# IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

## Agenda item for discussion
## Gender-Transformative Projects within the IPDC

### INFORMATION NOTE

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**SUMMARY CONTENT OF DOCUMENT**
This document discusses the place of gender dimensions in IPDC's media development activities and invites the Bureau to consider moving beyond gender sensitivity and prioritizing gender-transformative projects.

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## What role for gender-transformative projects within the IPDC?

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## 1. BACKGROUND

Gender Equality is one of UNESCO's two global priorities, with a commitment to promote equality between women and men across the Organization's mandate. It is recognized both as an important end in itself and as an essential means for the achievement of sustainable development in all its dimensions.

The 2030 Agenda for Sustainable Development, adopted by world leaders in September 2015, includes among its 17 goals a stand-alone goal on gender equality and the empowerment of women and girls (SDG 5) as well as gender-sensitive targets in other goals.

The Global Media Monitoring Project 2015, supported by UNESCO, shows that change is needed in all dimensions of news media content and practice in order to reach gender parity in the media. Among the report's key findings:

- Women make up only 24% of the persons heard, read about or seen in newspapers, television and radio news;
- Only 37% of reporting is carried out by women;
- Only 4% of stories clearly challenge gender stereotypes (a one percentage change since 2005);
- Women are more than twice as likely as men to be portrayed as victims.

UNESCO sees gender awareness as comprising between one and three components:
- gender-*sensitive* approach (i.e. a project that registers basic gender differentials);

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- gender-*responsive* approach (i.e. goes further and sees how the differentials are significant, in how the project is designed);
- gender-*transformative* approach (i.e. a gender-specific project in that it aims to change gender inequalities);

## 2. DESCRIPTION

Applications for funding from IPDC are required to comply with basic gender-awareness criteria. IPDC's project submission guidelines state that IPDC "does not normally support projects, which do not demonstrate gender-sensitivity as regards the ultimate beneficiaries (for instance, which fail to disaggregate numbers of men and women beneficiaries)". IPDC also has guidelines that explicitly request information on gender aspects across most of the fields of the project proposal (including project justification, target group, project outputs and activities). There is also a requirement for gender-disaggregated information on project beneficiaries to be included in each of the project proposals submitted to the IPDC. IPDC recognizes the importance of promoting gender equality at all stages of the project cycle – in its design, implementation, monitoring and evaluation.

In addition, the IPDC's intergovernmental Council has endorsed UNESCO's work on the development of Gender-Sensitive Indicators for Media (GSIM) and IPDC has supported numerous projects involving the application of the GSIM to gauge gender sensitivity in media operations and content.

In 2014, IPDC elected its first ever woman Chair, Ms Albana Shala (The Netherlands), as well as a woman Rapporteur, Ms Diana Heymann-Adu (Ghana).

Despite IPDC's stated commitment to gender equality, an internal survey[1] carried out by the Programme's Secretariat on 80 project proposals approved by the IPDC Bureau in 2014 to examine their gender-awareness compliance showed that gender equality concerns were not sufficiently taken into account in a majority of project proposals. It concluded that gender mainstreaming needed to be done in a more systematic and rigorous manner in project proposals and throughout the project cycle.

The report did however observe a "continued rise in the number of gender-specific projects (14 percent of the projects in 2014)", which it viewed as reflecting a clear effort to encourage gender-dimensions in media development. This trend continued in 2015, with 21 percent of gender-specific projects among the 71 projects approved at the last Bureau meeting.

**Regional distribution of gender-specific projects in 2014 and 2015**

| Region | Number of projects | | Number of Gender-Specific projects | | Number of Gender Specific Projects (in % of total projects per region) | |
|---|---|---|---|---|---|---|
| | **2014** | **2015** | **2014** | **2015** | **2014** | **2015** |
| Africa | 35 | 29 | 6 | 7 | 17% | 24% |
| Arab Region | 9 | 6 | 2 | 1 | 22% | 17% |
| Asia & The Pacific | 16 | 15 | 3 | 2 | 19% | 13% |
| Latin America and the Caribbean | 19 | 17 | 0 | 3 | 0 | 18% |
| Europe/Intl | 1 | 4 | 0 | 2 | 0 | 50% |
| TOTAL | 80 | 71 | 11 | 15 | 14% | 21% |

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[1] Research was conducted by Lisa Soderlindh, a secondee to IPDC from the Swedish Immigration Board.

