

## **Euromed Women for Dialogue Forum**

On 11 and 12 September 2019, the Anna Lindh Foundation will organize the Euromed Women for Dialogue Forum. The Forum is a regional event for the promotion of multiple and renewed images of women as agents for the promotion of intercultural dialogue in the region and to counter prevailing stereotypes which till today hamper women full participation and potential in their societies.

The Euromed Women for Dialogue Forum is held under the patronage of Her Royal Highness Princess Rym Ali.

### **Background**

Since 2005, the Anna Lindh Foundation has been the central institution for promoting intercultural dialogue in the Euro-Mediterranean area. Gender equality is a pre-requisite for a balanced and fruitful dialogue and it represents a central objective of the Anna Lindh Foundation Action. Women are central actors in this mission.

Women considered as central actors for the promotion of intercultural dialogue in the Euro-Mediterranean region and gender equality is promoted in all Anna Lindh Foundation programmes, in line with the strategy adopted by the forty-two countries of the Union for the Mediterranean.

Since 2008, the Anna Lindh Foundation has collected empirical data on the perception of the role of women in society in the framework of the Anna Lindh Report on Intercultural Trends and Social Change in the Euro-Mediterranean region. Through its research, the Foundation can contribute to the collection of reliable gender data and statistics as well as gender impact indicators as a tool for improving the accountability of the parties, stakeholders and impact assessment.

With its regional programme for intercultural citizenship education, its work on the media and the launch of the Intercultural Trends Media Platform, the Anna Lindh Foundation is contributing to the call by Euro-Mediterranean Ministers to "challenge cultural and social norms and eliminate sexist stereotypes, especially through education and the media" (Cairo, 27 November 2017).

Through the Young Mediterranean Voices programme, its work for the implementation of the UN Security Council Resolution 2250, the Foundation contributes to strengthening the capacity of youth and women to debate and think critically, providing them with platforms for exchange and advocacy for their communities and the region as a whole. The ALF has recognised and celebrated the contribution of women in the media through its Mediterranean Journalist Awards of which female journalists have been recipients.

In addition, the Anna Lindh Foundation, in accordance with its core mandate, plays an important role as a facilitator of exchanges and cooperation between civil society organizations working for the empowerment of women on both sides of the Mediterranean. The ALF's civil society network with more than 5,000 members is an important platform for exchange with the mechanisms put in place to facilitate cooperation, the exchange of good practices and mutual learning. Between 2015-2017, the Foundation funded 8 projects on the gender issue in the area of social entrepreneurship, education and culture.

Furthermore, MED Forum 2016, as the landmark gathering in the EuroMed region for civil society, institutions, media and youth committed to the promotion of intercultural dialogue, highlighted the urgent need to redress gender stereotypes for the full empowerment of women in line with SDG 5.

Drawing on the Conclusions of the UfM Ministerial Declaration on Strengthening the role of women in society issued in Cairo on 27 November 2017, the following recommendations were noted:

- a) Strengthening the legal framework
- b) Fighting against gender stereotypes in media, including social media and advertisement
- c) Fighting against stereotypes through Education and Training

#### d) Fostering public awareness in challenging cultural norms and engaging with men

Based on the results of the 2017 “Progress Report on the UfM Regional Dialogue on Women Empowerment” in preparation of the Ministerial Conference and the orientations formulated by the related working group on “Change stereotypes through education and culture” moderated by the Anna Lindh Foundation and the Moroccan Ministry of Solidarity, Women, Family and Social Development, the following key findings in the area of stereotyping were noted:

- Gender stereotyping is a cross-cutting issue however there are some key areas of intervention to address gender stereotyping more widely, these are: the media (including social media), education including non-formal education, and training, public and cultural awareness. A significant area of concern is the impact of media and cultural portrayals of both genders on young people, which affects self-esteem, dignity and aspirations, particularly in relation to portrayals of women and girls as sexual objects.
- Need to promote further research on the root causes of gender stereotypes and the impact of stereotypes on gender equality and best practice for combating this.
- Develop partnership with civil society organisations that promote the interests of women, due to their strong capacity for effecting cultural change.
- Engage with young people and include gender equality in national youth policies.
- Foster regional cooperation and north-south/south-south exchanges, including through civil society and media networks.
- It is necessary to develop a set of gender equality and stereotyping indicators to measure progress in the fields of media, education including non-formal education and public bodies.

#### The Media, including social media

- Promote incentives for diverse portrayals of women that also promote dignity and respect, promoting female leadership within the media, and training for media (journalists and media owners) and other professionals to be gender sensitive are all necessary measures for transforming the sector.
- Targeting of advertising to address the cultural context in countries relating to gender stereotypes.
- Providing critical media awareness education in schools including engaging with boys and not just girls. Develop specific campaigns targeting youth in social media.
- Initiate a study for:
  - The adoption of a common reference guide for the qualification of gender stereotypes.
  - The definition of indicators to technically define gender discrimination and measure it accurately in the media.
  - The identification of mechanisms for broadcasters that establish a proactive approach to promoting equality between men women.

#### Education

- Training of teachers and other key educational leaders so that they are more gender sensitive and challenge stereotyping and sexism within schools and universities.
- Raising awareness amongst young people of gender stereotyping and inequality.

#### Public Awareness and Culture

- Work with academics and use communications strategies to raise awareness of women’s diverse contribution to society and their importance to economic growth or scientific research.

- Challenge the notion that equality ‘has been achieved’ by raising awareness of existing damaging stereotypes.

