



Council of Europe Guidance on Gender and Media

ROUND TABLE

“ADVANCING THE FIGHT AGAINST VIOLENCE AGAINST WOMEN AND DOMESTIC
VIOLENCE THROUGH THE ISTANBUL CONVENTION STANDARDS: MEDIA”

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Article 17 –Participation of the Private Sector and the Media

- ▶ “Parties shall encourage the private sector, the information and communication technology sector and the media, with due respect for freedom of expression and their independence, to participate in the elaboration and implementation of policies and to set guidelines and self-regulatory standards to prevent violence against women and to enhance respect for their dignity.
- ▶ Parties shall develop and promote, in cooperation with private sector actors, skills among children, parents and educators on how to deal with the information and communications environment that provides access to degrading content of a sexual or violent nature which might be harmful.”

Article 17 –Participation of the Private Sector and the Media

PARAGRAPH 1:

- ▶ Obligates states parties to develop and implement local, regional and national policies and efforts to prevent violence against women
- ▶ Obligates states parties to encourage these sectors to set guidelines and self-regulatory standards in order to strengthen the respect for women's and girls' dignity and in this way contribute to the prevention of gender-based violence
- ▶ Obligates states parties to respect the fundamental principles of freedom of expression and independence of the media
- ▶ Attributes the task of preventing and combating violence against women through the media to the media themselves by introducing self-regulatory mechanisms, internal codes of conduct/ethics and internal supervision to promote gender equality;

Article 17 –Participation of the Private Sector and the Media

PARAGRAPH 2:

- ▶ Requires states parties to co-operate with the media and the private sector to raise public awareness on harmful material and practices in the information and communication environments
- ▶ Requires states parties to equip children, parents and educators with skills to protect children's safety while using new information technologies

Article 17 –Participation of the Private Sector and the Media

WHY?

- ▶ Media sector is a vital partner in preventing and combating all forms of violence against women, immense potential for social change
- ▶ Not only social interest and moral responsibility in contributing to violence prevention, but also economic and social advantages for media and the private sector to engage in combating violence against women (negative impact of VAW on business and media companies as employers)
- ▶ Importance of collaboration between governments, the private sector and the media to promote measures to prevent gender-based and domestic violence

Article 17 –Participation of the Private Sector and the Media

HOW?

- ▶ Media and the private sector as employers (prevention and elimination of VAW at work place)
- ▶ Providing information and education on VAW for media professionals
- ▶ Incentives and partnerships for the private sector and the media to engage with VAW
- ▶ Adopting self-regulatory measures, internal codes of conduct/ ethics and internal supervision, and develop standards in media coverage that promote gender equality, in order to promote a consistent internal policy and working conditions aimed at a non-stereotyped image, role and visibility of women and men, avoidance of sexist advertising, language and content which could lead to discrimination on grounds of sex, incitement to hatred and gender-based violence.
(CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media, Paragraph B.4)



THANK YOU FOR YOUR ATTENTION!

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