



29th Conference of COPEAM

GENDER EQUALITY AND DIVERSITY COMMISSION

1st June 2022

(online on the Zoom platform)

Summary of the works

INTRODUCTION AND ADDRESS OF THE PRESIDENT OF THE COMMISSION

After the presentation of the meeting agenda, the Commission's President, Mrs Lalia Behidj (EPRS/ Algeria), made a general assessment of the Commission's activities. She shared some considerations on the impact of the pandemic on professional media and cooperation practices, focusing - in particular - on gender equality issues such as violence against women and economic repercussions.

PROPOSALS DISCUSSED

The proposal of creating a collection of contents on the impact of Covid related to gender equality sparked a rich debate, namely about the contribution that media can give in stimulating reflexions and raise awareness on these topics. The need of qualitative analysis of data and studies for the production of reliable information and appropriate narratives was also a subject of discussion and pertinent suggestions and comments were shared. Furthermore, the debate focused on the importance of mapping and sharing existing media good practices on gender equality and diversity, not only to give them visibility, but also to identify positive models for the conception of new effective initiatives and projects. To this regard, the development and circulation of a survey was proposed and largely welcomed. Some of the participants shared examples and gave suggestions.

NEW PROJECTS

Finally, two new projects were presented: a) a proposal tackling media gender stereotypes in political and public life that was submitted to the European Commission in March 2022 for funding (evaluation results expected in July / August); b) a training project on visual journalism addressing women's under-representation in some key fields (STEM, economics, and politics). Participants were invited to suggest possible financial partners to implement the activity.

DECISIONS

The idea to create a Strategic Committee was finally proposed and approved by participants, with the objective to identify and share common strategies and engagements connecting COPEAM members. Some examples were presented to stimulate the debate, such as the initiative adopted by Rai "No women no panel" or the creation of a common strategy to be adopted by COPEAM members.

RECOMMENDATIONS

Following the debate, participants pointed out the following recommendations:

- ✓ To collect data from different countries and fields and combine them in an organic and common Mediterranean framework
- ✓ To produce qualitative and not only quantitative analysis of data in collaboration with some academic/research realities already operating in this field
- ✓ To enrich the analysis and studies' collection with audiovisual contents – also fiction – focusing on Covid's impact on women's life
- ✓ To build new narrations able to affect people's mind-set, thus positively exploiting the role of media in changing attitudes and cultural frameworks
- ✓ To design the survey with a format so to re-use it over the time and have a diachronic picture in the future
- ✓ To include experts with different professional backgrounds as members of the Strategic Committee
