

Indicator name
Extent to which local and national media challenge discriminatory social norms and gender stereotypes about women's and girls' participation and leadership
GAP III Thematic area of engagement
Promoting equal participation and leadership
Aggregable indicator
No
Indicator type (quantitative/qualitative)
Qualitative
Related objective in the Gender Action Plan III
Overall thematic objective: Women, men, girls and boys, in all their diversity, participate equally in decision-making processes, in all spheres and at all levels of political and public life, including online, to take on leadership roles, to enjoy and exercise their human rights and seek redress if these rights are denied. Specific thematic objective 4: Equitable social norms, attitudes and behaviours promoting equal participation and leadership by women and men fostered at community and individual levels – through education, media, culture and sports.
Technical Definition
This indicator intends to measure to what extent discriminatory social norms and gender stereotypes about women's and girls' participation and leadership are challenged by local and national media. This can include, for instance, ensuring visibility of women from minority groups who face discrimination, communicating women's and girls' experiences, views, activism and resistance in politics; promoting gender-transformative content; challenging traditional social and cultural norms and attitudes, etc. The following definitions apply: - <u>Gender stereotypes</u> are preconceived ideas whereby males and females are arbitrarily assigned characteristics and roles determined and limited by their sex. Sex stereotyping can limit the development of the natural talents and abilities of girls and boys, women and men, their educational and professional experiences, as well as life opportunities in general. Stereotypes about women both result from and are the cause of deeply engrained attitudes, values, norms and prejudices against women. They are used to justify and maintain the historical relations of power of men over women as well as sexist attitudes which are holding back the advancement of women.¹ - <u>Social norms</u> are determinants of social stratification as they reflect and reproduce relations that empower some groups of people with material resources, authority, and entitlements while marginalising and subordinating others by normalising shame, inequality, indifference or invisibility.² - <u>Discriminatory social norms</u> reflect and reproduce underlying gendered relations of power that restrict women's access to opportunities, resources and power.
Rationale

¹ [European Institute for Gender Equality](#)

² [Social norms, gender norms and adolescent girls: a brief guide](#) (ODI, 2015)

Local and national media are powerful channels of information in every society, with enormous potential to reflect, produce and reinforce social patterns, norms and stereotypes. For instance, if journalists do not appreciate the importance of gender equality in the exercise of political rights, they may reproduce messages and rhetoric or make choices that exclude women as leading protagonists of political processes (i.e., women politicians are quite often under-represented in news before and after elections).³

Regarding the kind of initiatives that can be taken in order to challenge and change social norms and discriminatory gender stereotypes, this indicator could, for instance, monitor the impact of initiatives such as:⁴

- Using social media to increase the visibility of women from minority groups who face discrimination as role models in leadership roles, locally and nationally.
- Using alternative forms of media, including social media and community radio, to facilitate inspiring conversations about women's and girls' experiences, views, activism and resistance in politics.
- Creating gender-transformative content and breaking gender stereotypes regarding women in leadership positions.
- Challenging traditional social and cultural norms and attitudes regarding gender perceptions in political and decision-making processes.
- Showing women in leadership and expert roles on a diversity of topics on a daily basis, not as an exception.
- Developing self-regulatory equality policies, including access to decision-making positions.

Data source and calculation

Reporting covers cooperation and development initiatives, humanitarian (if applicable) and investment frameworks funded by the EC (INTPA, NEAR, FPI, ECHO) and EEAS.

EUMS may provide information related to their interventions through their contributions to GAP III reports or through the EUDs, e.g., in cases of joint dialogue (i.e., as part of joint programming or TEI).

Data sources:

The intervention's monitoring and reporting systems, e.g., inception, interim and final reports from implementing organisations (including governments, international organisations, national and international civil society organisations, etc.), ROM reviews and evaluations.

Surveys/interviews conducted and budgeted by the intervention can also be relevant data sources.

Baseline and endline studies conducted and budgeted within the EU intervention using the same data collection methodology. The baseline and endline studies can be conducted as part of the gender country profile and/ or gender sector analysis, or be based on existing official reports and published data.

Calculation:

- Existence, application and effectiveness of specific measures put in place by local and national media (i.e., ensuring visibility of women from minority groups that face discrimination and women and girls' experiences, views, activism and resistance in politics; promoting gender-transformative content; challenging traditional social and

³ [Unseeing eyes: Media coverage and gender in Latin American elections](#) (UN WOMEN, 2011)

⁴ [Framing and messaging of media content](#) (UN Women, 2020) and [The crucial role of media in achieving gender equality](#) (IMS, 2020)

cultural norms and attitudes, etc.) to tackle and challenge discriminatory social norms and gender stereotypes about women's and girls' participation and leadership.
Worked example
The EU supports <u>country A</u> to increase awareness among local and national media stakeholders of the vital importance of women's and girls' participation and leadership in public life. Among the planned interventions is an online training addressed to local print and digital media at local level on how to support women in politics, avoiding gender stereotypes and eliminating discriminatory social norms. Also, a media code of conduct was approved at national level in order to ensure that media coverage shows an equal and fair portrayal of women as leaders and politicians. At the end of the intervention, according to data provided by the national gender and media observatories, 65% of the published news and stories on women's and girl's participation and leadership in public life contributed to challenging and raising awareness on discriminatory social norms and gender stereotypes.
Baseline
Data from official counterparts (i.e., national women's machinery, national gender observatories, line ministries/ authorities in charge of ICT policies and planning, statistical institutes, etc.). Data from international and national organisations working on ICT or other independent non state actors. If baseline data are lacking, a mapping can be done at the start of the intervention using surveys/ interviews with women's rights organisations and networks, and media observatories. The baseline can be 0 when the indicator is achieved with the EU funded intervention.
Disaggregation
N/A
Availability and Timeliness
Information should become available annually, depending on the duration of the action.
Related DAC Code/CRS
151 - Government & Civil Society-general / 15153 - Media and free flow of information / 15160 Human Rights/ 15180 - Ending violence against women and girls
Associated SDGs
SDG 5. Achieve gender equality and empower all women and girls. Target 5.1: Indicator 5.1.1 (see Metadata) Target 5.2: Indicator 5.2.2 (see Metadata) Target 5.5: Indicator 5.5.1 a) (see Metadata) , 5.5.1.b) (see Metadata) and 5.5.2 (see Metadata)
Other issues
The gender country profile and/ or gender sector analysis can be relevant sources of information for establishing baselines. If there is no gender analysis available at the EUD, it is recommended to look at the analysis undertaken by EU Member States or other trusted partners (UN, World Bank, human rights national and regional mechanisms, etc.) as well as the national-level reviews carried out in 2019 by UN Women and the partner countries to assess progress made and challenges encountered in the implementation of the Beijing Declaration and Platform for Action. Special attention should be paid to following up on partner country institutions reached with EU support.