



Concept Note

7 - 8

**DECEMBER, 2015
PALAIS DES NATIONS
GENEVA**

**INTERNATIONAL DEVELOPMENT
COOPERATION MEETING
ON GENDER AND MEDIA
TOWARDS A JOINT COOPERATION
FRAMEWORK FOR THE GLOBAL ALLIANCE
ON MEDIA AND GENDER**

**YES, WE MUST!
REACH GENDER EQUALITY IN THE MEDIA BY 2030.**

FIRST GAMAG GENERAL ASSEMBLY, 9-10 DECEMBER 2015

- 800 members involved and 300 attendance
- 9 broadcasting unions/associations involved
- Wide distribution of GAMAG official video
- Global themes and regional caucuses
- Live web stream and social media strategy

CELEBRATING HUMAN RIGHTS DAY, 10 DECEMBER 2015

The International Development Cooperation Meeting on Gender and Media (7-8 Dec), followed by the First GAMAG General Assembly (9-10 Dec), will coincide with the Human Rights Day (10 Dec).

CO-HOSTS



PARTNERS



CONCEPT NOTE

BACKGROUND

The Sustainable Development Goals project a world where all women and men contribute to and benefit equally from development; a world where women and men of all ages can equally access information through media including online platforms for self-expression, including cultural expression and contributing to peace.

The International Development Cooperation Meeting on Gender and Media will give impetus to all stakeholders to work together to achieve gender equality and empowerment of women in and through media, including online. The Meeting resonates with the proposed Sustainable Development Goal (SDG) 16, target 10 concerning measures to promote public access to information and protect fundamental freedoms by 2030, as well as SDG 17 on “Strengthen the means of implementation and revitalize the global partnership for sustainable development”. Finally, the Meeting advances the Addis Ababa Action Agenda (AAAA) and Addis Ababa Action Plan on Transformative Financing for Gender Equality and Women’s Empowerment.

Several decades of research have clearly shown that, despite some improvement, women remain consistently under-represented in media staffing at all levels, in particular in executive decision making and technical areas, and often misrepresented in editorial content. Women are also under-represented in media regulatory and professional organisations. Also relevant is women’s access to the Internet¹.

The media, including online platforms, can promote women’s full participation in every aspect of life and in achieving gender equality and women’s empowerment. They can promote editorial policies in favour of gender equality in the newsroom and media content, eliminating stereotypes and portraying a fair representation of men and women. Media can give women a voice in news and current affairs, in all types of coverage and in all subject segments including news on war and peace making, finance, science, technology and politics. Ultimately, they can enable time or space for women to express themselves, and can promote coverage and awareness of gender equality in work, working conditions, and property rights. They can highlight the situation of women in conflict zones and violence against women.

Also of relevance is women’s equal participation in media regulators, including self-regulatory bodies, as well as unions, associations and organizations of media professionals. This is necessary to bring women’s voice and representation to all levels of decision-making in the media.

In this sense, achieving gender equality in and through the media including online platforms will help momentum to achieve gender equality in general. The issue of gender and media is relevant to all other gender equality issues directly and indirectly. It is therefore of relevance to all development

¹ Global Alliance on Media and Gender, Gender, Media, ICTs and the Post 2015 Agenda Position paper - According to the 2011 ITU and UNESCO-led Broadband Commission Report, there are 200 million less women on the Internet than men. The percentage is even more worrying when regions such as Africa and Asia are considered. It is estimated that over 4.4 billion people still do not have access to the Internet. These numbers mostly consists of the poorer populations such as those in developing countries and Least Developed Countries, women and girls, and population living in rural and remote communities.

partners. However, gender and media as a development goal has not been given the global attention it requires from the international development community. There is also a dearth of funding for salient actions being implemented.

GLOBAL PARTNERSHIPS: STEPS IN THE RIGHT DIRECTION

The Global Alliance on Media and Gender (GAMAG) is an outcome of the UNESCO-led 2013 Global Forum on Media and Gender held in Bangkok, Thailand (2-4 December 2013). GAMAG is a pioneering network of over 800 media, non-governmental as well as governmental organizations, of which 20% themselves are networks with large membership bases. The Global Forum was co-organized with UN WOMEN, the World Meteorological Organization, UNDP, the Government of Thailand, the Islamic Scientific Education and Cultural Organization (ISESCO), the Swedish International Development Cooperation Agency and other key partners. Please see GAMAG Framework and Plan of Action for further details.

