



Breaking the Cycle of Hate: CHASE Project's Multi-Pronged Approach to Tackling Digital Gender Bias

Brussels, 27 August 2024 – [Combatting Online HATE Speech by engaging online mEdia \(CHASE\)](#) is a EU-funded initiative addressing online gender-based hate speech in Cyprus, France, Greece and Italy. Running from 1 March 2024 to 28 February 2026, this project aims to empower online media to spot, stop and stand against gendered hate speech.

Led by the [Media Diversity Institute Global \(MDIG\)](#) and supported by a powerful coalition of regional and local partners including [Symplexis](#), [Proto Thema](#), the [European Centre for Human Rights \(ECHR\)](#), [WAN-IFRA](#), the [Centre for Social Innovation \(CSI\)](#), [Alpha Cyprus](#), [CESIE](#), and [ITML](#) CHASE is poised to make a real impact. The project is not just about countering the harmful effects of online hate speech, it's about safeguarding the mental and physical well-being of women and LGBTI communities and protecting the integrity of our societies and democracies.

A Dynamic Multi-Dimensional Approach

With a dynamic, multi-dimensional strategy that includes research, capacity-building, ICT tools and events, CHASE is preparing to have a significant impact. A key goal is to spark a greater awareness of online gender-based hate speech among a wide range of stakeholders, from online media professionals and human rights advocates to policymakers, academics and the public. By sharing insights, data and tools, CHASE intends to arm these groups with the knowledge and strategies they need to take action.

Addressing Data Gaps and Setting the Standard

One of CHASE's top priorities is tackling the lack of robust data on gendered online hate speech. The project wishes to fill this void, setting the standard with comprehensive data collection and advocating for a unified approach to defining and combating online gendered violence. By focusing on the crucial role of the media—specifically online ones—CHASE is determined to turn the tide on harmful narratives and empower media outlets to be part of the solution.

Empowering Online Media Professionals

Acknowledging the influence of online media professionals in shaping public opinion, CHASE urges the need to equip them with the tools they need to lead the charge against gendered online hate speech. Through targeted capacity-building sessions, workshops and a specially designed ICT tool, CHASE will provide resources to identify, avoid and actively combat hate speech. The project also engages news influencers as key allies to drive adoption of these tools and strategies.



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Outputs and Key Events

CHASE will produce a research report, a Code of Conduct for online media and an innovative ICT tool for identifying and mitigating online gender-based hate speech. The project will also host Open Days and an international conference, fostering dialogue, collaboration and shared learning. These efforts will be integrated into relevant EU frameworks and legislation to ensure CHASE's lasting impact.

The project represents a coordinated effort to confront the growing menace of online gender-based hate speech. By empowering media professionals, engaging stakeholders, and fostering awareness and understanding, CHASE aims to pave the way for a safer, more inclusive online environment across Europe.



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