



WE ARE HER



**YOUTH
EXCHANGE**

**GENDER
STEREOTYPES**

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Social
Inclusion
For
Development



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ABOUT THE YOUTH EXCHANGE

SHORT INTRODUCTION

This youth exchange brought together young participants to critically explore gender stereotypes and their impact on society. Through interactive sessions, participants examined the origins and effects of gender roles, especially as portrayed in stories and media. Throughout the five-day exchange, participants deepened their understanding of gender stereotypes, their cultural and historical roots, and their influence on personal and professional opportunities.

They also developed practical tools and strategies to combat stereotypes and promote inclusive change through advocacy, policy proposals, and digital campaigns. The exchange concluded with youth-led action plans, reinforcing their role as active agents of social transformation in the fight for gender equality.



HOSTING ORGANISATION

SOCIAL INCLUSION FOR DEVELOPMENT

The organization "Social Inclusion for Development" (SIFD) is an organization founded in 2015, but its activities have been officially launched since 2019. SIFD was originally created by a group of friends with a strong passion to contribute to the development and improving the community of the city of Lezha. SIFD's core values include volunteerism, and the organization has managed to involve three passionate volunteers in its projects to help grow and develop the organization. Their commitment is free and they are determined to help foster the spirit of volunteerism in their community. Through designing, writing and implementing projects, they aim to encourage citizens of all ages to engage in the city's public life and participate in the public decision-making process.



AIM

The primary goal of this Youth Exchange (YE) was to raise awareness about gender and gender-related issues by challenging gender stereotypes and dismantling negative gender roles commonly found in stories and fairy tales.

YOUTH EXCHANGE OBJECTIVES

01

Objective: To understand what gender stereotypes are, their origins, and why they matter in everyday life.

02

Objective: To explore the different types of gender stereotypes and analyze how culture, media, and society shape gender roles.

03

Objective: To understand what gender stereotypes are, their origins, and why they matter in everyday life.

04

Objective: To encourage participants to advocate against gender stereotypes and create impactful social media campaigns to promote gender equality.

05

Objective: To develop concrete action plans and strategies for promoting gender equality at a national level through policy, social initiatives, and digital activism.



DAILY AGENDA

		SAT 5	SUN 6	MON 7	TUE 8	WED 9	
10:00-11:30	ARRIVALS	INTRODUCTION TO WE ARE HER PROJECT AND PARTICIPANTS PRESENTATION	RECAP OF DAY 1 & ICEBREAKER	RECAP OF DAY 2 & ICEBREAKER	FREE TIME	RECAP OF DAY 4 & ICEBREAKER	DEPARTURES
10:30-11:30		INTRODUCTION ON THE GENDER STEREOTYPES YOUTH EXCHANGE PROGRAM	TYPES OF GENDER STEREOTYPES	RECOGNIZING AND OVERCOMING IMPLICIT BIAS	FREE TIME	DEVELOPING NATIONAL ACTION PLANS TO FIGHT GENDER STEREOTYPES	
11:30-11:45		COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	FREE TIME	COFFEE BREAK	
11:45-12:30		UNDERSTANDING GENDER STEREOTYPES	HOW CULTURE SHAPES GENDER ROLES	STRATEGIES FOR CHALLENGING GENDER STEREOTYPES	FREE TIME	PRESENTATION OF ACTION PLANS	
12:30-13:00		ORIGINS OF GENDER STEREOTYPES	GENDER STEREOTYPES AND MEDIA REPRESENTATION	PRESENTATION OF THE WE ARE HER PLATFORM	FREE TIME	SOCIAL MEDIA AS A TOOL TO PROMOTE GENDER EQUALITY	
13:00-15:00		LUNCH BREAK & FREE TIME	LUNCH BREAK & FREE TIME	LUNCH BREAK & FREE TIME	LUNCH BREAK & FREE TIME	LUNCH BREAK & FREE TIME	
15:00-16:30		CITY ACTIVITY TO DISCOVER GENDER STEREOTYPES AROUND THE CITY	CREATIVE REFLECTION: WRITE A LETTER TO YOUR YOUNGER SELF ABOUT BREAKING GENDER NORMS.	STUDY VISIT: ROSALBA HOME	ADVOCATE CAMPAIGN AGAINST GENDER STEREOTYPES	DESIGNING A MEMORANDUM TO PROMOTE GENDER EQUALITY	
16:30-17:00		COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	
17:00-17:30		REFLECTION: SHARE FINDINGS OF THE CITY ACTIVITY	REFLECTION: MOTIVATE PARTICIPANTS TO SUPPORT AND PROMOTE EQUALITY.	CREATIVE REFLECTION: WRITING SESSION FOR THE WE ARE HER	MOTIVATE PARTICIPANTS TO SUPPORT AND PROMOTE EQUALITY, WORK ON SOCIAL MEDIA CAMPAIGN MATERIALS	FINAL REFLECTION & EVALUATION OF THE YOUTH EXCHANGE	
17:30-18:00		DAY REFLECTIONS IN SMALL GROUPS	DAY REFLECTIONS IN SMALL GROUPS	DAY REFLECTIONS IN SMALL GROUPS	DAY REFLECTIONS IN SMALL GROUPS	CLOSING CEREMONY AND GROUP PICTURE	
21:00			CULTURAL NIGHT				



RESULTS

1. Increased Awareness and Understanding of Gender Stereotypes

Participants gained a deep understanding of what gender stereotypes are, how they are formed, and how they influence daily life. Through discussions, city activities, and workshops, young people learned to recognize implicit bias and identify gender-based inequalities in culture, education, and the media.

2. Development of Critical Thinking and Self-Reflection

Through creative activities such as writing letters to their younger selves and daily reflection groups, participants reflected on their own beliefs and behaviors. This process fostered personal growth, encouraging empathy, open-mindedness, and a stronger sense of gender sensitivity.

3. Empowerment to Advocate for Gender Equality

Participants were equipped with advocacy skills and tools to challenge gender stereotypes in their communities. By developing and presenting national action plans and advocacy campaigns, they gained practical experience in communication, teamwork, and civic engagement for gender equality.

4. Creation of Digital and Creative Outputs

The Youth Exchange led to the production of creative materials – including social media campaigns, reflection writings, and contributions to the WE ARE HER platform. These outputs serve as long-term advocacy tools to raise awareness online and offline about gender stereotypes.

5. Strengthened International Cooperation and Networking

The exchange fostered intercultural dialogue and solidarity among participants from different countries. It built lasting partnerships for future initiatives on gender equality and youth empowerment within the framework of Erasmus+ and similar cooperation projects.

