

# Geneva Framework on Gender and Media International Development Cooperation

## Aim

This Framework is an approach to support implementation of the “**Women and the Media follow-up**” for Section J of the Beijing Declaration and Platform for Action, Women and the Media:

- Strategic objective J.1. Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.
- Strategic objective J.2. Promote a balanced and non-stereotyped portrayal of women in the media.

## Context

The Geneva Framework on Gender and Media International Development Cooperation resonates with the contemporary agenda:

- Sustainable Development Goal (SDG) 5: Achieving gender equality and empowering women and girls,
- SDG 16, target 10: Concerning measures to promote public access to information and protect fundamental freedoms,
- SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

The Geneva Framework builds on the Addis Ababa Action Agenda and the Addis Ababa Action Plan on Transformative Financing for Gender Equality and Women’s Empowerment.

It also responds to the Framework and Plan of Action of the Global Alliance on Media and Gender, adopted by participants of the first Global Forum on Media and Gender, held from 2-4 December 2013 in Bangkok, Thailand.

## Significance

The focus of the Geneva Framework on Gender and Media International Development Cooperation is about **deepening partnerships to support, enable and finance gender equality and the empowerment of women and girls in the media**. It sets forth a **starting point for the further exploration** of cooperation among UN Agencies/Programmes/Funds, governments, bilateral, regional and international development organizations, donors and private sector, in the interests of enhancing financial and programmatic support for the objectives of the Section J of the Beijing Declaration and Platform for Action.

The consensus reached on this initiative during the first [International Development Cooperation Meeting on Gender and Media](#) which was held in Geneva from 7-8 December 2015 will boost the contribution to the objectives of the Section J of the Beijing Declaration and Platform for Action as made by the Global Alliance on Media and Gender and the implementation of its Framework and Plan of Action.

<b>Stakeholders - National, Regional, and International</b>	<b>Areas of Partnerships - National, Regional, and International</b>
<b>Stakeholders (International/bilateral donors, foundations, and intergovernmental organizations, private sector organizations, advertisers, as well as private, public, local and community media as well civil society, including, NGOs, CBO's, the research community, religious and cultural institutions)</b>	Give due regard in development co-operation to the Framework and Plan of Action of the Global Alliance on Media and Gender
	Open and continue dialogue on the desirability and feasibility of setting up an international fund on gender and media
	Agree to announce initiatives and commitment on the web platform connected to the Geneva Cooperation Meeting ( <a href="https://en.unesco.org/feedback/gender-and-media-initiatives-and-volunteer-commitments">https://en.unesco.org/feedback/gender-and-media-initiatives-and-volunteer-commitments</a> ) and set up to facilitate the Geneva Framework on Gender and Media
	Call on member states of the United Nations and UNESCO, ITU, UN WOMEN, OHCHR, UNDP, WMO and all other UN organizations involved in this process to take the Geneva Framework forward for discussion at the United Nations General Assembly.
	Call on member states of the United Nations and UNESCO, ITU, UNWOMEN, OHCHR, UNDP, WMO and all other UN organizations involved in this process to explore convening a second meeting on International Development Cooperation on Gender and Media in 2016 to follow-up on the dialogue initiated in Geneva.
<b>UN organizations</b>	Undertake a mapping of existing initiatives within UN Agencies/Funds/Programmes to explore/strengthen synergies and reduce potential fragmentation
	UN Agencies/Funds/Programmes who are not already doing so are requested to consider mainstreaming gender and media in their programme and budget as appropriate
	Explore a mechanism within the UN for structured interfacing with the Global Alliance of Media and Gender (GAMAG)
	Deliberate a coherent One UN approach/strategy to address gender and media as a cross-cutting area of the Beijing Platform for Action and the AAAA

<b>Governments</b>	Consider setting up national committees on gender and media in connection with relevant ministries or regulatory entities AND/OR appoint gender, media and ICTs expert (s) to sit on national gender equality committees that already exist within the framework of the Commission on the Status of Women
	Audiovisual authorities/ regulators / license providers to initiate dialogue to articulate, agree and implement a set of standards relating to gender and media, including online policies, leading to national charters and financial support which would be established within the International Development Cooperation Framework
	Encourage national broadcasters to join and participate in GAMAG. For instance commitment from national/public service broadcasters to dedicate 1-2 hours of air time at least weekly for gender and media related activities, and to engage with GAMAG as well as contributors/supporters/funders/sponsors of the Cooperation Framework
	Explore cooperation among and between countries to support gender and media initiatives at the regional and global levels, including South-South, and South-South-North engagements
<b>International/bilateral donors, foundations, and intergovernmental organizations</b>	Consider undertaking or initiating a mapping of existing funds allocation and programmes in support of gender equality and the empowerment of women and girls in and through the media worldwide
	Consider setting up internal committees or focal-points on gender and media where these do not exist for interface with other partners and GAMAG
	Reflect, within development cooperation programmes and budgets, the links between gender, media and the SDGs.
<b>Media and technology industries as well as, public, local and community media</b>	Consider national dialogue on gender sensitivity in media industry in existing media fora led by media owners and broadcasters, advertisers and self-regulatory bodies  Explore private – public partnerships, including engagement with United Nations organizations and other international donor/development partners to popularize gender equality in the media as a business and development model through collaborative and innovative gender transformative, demand stimulation, content creation, distribution and use
<b>Private sector organizations, including the media and technology industries and advertisers</b>	Private sector actors, as part of their corporate strategy, to consider sponsoring programmes for promoting gender equality and the empowerment of women and girls in and through media

Co-operate internationally to increase dialogue about gender equality and the empowerment of women and girls in the media

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In any development cooperation programme, corporate outreach and budget, give attention to gender equality in and through media