

# Captain Planet to the rescue!\*

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**Summary** This poster is relevant for inclusion in the Gender Summit 11 because it addresses the topics of gender equity, sustainable development, and stereotypes.

## 1. Relevance

If social marketers are to be efficient in their efforts to combat climate change and its impact (UN sustainable developmental goal # 13), it thus appears important to examine how gender equity and the environmental protection can be intertwined.

## 2. Aims & Objectives

Gladu & Perreault (2016) recently demonstrated that a greater proportion of men than women receive the *Champions of the earth* award (an award given by the United Nations Environment Program who recognizes laureates from different geographical regions since 2004). While various theoretical perspectives can be used to explain why more men than women are environmental heroes, the results of Gladu and Perreault (2016) appear paradoxical because of the association between women and nature (Reynolds & Haslam, 2011). This poster aims to examine how gender equity and the environmental protection can be intertwined in a youth edutainment show.

## 3. Methods

In order to achieve this goal, we qualitatively analyzed the content of 26 television episodes (season 1) of *Captain Planet and the Planetegers*, an edutainment show with the purpose of teaching kids how to be part of the environmental solution. We chose this television show because it depicts various environmental concerns and the urgency related to solving them as well as who (male and female protagonists) combats such problems.

## 4. Results

Our results demonstrate that the two main protagonists (Gaia and Captain Planet) have typical communal (female) and agentic (male) characteristics respectively. Observations of Planetegers's heroic behaviors (male and female teenagers recruited by Gaia from all over the world to protect the planet from evil polluters) show that team members mostly use their power rings for communal reasons.

## 5. Conclusions

The results of this study will be discussed in relation to how gender equity needs to be framed in social marketing efforts in terms of modeling (Bandura, 2004), social roles (Eagly, 1987) and terror management theory (Greenberg et al., 1986).

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