



CSW68 – SIDE-EVENT CATALYSTS FOR CHANGE: BREAKING DOWN GENDER STEREOTYPES IN MEDIA AND ADVERTISING

A side-event to the 68th session of the Commission on the Status of Women, co-organised by the Council of Europe and the Permanent Mission of Liechtenstein to the United Nations, during the Liechtenstein Presidency of the Committee of Ministers to the Council of Europe.

BIOGRAPHIES OF SPEAKERS



Dominique Hasler is Minister of Foreign Affairs, Education and Sport since March 2021. She was previously Minister of Home Affairs, Education and Environment. She is also Member of the Board of Management at the Liechtenstein Foundation for the Care of the Elderly and Sick (LAK) as well as Director of Organisation Development and Communications. She is a trained special needs teacher. Liechtenstein is currently holding the Presidency of the Committee of Ministers.



Alejandro Fieconiis is Senior Global Director of Dove Men+Care Masterbrand at Unilever. He is passionate about connecting brands with people through the power of purpose. In his role, he leads the strategy, communication and consumer activation plans for the brand which is committed to breaking down the stereotypes that negatively impact men. The brand is on a mission to inspire every man to experience the transformative effects of care and has focused on making that a reality through cultural initiatives, legislative action and community engagement. The brand diversity and inclusion agenda spans from support for Paternity Leave, to the voices and partners they work with (like Equimundo). Before joining the Dove Men+Care team, Alejandro has worked in building purposeful brands across three continents for Unilever and NGOs in Latin America.



Sarah Macharia is a feminist political economist with several years of work as a gender specialist in international media development. Among other roles, she serves as General Secretary of the Global Alliance on Media and Gender (GAMAG) and coordinator of the Global Media Monitoring Project (GMMP) running since 1995 in more than 100 countries. Her publications as editor, co-editor or co-

author include *Who makes the news? The Global Media Monitoring Project 2010, 2015 and 2021*, and *Global study: Gender equality and media regulation (2022)*. Sarah holds a PhD in Political Science from York University in Toronto, Canada.



José Campi Portaluppi is the Director of Communications and Advocacy with Equipundo. He leads Equipundo's communications and advocacy team, amplifying research and programming on masculinities and gender justice to inspire action and drive impact in personal opinion, community norms, and public policy. Prior to joining Equipundo, José previously worked with different international organizations in educommunications, capacity strengthening, political incidence, research, and learning experience design. José has an MA in gender and media from the University of Sussex.



Caleb Goodman is a Partner and Global Chief Operating Officer at the RETHINK Advertising agency. Over the past 12 years he has helped lead and grow the agency to 400 Rethinkers across four offices, working with global brands like Kraft Heinz, IKEA, Molson Coors, and UBER. Rethink was recently named the most awarded agency in the world by The Drum (a website covering creative and media industry trends). His approach is to make authentic connections with people, leading with empathy, and setting the conditions for teams to fulfill their ambitions.

Outside of Rethink, Caleb is Chair of the board for Rainbow Railroad - a non-profit that helps to secure a safe haven for LGBTQI+ individuals around the world who are at risk of violence and persecution.

Caleb lives in Brooklyn with his husband and their dog, Bowie.



Bjørn Erik Thon, is the first man to be Equality and Anti-Discrimination Ombud of Norway. The office of the Ombud is an independent government agency, administratively subordinated to the Ministry of Culture. It monitors if Norway is fulfilling its human rights obligations and provides guidance to individuals, employers and organisations on how to bring a case to the Equality and Anti-Discrimination Tribunal.

Moderator: Marja Ruotanen, Director General of Democracy and Human Dignity, Council of Europe



Over 30 years of professional experience in several intergovernmental sectors of the Council of Europe, involving co-operation, monitoring and standard-setting, as well as in the Parliamentary Assembly. She has worked as Director in the field of legal co-operation, judicial reform and efficiency of justice. During her career she provided political advice to the Council of Europe leadership (Director of SG Private Office), led intergovernmental co-operation,

developed and implemented multi-disciplinary and multi-annual strategies. Presently Director General of Democracy and Human Dignity (DG2), her areas of responsibility include children's rights, trafficking in human beings, gender equality, violence against women, addressing intolerance and discrimination, freedom of expression, media, civil society and youth participation, education, culture and cultural heritage, and sport values. Finnish nationality. Studied at McGill University (Canada).