

24th COPEAM Conference

GENDER EQUALITY COMMISSION

FINAL RESOLUTION

The Gender Equality Commission presented its annual assessment and the outlooks for the coming year with the validation of all the participants.

The main orientations set in the aftermath of the peer-to-peer exchange on gender issues in the internal policies of the Southern Mediterranean media - within the framework of the EU MedMedia project - were respected. The major step is to have maintained a focus on the generalization of good practices.

In addition, ensuring women's representation in the programs content, providing trainings on gender issues, creating directories of women experts are all domains that have been exploited as well.

On its side, COPEAM has been carrying on its strategy by implementing several activities:

1. Training

In January 2017 in Algeria (Alger and Tipaza), a number of journalists from the Algerian public radio and television and from APS participated in an interdisciplinary and multimedia training/production workshop devoted to female entrepreneurship. The theoretical framework was assured by media experts from different backgrounds (economics, gender equality and journalism) and the operation was sanctioned by the production of contents and by a summary brochure available on COPEAM website <http://www.copeam.org/activities/the-training-project-in-algeria-media-in-favour-of-female-entrepreneurs-just-came-to-a-close/>.

Proposal: in the light of such a successful experience, the purpose is the setting up and the reproduction of the same activity with other COPEAM members (Egypt, Morocco and Tunisia already expressed their interest), always relying on national and/or international financial sources.

2. EU funded projects

AGEMI (Advancing Gender Equality in Media Industries) is a project targeting communication students and media professionals so as to raise the new generations of journalists' awareness on gender equality

SMED Wia aims at promoting the role of women in the Southern Mediterranean cinema sector, to reduce the stereotypes and the underrepresentation of women in the sector, both on the screen and in the production professions, building on research and training activities and on advocacy strategies towards the civil society and the institutions.

Proposition: the possible implication and/or contribution of other actors from COPEAM network was envisaged, particularly in terms of sharing of good practices.

3. Good practices

- In January 2016, SNRT (Morocco) adopted a Parity Charter both on the human resources management and on the produced and broadcasted contents.

- In May 2016, Soread-2M (Morocco) launched the experts.ma platform, a repository devoted to Moroccan female experts in different domains and designed for journalists and media professionals to increase the presence of women in the media scene.

- The Tunisian Radio integrated the gender equality principle in its Ethical and Editorial Charter and created a coordination network in charge of this subject.

4. Synergies with other commissions

We noted that the best way to raise awareness on gender equality issues is training and that journalism is becoming a multimedia profession. Consequently, it is imperative that in the future COPEAM Commissions, in particular Training, Audiovisual Heritage and Radio ones, could work in synergy with the Gender Equality Commission so as to maximize the common projects' results.