



Beijing+20: **gendering communication for a sustainable and smart planet**

September 27, 2015 - a Round Table organized by

University of Padova

Department of Politics, Law and International
Studies & Center for Gender Studies

DonneinQuota



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



DONNEINQUOTA
ASSOCIAZIONE CULTURALE

in cooperation with

International Association for Media and
Communication Research (IAMCR)

worldwide professional organisation in the field of media
and communication research and Chair of the Research
Committee of the Global Alliance for Media and Gender

Women's European Coalition Against Media
Sexism (WECAMS)



The year 2015 constitutes a core moment to revive the public attention on gender and media issues globally. The celebrations of the Beijing Fourth World Conference on Women 20 years after, invite an assessment of the progress made since 1995 in relation to persisting gender discriminations in media content and working environments, as well as across media organizational structures and related policies. At the same time the new digital context of media and communication, poses new challenges to fostering gender equality and women's empowerment in and through the media, also in relation to the Sustainable Development Goals Agenda post 2015.

It is today of strategic importance to acknowledge that different actors have developed knowledge, competences and initiatives concerning the potential of gender-aware media operations. This has been the case across Europe and in Italy: academic and research institutions can contribute their knowledge and understanding of persisting challenges to gender equity in media environments; media organizations have developed good practices to better cultivate women's capacities to operate as journalists and communicators; policy-makers start recognizing that gender mainstreaming need to be included in the definition of normative frameworks for media operations; and civic organizations have developed mechanisms to monitor and assess media operations from a gender perspective.

On the occasion of EXPO 2015, in Milan, it is time for these different actors to come together and work towards a Plan of Action to make media gender equality a reality towards a sustainable and smart planet. This, also in connection to a Global Alliance on Media and Gender, promoted by Unesco to stimulate a global movement to promote gender equality in and through media. The event bring together different voices, to publicly discuss the opportunities and challenges to thinking, implementing and monitoring gender equity across the media from the local to the national and global contexts.

Round Table Program

Introduzione / Introduction

Pechino+20: la sfida di genere nei media – Donatella Martini (DonneInQuota e WECAMS)
How far have we come from Beijing? – (Video)contribution by Margaret Gallagher (independent researcher, Ireland)

Temi e dati: globale e locale / Issues, evidence and data: global to local

Global Media Monitoring Project 2015 - Claudia Padovani (University of Padova, SPGI & Centro Interdipartimentale di Ricerca Studi di Genere)
Advancing gender equality in media organizations. A European and global perspective – (Video)contribution by Karen Ross (University of Northumbria, UK)
Women's studies in Europa: quale spazio per media e comunicazione? - Carmen Leccardi (University of Milano Bicocca, Centro di Ricerca Interuniversitario Culture di Genere) TBC

Azioni e pratiche / Action and practices

- 1 - Il ruolo delle autorità indipendenti / the role of independent authorities:
Corecom Lombardia – Federica Zanella (Presidente Corecom Lombardia)
Genere e media digitali: webTV in Veneto - Stella Righettini (University of Padova)
- 2 - Professioni dell'informazione e genere / media professions:
Genere, media e professioni dell'informazione - Alessandra Mancuso (Presidente Commissione Pari Opportunità FNSI)
Dentro la redazione – Barbara Stefanelli (Vice-direttrice Corriere della Sera) TBC
“Donne, grammatica e media. Suggestimenti per l'uso dell'italiano” – Maria Teresa Manuelli (Associazione GIULIA)
- 3 - Lavoro di rete, formazione, advocacy /networking, training and advocacy:
Mediterranean public broadcaster fostering gender equality – (Video)contribution by Loredana Cornero (COPEAM, Italy) TBC
Women's European Coalition Against Media Sexism - (Video)contribution by Marie-Noelle Bas, presidente di Chiennes de Garde per WECAMS (da remoto?)
Proposta di Ddl Comitato Immagine Differente – Tiziana Scalco (CGIL Milano e Comitato Immagine Differente)

Prospettive future / Future perspectives

The Global Alliance for Media and Gender: international and regional perspectives – Claudia Padovani (University of Padova, SPGI & Centro Interdipartimentale di Ricerca Studi di Genere)
L'impegno in Italia: progetti e prospettive - Donatella Martini (DonneInQuota e WECAMS)
Media, genere e l'agenda internazionale dopo il 2015 – Simona Lanzoni (Pangea Onlus)

Comunicazioni e dibattito/ Communications and debate

Cinzia Boschiero, WILEUROPE (Women in Leadership) – Programmi Comunitari
Rosaria Iardino, Consigliera Delegata alle pari Opportunità della Città Metropolitana
Teresa Polimei, Cug Enea
Graziella Rivitti, MISE Roma - Comunicazione di genere, stereotipi e prevenzione alla violenza
Altri contributi