



BERLINER JURY
GEGEN DISKRIMINIERENDE +
SEXISTISCHE WERBUNG

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Berlin Jury Against Discriminatory and Sexist Advertising Faces Dissolution – Statement

In September 2025, the Berlin Jury Against Discriminatory and Sexist Advertising learned that both the office supporting its work and the jury itself would be discontinued at the end of 2025. This was decided by the Senate Department for Labour, Social Services, Gender Equality, Integration, Diversity and Anti-Discrimination in the draft double budget for 2026/2027.

The jury regrets this decision which is part of a wave of numerous cuts and funding cancellations, for example in social services, in anti-discrimination work with children and young people, and in queer education. In a social climate increasingly shaped by right-wing politics, in which ideologies rooted in violence are gaining ever greater influence and efforts to promote diversity, inclusion and equality are under attack on a global scale, these cuts send a devastating signal with tangible consequences for everyone facing discrimination and for a society that values participation and justice.

Without the jury, Berlin will lose a supportive expert committee which advocates for non-discriminatory advertising across a wide range of power dynamics and serves as a point of contact for people who are confronted with discriminatory advertising.

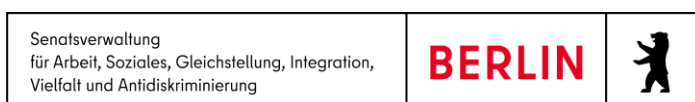
- The jury was established as the centrepiece of the '[Framework Concept against Discriminatory and Sexist Advertising](#)', which was adopted by the Berlin Senate in September 2020. The jury consists of [10 voluntary members](#) from various fields of gender equality and anti-discrimination work, including research, education, administration, business and civil society.
- The office supporting the jury's work was part of the State Office for Equal Treatment and Against Discrimination (LADS) until September 2024, when it was transferred to *Dissens – Institut für Bildung und Forschung e.V.* (Dissens – Institute for Education and Research) as a grant-funded project. Its current funding period runs until the end of 2025.

The work of the jury and its office was originally intended to be permanent; this was also the aim of the work carried out by the office to set up its operational structures. A public outreach campaign was also in preparation. Unfortunately, this is no longer necessary, and the phase of building up is now being immediately followed by one of dismantling.

Over the next few months, the office and the jury will continue to process reported ads until the [submission form](#) has to be deactivated. In addition, a guide for non-discriminatory advertising is being developed, to offer companies practical advice. With this guide, the work of the jury will continue to have a lasting impact, helping to ensure that no discriminatory advertising is being created, even after the jury has been dissolved.

Berlin Jury Against Discriminatory and Sexist Advertising, September 2025

The office is funded by



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