



IJNTWIST

Policy recommendations to regain
"losers of feminism" as mainstream voters



SUMMARY of UNTWIST

Human beings are highly heterogeneous. Citizens have different needs, demands and worries related to their gender and sex, which are diverse across social classes, ethnicities, ages, etc. All of them are legitimate and deserve to be adequately addressed by political representatives. However, mainstream parties have disregarded some, and right-wing populist actors are twisting their responses contrary to the EU's core values. UNTWIST will find ways to answer needs, demands, and worries related to gender and sex in untwisted ways aligned with the EU's core values. Furthermore, UNTWIST will empower parties to improve their representation of the gender-based interests of the citizenry through the definition, enhancement and transfer of a policy recommendation handbook with evidence-based policy recommendations.

OUR VISION

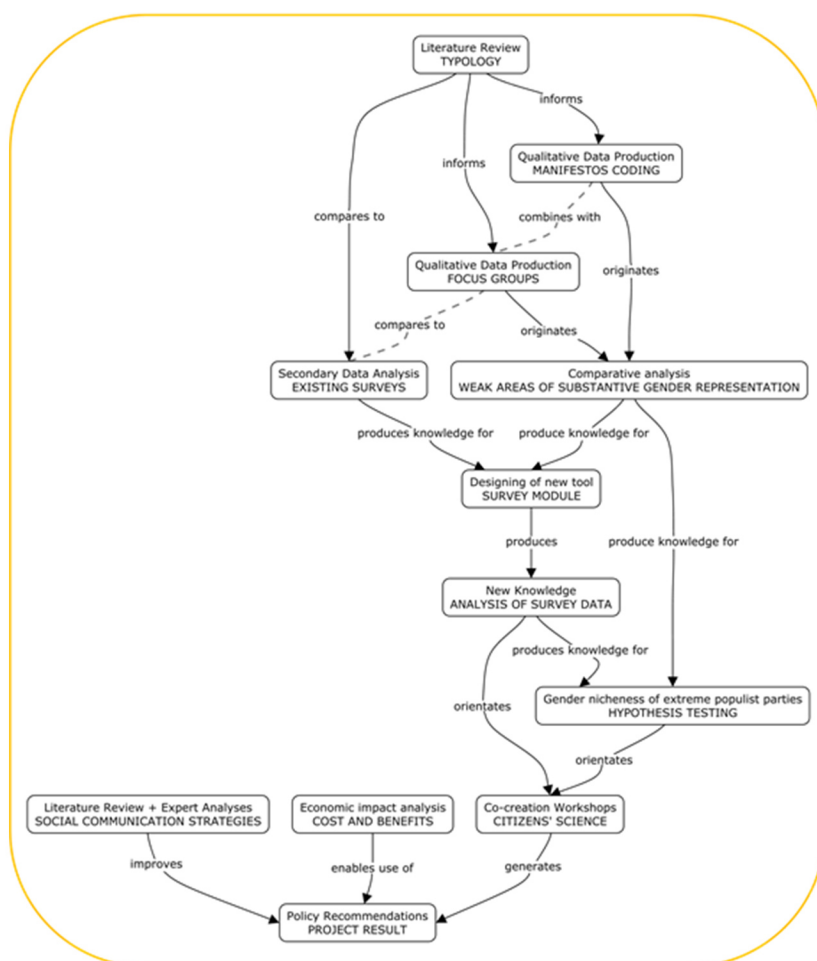
UNTWIST looks forward to contributing to the construction of a renewed democratic society in which heterogeneous gender needs, demands and worries are all addressed by different parties in democratic ways. Therefore, in our Vision, anti-gender messages from right-wing populist actors are less appealing to citizens because different parties offer alternative ways, respectful and aligned with EU's values, of representing the heterogeneous gender needs, demands and worries of citizens.

OUR MISSION

UNTWIST's primary strategy to reach its Vision is facilitating political actors, particularly parties, "untwisted" ways of representing gender needs, demands and worries. This transference of knowledge will be done through a policy recommendation handbook with evidence-based policy recommendations.

To develop the policy recommendation handbook, UNTWIST produces a noticeably large quantity of empirical evidence to test its assumptions and hypotheses regarding the factors that make the anti-gender messages of right-wing populist actors attractive to voters. Once they are tested, UNTWIST looks forward to new ways of representing the gender needs, demands and fear previously disregarded by mainstream parties and pick-up, and twisted against EU's values, by right-wing populist actors. We untwist gender representation using citizens' science methodologies.

