

Inquinamento e cambiamenti climatici: l'impatto sulla salute in ottica di genere

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Programma della Presentazione

- Stereotipi di genere nella comunicazione ambientale
- Strategie di comunicazione sensibili al genere

Stereotipi di genere nella comunicazione ambientale





Analisi dei messaggi mediatici sul clima

Stereotipi nei media

I media spesso rappresentano immagini stereotipate che influenzano la percezione pubblica sul clima e il ruolo delle donne.

Marginalizzazione femminile

Il contributo femminile nella narrazione ambientale viene frequentemente marginalizzato o ignorato nei messaggi mediatici.

Rappresentazione delle donne nelle campagne climatiche

Sottorappresentazione femminile

Le donne spesso non sono adeguatamente rappresentate nelle campagne climatiche, limitando la loro visibilità e voce.

Ruoli tradizionali assegnati

Le campagne climatiche mostrano frequentemente donne in ruoli tradizionali, riducendo l'impatto e l'efficacia del messaggio.

Impatto sulla partecipazione

La limitata rappresentazione femminile riduce la partecipazione attiva delle donne nei movimenti climatici.



Barriere culturali e sociali alla partecipazione

Ostacoli sociali

Le norme sociali spesso limitano il coinvolgimento delle donne nei dibattiti pubblici sul clima, creando esclusione.

Barriere culturali

Le tradizioni culturali possono impedire alle donne di partecipare attivamente nelle decisioni climatiche.

Ostacoli economici

Le difficoltà economiche riducono l'accesso delle donne alle piattaforme decisionali sul clima.



Strategie di comunicazione sensibili al genere

avoid stErEotypEs! thE dos and don'ts WhEn tAlkiNG
ABoUt GENdER ANd ClimAtE ChANGE (dal
CommuniCation toolkit on Gender and Climate
ChanGe dei Verdi al Parlamento Europeo)

- https://www.greens-efa.eu/files/assets/docs/gender_tool_kit.pdf




DON'T!

**Talk about
'gender' and
think 'women',
and forget
about men.**

In particular in the climate change context, it happens very often that gender issues are considered as women's issues. However, we should be aware that social norms of masculinity are leading to behaviour damaging to the climate, such as eating meat rather than vegetables, driving big cars rather than travelling by public transport, trusting in technological solutions rather than socio-economical transformation. Therefore, these norms and the resulting behaviour must be challenged and overcome.



DON'T!

Talk about gender and forget intersectionality.

It is important to acknowledge and recognise the multiple forms of discrimination that people may face on the grounds of their gender, origin, religion, income, social status, sexual orientation, sexual identity, race or ethnicity, among others. Different systems of oppression often overlap and are compounded and thus a singular focus on one identity can lead away from solving the broader systemic problem.

DON'T!

Talk about 'gender and climate change' and think 'vulnerable women in developing countries'.

We should be aware that injustices exist in all world regions. In Europe, there are also poor people who emit very little greenhouse gases, but are the most vulnerable, among others due to their low income. As mentioned above, in Europe, women still earn less than men, do most of the care work, drive less cars, use more public transport, and are subject to sexual harassment – all these issues have to be considered in climate policy-making.

DON'T!

Say "women are ..., men are ... women do ... men do ..."

This suggests that everybody would conform to their respective roles and might lead to stereotyping. Better use 'most women ...', 'a majority of men ...', 'on average'.

DON'T!

Say "women and men, boys and girls"

Gender binaries¹ should be avoided whenever possible. Prefer the expression 'all genders' as the most open option.

DON'T!

Say "Gender-specific"

This could be understood as if an attribute was directly and exclusively linked with one gender, which, of course is not the case, as nobody is completely sticking to his or her gender role. Better use 'gender-typical', as it may better describe the social reality which is more often found with one gender.

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**Talk only about
“gender-
sensitivity”.**

Gender-sensitive means that gender differences are taken into account. It does make sense, in particular for communication. But for policies, it might be a just first step to be aware of these differences and take them into account. But this is not enough! Gender approaches should go further, look at the underlying causes of gender differences and seek to contribute to gender equality. This is described with the terms ‘gender-responsive’ or ‘gender-transformative’, depending of the ambition to challenge gender norms and power relations.

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**Think “Women can
rescue the planet”**

Often, women are considered as those who’ll clean up the world. But would it work, if men continue doing what they are doing, and institutions continue to be dominated by men and masculinity? Better promote a gender approach that addresses gender norms and stereotypes, thereby contributing to the transformation to a low-emission, resilient, inclusive, and socially and gender-equitable society.

**Why does gender matter for climate policy?
Doesn't climate change affect everyone?**

I'll give you an example: Imagine it is raining → of course it affects everybody in the street. But doesn't it make a big difference whether or not someone has an umbrella? Whether someone is walking in the street or driving in a car? In other words, women and men, due to their social roles and power relations, may experience the impacts of climate change and policy responses differently.

What are these differences?

Attitudes and preferences are different, for example. We know from many surveys that women tend to be more concerned about climate change and are more willing to change their behaviour. There is evidence from several European countries that women have a smaller carbon footprint. This may be partly due to women's lower incomes, so that they cannot afford a car. Yet, many studies show that is not only due to economic reasons, but rather gender norms. Even with the same income as men, women tend to drive less and smaller cars, they eat less meat and have stronger preferences for organic food.

