



Launch of the Step It Up for Gender Equality Media Compact: Building on Experiences from the Media Landscape

BACKGROUND:

Media can be powerful players in driving women's empowerment and gender equality as part of the Sustainable Development Agenda. The Step It Up for Gender Equality Media Compact, brought together by UN Women and to be launched at this event, is a coalition of media organizations committed to play their part and scale up the focus on women's rights and gender equality issues through high-quality coverage, complemented by gender-sensitive corporate practices. This event will showcase best practices and past experiences by media organizations with a view to inform future work.

The initiative builds on UN Women's [Beijing+20 Media Compact](#), which engaged news media outlets to increase coverage of women in the news and in their newsrooms during the campaign on the 20th anniversary of the Fourth World Conference on Women. By September 2015, thirty-four leading media outlets had joined the Compact, spanning a variety of print, broadcast and online outlets, from Asia-Pacific, the Arab States, Africa and the Americas. Building on the Beijing+20 Media Compact. The panel will examine the experiences of select Beijing+20 Media Compact partners to inform the Step It Up for Gender Equality Media Compact and positioning of women's empowerment and gender equality issues in the context of the 2030 Agenda.

Also within the framework of the Beijing+20 commemorative activities, UN Women partnered with The Women's Project, a private foundation linked to TV Azteca, in organizing the first Congress on Media for Gender Equality, held in October in Cancun. The event was held as part of the strategies to influence the change of cultural norms and to bolster gender equality, with attendance of television producers, screenwriters and directors from Mexico, the US and Latin America, as well as leading networks from the region and global giants such as Google and YouTube. It was also a critical opportunity to review progress and remaining challenges in the implementation of the commitments made in Critical Area of Concern on Media (Section J) of the Beijing Platform for Action. The event was a high success, with a second edition scheduled to take place in October 2016 at a larger scale.

There examples of UN Women's work with the media that illustrate how innovation will be key to ensure that the media can play an active, influential and constructive role in accompanying the implementation of commitments to gender equality and women's empowerment in the Agenda 2030. This side event will be an opportunity to showcase this.

OBJECTIVES:

- Launch the **Step It Up for Gender Equality Media Compact** that will engage leading news organizations and journalists to increase coverage of women's empowerment issues in support of the implementation of Agenda 2030 and in line with Section J of the Beijing Platform for Action.
- Showcase ongoing **good and innovative practices** in which the media are generating awareness on critical issues related to gender equality, and promoting larger participation and leadership of women in their internal/corporate decision-making.
- Foster a discussion and reflection on the role envisioned for the media in the implementation of Agenda 2030 through the direct experience and vision of panelists.

FORMAT:

The event will be a moderated panel discussion with time for Questions & Answers from the audience. It will feature a brief video presentation on good practices undertaken by UN Women in Latin America and short interventions of some 4-5 minutes from guest speakers on the role they envision for media in the implementation of the Sustainable Development Goals, highlighting good practices already underway.

SPEAKERS:

Phumzile Mlambo-Ngcuka, Executive Director, UN Women

Francesca Salinas, TV Azteca & The Women's Project (Mexico)

Sherwin Bryce-Pease, South African Broadcasting Corporation

Robert Smith, Gulf Daily News, Bahrain

MODERATION:

Cristina Gallach, Under-Secretary-General, UN Department for Public Information