The multi-stakeholder GAMAG endeavours to accelerate the effective implementation and the systematic global follow-up of the Section J, Women and the Media, of the Beijing Declaration and Platform for Action.

The International Steering Committee of GAMAG consists of 20 member organizations, including a unique combination of regional and international actors such as civil society organizations, nine broadcasting unions and journalist associations, governmental organizations, academic networks and associations, etc., from all over the world held its first meeting in Geneva (4-5 November 2014) with the support of UNESCO, ISESCO and other organizations who are members of the Committee. The key outcomes of the meeting included reaching an agreement on a work plan for the next two years and provisions that GAMAG seeks to have included in the Sustainable Development Goals (See press release). In a follow-up meeting at the 59th session of the Commission on the Status of Women, GAMAG released a position paper on gender and media in the Sustainable Development Goals (Read position paper in English, French and Spanish).

GAMAG is a platform through which the development community and private sector can reach potentially billions of citizens, in multiple languages, to promote gender equality and women empowerment in and through the media. Illustratively, the Asia-Pacific Broadcasting Union, which holds the Vice Chair of GAMAG, has the potential to reach over three billion people through its 270 members in 64 countries. The combined membership of civil society networks involved is an impactful source. The International Federation of Journalists has over 600,000 members in 134 countries.

In this context, the International Development Cooperation Meeting on Gender and Media will articulate an International Development Cooperation Framework on Gender and Media including online that can address collective and individual mandates of all stakeholders while offering concrete support to actions at the national, regional and global levels – in particular the activities of GAMAG. The event will take place from 7 to 8 December 2015 and will coincide with the first General Assembly of GAMAG to be held from 9 to 10 December 2015.

AIMS OF THE MEETING

The overall aim of the Meeting is to promote global partnerships among various development agencies including UN agencies, funds and programmes, national and regional development organizations, governments, international donors, and private sector actors to achieve gender equality in and through media under the umbrella of GAMAG. The end goal is to achieve gender equality in media staffing, policies, content, and media regulations – online and offline.

OBJECTIVES:

In general, the Meeting will seek to initiate a process to:

1. Leverage the mandate and reach of key stakeholders to promote gender equality through the design of an International Development Cooperation Framework on Gender and Media that can give support to actions at the national, regional and global levels – in particular the activities of the Global Alliance on Media and Gender. The Framework can take varying forms as detailed in the section below, **Overall Strategic Approach**;
2. Recognize the Critical Area of Concern J of the Beijing Declaration and Platform for Action, Women and the Media as central to all other Critical Areas of Concern, endorse and build GAMAG as a mechanism to accelerate implementation and systematic follow-up;
3. Encourage commitment to mainstream or strengthen gender and media objectives in the programmes dealing with media and budget of the development partners as well as through their communication strategies of their own media services.

KEY OUTPUTS OF THE MEETING

- Consensus on an International Development Cooperation Framework for Transformative Support to Achieving Gender Equality in and through the Media
- Statements from all stakeholders on supporting and financing activities to achieve gender equality in and through the media
- Governments, UN agencies, international development organizations and private sector stakeholders join and endorse GAMAG as the global mechanism to contribute to sustained implementation and monitoring of Critical Area of Concern J of the Beijing Declaration and Platform
- Announcements of voluntary commitments and initiatives in connection with the Development Cooperation Framework/Action Plan for Transformative Support to Achieving Gender Equality in and through the Media

WHO SHOULD ATTEND THE MEETING?

Senior representatives of key stakeholder groups listed below who are empowered to contribute to the outcomes of the Meeting.

Key partners will include:

- UN agencies, funds and programmes
- Bilateral donors
- Governments
- Private Sector
- National and regional development organizations
- Broadcast and Print Media (public service broadcasters, corporate and community media)
- Journalists' unions and associations
- Regulatory bodies, including self-regulatory bodies
- Civil Society Organizations that are connected to GAMAG

OVERALL STRATEGIC APPROACH

Preliminary assessment of existing national, regional and international funding and related funding partnerships on gender and media will be carried by UNESCO.

