



Press release

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CONSENT Campaign Takes Off

Empowering Teens To Navigate Healthy and Happy Relationships in the Digital Age

Berlin, 8 February 2024

In an era where children and adolescents have round-the-clock access to the virtual world, it is vital to address the unique challenges faced by girls and boys navigating the digital landscape.

The [CONSENT](#) project, launched in March 2022 with support from the European Commission, is a collaborative effort by an international and multidisciplinary team aiming to equip young people, as well as their trusted adults, with the knowledge and skills needed to navigate the complex world of virtual relationships and sexuality responsibly. By fostering critical thinking and open dialogues, the project seeks to counteract early exposure to explicit content and prevent the perpetuation of gender stereotypes and online abuse.

With the widespread integration of web technologies and digital devices, the virtual realm has become a cornerstone of communication, information sharing, and interaction. The virtual environment has been normalised as a primary avenue of expression, learning, and social interaction for young individuals. As they explore the online sphere, they often turn to readily accessible content, especially concerning intimacy and sexuality. Unfortunately, much of this content lacks authenticity and reliability, potentially distorting their understanding of self, emotions, and relationships. Moreover, the digital realm blurs the lines between private and public, creating a delicate boundary that can easily be breached, leading to long-lasting consequences.

The action culminates in February 2024 with the CONSENT campaign to promote healthy and enjoyable intimacy among youth. Key Highlights:

Empowering Youth: Our campaign, launching on Valentine's Day, engages schools and youth associations. We want young people to understand consent with critical thinking skills.

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Support for Adults: We're helping parents and educators become better allies in educating youth about consent. Visit [consenthub.info](https://www.consenthub.info) for resources.

Call to Action: We urge institutions, IT companies, and policymakers to address premature sexualization and online abuse among minors, particularly sexual abuse.

Upcoming Event: Join our online event “Building a constructive dialogue with teenagers on safe and enjoyable intimacy for self and partners, to promote gender equality and prevent sexualised abuse” on 1 March 2024 to explore challenges and engage youth in creating social change.

For more information and updates, please visit www.consenthub.info

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