



Task-sheet # 1 – The elevator pitch

EXERCISE: Why gender equality mainstreaming in COVID 19 times?

Situation

You are on your way to an international Conference on “the State of Gender Equality in the Context of the COVID 19 pandemic”. You have just taken the elevator, when a BBC Team enters it. They are making a documentary on why gender equality mainstreaming matters to European Institutions. While holding a microphone in front of you, the BBC journalists ask who you are and why you are attending the conference. When they hear you are representing the Council of Europe in your capacity as Gender Equality Rapporteur, they ask:

“Why is mainstreaming gender equality important for the Council of Europe, especially in the context of the COVID 19 pandemic?”

You now have the opportunity to present the vision of the Council of Europe to a worldwide audience. However, you have **3 minutes**.

Instructions:

1. You will do this exercise with your respective break out group (there are 3)
2. Choose a Rapporteur to present the result of your discussions in Plenary
3. Take **10 minutes** for brainstorming on key entry points to answer the journalists question and select the **most crucial arguments** to present during the Plenary .
4. Group Rapporteurs present the key entry points: ***Mainstreaming gender equality is important for the Council of Europe, because*** (Maximum 3 minutes per rapporteur = 10 minutes in total).

This practical exercise will be followed by a short PPT presentation by Trainer: entry points on why gender equality and intersectionality matter to the the CoE, especially in Covid times.