

ACTIONS AGAINST DISCRIMINATION AND VIOLATION OF HUMAN RIGHTS

An important area of Agora's media activity is the implementation of **social projects**, in particular those related to **counteracting discrimination, violating human rights** and **helping the excluded and in need**, as evidenced by numerous activities in this area presented below

Gender equality projects



For Agora, gender equality is a key element in building a civic and democratic community. An example is the activity of the brand *Wysokie Obcasy* – the magazine *Gazeta Wyborcza*, whose mission is to strengthen the participation and role of women in contemporary society. Apart from topics related to everyday life, inspiring interviews with people from the world of culture, science and public opinion, it also publishes materials that highlight social problems faced by women and excluded groups, e.g. by sexual orientation or gender identity. In addition, the editors of the magazine have been supporting their readers in professional, maternal and self-development struggles for over 20 years, breaking stereotypes both through texts and numerous social campaigns.

For example, in 2020 it was a series of meetings “**Women know what they do**” („Kobiety wiedzą co robią”) organized by the editors of *Wysokie Obcasy* and *Gazeta Wyborcza*, which since 2018 unites women from all over Poland. As part of the last edition of the *Wysokie Obcasy* and *Wysokie Obcasy Praca* series, together with State Street Bank, they carried out the **#Fearless at Work** („#Nieustraszona w pracy”) project aimed at supporting women who still have to fight equal treatment in the labor market.

Wysokie Obcasy and *Gazeta Wyborcza* also engage in numerous collaborations for gender equality. As part of one of them, in October 2020, for the first time in Poland, the journal published the results of the report on menstrual poverty in the world, commissioned by Kulczyk Foundation and Founders Pledge, an international philanthropist organization. As part of the initiative, the Internet service of *Wysokie Obcasy* provides information on

menstrual hygiene and the consequences of its absence, as well as on how to prevent menstrual poverty.

Supporting the LGBT social movements



Agora's media show solidarity with and support non-heteronormative people.

In 2020, i.a. the series “**Rodzina +**” of the **Gazeta.pl** portal dedicated to Polish LGBT+ families and presenting the stories of people deprived of the same rights as others due to different sexual orientation. Gazeta.pl has also prepared a document entitled “**How to write about LGBT + people. A guide for the media**” – on how to write and speak so as not to exclude and not discriminate against LGBT + people.

In August 2020, as a sign of solidarity with the LGBT+ community, the team of *Gazeta Wyborcza* **added a poster with a rainbow flag to the paper edition of the daily** – a symbol of tolerance and equality. In addition, the Wyborcza.pl website regularly publishes articles, comments and reports on the manifestations of discrimination and inequality as well as activities aimed at counteracting them.

Help for socially excluded people



Agora's media engage in cooperation to protect human rights and show solidarity with excluded people and those who fight for freedom of speech and life in a democratic world. An example is the unique multimedia report “**Invisible**” („Niewidzialni”) about Ukrainian employees used by employers in Poland and Germany. This project was created thanks to the cooperation of the editorial office of **Gazeta Wyborcza** with BuzzFeed News

Germany. You can read the report [here](#).

Gestures of solidarity could be seen in the media of Agora, among others in August 2020, when **Gazeta Wyborcza**, **Wyborcza.pl** and **Wysokieobcasy.pl** replaced their logotype with a white-red-white flag – a common symbol of protests following the last, rigged presidential elections in Belarus. A similar action was taken by the editors of **Gazeta.pl**, adding the slogan “**Long live Belarus!**” to the logotype (*Żywie Białaruś*). And joining forces with the Outriders reporter collective as part of the “**Belarusian dominoes**” („Białoruskie domino”) project. As a sign of support for an important social cause, *Gazeta Wyborcza* also changed its logotype in September – childhood cancer awareness month. The daily became involved in the “**Golden Ribbon**” („Złota wstążka”) campaign aimed at increasing the awareness of pediatric oncology and supporting the effective treatment of sick children. During the campaign, the **Wyborcza.pl** website and **Gazeta Wyborcza**, **Wysokie Obcasy** and **Wysokie Obcasy Extra** published texts about the challenges facing oncology and helping children suffering from cancer. **Radio TOK FM** was also the patron of the campaign.