

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Gender Links, as the current chair of the Global Alliance on Media and Gender (GAMAG) aims to build the capacity of civil society, media regulators, gender and media networks' as well as citizens to promote gender equality in and through the media through training, knowledge sharing and networking linked to the review of Beijing Plus Twenty and the post 2015 Sustainable Development Goals (SDGs).

Section J of the 1995 Beijing Platform for Action (BPFA) identified media as one of the critical areas of concern in achieving gender equality, under two critical areas, women's equal participation in the media and decision-making positions as well as improving the representation and portrayal of women in media content. Yet, close to twenty years later, there are glaring gender gaps in both institutional composition and content.

The International Women's Media Foundation (IWMF) Global Report on the Status of Women in the News Media reveals that globally, men occupy 73% of the top management jobs compared to 27% occupied by women. The 2010 Global Media Monitoring Project, conducted by the World Association of Christian Communication (WACC), shows that women constitute a mere 24% of news sources globally and 19% in Africa. The Gender and Media Progress Study conducted by Gender Links also found that negative gender stereotypes still abound in the media.

These findings point to the need for stronger and more strategic civil society and media stakeholders who can actively engage with media standards and needs post 2015. The Beijing Plus 20 review and the drafting of a new global set of development goals present an opportunity for capacity building. The Global Alliance on Media and Gender (GAMAG) steering committee has identified capacity building as one of the key inputs to the effectiveness of the Alliance. GAMAG is a network of media organisations working together to advance the strategic objections of the section J of the Beijing Platform for Action (BPFA). The GAMAG was formed at the Bangkok Global Forum on Media and Gender in December 2013.

This project aims to build the capacity of this stakeholder including media, in this network.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group for this project is media stakeholders who are members of the Global Alliance on Media and Gender (GAMAG). The project aims to reach to at least 300 citizens' media groups. Whilst every attempt will be made to have more women benefitting from this capacity building initiative, Gender Links recognizes the role that men can potentially play as partners in the fight for gender equality. Men dominate in decision making position, hence the need to engage them in capacity building initiatives. Primary target groups are:

- Media regulatory bodies from Southern Africa
- Representatives of the five GAMAG theme clusters
- Gender focal points from the Africa Union of Broadcasting (AUB) and the Southern Africa Broadcasting Association (SABA)
- Citizen media monitors in 14 SADC countries
- Citizen journalists in seven countries

### **3. DEVELOPMENT OBJECTIVE:**

To contribute to the acceleration of the achievement of the strategic objectives of Section J of the Beijing Platform for Action (BPFA) and strengthening the post 2015 development agenda to include a stand-alone goal on media and ICTs, through offering on-going capacity building to media personnel globally.

### **4. IMMEDIATE OBJECTIVE:**

To building the capacity of at least 300 GAMAG stakeholders that include media networks, journalists, regulators, citizens and civil society organizations to give momentum to increase women access to media and reducing stereotypes. This project will happen over an eighteen-month period from January 2015 to June 2016.

### **5. PROJECT OUTPUTS:**

- ***Post 2015 and the Beijing Plus 20 review position paper.*** The position paper will analyse progress towards achieving the strategic objectives of Section J with a view to strengthening gender and media interventions post 2015. The paper will also assess the relevance and adequacy of section J in light of technological advances in the last decade.
- ***GAMAG social media strategy.*** This strategy will put forward suggestions for using new media to advance the objectives of the GAMAG as well as giving visibility to its work.
- ***Toolkit kit on Gender, Media, Beijing Plus Twenty and the post 2015 agenda*** This toolkit will lead to greater gender mainstreaming and contribute to the advancement of the Beijing targets.
- ***Research report on GAMAG members' initiatives towards strengthening gender in the media imperatives.*** The report will highlight potential areas of synergy and how members can work together.
- ***Gender and media targets in the post 2015 SDGs.*** Strengthening the post 2015 development agenda will provide a clear roadmap and targets against which to measure progress. The proposed targets and indicators will go into the proposed stand-alone goal on Media and ICTs.
- ***300 media stakeholders who benefit from the capacity building initiatives across the globe.***
  1. 5 representatives from five media regulatory bodies in Southern Africa. 3 women and 2 men.
  2. Representatives of the five GAMAG theme cluster leads: 20 citizen media practitioners in total covering the five thematic areas. 10 women and 10 men.
  3. 30 Gender Focal points from the Africa Union of Broadcasting and the Southern Africa Broadcasting Association. AUB and SABA lead the Africa chapter of GAMAG.
  4. 70 citizen media monitors trained. 42 women and 28 men.
  5. 140 citizen journalists in 7 countries. 84 women and 56 men.
  6. 35 gender and media activists from gender and media networks. 21 women and 14 men
- ***At least five case studies on gender and the media initiatives from each of the five UNESCO priority regions.*** GAMAG members will document their activities as well as the outcome that other members can learn from.
- ***Report on GAMAG member activities.*** Gender Links will produce reports on all the activities. These will largely focus on project implementation as well as highlighting impact stories, collected during beneficiary analysis activities and engagements.

