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| **Task Group –** *Task Group on Social Activism (TG3)* | | |
| **Group coordinator(s):** | | |
| **Name** | **Country** | **Email** |
| **Sigrun Danielsdottir** | **Iceland** | **sigrun.daniels@gmail.com** |
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| **TG members** | | |
| **Name** | **Country** | **Email** |
| **Raffaela Vanzetta** | **Italy** | **vanzetta@infes.it** |
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| **Chiara Testera Borrelli** | **Switzerland** | **chiara.testera@promotionsante.ch** |

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| **Overall Aims and Objectives of Task Group** |
| The aim of this Task Group was to collect information on appearance-related activism in Europe, i.e. what is being done, what methods are being used, what are the main target groups and target areas, what is the usual duration of activities and the main aims of appearance-related activist efforts in Europe. Also, to explore indicators of success for activist efforts in Europe and any empirical evidence on their impact.  For the purpose of this TG, we defined activism as:  Specific, deliberate actions generated by a person or a group of people for the purpose of changing sociocultural values, ideals, and norms regarding appearance, promoting respect for diversity in appearance and challenging discrimination, prejudice and stigma related to appearance. This does not include advocacy for access to services, legal advice, social support or self-help activities.  Also, for the purpose of this TG, we defined appearance as:  Physical appearance, including weight, visible difference and appearance alterations (i.e. photoshopping and cosmetic surgery) but excluding race/ethnicity, religion, clothing, gender identity and functional disabilities. |

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| **Activities of Task Group** |
| Task Group members contacted all members of the COST Action IS1210 on Appearance Matters via email and at COST meetings inviting them to join as national representatives in this collaboration. Their participation involved collecting information on appearance-related activist efforts within their respective countries between the years 2010 and 2015.  Task Group members created a template for the collection of information along with specific guidelines that were sent to collaborating partners. The information collection took place between January and October 2016.  We ended up with 16 participating countries and collected a total of 140 activist efforts throughout Europe.  Task Group members also created a survey for collaborating partners in order to explore what methods they used for the collection of information (e.g., internet searches, contacting activist organizations, etc.), and how confident they felt about the validity of the information. The survey was open from January to March 2017.  The information collected was analysed using descriptive statistics and presented at the final COST IS1210 Appearance Matters Conference in Ljubljana, Slovenia, on April 21st 2017. |

OUTCOMES, ACTIVITIES & ACHIEVEMENTS RESULTING

FROM TASK GROUP ACTIVITIES

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| **Publications** (include only those with at least 3 authors from 3 different COST Countries) |
| No publications at the time of completing this report. |

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| **NETWORKING** |
| **Added value of the Networking** (within the TASK GROUP) |
| Task Group members benefitted greatly from the collaboration within the group. In addition to making long-lasting connections with European colleagues, members gained important insight into the work of colleagues in similar fields, their main tasks, and working methods, which will inform TG members in their own activities. |

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| **Please describe any other outputs and achievements that have resulted from Task Group activities, or that are still in progress, highlighting in particular on those relevant to the aims of COST** (“COST enables break-through scientific developments leading to new concepts and products and thereby contributes to strengthen Europe’s research and innovation capacities.”) |
| Task Group members are exploring the option of creating a website where the information collected in this TG could be openly shared among those interested or participating in appearance-related activism in Europe. The aim is to share ideas, methods and success indicators, create networks, and explore collaborations between European activists in this important arena.  Task Group members are also exploring the possibility of writing a paper on the results of this work for a peer-reviewed journal. |

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| **Impacts** | | |
| Please describe the impacts that have resulted, or might result from the Action in future | | |
| **Description of the impact** | **Type of impact1** | **Timing of impact2** |
| We built individual networks enriching our daily work | Societal | achieved |
| Sharing of ideas which permit the copying or adaptation of initiatives, methods, materials, etc. in other countries | Economic (save money as we don’t have to look for other resources or “reinvent the wheel”); Societal (changing norms) | Foreseen within 2-5 years |
| Possibility of publication | Scientific | Foreseen within 2 years |
| Creating a website (“Idea Bank”) | Economic, societal | Foreseen within 2 years |

Scientific/ Technological, Economic, Societal

2 Achieved/ Foreseen within 2 years/ Foreseen 2-5 years/ Foreseen 5-10 years/ Foreseen 10+ years

DISSEMINATION & EXPLOITATION OF TASK GROUP ACTIVITIES

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| **Add description here** (Add more rows if needed) | | | | | |
| **Item/ activity** | **Country** | **Target Audience** | **Number** | **Result** | **Hyperlink** (if available) |
| ***Below are examples of some activities,***  ***Please delete before starting*** | | | | | |
| Information in meetings | Switzerland | Key partners | 30 | Strategy to multiply some activities |  |
| Sharing with partners | Italy | Key partners | 30 | Strategy to multiply some activities |  |
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Were there any challenges that were encountered in your task group? What solutions were used to overcome these challenges?

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| This TG encountered several obstacles along the way. Primarily, this involved finding the time for TG activities, which often proved quite challenging. This was simply resolved by trying harder!  Another challenge was not being able to meet each other face to face very often and thus having to do most of the work by email.  Also, finding collaborative partners for collecting information on activist efforts and following-up on their tasks often proved challenging. These obstacles were met by extending deadlines, providing support and feedback, etc.  Sometimes there are different languages inside the same country this made the search of information complicated. The solution was to think more precisely about the key words, do more searches, etc.  A few collaborating partners ultimately dropped out of the project, realizing that they did not have the time or resources to participate in the information collection.  However, these challenges are nothing that shouldn’t be expected in this type of work. No unexpected challenges or obstacles were encountered that jeopardized the TG reaching its objectives. |

THANK YOU VERY MUCH FOR completing this and for ALL YOUR HARD WORK!