

Towards greater gender equality in the Southern Mediterranean audiovisual sector Tunis, 5-9 November 2017

1. Background

SouthMedWiA is an EU co-funded project that addresses issues related to the perpetuation of gender-based stereotypes and the under-representation of women in the audiovisual sector in 7 countries of the Southern Mediterranean: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia. The project aims at strengthening the capacities of the local stakeholders with the purpose to contribute to sustainable development and cultural diversity by enhancing the image and the participation of women in the audiovisual and cinema sectors. SouthMed WiA started in February 2017 and has a duration of 30 months.

Through two calls for proposals and targeted trainings, in particular for female audiovisual and film professionals, SouthMed WiA will support different sub-granted projects implemented by organizations and stakeholders from the 7 target countries. The project will also carry out research to better understand the presence of women in the audiovisual sector in the region and it will support networking between its professionals, especially women, within the broader Euro-Mediterranean area.

Moreover, outreach activities for relevant stakeholders such as distributors, funders, producers and policy-makers will be implemented to shed light on the persisting gender inequalities in the sector and to increase women's exposure and power in the film industry.

The first field activity of SouthMed WiA will be held in Tunis, Tunisia, from 5 to 9 November 2017 in synergy with the *Journées Cinématographiques de Carthage*, one of the oldest and most internationally renowned Film Festivals for the promotion of African and Arab cinematography.

The activity programme foresees different sessions to promote the role of women in front of and behind the camera, such as learning and networking opportunities, discussion on why the number of female directors and other audiovisual operators is lower than the one of men, analysis and debate on the use of women's body and gender stereotypes in movies and TV shows. The event will also allow for peer learning and showcasing the work of different South-Mediterranean women of the audiovisual sectors and existing gender equality initiatives within local TVs.

Throughout its whole duration, SouthMed WiA will support the creation and launch of a network of women professionals in the audiovisual and film sectors. This platform will gather the largest possible number of professionals, stakeholders and organisations with the aim of bridging the varied landscape of gender-focused actors and structures of the region so as to facilitate, in the long term and beyond the project's life cycle, relevant partnerships, actions, alliances in and between all the target countries. The meetings, exchanges and work sessions in Carthage will be the occasion to make public the network and encourage stakeholders' engagement.

2. The field activity “Towards greater gender equality in the Southern Mediterranean audiovisual sector”

This event is the first on-the-ground activity of the SouthMed WiA project which aims at supporting and promoting gender equality in both women representation and representativeness in the audiovisual sector.

Opening and networking, 6 November 2017

The morning of the first day will be organized as follows:

1. A public opening ceremony will officially launch SouthMed WiA and announce the sub-granted projects. The Director of the local partner ESAC, the Rector of the University of Carthage and the JCC Director will address the public together with the representative of the European Delegation in Tunisia and the Director of Interarts, coordinator of the project. Local journalists have been invited to document the activity and give visibility to the action. A press conference will be held at the end of the ceremony.
2. A networking session will allow to enrich the SouthMed WiA beneficiaries' and young and emerging local filmmakers' connections with many other film professionals as well as to create opportunities to advocate for gender equality in the regional film industry.
3. A presentation by a renowned and experienced Tunisian woman who will share her experience as female operator in the movie sector and who will talk about the challenges and successes of her career.

The rest of the field activity will be dedicated to specific training sessions for the sub-grantees as follows:

Capacity building, first part, 6 November 2017

The objective of this session is to strengthen the professional skills of the sub-grantees, in particular women, and to foster their knowledge of specific and relevant topics related to the audiovisual sector. Training sessions will be given by Tunisian and European experts regarding financing and production to increase participants' awareness and capacities concerning important areas of their work.

Capacity building, second part, 7 November 2017

This session will address the issue of gender within the audio-visual sector from different perspectives.

During the morning session, 3 female professionals from Tunisia, Morocco and Algeria will present their experiences as audiovisual operators in the Southern Mediterranean. The speakers will also talk about their work and the interests that enliven their professional practices. After the discussion, a collection of their works will be projected.

During the afternoon session, experts in gender and audiovisual will talk about the image of women in the film industry and how the audiovisual products can support gender equality. Specific training will be dedicated to pitching with a gender dimension, but also how to advocate and lobby to create a better gender-sensitive institutional framework.

Exchange visits, 8 November 2017

The third day of the SouthMed WiA field activity will be devoted to the participation to two visits aiming at promoting a peer-to-peer learning exchange with relevant operators of the sector and sharing good practices and professional working methods.

In the morning, the sub-grantees will have the opportunity to visit the Tunisian public television and meet women producers, presenters, journalists and managers working for the national broadcaster, learning about current gender-oriented initiatives - trainings, internal policies, TV programmes, etc. – promoted and implemented by this organization.

In the afternoon, a visit to the ASBU (Arab States' Broadcasting Union) training centre will offer sub-grantees the chance to take advantage of a concrete action conceived to promote a non-stereotypical image of women in the audiovisual sector. They will take part in one of the sessions of the training/production workshop on "*The Media in favour of women entrepreneurs*". This workshop will take place during the same days and will be aimed at promoting the contribution of women to the Tunisian economy through news production on successful stories in the country, while raising men and women journalists' awareness about a gender-equality approach in their daily work practice.

Project management session, 9 November 2017

The objective of this session is to enhance sub-grantees' project management capacities. They will receive training and informative material about internal administrative and financial project management procedures to manage the SouthMed WiA sub-grants and about any other need or doubt that may arise regarding the projects' implementation. Participants will also be informed about the next activities of the SouthMed WiA project.