The Meeting will be organised through a multi-stakeholder approach. Steps will be taken to safeguard the interests, opportunities, needs and participation of the key partners and beneficiary

groups. Key among these are: 1) coordinating pre-meeting discussion bilaterally and collectively to ascertain stakeholders' priority interests, as well the nature, functions, structure and sustainability of the proposed International Development Cooperation Framework. These will inform preparation of the agenda. All relevant output documents will be circulated at least one month prior to the Meeting for consultation; 2) requesting key stakeholders to consider possibilities to commit to national, regional and international joint funds according to their priorities; 3) encouraging stakeholders to set up internal committees or focal-points on gender and media where these do not exist; and 4) facilitating open dialogue between development organizations, private sector actors, the media and representatives of GAMAG.

The resulting International Development Cooperation Framework is envisaged as a multi-stakeholder group of partners agreeing to combine efforts and resources to promote gender equality and women's empowerment in and through media. The Framework would have multiple strands and could possibly include but not be limited to: 1) endorsements by governments; 2) an action plan aligned with that of the GAMAG Framework and Action Plan which would include steps to operationalise regional and international joint funds, programmes and projects; 3) commitment from audio-visual regulators to articulate and agree to a set of international standards relating to gender and media, including online policies, leading to national charters and financial support which would be established with the International Development Cooperation Framework; 4) commitment from national/public service broadcasters to dedicate 1-2 hours of air time at least weekly for gender and media related activities, and connected to GAMAG as well as recognition of contributors/supporters/funders/sponsors of the Cooperation Framework; 5) commitment from all UN agencies/funds/programmes to the Framework including a coherent One UN approach/strategy to address gender and media as a cross-cutting area of the Beijing Platform for Action and the AAAA; and 6) commitment from private sector actors to sponsor programmes in mainstream, public and local media for gender and media issues.

The International Development Cooperation Meeting on Gender and Media including online will be followed by the First General Assembly of GAMAG to assess progress after the first two years of operations.

FURTHER ISSUES TO BE ADDRESSED AT THE MEETING

1. What functions can an International Development Cooperation Framework on Gender and Media be expected to perform?
2. What are priority activities that a Framework should support?

KEY PROGRAMMATIC FEATURES OF THE MEETING

(for finalization through advance discussion with partners)

1. Presentation from top UN officials (Representative of the Secretary General);
2. Director-General of UNESCO;
3. Presentation from ITU, UN Women, OHCHR, World Bank, Council of Europe, etc.;
4. Heads of State or Ministers, from Africa, Arab States, Asia-Pacific, Latin America and the Caribbean, North America and Europe;
5. Statements from governments representations, international/bilateral development partners and other key stakeholders;
6. Involvement of private sector interest – companies are being approached, including advertisers and all social media networks;

7. Presentation from Christiane Amanpour, UNESCO Goodwill Ambassador for Freedom of Expression and Safety of Journalists, and champion for gender equality in the media;
8. Presentation from GAMAG representatives (media and civil society) – case studies and Global Framework and Action Plan;
9. Strategies to balance commitments to a joint support/funding on gender and media and commitments to individual initiatives – building ownership around the process while agreeing on leadership mechanism;
10. Media coverage and public relations strategy with the input from all stakeholders and coordinated by UNESCO, including post-event press conference;
11. Focused high-level roundtables and plenary sessions;
12. Launch of an International University Network on Gender, Media and ICTs;
13. Launch of the Greek Massive Open Online Course (MOOC) on media and information literacy;
14. The Meeting will flow into the first GAMAG General Assembly.

A STRATEGY OVER THE NEXT 15 YEARS OF THE SDGs:

This event is not a once-off discussion, but the beginning of a global framework in support of and within the context of GAMAG. It will be implemented, monitored and evaluated over the next 15 years and serve as model of the impact of global partnerships for development.

It will be the culmination of past and upcoming events and initiatives through 2015 including:

1. World Radio Day related themes on girls and women, 13 February 2015
2. International Women’s Day, 8 March 2015
3. International Gender and Media Side Event of the Fifty-ninth Session of the Commission on the Status of Women (Beijing+20) on 12 March 2015 in New York
4. World Press Freedom Day, 2-4 May 2015
5. GAMAG “Women and the Media” Month Campaign in May 2015
6. Women Make the News “Women on the Homepage” Campaign from May 2015, throughout the year
7. Celebration of the 20th Anniversary of the Beijing Declaration and Platform for Action in September 2015
8. International Development Cooperation Meeting on Gender and Media from 7-8 December 2015
9. First General Assembly of GAMAG from 9-10 December 2015
10. On-going 70th Anniversary Celebration of UNESCO

For more information, visit the event website: <https://en.unesco.org/gamag>, or contact:

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