### **6. ACTIVITIES**

#### **Global**

- Compiling Beijing Plus twenty and post 2015 position paper.
- Developing GAMAG social media strategy that will include alerts and mobilizing.

- Mapping of member activities and identifying synergy opportunities. This research activity seeks to gain a broader understanding of the different initiatives that the GAMAG membership is involved in with a view to strengthen partnerships between media and civil society.
- Training 100 community media practitioners on media monitoring.
- 1day seminar at the 59<sup>th</sup> session of the 2015 Convention on the Status of Women (CSW) for at least 20 people.
- One global webinar post Beijing+ 20 review and the CSW.
- Documenting good practices on gender and media advocacy for sharing at the GAMAG annual meeting. GAMAG will work with partners across the globe to document stories of impact ahead of the November 2015 meeting.
- Annual GAMAG meeting with at least 100 members. The meeting will coincide with the donor roundtable in November 2015. The meeting aims to review GAMAG activities and explore ways of strengthening partnerships between media and civil society.

### **Regional**

- 2-day workshop for 50 media regulators, trainers, gender and media networks and activists at the third SADC Gender summit – in corporation with the Southern African Broadcasting Association.
- Seven five-day Gender and Media and Information Literacy training for media audiences targeting at least 140 members of the public. Gender Links will work with 7 media training institutions in SADC to roll out Media and Information Literacy training workshops. This capacity building initiative will enhance the public’s ability to engage with media and information bodies.

### **7. PROJECT INPUTS:**

- Three trainers
- 7 facilitators
- I consultant
- 20 representatives of the GAMAG ISC that play an advisory role to the Executive Committee as well as leading regional and thematic clusters
- Training materials.
- Internet facilities to conduct online capacity building initiatives across countries and globally.

### **8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
Compiling Post 2015 and Beijing Plus 20 position paper	X	X																
Developing GAMAG social media strategy		X	X															
2 day training workshops		X																

Workshop at the 59 <sup>th</sup> CSW			X															
Mapping member activities and identifying synergy opportunities				X														
Beijing Plus 20 webinars				X														
Beijing Plus 20 toolkit				X														
2 day workshop for media stakeholders at the third SADC				X														
1 Webinar for regional						X												
Gender and Media literacy training								X	X	X	X	X	X					
Documenting impact in two phases								X	X						X	X	X	
Sharing good practice and learning at the first annual GAMAG meeting										X								

**9. INSTITUTIONAL FRAMEWORK:**

Gender Links is a registered as a Not for Profit Organisation (NPO) in South Africa and has operations in 14 SADC countries. GL was established in 2001 as a media advocacy organization, but has since broadened into other areas such as gender and governance and gender justice. Gender Links’ vision of a Southern Africa where women and men are able to participate meaningfully in all aspects of private and public life in accordance with the SADC Protocol on Gender and development. Gender Links worked with other civil society was crucial in the campaign for the Southern Africa Gender and Development Protocol. Gender Links finances are audited by independent financial companies annually.

The Gender Links Media Department (Media Programme Manager and Senior Programme Officer) working in close collaboration with the CEO and a team of 12 country consultants will lead this project in consultation with the GAMAG ISC.

GAMAG is a global network of media stakeholders working together to advance the objectives of the Beijing Platform for Action. A twenty-member international steering committee and an executive committee comprise chair, two Deputy Chairs, one General Secretary and a Deputy General. The Secretary leads GAMAG. UNESCO acts as an ex-officio member acting in an advisory capacity to the ISC. GAMAG is further subdivided into thematic sub-committees and regional chapter leaders to enhance effective participation and leadership at different levels of the network as represented in the working structure.

