



EUROMED GENDER EQUALITY PROGRAMME

Woman in the Euro-Mediterranean media: Going out of stereotypes

The training session on the image of women in the Euro-mediterranean media has been the occasion for the journalists participant to make a series of recommendations such as a Charter for journalists on women's rights and issues, in order to facilitate the emergence of a positive and balanced image.

The present context of the "Arab Spring" offers an opportunity to see the role of woman and her image evolve positively, following Judith Yablonky, journalist and trainer during the capacity-building session which gathered 24 Euro-Mediterranean journalists in Brussels in June 2011. However, today the report remains reserved. At the end of the various workshops that took place during the session, report is that the image of Arab woman is not always positive, and remains very stereotyped. This discrimination is equally present in some European countries, particularly in Mediterranean countries such as Italy, Spain or Greece.

Among the recommendations that stemmed from this training session, one can note: the launch of a media and journalists network involved in the promotion of the image of women in the Euro-Mediterranean media, the development of national strategies for the promotion of women in partnership with the media, and the development of a Charter on women's rights and issues for journalists. Further, emphasis was put on the importance to intensify the exchanges of experiences between journalists from North and South Mediterranean countries, in order to share good practices and therefore accelerate changes towards a more positive image of woman in the media, and of her role in society. With this purpose, the participants recommended a greater presence of journalists from EU countries in possible future trainings.

Above all, the participants appreciated the possibilities of networking as well as exchanges of ideas and experiences between them. Acquiring additional knowledge on the Istanbul and Marrakesh processes and new tools for analysing stereotypes also proved very useful in the daily work of these journalists.

Background:

This training session for journalists has taken place in Brussels from 27th-29th June with the theme: Improve the image of woman and put an end to stereotypes. 24 journalists coming from Algeria, Egypt, Jordan, Lebanon, Morocco, Occupied Palestinian Territory, Syria and Tunisia as well as the European Union, participated to this workshop, thus reflecting the diversity of the region. This training session is one of the last activities of the Regional Programme EGEP: "*Enhancing Equality between Men and Women in the Euromed Region*" funded by the European Union, and which has come to an end on July 15th 2011.