

Press Statement

Road-safety video-clips should be withdrawn over race and gender stereotypes

The attention of the National Commission for Promotion of Equality (NCPE) has been drawn to video-clips issued by MAPFRE Middlesea and Malta Public Transport as part of an educational campaign on road-safety, which have attracted accusations of racism, something which the two companies have publicly and categorically denied.

The NCPE viewed the said video-clips and identified both racial and gender stereotypes. Although the video-clips centre around cartoonish characters, the storyline still portrays these characters as racialised persons through the use of specific skin-colours and hair-textures, with the black character depicted in a negative way. Additionally, women and men are also portrayed in stereotypical gender roles within and outside the household.

Whilst recognising that these stereotypical depictions might have been unintentional, the NCPE - as the national equality body established by CAP. 456 of Maltese laws – states that companies are to ensure that published material is free from racist and sexist stereotypes to avoid reproducing prejudice and inequality in society.

In view of their problematic portrayal of gender and race, the NCPE expects the video-clips in question to be withdrawn.

Companies and other organisations can ask for assistance and training from the NCPE on matters related to equality, discrimination and harassment.

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