

**PEER-TO-PEER ACTIVITY ON GENDER EQUALITY
IN THE SOUTHERN MEDITERRANEAN PUBLIC BROADCASTERS**

KICK-OFF WORKSHOP

28-29 September 2015, Tunis

All the peers (recipient peers and peer mentors) will be gathered together for the first face-to-face group session.

28 September 2015 - DAY 1

OPENING	
10.00	Bruno Montariol , Cooperation Attaché for Media, Culture, Elections and Democratic Transition, Delegation of the European Union to Tunisia
10.10	Briefing on P2P process/methodology and goals Jocelyn Grange , MedMedia Senior P2P Media Expert
10.25	General overview about the current main international actions on gender-equality policies and on awareness-raising and capacity-building activities carried out within COPEAM network Elena Chiaberge , in charge of COPEAM Gender Equality Commission
10.40	Presentation of both recipient and mentor peers
11.10	Introduction by the 3 peer mentors about the main components and challenges of the gender-based policies in the media sector and their specific expertise in this field: Judith Neisse , expert and trainer in the field of gender equality and capacity building at the institutional level and in the media sector, with a focus on the Euro-Mediterranean region. <ul style="list-style-type: none"> a. Content monitoring (women representation): tools and methods; b. Career progression, work-life balance, women empowerment, internal policies (women representativeness)
11.30	Mounia Belafia , journalist at Radio Monte Carlo Doualiya, member of the International Steering Committee of the Global Alliance for Media and Gender (UNESCO) and expert in media development and gender equality <ul style="list-style-type: none"> c. Juridical and institutional framework
11.50	Doris Fennes-Wagner , head of the working group for gender equality at ORF, Austrian public broadcaster <ul style="list-style-type: none"> d. Company's internal strategies and mechanisms: model patterns as GE implementation tools
12.10	Presentation of the work-plan, agenda and main steps
12.25	The recipient peers will be divided into 3 groups, each one assigned to 1 peer mentor.
12.40	Lunch
P2P exchange kick-off	
2.00 p.m.	Work in groups: facilitation of mutual-learning process between the peers aimed at pointing out critical aspects and weaknesses; defining common obstacles and challenges; highlighting similarities between organizations; identifying areas of feasible and sustainable improvements for each recipient peer. The broadcasters having shown good practices addressing a specific topic will share their experience with the others, delivering concrete examples and relevant implemented solutions.
5.30 p.m.	Closing of the first group session
8.00 p.m.	Dinner

29 September 2015 - DAY 2

P2P exchange	
9.30	Resumption of the working groups: with the view of conceiving a strategic plan of action , each team of peers elaborates recommendations and proposes concrete steps to be taken over the following months: "Goals and expectations", "Strengths and weaknesses", "Feasible and sustainable solutions" and "Short, mid and long-term goals".
Final plenary session	
11.30	Each team of peers presents its conclusions to the other teams. Following debate and views' exchange.
Conclusions	
12.30	Definition of next operational steps, both in terms of remote exchanges and successive workshops.
1.00 p.m.	Lunch