

Aiming for

zero

sexism
in Nantes

City of Nantes

Nantes Métropole

communication campaigns



Introduction

In 2020, the Mayor of Nantes, Johanna Rolland, set out her ambition for Nantes to become the first non-sexist city in France by 2030. This new goal aims to go further than merely cracking down on the outward shows and consequences of gender inequality by also addressing its root causes and recognising its systemic nature, affecting as it does all areas of life and all social spheres, with women and LGBTQIA+ people the first targets.

As part of this initiative and to raise the general public's awareness, Nantes has designed :

- a new communication brand identity around the « Zero-sexism » goal
- a communication campaign for its events (8 March and 25 November)
- behaviour change campaigns for the general public, delving into different themes: street harassment, harassment on public transport, girls' rightful place in the school playground and breaking the period taboo.

The aim of these campaigns, which you can find out more about below, is to raise awareness among the general public and get us thinking about these subjects. They seek to convey the real experiences of women and LGBTQIA+ people in various everyday situations, to call perpetrators of sexist remarks and actions out on their behaviour and, more generally, to turn these issues into a collective theme which concerns all of us (whether victim, perpetrator or witness). Indeed, these campaigns are being run in the realistic knowledge that the non-sexist city by 2030 will not, in practice, mean that sexism has been completely eradicated from citizens' lives, but rather, that the collective tolerance for sexism has fallen, amid a growing mobilisation to recognise it, then refuse it and take action.

Behaviour change campaigns to raise awareness

In 2023, the City launched a series of posters for behaviour change campaigns, addressing different situations, in connection with some of the City's key public policy priorities: combating violence, rethinking school playgrounds to encourage greater interaction between girls and boys, and menstruation.

Street harassment : Rue de la Paix Royale

" Walking down the street for 5 minutes, without being whistled at, is that too much to ask? "



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This poster addresses street harassment. It alludes to an iconic square in the City of Nantes – the Place Royale – with the play on words "paix royale" (meaning "to be left alone in peace") indicating that it's time to put a stop to catcalling and other unwelcome gestures in the street. In addition to advertising posters, it was also printed on tote bags and handed out at flagship events. The poster was also put up in shop windows in the centre of Nantes.



Harassment on public transport : Station égalité liberté

" Free to wait for the bus for 10 minutes, without being harassed, surely that shouldn't be so hard? "

This poster addresses harassment on public transport. In France, 87% of women claim to have already been a victim of harassment or sexual or gender-based violence on public transport. This campaign more particularly refers to a tramway station in Nantes called "Egalité", which means "equality" and is a nod to the French Republic's motto "Liberty, Equality, Fraternity".



A poster for the 'Station ÉGALITÉ LIBERTÉ' campaign. The title 'Station ÉGALITÉ LIBERTÉ' is written in large, stylized, pink and red letters. Above it, the word 'Station' is written in a cursive font. The poster features the 'VILLE DE NANTES' logo in the top right corner. Below the title, a pink box contains the text 'Attendre son bus 10 min sans être harcelée, c'est si compliqué ?'. At the bottom, there is a section for 'Objectif Nantes Zéro Sexisme' with contact information and social media icons for Facebook, Twitter, YouTube, and Instagram. The text '© SCOPIC' is visible on the right side of the poster.

Gender equality and interaction in Nantes school playgrounds : Ecole de l'Avenir

" A 15-minute breaktime, without being left out, is that possible in the future ? "

A poster for the 'Ecole de l'Avenir' campaign. The title 'ÉCOLE DE l'avenir' is written in large, stylized, green and purple letters. Above it, the word 'ÉCOLE' is written in a cursive font. The poster features the 'VILLE DE NANTES' logo in the top right corner. Below the title, a pink box contains the text '15 min de récré sans être mise de côté, ça peut arriver ?'. At the bottom, there is a section for 'Objectif Nantes Zéro Sexisme' with contact information and social media icons for Facebook, Twitter, YouTube, and Instagram. The text '© SCOPIC' is visible on the right side of the poster.

This poster addresses greater interaction between girls and boys in school playgrounds. For studies have shown that they do not interact much at breaktime and that boys take up most of the space (usually for football-type ball games), leaving girls relegated to the sidelines, where there is not much space. As such, it is reckoned that, on average, 80% of the school playground is used by 20% of boys to play football. The City of Nantes has embarked on a major project to redesign its playgrounds and take this matter into consideration, so as to encourage gender equality and interaction (among other challenges like bringing more greenery into playgrounds).

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Breaking the period taboo : Nouvelles règles " *Let's be able to talk about periods without shame or taboos, period!* "



This poster addresses menstruation. In French, the word "règles" for "periods" can also mean "rules". «Nouvelles règles» is therefore a play on words to indicate that it's time to change the rules about the subject of menstruation: so that there is no longer any shame or stigma attached to it. This campaign is part of a broader initiative where, on 28 May every year (World Menstrual Hygiene Day), the City organises an awareness-raising event on its iconic square (exhibition, forum of associations, etc.).

Poster for 8 March : Libres et égales en vrai !

" *Free and equal in reality!* "

This poster embraces the designs already rolled out in the behaviour change campaigns with a colourful, positive brand identity. The text «Libres et égales en vrai !» (Free and equal in reality!) refers to the commitment to go beyond equality before the law, which is already acquired, by taking tangible steps towards substantive equality for women. This poster was used for the first time in 2023 and will be reused each subsequent year.

An icon is added to represent the chosen theme for the year: in 2024, it was sport (in connection with the Olympics), and in 2025 it will be citizenship (to celebrate 80 years since women secured the right to vote in France).



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25 November campaign *Toutes et tous mobilisés contre les violences sexistes et sexuelles* " *United in action against sexual and gender-based violence* "



This campaign was initiated by Nantes Métropole, which encompasses 24 municipalities. Indeed, in recent years, the subject of combating violence has been taken up at conurbation level with, in particular, increasing financial support for the support centre for women who are victims of violence and their children (Citad'Elles). In 2023, especially for International Day for the Elimination of Violence against Women on 25 November, the decision was made to produce a programme and communication campaign at the scale of the whole

metropolitan area, and no longer just across the City alone. The campaign poster reflects this collective dimension by underlining the need to unite in taking action against this scourge. Precedence has been given to figures in the form of pictures, to avoid overly realistic or stereotypical portrayals. Colourful tones are used, with a predominance of purple, the colour symbolising the fight against gender-based violence. This campaign has also been rolled out on the City's tramways.



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