### **Purpose**

The Euromed Women for Dialogue Forum is conceived as a platform to explore on the one hand the work that women around the region do to fight cultural stereotypes and on the other the impact that existing gender stereotypes have on the access of women to the different spheres of life. The Forum will be a space to give voice to women to contribute to breaking those stereotypes with their stories.

In line with the results of researches on the topic, recommendations of policy makers and civil society from the Euro-Mediterranean region, the Forum gathers women and men who will present and discuss of the most recent data and experiences they led in the media, education, business, cultural fields:

- to increase knowledge on prevailing gender stereotypes and break those stereotypes by showcasing stories of women who have engaged, succeeded, learnt and developed in those fields
- to facilitate the creation of new collaborations between women and men of the Euro-Mediterranean region who wish to promote renewed and multiple images of women and diverse cultural groups in society

Outcomes of the Forum

- Collection of good practices
- New collaborations
- A Euromed women network to inspire and act

### **Format**

The Forum is structured around one day and a half of presentations, exchanges, informational conversations. It will include plenary sessions, working group sessions and networking lunches.

The morning of DAY 1 will be opened by the institutional hosts of the event, JMI and the Anna Lindh Foundation. The morning session will be dedicated to a plenary session for the presentation of recent studies which explore current cultural stereotypes in the Euro-Mediterranean region, perceptions of women’s role in society, trends about the representation of women in the media, cultural productions, and the political and economic field and the impact that such representations can have. The plenary sessions will be also an opportunity to showcase inspiring stories by women who made a difference to their life and the life of others.

After a networking lunch, the afternoon of DAY 1 will be structured in parallel smaller group discussions on the 4 main topics of the Forum: media, culture, education, social entrepreneurship. In the first part of the afternoon, discussions will be centred around the exchange of good practices, what works, what is to be avoided and identification of concrete proposals for the creation of a network, the actions which could be promoted by the ALF, other regional and national institutions to nourish multiple and renewed images of women across the Euro-Mediterranean region. The second part of the afternoon will offer a space for the creation of collaborations around project ideas promoted by some of the participants. All sessions will have identified facilitators and opening discussants.

In the evening of DAY 1, a reception will be hosted to offer a further networking opportunity for intercultural exchange and possibly expose the participants to a cultural act on the topics raised in the Forum.

The morning of DAY 2 will begin with a plenary session for the presentation of the outcomes of the smaller group discussions and debate among all participants. The second part of the morning “Institutions Reflect”

will be an opportunity for regional and national institutions to share their feedback on the outcomes of the Forum, identify initiatives they could adopt, present their funding opportunities and programmes. Among the potential institutions represented in the session are UNESCO, UNWomen, SIDA , the European Union Delegation in Jordan, the Centre for Mediterranean Integration, the Union for the Mediterranean, the Club de Madrid. This will be the basis for the follow-up of the Forum.

### **Participants**

The conference will involve the participation of around 30 speakers and participants from different Euro-Mediterranean counties as well as Jordanian participants. The majority of participants will be identified through a participatory and consultative process with the Anna Lindh National Network who will be invited to propose participants, women in a higher percentage, who can share inspirational stories for their work to promote non stereotypical images of women and of diverse cultural groups within societies through the media, cultural productions, social enterprises, and stories which can be an example for other men and women.

Through the Jordanian-based partners to the event, up to 20 Jordanian participants will be identified.

The Foundation will aim at creating synergies with other initiatives in order to maximize the impact of the conference and enrich the opportunities of exchange. More in particular, it will work to organize in the framework of the Forum the First Intercultural Trends Media Platform encounter. An encounter involving around 25 practicing journalists, senior Euro-Med media executives and publishers, CSOs, and academics to debate on the results of the Anna Lindh Report 2018 with a special focus on the role of media in the representation of women in society.

The Forum aims at encouraging the participation of young people.

### **Programme agenda**

		<b>Arrivals</b>
<b>Day 1</b>	<b>Wednesday - 11 September</b>	
<b>Plenary</b>		
9:30 – 10:00	<b>Opening by host institutions</b> <ul style="list-style-type: none"> <li>• JMI</li> <li>• Anna Lindh Foundation</li> </ul>	
10:00 – 11:15	<b>Data and Inspiring stories from the region to counter cultural and gender stereotypes in the region</b> <ul style="list-style-type: none"> <li>• 4 speakers (The Anna Lindh Report on Intercultural Trends, Ines Safi, etc.)</li> </ul> Debate	
11:15 – 11:30	<b>Coffee break</b>	
11:30 – 13:00	<ul style="list-style-type: none"> <li>• 4 speakers (International Men and Gender Equality Survey – IMAGES – Middle East and North Africa, UN Women, etc.)</li> </ul> Debate	
13:00 – 14:00	<b>Lunch break</b>	
<b>Parallel working groups: good practices exchange</b>		
14:00 -15:30	Media	Education
	Culture	Social entrepreneurship
15:30 – 15:45	Coffee break	
<b>Parallel working groups: creating collaborations</b>		
15:45 – 17:30	Media	Education

	Culture	Social entrepreneurship
19:00 – 21:00	Reception	

<b>Day 2</b>	<b>Thursday, 12 September</b>
9:30 – 10:45	Report from the small groups and debate
10:45 – 11:00	Coffee break
11:00 – 12:30	<b>Institutions reflect: Opportunities and commitments by donors and Institutions</b> <ul style="list-style-type: none"> <li>• UN Women</li> <li>• Unesco</li> <li>• CMI</li> <li>• Club de Madrid</li> <li>• UFM</li> <li>• JMI</li> <li>• Anna Lindh Foundation</li> </ul>
12:30	Group photo
12:45	Networking Lunch
14:00	Closure