



## 28<sup>th</sup> Conference of COPEAM

### GENDER EQUALITY AND DIVERSITY COMMISSION

6 October 2020  
(online on the Zoom platform)

#### Summary of the works

##### INTRODUCTION

After the presentation of the meeting agenda, the Commission's President, Mrs Lalia Behidj (EPRS/ Algeria), made a general assessment of the activities of the Commission during the COVID19 time and shared a reflection on the impact of the pandemic on professional media and cooperation practices.

Then, she suggested the following proposals for the future:

- content production based on information, analysis, studies and writings by journalists and/or experts on the relationship between the COVID and gender equality issues;
- organisation of campaigns and initiatives to report bad and/or good examples of communication and information, to give visibility to women's success stories and collect video messages on a specific topics;
- setting-up of a core group of people committed to gender equality and diversity aiming to share ideas and strategies and implement concrete actions.

##### FOLLOW-UP OF THE ONLINE TRAINING PROJECT ON GENDER EQUALITY IN THE MEDIA

From February to June 2021, COPEAM coordinated an international training action about countering sexist stereotypes and promoting gender equality in the media in Europe and in the South-Mediterranean region.

The training was structured as follows:

- A. An online training module composed of **5 biweekly sessions** on different aspects of the gender-media-equality relation;
- B. An online practical workshop made of **5 close-meetings** on new technologies and smart journalism.

The main results of the training were highlighted, and in particular: increased awareness of participants about gender equality subjects; better knowledge of existing tools and models to overcome and fight against persistent female stereotypes; improved professional capacities related to smart journalism and to the use of new technologies, to the production of thematic contents on inspiring stories, to networking.

An assessment of the challenges was also made: the final number of beneficiaries who completed the course was lower than that of the initial applications. Among the reasons, a rate of physiological dropout in the online activities and the level of commitment requested in terms of continuity and tasks to be accomplished. However, the participants having attended the whole course expressed their satisfaction about the learning process.

The project's final webinar on "Gender Equality and Media Narratives" closed the Commission meeting.

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