

Indicator name
Extent to which women and girls are visible and portrayed as equal contributors to society in the media, literature, cultural and sports arenas
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 the roles of women and girls as equal contributors to the society are visible and portrayed in the media, literature, cultural and sports arenas. The following definitions apply: - In the context of gender equality, gender parity refers to the equal contribution of women and men to society.¹ - Media refers to any channel of communication from printed paper to digital data that can reach or influence people, including phone, radio, television, and the Internet.²
Rationale
A non-gender-balanced representation of society in the media reinforces and perpetuates harmful gender stereotypes that make women invisible as key contributors in all spheres of public life. How women and men are represented in the media is a key indicator of progress towards gender equality and the fulfilment of women's human rights. As UN Women³ highlights, even if the media play a critical role in amplifying women's voices and stories, women still remain quite invisible in the media sector: women hold only 27% of top management jobs in media organisations; 21% of filmmakers are women and just 23% of featured characters are female protagonists. The gross underrepresentation of women in the film industry is also evident in film awards: in the case of the Oscars, only six women have ever been nominated in the Best Director Award category and two women have won. The figures are not better in news media as only 24% of the persons heard, read about or seen

¹ Adapted from [EIGE Glossary](#).

² Adapted from [Techopedia](#).

³ [Claiming women's space in leadership](#) (UN WOMEN, 2021)

in newspapers, television and radio news are women. In the digital sector women make up only 26% of the people in Internet news stories and media news tweets⁴. And, in relation to coverage of the COVID-19 pandemic, only one in five expert sources consulted were women.

Evidence shows that the portrayal of women in media improves, both quantitatively and qualitatively, when there are more women in key leadership and content-creation roles – such as directors, screenwriters, festival directors, etc.

Sport - from women athletes to executives – defies gender stereotypes and shifts attitudes about gender roles. Nevertheless, and despite some progress, women continue to be excluded in certain sports in parts of the world and globally are paid far less than men in wages and prize money.⁵

Concerning the cultural sector, until comparatively recently, the majority of published writers were men and the portrayal of women in literature was inevitably one-sided. Throughout history, many women have had to write under a male pseudonym in order to be published. Nowadays, thanks to the great literary works written by women, it is possible to incorporate a critical point of view of the situation of women in any field (social, economic, political, labour, education, etc.).

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 of positive and gender-transformative women's stories, news, publications and works, etc. in the media, literature or cultural fields.
- Level of women's sport media coverage and women's competitions.

Each of the above-mentioned stories, media coverage, publications, etc. will be counted only once.

Worked example

The EU supports the government of country A to increase the visibility and portrayal of the key

⁴ Who Makes the News? 2015 Global Report (S. Macharia)

⁵ *Ibidem* 1

and active roles of women of all ages in culture and sports through different interventions, such as training for national and local media, website and radio programmes on the most notable women in the country's culture (music, dance, literature, drama, TV, etc.), sport, and public diplomacy. Surveys carried out at the end of the interventions show a better knowledge in the society of the roles and importance of women in the country's cultural life and sports.
Baseline
Data from official counterparts (i.e., national women's machinery, national gender observatories, Ministries of Culture, Sports, Media or other relevant line ministries, 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. 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 160 - Other Social Infrastructure & Services / 16061 - Culture and recreation
Associated SDGs
SDG 5. Achieve gender equality and empower all women and girls. Target 5.1: Indicator 5.5.1 (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.