

CALL TO ACTION

International Youth Day, August 12

UNESCO and the Global Alliance on Media and Gender (GAMAG) call for partners to feature women on your homepage throughout the year 2015. Each month is dedicated to a theme and tackles critical areas of concern. The month of August focuses on “Enabling girls’ and boys’ civic engagement through new competencies”.

Following World Youth Skills Day in July, the 2015 International Youth Day theme, *Youth Civic Engagement*, could not be more appropriate. To achieve gender equality in the media, training and involving youth is a potent strategy. Girls’ and boys’ understanding and critical use of information, media and technology for civic engagement is a necessity. Media and information literacy together with intercultural literacy and global citizenships can help youth to effectively and critically engage with media and technology. This empowers them in dealing with gender equality, ethical use of information and media, free expression and access to information, privacy, and intercultural and interreligious dialogue.

FEATURE One or More *WOMEN* ON YOUR HOMEPAGE

UNESCO invites stakeholders to participate in the theme “*Enabling girls’ and boys’ civic engagement through new competencies*” by featuring the images of *women* and *girls* at all levels of society on the *homepage* of your website:

- ◆ Write a clear and simple caption for the image
- ◆ Link a strong paragraph to the image describing the person selected
- ◆ Keep your chosen image above the scroll (on the upper half of the *homepage*)
- ◆ Start a social media discussion and add “share” buttons to it
- ◆ Tell UNESCO about your actions by completing this short form:
<http://www.unesco.org/new/en/wmn-promotion>



Carolyn Wilson
Chair of the Global Alliance for
Partnerships on Media and
Information Literacy (GAPMIL)

Dedicated to promoting MIL for
youth to be more critical of how they
engage with media and information
and in development



Magda Abu-Fadil
Founder of the Journalism Training
Program at the American University
of Beirut

Avid promoter of MIL and training of
professional journalists across the
Arab region

COMPETENCIES

FOR *YOUTH CIVIC ENGAGEMENT*

- **Media and Information Literacy:** skills to search, critically evaluate, use and contribute information and media content wisely; knowledge of one’s rights online; understanding how to combat online hate speech and cyberbullying; understanding of the ethical issues surrounding the access and use of information; and ability to engage with media and ICTs to promote equality, free expression, intercultural/interreligious dialogue, peace, etc.
- **Intercultural Competencies:** self-awareness/identity, seeing and feeling from other perspectives, knowledge of other cultures, relationship building, cultural humility and ability to adapt.
- **Global Citizenship Competencies:** knowledge and understanding of specific global issues and trends; knowledge of and respect for key universal values; problem-solving skills and decision-making; able and willing to launch and engage in proactive actions.



Kanupriya Gupta
Editor, The Peace Gong

Led a team of young reporters to
make a documentary showing how
the media can bring change in the life
of children with disabilities enabling
them to share their views with the
world

UPCOMING EVENTS

- **September 2015:** Celebration of the 20th Anniversary of the Beijing Declaration and Platform For Action, New York, USA
- **26-28 October 2015:** 9th UNESCO Youth Forum, Paris, France
- **7-8 December 2015:** International Donor Framework Meeting on Gender and Media (GAMAG), Geneva, Switzerland
- **9-10 December 2015:** First GAMAG General Assembly Meeting, Geneva, Switzerland



Abdou Jatta
National Coordinator of Young People
in the Media (YPM) and UNICEF-
Speak Africa youth spokesperson

Active child rights advocate working
on laws to protect children and youth
and helping empower them



Women Make the News



Yes we must! Reach gender equality in the media by 2030

Upcoming 2015 themes will be linked to the following International Days :

12 August [International Youth Day](#)

8 September [International Literacy Day](#)

11 October [International Day of the Girl Child](#)

15 October [International Day of Rural Women](#)

24 October [World Development Information Day](#)

21 November [World Television Day](#)

25 November [International Day for the Elimination of Violence against Women](#)

18 December [International Migrants Day](#)

January 2016 [Prelude to World Radio Day and International Women's Day](#)

6 February [International Day of Zero Tolerance to Female Genital Mutilation](#)

13 February [World Radio Day](#)

8 March 2016 [International Women's Day](#)

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www.unesco.org/new/en/wmn