



30th Conference of COPEAM

GENDER EQUALITY AND DIVERSITY COMMISSION

3rd April 2023

(on-line 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 Karina Laterza (Rai / Italy), made a general assessment of the Commission's activities. She shared some considerations about how the gender equality engagement is slowly modifying the perception of women roles and the way of thinking, bringing positive changes for all the segments of society, and in this sense, the role of the media is crucial.

PROJECTS AND ACTIVITIES

An assessment of the EU project "*Re-writing the story: Gender, media and politics*" was presented, focusing in particular on the first activities accomplished and on the P2P program which will be coordinated by COPEAM. Pamela Morinière (IFJ) gave to participants an overview about the training activities envisaged in the project: training modules for journalists, training of trainers and trainings for journalists; Claudia Padovani, from Padova University, presented the activities already carried out by the students: communication projects about how women and men in politics are depicted and visual country sheets about the status of equality between women and men in different EU countries.

Furthermore, the panel devoted to "Media and Gender Equality", was presented; it was organised in the framework of the UpM 5th High-Level Conference on Women for the Mediterranean and COPEAM contributed through the participation of professionals and experts from the network. Mrs Carolina Pecharroman (RTVE/Italy) was the moderator of the panel and shared with participants some insights and comments about the event.

GOOD PRACTICES

Finally, a number of good practices was presented: Karina Laterza/Rai - gender equality policy off-screen and on-screen; Lana Al-Saqqa/PBC - Gender Unit activities; Carolina Pecharroman/RTVE - 1) "Equality Guide" 2) TV show "Objetivo Igualdad" and "Tolerancia Cero" 3) journalistic approach against gender-based violence; Monia Azzalini/CARES-Osservatorio di Pavia – 100esperte; Valbona Sulce/AWA Albanian Woman in Audiovisual - flagship initiatives.

DECISIONS

The proposal of sharing a short survey mapping the existing gender equality structures/policies/initiatives among COPEAM members so to have a general overview of the current situation was largely welcomed by the participants as a useful tool of mutual knowledge.

Furthermore, the proposal of a Newsletter informing about gender equality initiatives from COPEAM network was shared and appreciated as well.

RECOMMENDATIONS

Following the debate, participants pointed out the following recommendations:

- ✓ To improve the mutual knowledge about gender equality status and initiatives
- ✓ To reinforce the sharing of information and good practices so to strengthen the network of professional engaged in gender equality issues and better tailor the joint work
- ✓ To bridge stakeholders from different fields to have a bigger impact in promoting gender-sensitive approach
- ✓ To promote representations free of gender bias and stereotypes to change people's mind-set, thus positively exploiting the role of media in changing attitudes and cultural frameworks
