



## **GENDER EQUALITY AND DIVERSITY COMMISSION** (online meeting)

25 March 2024 via Zoom

### **Summary of the works**

#### **INTRODUCTION AND ADDRESS BY THE PRESIDENT OF THE COMMISSION**

After the presentation of the meeting agenda, the Commission's President, Mrs Karina Laterza (Rai/Italy), shared some considerations about the almost equal presence of women and men in media companies and stressed the importance of modifying the working environment towards a more sustainable concept, with a special regard to the conciliation between private and professional life. In this sense, she also highlighted a possible winning partnership with the youngest generations, already having a similar vision of work-life balance.

#### **PROJECTS AND ACTIVITIES**

An assessment of the EU project "*Re-writing the story: Gender, media and politics*" was presented, focusing on the activities accomplished after the first 2 workshops of the P2P program coordinated by COPEAM. Among the tangible initiatives the peers are working on, we figure up the production of guidelines for editorial staff intended to avoid stereotypes; the organization of training modules for various professional profiles; the creation of women experts' databases; the setting up of round tables between journalists and politicians.

In addition, the new EU-funded project "*AD&IJ - Advancing Diversity & Inclusion in Journalism*" was presented. The project is structured around 4 specific objectives: improve journalists' understanding of D&I values and practices in the media coverage; raise media awareness of the importance of diverse editorial staff and identify appropriate means; transfer D&I best practices, also from other fields, to journalism and media sectors; develop and disseminate guidelines for a D&I-sensitive journalism.

#### **DEBATE**

A lively exchange animated the meeting, in particular around the gender care gap, the need to involve more men in the Commission's initiatives, and the topic of women in sports. A number of resources and initiatives was also shared by participants, such as a research on the gender profile of the Ukrainian media, the publication of guidelines about the place of men and boys in gender equality policies by the Council of Europe, and the pledge promoted by the European Women Lobby to contribute to establishing women's rights and equality at the core of the EU decision-making.

#### **DECISIONS**

Following the proposal shared during the previous Commission's meeting in 2023, a specific newsletter will be created, to inform about ongoing initiatives, share data and news and propose opportunities for collaboration. The topic of women in sports was particularly discussed and the participants expressed their wish to collaborate in this field by designing some joint initiatives.

#### **RECOMMENDATIONS**

Finally, participants pointed out the following recommendations:

- ✓ Improve mutual knowledge about gender equality status by sharing more data and information.
- ✓ Reinforce the participation of men in gender-related initiatives to include their perspective and encourage alliances.
- ✓ Bridge stakeholders from different areas to produce higher impact in promoting gender-sensitive approaches.

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