



Is there any extra information available?

The Recommendation provides a list of useful background reading and reference documents enabling countries or institutions to join the fight to combat gender inequalities.

Leading the way to greater gender equality in the audiovisual sector

**a Council of Europe Recommendation**



Drafting Committee 2017 - Strasbourg

Website links

**Full Recommendation text:**  
[www.coe.int/en/web/eurimages/recommendation-and-follow-on-activites](http://www.coe.int/en/web/eurimages/recommendation-and-follow-on-activites)

**Eurimages and gender equality:**  
[www.coe.int/en/web/eurimages/genderequality](http://www.coe.int/en/web/eurimages/genderequality)

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BY 2020

Recommendation on gender equality in the audiovisual sector



## What is a Recommendation?

The Council of Europe, Europe's leading human rights organisation, regularly issues guidance to its 47 member States on policies or actions to pursue in specific domains. This guidance takes the form of non-binding recommendations and national administrations are encouraged to report back on progress towards the goals set.



## Why a Recommendation on gender equality in the audiovisual sector?

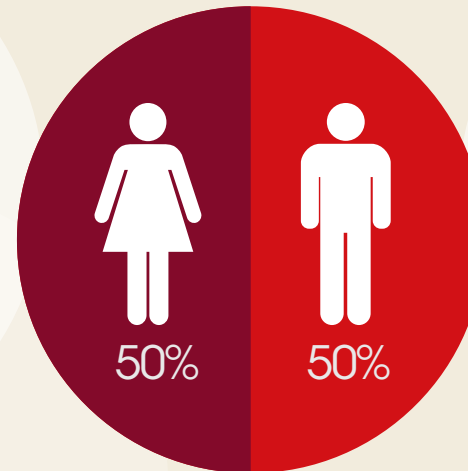
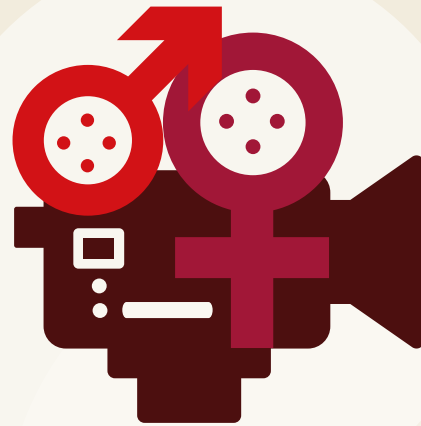
The Council of Europe Recommendation on gender equality in the audiovisual (AV) sector acknowledges the inequalities which currently exist, be it in the areas of film, TV or video games, and suggests steps to counter them.

It gives clear guidelines for countries, associations, film institutes, festivals and anyone interested in improving gender equality, by offering practical advice as to how to achieve this goal.

## What steps does it suggest?

The five key measures it proposes are:

1. Reviewing of legislation, regulations and policies
2. Collecting, monitoring and publishing data
3. Supporting research
4. Encouraging the ongoing development of media literacy
5. Enhancing accountability processes



## What if only some areas are relevant?

The Recommendation has been structured in such a way that the components that most reflect the situation an institution or country is facing can be selected – like a “pick and mix”. For example, if media literacy is an underdeveloped area, the Recommendation suggests ways to counter this, for example by promoting gender-sensitive media literacy for younger generations, thus preparing young people to approach different forms of AV content responsibly and enabling them to acquire a critical view of representations of gendered identities. This will help ensure young people recognise implicit stereotypes in AV content and learn to reject them.

## What does enhancing accountability processes actually mean?

One clear legacy of the #MeToo movement is that the AV industry has not been held accountable in the past. The Recommendation encourages greater accountability for AV providers offering content that may be considered contrary to gender equality. The Recommendation also supports NGOs and other stakeholders who are defending gender equality by ensuring they can raise concerns with anti-discrimination bodies or ethics commissions.

## How can statistics be collected and shared?

The Recommendation provides a detailed list of performance indicators to help collect on-screen and off-screen data covering areas ranging from film festivals to teaching in film schools, to decision-making bodies across the board.

It gives a two-tier grouping based on priority data collection areas (phase one) and components for collection at a later point in time (phase two).

## Isn't there already plenty of gender data collection?

Data collection on gender inequalities has been piecemeal. The Recommendation advocates harmonised data collection by the relevant bodies, including the European Audiovisual Observatory, and provides a framework to allow for comparable data to be provided and shared across Europe and beyond, thus making gender inequalities more visible.