**Does this mean that men are the bad guys,
while women are the climate angels?**

This is not about blame and shame. We are talking about gender roles, about what is attributed by our societies to masculinity and femininity. So it's not that each and every man and woman is completely conforming to these their gender roles, but there are still these characteristic patterns.

**But gender roles are changing, and many
young people have more gender equal
relationships.**

These more gender equal relationships are mainly developing among certain social groups. But among these social groups, once couples have children, relationships become more traditional, with women changing to part-time jobs and doing significantly more care work, even in countries with greater gender equality such as the Scandinavian countries. Usually, this unequal distribution of household and care work is persisting, even for pensioners.

What exactly do you mean by gender equality in climate policy?

First of all, it means that climate policy should not intensify gender-related disadvantages. Effective climate policy must understand the target groups and address their specific climate change concerns, preferences and opportunities for action. Gender plays a particular role in this, in addition to other social differentiations. Moreover, it should contribute to improving gender equality. And ultimately it aims at a transformation to a climate-friendly and climate-proof, inclusive, gender-just and equitable society.

How is this linked to 'just transition'?

A gender approach makes climate policy fairer and more equitable, taking into account that in most cases those who emit the least greenhouse gases are the most vulnerable and vice versa. If 'just transition' is limited to looking at employed workers only, in particular in high-emitting industries with a majority of male jobs, then it fails to deliver just outcomes for all. Therefore, what about offering these workers a job in the care sector, and in parallel offering better wages for these jobs? Then, all the women that are currently working in these jobs would benefit as well.

What role does gender actually play in climate policy?

Gender is now being recognised and incorporated as an important topic in international climate policy, for example through the Paris Agreement and the UNFCCC Gender Action Plan adopted in December 2017. It aims not only at improving the balance in the participation of women and men, but also at

developing a comprehensive gender-equitable approach, both in the area of vulnerability and adaptation as well as in climate change mitigation and the development and transfer of technologies.

What steps would we like to see European and national policy-makers take?

Gender equality must be mainstreamed! We still need to do a great deal of work at all levels to raise awareness of the link between gender and climate. We ultimately want to ensure that priorities and policies are evaluated for their gender relevance and modified if necessary. The aim is to determine, for example, whether the different preferences of women and men are addressed, and how costs and benefits are distributed.

How can women on the ground reduce carbon emissions and encourage sustainable development?

In principle, exactly as men do of course, if they have the funds to purchase new energy-saving devices or solar panels, for example. In most societies, family care duties fall to the women, therefore women usually play a role for reducing emissions in households, and they must therefore be involved in the development and implementation of climate policy. But you have to be careful, that the burdens of energy efficiency and sufficiency are not proportionally put the shoulders of those doing the care work. Measures should be prioritised and designed to take into consideration the behaviours, needs, and options for action of women and men and they should eliminate instead of exacerbate gender-typical disadvantages.

Pratiche inclusive nella divulgazione climatica

Linguaggio non stereotipato

Usare un linguaggio rispettoso che evita stereotipi per raggiungere un pubblico più ampio e inclusivo.

Promozione di storie diverse

Incoraggiare la condivisione di narrazioni varie per rappresentare molteplici esperienze e prospettive climatiche.

Spazi di dialogo aperti

Creare ambienti inclusivi dove tutte le voci, anche quelle marginalizzate, possono essere ascoltate.



Coinvolgimento delle comunità femminili nei processi decisionali

Partecipazione attiva femminile

La partecipazione delle donne nei processi decisionali è fondamentale per rappresentare diverse prospettive e bisogni.

Impatto sulle politiche climatiche

Le donne contribuiscono a politiche climatiche più inclusive e sensibili alle diverse esigenze sociali.





Esempi di campagne di successo

Campagne climatiche efficaci

Le campagne hanno utilizzato strategie di comunicazione di genere per raggiungere un pubblico più ampio e diversificato.

Risultati positivi

Queste campagne hanno aumentato la consapevolezza ambientale e favorito una maggiore partecipazione pubblica.

Il legame tra cambiamento climatico e genere



Differenze di impatto del clima su uomini e donne

Influenza socioeconomica

Il cambiamento climatico colpisce uomini e donne in modo diverso a causa delle disuguaglianze socioeconomiche radicate nelle società.

Ruoli tradizionali di genere

Le donne affrontano rischi maggiori a causa di ruoli tradizionali che limitano l'accesso a risorse e supporto durante eventi climatici estremi.

Risorse di sostegno limitate

Le minori risorse disponibili per le donne aumentano il loro rischio e la difficoltà nel far fronte ai cambiamenti climatici.

Ruolo delle donne nella lotta al cambiamento climatico

Leadership femminile

Le donne guidano iniziative comunitarie per affrontare il cambiamento climatico con approcci sostenibili e innovativi.

Promozione di soluzioni sostenibili

Le donne incoraggiano pratiche adattative e sostenibili per mitigare gli effetti ambientali nelle loro comunità.



Vulnerabilità e resilienza di genere

Impatto differenziato di genere

Le donne e gli uomini affrontano vulnerabilità diverse agli impatti climatici a causa di ruoli sociali e accesso alle risorse.

Capacità di resilienza di genere

Le capacità di resilienza variano in base al genere, influenzando la risposta alle sfide climatiche nelle comunità.

Importanza delle politiche efficaci

Comprendere le dinamiche di genere è essenziale per sviluppare politiche climatiche inclusive ed efficaci.