## 3. CONCLUSION

In line with UNESCO's global priority on Gender Equality, IPDC currently requires that all projects submitted to the Programme demonstrate that they are at least gender-sensitive. Consideration could be given to placing more emphasis on gender-transformative projects and positioning gender equality and women's empowerment at the center of IPDC's media development agenda.

## 4. BUREAU ACTION

The Bureau, having discussed this document, may wish to:

- Consider increasing the priority given to gender-transformative project proposals. *(See Information Note on IPDC future focus areas, priorities and project assessment criteria)*

- Request the IPDC Secretariat to organize at the next Council session a session on 'Moving from gender-sensitive to gender-transformative projects'.

**ANNEX: EXAMPLES OF RECENT GENDER-TRANSFORMATIVE PROJECTS SUPPORTED BY IPDC**

- **International: Strengthening Media and Civil Society Capacity on Gender Equality through Beijing+20 and the post 2015 agenda (2015)**

  This project enabled the drafting of a position paper by GenderLinks, current chair of the Global Alliance on Media and Gender (GAMAG), aimed at contributing to the acceleration of the strategic objectives of section J of the Beijing Declaration and Platform for Action and the inclusion of gender, media and ICTs in the post-2015 development agenda. It also contributed to: training on media monitoring for over 140 media trainers, media and journalism students and members of the public across 14 SADC countries; training on championing gender equality for 26 media regulators, trainers, gender and media networks and activists; and a mapping of GAMAG's members' activities and the creation of synergies in the work of various member organizations.

- **Rwanda: Capacity building of women community radio journalists on radio production (2015)**
  This project resulted in the creation of a national network of 15 women community radio journalists specialized on producing quality radio programmes on issues affecting women in Rwanda following the training of 15 women journalists from 10 community radio stations throughout the country.

- **Palestine: Empowering female journalists club to promote freedom of expression and introduce a women's discourse into the public sphere (2014)**
  As part of its efforts to address the misrepresentation of women in media, IPDC provided much-needed support to the Female Journalists' Club in Gaza to promote freedom of expression and strengthen women's discourse into the public sphere. Although female media workers in Gaza experience no official form of censorship, they tend to self-censor, consistently avoiding discussions on issues such as the veil or women's control over their own sexuality. Thirty female journalists were trained in gender-sensitive reporting while 30 more benefitted from the psychosocial counselling workshops. The Female Journalists' Club now consists of over 300 active members.

  These efforts were complemented by another IPDC project benefitting NISAA FM, the first commercial and independent radio station in Palestine that is managed by women and dedicated to women. IPDC facilitated training on radio reporting techniques for journalists from rural communities.

- **Thailand: Assessing Gender Sensitivity in Thai Public Media (2014)**
  This project enabled Thailand's public service broadcaster (PSB), one of the only PSBs in the region, to assess gender equality within its organization based on the UNESCO Gender-Sensitive Indicators for Media, and to formulate and implement a set of internal policies and strategies that will help promote gender equality in work and working conditions, as well as codes and editorial policies in favour of gender equality in media content.

- **Regional – Africa: strengthening the representation and portrayal of women in the media in East Africa (2014)**
  The Global Media Monitoring Project observed that in Africa 77% of stories in the media reinforce gender stereotypes, almost eight times higher than stories that challenge such stereotypes (5%). In an attempt to tackle this misrepresentation, IPDC joined forces with the Commonwealth Broadcasting Association (CBA) to provide high-level training to 24 broadcasters and representatives of women's NGOs from Botswana, Malawi and Zambia on how to produce gender-sensitive media content for radio and TV.

- **Regional – Asia-Pacific: Gender Mainstreaming in Broadcasting Organizations in Asia-Pacific Region (2013)**
  Through this regional project, implemented by the Asia-Pacific Broadcasting Union (ABU), IPDC was able to ensure the organization of one regional and 11 in-country workshops on gender mainstreaming in broadcasting organizations benefitting a total of 328 media stakeholders across Kyrgyzstan, Kazakhstan, India, Maldives, Malaysia, Pakistan, Sri Lanka, Thailand and Vietnam. The training

focused in particular on correcting serious gender imbalances and inequities in employment opportunities in broadcasting media, female participation, and media portrayal of women and girls in the region. The beneficiaries of the training included media professionals, including media mangers, and representatives of government organizations, academia and NGOs. ABU's active network of Gender Champions were also sensitized to UNESCO's Gender-Sensitive Indicators for Media Toolkit, which was tested for its relevance to the needs of the South-East countries targeted by the project. The Gender Champions developed draft Gender Diversity Action Plans for their respective organizations.