

Stakeholders Advocacy Meetings 2019

Media are incredibly powerful in shaping the social image of women and girls and in spreading the values commonly associated with femininity and womanhood. Despite some improvement in the last decades, women remain often misrepresented in editorial content and consistently under-represented in the media at all levels, in particular in executive decision making and technical areas. Women are also under-represented in media regulatory and professional organisations. To counter these diffused tendencies, SouthMed WiA promotes gender equality and the enhancement of the role and the image of women in the film sector in the 7 countries of the Southern Mediterranean region, namely Morocco, Algeria, Tunis, Lebanon, Palestine, Jordan and Egypt. To achieve these objectives, SouthMed WiA supports and cooperates with local organisations which have received grants to implement 8 specific gender equality actions in their countries.

Among other activities, SouthMed WiA has organized two gender equality advocacy meetings in Cairo and Marrakech in January 2018. These events brought together the sub-grantees with different key stakeholders and local professionals to debate how to increase the participation of women in the audio-visual sector and how to improve the use of their image in the local audio-visual products.

In 2019, two other advocacy meetings will take place in Tunis, on 25 February and in Amman in March. Building on the sub-grantees experiences, achievements and challenges encountered during their projects implementation, these meetings will have the objective to raise stakeholders' awareness on gender equality in the audio-visual sector. In particular, these meetings seek to:

- Create a space for dialogue and exchange between different local actors and stakeholders on issues related to gender equality in the audio-visual sector.
- Raise awareness on the power of the audio-visual sector to promote certain inequalities between men and women and spread stereotypes.
- Provide the space for the sub-grantees to share their experiences, challenges encountered and good practices.
- Influence public and private policies and initiatives to improve the participation and image of women in audio-visual production at the national and regional level.

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Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

During the stakeholder meetings, local organizations will present the activities and early results of their projects and provide a solid base of information on how to counter gender based stereotypes in the SouthMed audio-visual sector. These events will create a platform for exchange among different film industry players to ultimately encourage gender-equality patterns' development.

SouthMed WiA helps to lay the foundations for promoting and encouraging gender balance, including job creation, to ensure equality between women and men in the film and audio-visual sectors. Therefore, regulatory authorities, broadcasters, producers, directors, writers, film schools, and civil society etc. will be invited to participate to be informed of the first results of the project.

The expected outcomes of both meetings are a useful contribution to the development of national or regional programs, initiatives and policies to support gender equality in the region's audio-visual sector.

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