A key element in UNTWIST's mission is the involvement of political actors mainly and civil society organizations. Communication and transference are essential. UNTWIST needs political actors to incorporate untwisted ways to answer the gender fears, needs and demands of current right-wing populist actors' voters for its Vision to become a reality.



OBJECTIVES AND STRATEGIES

UNTWIST has four main objectives:

1. First, test the hypothesis that mainstream parties are not representing a large set of gender and feminism-related worries, needs and demands. This finding will support the idea that right-wing populist actors act as niche parties. And, more generally, the notion that voters could be brought back to mainstream parties by improving gender representation.
2. Second, test the importance of sex and gender attitudes on voting behaviour. It should allow us to focus on citizens' profiles who can be more successfully targeted. Furthermore, it should also point us toward the more critical areas of gender representation that must be addressed.
3. Third, find untwisted ways to represent gender needs and demands and answer gender worries, turning them into political recommendations.
4. Fourth, involve political actors, mainly political parties, in implementing UNTWIST's policy recommendations.

These objectives are completed through the following work packages.

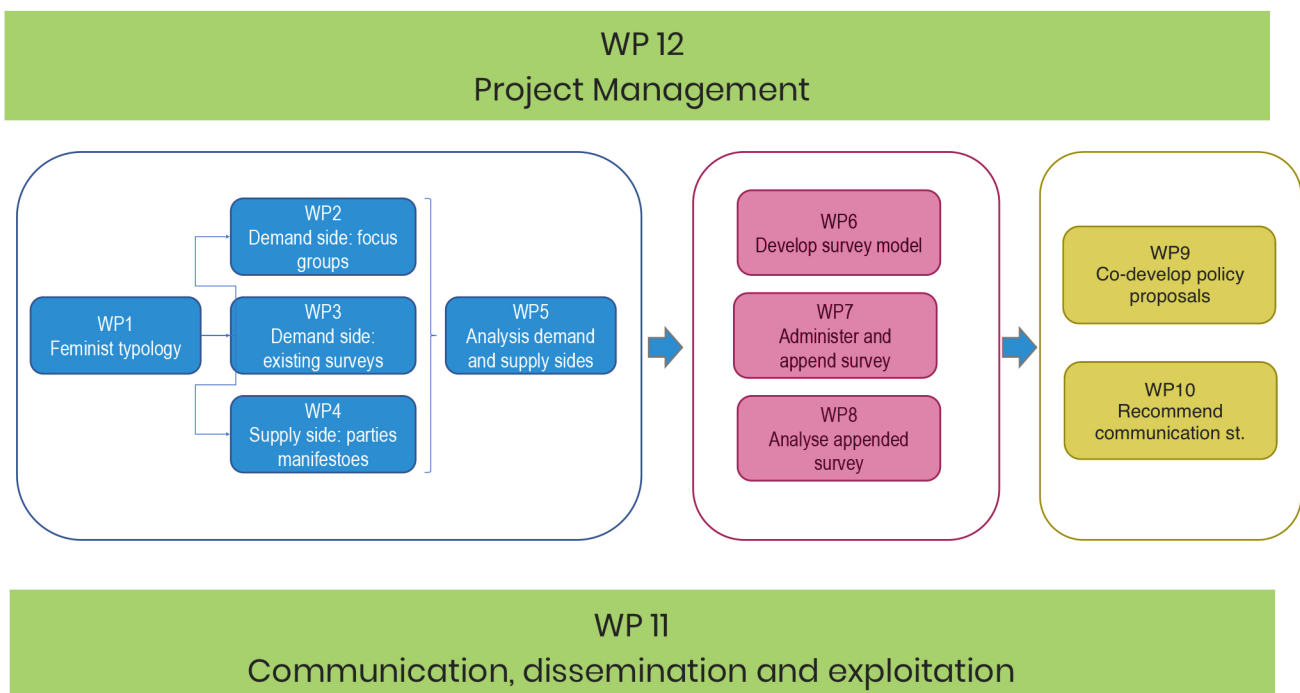


Fig. 1. UNTWIST's workpackages' structure

Workpackages one to five are related to the first objective: determining how mainstream parties represent gender needs and demands and testing if right-wing populist actors act as niche parties. Workpackages six to eight focus on the second objective. They test the rationality of voters and the importance of gender needs and demands as well as male and female traits in voting behaviour. Workpackages nine and ten focus on the third objective: finding untwisted ways of representing gender needs and demands and making policy recommendations, including how to communicate. Work package eleven focuses on the fourth objective. It is crucial because it aims to involve stakeholders in the project from the beginning and facilitate transference and exploitation of results. Finally, package twelve ensures that we keep on track and everything is done correctly.





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