalina Vin** blends makeup tutorials with necessary discussions on gender equality





What we considered to be a good example:

- challenging gender stereotypes with humor and relatable content
- tackling serious issues like cyber violence in engaging, thought-provoking ways
- sharing personal stories that spark empathy and inspire action against harmful behaviours, abuse, toxicity etc.

One thing's clear:

we need more content creators tackling the tough topics that **matter**: sexual harassment, abuse, body shaming, and other forms of violence young people, especially girls, face every day.



# WHAT NEEDS TO CHANGE:

- We need more influencers to speak out on harassment, body shaming, and online abuse. They can help challenge harmful stereotypes and create positive change.
- Schools must teach students how to recognise and challenge gender stereotypes and GBV
- Online platforms must make it easier for us to report abuse and block harmful content or accounts
- Policymakers need to develop and enforce rules that address online violence and discrimination
- We need accessible resources and support for those experiencing online abuse, especially gender-based violence, so that they don't feel alone.



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