



What is begira

ADVISORY COMMISSION
FOR A NON-SEXIST USE
OF PUBLICITY AND
COMMUNICATION



EMAKUNDE

EMAKUMEAREN EUSKAL ERAKUNDEA
BASQUE WOMEN'S INSTITUTE

Eusko Jaurlaritzako erakunde autonomiaduna
Autonomous Body of the Basque Government

Publicity and communication influence our perception of reality through the repetition of images and messages that stimulate the critical acceptance of certain values, behaviour models and lifestyles.

In both publicity and communication they continue to use markedly sexist elements that socialise and normalise discriminatory social roles for women and men; they present people as superior or inferior in human dignity depending on their sex or they even justify, trivialise or incite violence against women.

These models and prototypes are in clear disagreement with the educational and social goals that aim to achieve equality between women and men.

Defending a media content does not mistreat, degrade or present women as inferior and that they offer an image of women and men as a reflection of the social reality to which we aspire is a priority of the BEGIRA Commission.

For more information on the activities of BEGIRA or on the procedure to submit a complaint, visit:

<http://www.emakunde.euskadi.eus/begira>

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Publicity and the media are basic elements to reinforce or transform sexist stereotypes

While they provide information, entertainment, and the sale of products and services, they also offer and sell us messages and values that we often acquire without having requested them

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What is BEGIRA

It is an advisory commission and a meeting place, attached to Emakunde-Basque Women's Institute, that provides advice and carries out analyses to eliminate all types of sexist discrimination in the spheres of publicity and communication.

Likewise, it promotes the existence and application of ethical codes for content broadcast by public media and fosters agreements with private media to adapt communication to the principle of equality between women and men.

It is regulated by Decree 360/2013, of 11th June, of the advisory Commission for a non-sexist use of publicity or communication / BEGIRA, in response to Law 4/2005, of 18th February, for the equality of Women and Men.

Where does BEGIRA act

Its spheres of action are publicity, whatever the medium, and communication, be it a public or private communication medium. Always within the sphere of competence of the Basque Autonomous Community (BAC).

What are the main functions of BEGIRA

- To study and monitor publicity and communication.
- To raise awareness, educate and advise on the subject of non-sexist publicity and communication.
- To establish criteria and alternatives for sexism in publicity and in communication.
- To receive and study complaints from citizens and institutions and, in the event, derive them to the competent bodies.
- To propose the institution of sanctioning proceedings, in compliance with Law 4/2005.

Who is BEGIRA comprised of

BEGIRA is chaired by the Secretary General of Emakunde, it has a Technical Secretariat and is comprised of eleven board members in representation of:

- The advisory body of the Basque Government on the subject of Publicity.
- The departments of the Basque Government with competences in culture, commerce and education.
- Basque Radio and Television..
- The Faculty of Social Sciences and Communication of the University of the Basque Country, from the educational spheres of publicity and communication.
- The Advisory Commission of Emakunde with the participation of women's associations in the Basque Autonomous Community (BAC).
- Consumers' associations and federations in the Basque Autonomous Community (BAC).
- An expert in gender equality and publicity.
- An expert in gender equality and communication.