

UNESCO-UN WOMEN COOPERATION PROGRAMME ON GENDER, MEDIA and ICTs UNIVERSITY NETWORK (UNITWIN) DRAFT CONCEPT NOTE



United Nations
Educational, Scientific and
Cultural Organization



Global Alliance On Media And Gender

Background

Training and research on media, information and communication technologies (ICTs) are critical to the achievement of gender equality and women's empowerment. The Gender, Media and ICTs University Network is planned to support such activities.

The initiative is within the framework of the [Global Alliance on Media and Gender \(GAMAG\)](#), of which [National Autonomous University of Mexico \(UNAM\) Center for Interdisciplinary Research in Science and Humanities](#) is a member. GAMAG is an outcome of the **2013 Global Forum on Media and Gender** cohosted by UNESCO, the Kingdom of Thailand National Commission for UNESCO and the Thammasat University in Bangkok, Thailand (2-4 December 2013), which addressed gender equality and women empowerment in and through media.

The International Steering Committee (ISC) of GAMAG met for its first meeting in Geneva on 4-5 November 2014. The ISC members reached an agreement on establishment of six sub-committees including one on research, in which the proposed University Network would constitute a core.

The initiative also comes within the context of UNESCO's global priority gender equality and women's empowerment, and it is important to the work of the **UN Commission on the Status of Women** and the global follow up to the **Beijing Declaration and Platform for Action** through catalyzing evidence-based policy development. It will articulate a systematic follow-up to the Beijing Declaration and Platform for Action, "Women and the Media Diagnosis", and its strategic objectives:

- 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.

Why establishing a University Network?

The new University Network could serve to stimulate and showcase some of the most significant scholarly contributions to knowledge about expanding women's participation in all media platforms.

It would help to advance the research vision on *Media and Gender: A Scholarly Agenda for the Global Alliance on Media and Gender*, published by UNESCO and IAMCR (International Association for Media and Communication Research).

The University Network would also play a crucial role in the GAMAG research sub-committee.

Goals

The Gender, Media and ICTs University Network works toward achieving the development goal for GAMAG agreed upon during the Global Forum: to catalyze the changes and partnerships needed to ensure that gender equality is achieved in

constantly evolving media systems, structures and content at local, national and global levels.

The Network aims eventually to articulate local and global research and cooperation. By promoting cross-border collaborations between universities, it fosters intercultural dialogue and encourages the exchange of knowledge. In a long-term vision, the Network would be likely to extend joint research projects and reinforce regional initiatives.

Key Actions

The activities of the Gender, Media and ICTs University Network relate to three main areas: research, education and participation. The Network will:

- Act as an observatory for the critical assessment of the status of gender in media systems, content and companies. This includes broadcasting stations, the press, and transnational news agencies. It also includes both traditional delivery systems as well as online platforms;
- Enhance intercultural and cooperative research on issues of Gender, Media and ICTs;
- Develop a global plan of activities in line with the GAMAG Research Committee including a series of activities to promote networking among the universities;
- Submit an annual report to UNESCO evaluating the activities carried out by the Network;
- Promote global actions relating to Gender, Media and ICTs (including publications, congresses, seminars, teaching resources and faculty and students' exchanges) that could contribute towards stimulating dialogue, advocate policy and progress in achieving gender equality in all regions of the world;
- Produce and publish reliable evidence and data on gender, media and ICTs, particularly comprehensive data on gender in decision-making, governance, agenda-setting, ownership structures and organizational policies in media and technology companies, highlighting related trends in gender, media and ICTs;
- Promote cooperation and dialogue with media, online and offline, related regulatory and self-regulatory bodies, and unions/associations by providing evidence they need to develop gender-sensitive policies;
- Promote gender-sensitive curriculum development for media, communication, journalism and ICTs related training institutions. This includes offering expertise for the training of professionals in media, related regulatory and self-regulatory bodies, and unions/associations, etc.;
- Encourage and leverage citizen groups as well as educational and cultural institutions whose initiatives promote the achievement of gender equality in media systems, structures and content and in the ICTs industry;

- Appoint focal points in member universities to coordinate the consolidation of a local plan of activities and contribute to the growth and sustainability of the network in close consultation and collaboration with UNESCO and other partners.

Target Groups and Beneficiaries

The key partners are universities who are members of GAMAG from each region of the world based on UNESCO's configuration, beginning with an initial membership of proposed member universities (3-4 from each of the 5 regions). These universities will benefit from increase in quality and quantity of research studies due to cooperation among them.

Other key beneficiaries will be policy makers, NGOs, gender and media activists, experts, media corporations and media practitioners who will be involved in the Network's outreach activities.

Proposed university members are:

Region	Proposed members
Africa	<ul style="list-style-type: none"> • Hawassa University (Ethiopia) • Bayero University Kano (Nigeria) • Multimedia University of Kenya (Kenya) • Polytechnic of Namibia (Namibia)
Arab States	<ul style="list-style-type: none"> • University of Guelma (Algeria) • Sana'a University (Yemen)
Asia and the Pacific	<ul style="list-style-type: none"> • SNTD Women's University (India) • University of the Punjab, Lahore (Pakistan) • Mindanao State University (Philippines) • RMIT University (Australia) • University of Wollongong (Australia)
Europe and North America	<ul style="list-style-type: none"> • University of Oregon (USA) • University of Padova (Italy) • Complutense University Madrid (Spain) • Russian Presidential Academy for National Economy and Public Administration (Russia) • Central European University (Hungary)
Latin America and the Caribbean	<ul style="list-style-type: none"> • UNAM - Center for Interdisciplinary Research in Science and Humanities (Mexico) • Universidade do Oeste de Santa Catarina (Brazil) • Universidad Iberoamericana (UNIBE) (Dominican Republic)

Timeline:

This initiative will be implemented over an initial four-year period.

Evaluation:

Evaluation will be carried out at the end of every two years. Monitoring and evaluation will be based on biennial work plan to be developed by the Network.