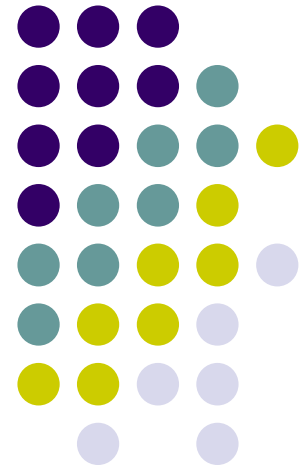


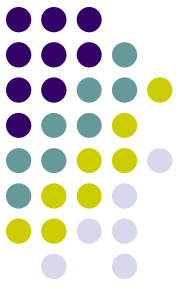
Diversity and Inclusion in the Media

Gender Equality and Media:
Towards Better Implementation of
Council of Europe Standards

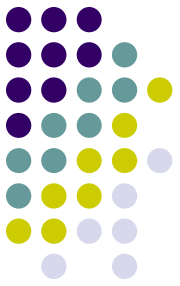
40th EPRA Meeting, Tbilisi, October, 2014



The Council of Europe and Gender Equality



Human Rights Values and Gender Equality



“There is a gender dimension to media pluralism and diversity of media content.”

**Recommendation CM/Rec(2013)1
of the Committee of Ministers to member
States on gender equality and media**
*(Adopted by the Committee of Ministers on 10
July 2013 at the 1176th meeting of the
Ministers' Deputies).*

Addressees and Guidelines



- Member states
- Media
 1. Media professionals
 2. Media regulators
- Other relevant bodies
- Civil society and the public at large

Measures for Implementation: Review and Assessment



- Regular review and update of the legal framework on media from a gender equality perspective.
- Media regulators and public service media to include an assessment of the implementation of gender equality policy in the media in their annual reports.

Measures for Implementation: National Gender Equality Indicators in the Media



- Discussions
- Public hearings
- Regular monitoring and evaluation
- Regular update

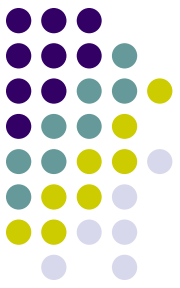
**More Deliberation=More Democracy=More Gender
Equality**

Measures for Implementation: Accountability Channels



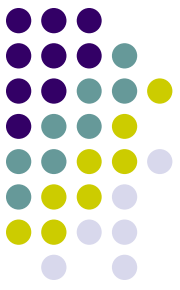
- Consistently defend gender equality by bringing concerns to the self-regulatory bodies or other specialised bodies.
- Update existing media accountability mechanisms and pursue their effective use.
- Encourage the establishment of new mechanisms for media accountability and civic responsibility (e.g fora for public debate and platforms opened on- and off-line).

Measures for Implementation: Research and Publication



- Promote active research related to:
 1. media access, representation, participation (quantitative and qualitative profile) and working conditions in the media and the relationship between genders
 2. reporting on politics and media coverage of election campaigns

Measures for Implementation: Media Literacy and Active Citizenship



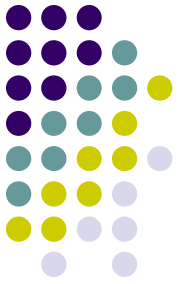
- Promote gender sensitive media literacy for the young generation.
- Develop specific awareness-raising tools through and about the media for adults, including parents and teachers.
- Regular educational and vocational training programmes for media professionals and media students.

Toolkit on the Implementation of CM/Rec (2013) 1



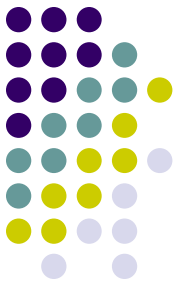
- Scope and purpose
- Structure
- Methodology

Examples of Good Practices



- Belgium
- France
- Austria
- Euro-Mediterranean Region

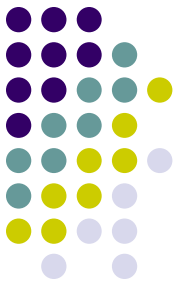
Better Implementation of Gender Equality Standards in the Media:



**Is about
More Diversity
More Imagination
More Colour
More Freedom**

**It Is Not about Women Only, It Is about Values
in Our Life**

The Value of Gender Balance in the Media and Diversity

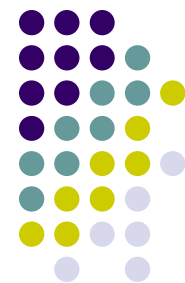


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Thank you for your attention!



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