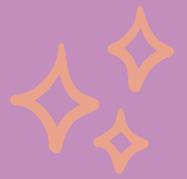


UP&UP FOR



DIGITAL SOCIETY



ABOUT THE PROJECT

In a digital society the challenges of gender stereotypes are very complex because we assist to the translation from physical to virtual. This project aims to increase the knowledge and the awareness of cyberviolence and cyberbullying as a phenomenon strongly linked to digital society and gender stereotypes.

PROJECT AIMS

- ✓ *Raise awareness about the importance of digital skills*
- ✓ *Identify and challenge gender stereotypes that may be preventing individuals from developing their digital skills*
- ✓ *Raise awareness about the risk of violence online (cyberviolence and cyberbullying)*
- ✓ *Increase social and civic skills in order to create a more inclusive and less discriminatory society*



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MAIN RESULTS

- 🌸 Online content analysis and deconstruction of gender stereotypes
- 🌸 Educational package for teachers, with specific focus on cyberviolence and cyberbullying



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TARGET GROUPS

- ✔️ Teachers, educators, trainers
- ✔️ Young women and men that have to raise their awareness of the digital society
- ✔️ Stakeholders and other important key actors

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