#### **10. SUSTAINABILITY:**

***Capacity building:*** This project seeks to contribute to strengthening the newly established Global Alliance on Media and Gender (GAMAG). As such the capacity building initiatives aim to enhance GAMAG members' ability to drive gender and media advocacy efforts worldwide. The intended capacity building initiatives will contribute to the long-term sustainability of the project, whereby some of the beneficiaries. Beneficiaries will cascade the knowledge and skills gained to their peers whilst the trainers will continue to impart knowledge to other individuals in their spheres of influence.

Working in close collaboration with journalism and media training institutions will also ensure long term sustainability as training initiatives are built into community outreach programmes. Trainers from these institutions are able to transfer skills to their students on an ongoing basis.

***Continuous fund raising:*** Gender Links has proven skills in fundraising and has been able to secure funds for its different areas of work. This is through targeting bilateral and multi-lateral donor agencies. Gender Links also has an Advisory services arm, which is part of its sustainability initiatives. Through this arm, GL provides trainings in the area of gender and media on a consultancy basis.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The GAMAG ISC is working on creating a website for GAMAG through which activities will be publicized. It was also agreed that the first meeting of the ISC that GAMAG members will all add links to the GAMAG website as part of the communications and advocacy strategy. As the Chair of the GAMAG ISC, Gender Links recognises the importance of ongoing communication as well as monitoring and evaluation to the effectiveness of its interventions. GL will also provide regular updates to UNESCO and GAMAG members on activities.

The monitoring and evaluation strategy will include triangulation and compiling information from a cross section of beneficiaries and media stakeholders participating in this project. This will largely be informed by Bond principles of credible evidence.

#### **12. EVALUATIONS CARRIED OUT:**

This project is informed by the findings of the GMMP 2010 and the Southern Africa GMPS which showed that women are under-represented as news sources in the news media, globally. Likewise the Global Report on the Status of Women and the Glass ceilings in Southern African Media houses (2009) showed that women are missing from decision-making positions in the media. These two areas show the need for sustained efforts and knowledge and strategy sharing among media stakeholders so as to advance the strategic objectives of section J.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Gender Links undertakes to report on project progress on a four-month basis to the UNESCO Namibia Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will cover:

- Financial reports
- Narrative reports on activities and outcomes of the project
- Qualitative evidence of impact

#### **C. ADDITIONAL INFORMATION**

Gender Links is submitting this proposal as the Chair of the International Steering Committee of the Global Alliance on Media and Gender (GAMAG). This project will as such advance some of the targets of the GAMAG, which include developing a sustained approach to gender mainstreaming.

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

Contribution to developing a media strategy for GAMAG @ 300 per day	200
Researcher’s costs for mapping GAMAG member activities with 5 researchers @600 fixed rate each	3,000
Communication costs for 5 researchers @200 each	1,000
Workshop costs for training for 70 media monitors in 14 countries for two days @75 per day	2,100
Trainers costs during training of media monitors in 14 countries for two days @100 per day	2,800
Costs for 5 facilitators for 5 webinars @200 each	1,000
Internet costs for 5 webinars @ 250 each	1,250
Travel costs for 50 media practitioners @50 each	5,000
Accommodation for 50 people for 2 nights @ 48 per person per night	4,800
Conferencing for 50 people for 2 days @ 29.5each	2,950
Logistical costs for running 7 media and information literacy workshops @200 per workshop per day over 3 days	4,200
Facilitation costs for 7 media and information literacy trainers @100 per day per trainer for 5 days	3,500
7 external evaluators compiling case studies on gender mainstreaming initiatives in 5 regions @ 700 each	3,500
Costs for 2 rapporteurs and interactive report at the first GAMAG annual meeting @200 per person per day for two days	1,200
Contribution to travel and accommodation for two key facilitators for first GAMAG annual general meeting for 2 people @1700 per person for 3 days	3,500
<b>Total IPDC</b>	<b>US\$ 40,000</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
(in US dollars)

Compiling Post 2015 position paper and Beijing plus 20 tool kit	2,000
Contribution to the CSW training workshop	5,600
2 day workshop at the SADC gender summit @660 per person (includes travel accommodation and conferencing)	30,750
Contribution to media and information literacy training for 140 citizens in 7 countries @ 800 per country	2,800
Contribution to the first annual GAMAG learning and review meeting	6,100
<b>Total</b>	<b>US\$ 47,250</b>