

GENDER EQUALITY – WOMEN EMPOWERMENT

RAI TRAINING COURSE IN COLLABORATION WITH AFRICAN UNION OF BROADCASTING (AUB)

Purpose: The international training course is organised by Rai's Department of International Relations and European Affairs, in collaboration with AUB, with the scope of exploring the topic of Gender Equality in its various aspects on a large scale. The aim is to provide the African broadcasters with a framework on the policies and collaborative initiatives adopted by Public Service Broadcasters in Europe, Africa, and Asia to affirm and promote the role of women in working contexts, especially in the audio-visual sector, both on and off the screen.

Structure: The Gender Equality training course involves the participation of representatives of Rai and other European broadcasters as well as experts from EBU, AUB and ABU. It is structured in four online webinars lasting 90 minutes each, including Q&A session.

Language: English with simultaneous translation into French.

PROGRAM

Webinar n.1: 23rd May 2024

9:00 – 10:30 GMT

11:00 -12.30 Rome / Central Europe Time (GMT+2)

International regulatory framework and European initiatives on Gender Equality

- Introductory greetings from the Rai Chairwoman **Marinella Soldi** and RIAE Director **Simona Martorelli**

- Greetings from **Gregoire Ndjaka**, AUB Secretary General

- **Simona Martorelli**, Director of International Relations and European Affairs, Rai

Topics: *International and national regulatory framework*

- **Karina Laterza**, President of the Rai Equal Opportunities Commission

Topics: *Rai initiatives, activities, and projects to support equality and equal representation on and off screen*

- **Tinatin Berdzenishvili**, Director General of the Georgian Public Broadcaster GPB and Chair of EBU Gender Equality Steering Group

Topics: *European regulatory framework in the media and broadcasting sector to support gender equality issues; Essential policies to drive organizations towards a truly gender-equal culture and better representation of women in public service media (PSM)*

- **Anne Richardson**, Senior Project Manager DEI - Diversity Equity and Inclusion EBU

Topics: *Diversity, Equity, and Inclusion strategic initiatives*

- **Berthe Mbala**, Director of TV Antennas, Cameroon Radio Television

Topics: *Regulatory framework in African countries*

Q&A session

Webinar n.2: 31st May 2024

9:00 – 10:30 GMT

11:00 -12.30 Rome / Central Europe Time (GMT+2)

Rai Initiatives and Policies in support of Gender Equality on and off screen and African Gender Policies

- **Annalisa Polcino**, PMO and Head for special projects, Rai President's Staff

Topics: *Rai's roadmap to Gender Equality: On and Off Screen policies*

- **Roberto Natale**, Director Rai for Sustainability Department

Topics: *Environment, Social and Governance (ESG) Plan*

- **Arianna Voto**, Head of No Women No Panel Project Management Office - Rai for Sustainability Department
Coordination

Topics: *No Women No Panel*

- **Nor Elhouda Bouzegaou**, Lecturer of University of Algiers 3 and Journalist of Algerian Television

Topics: *Gender Policies in African countries*

Q&A session

Webinar n.3: 6th June 2024

9:00 – 10:30 GMT

11:00 -12.30 Rome / Central Europe Time (GMT+2)

Strategies to promote Participative Democracy. Rai Gender Policies on screen

- **Maurizio Mosca**, Gender Mainstreaming expert

Topics: *Development of strategies to promote participatory democracy – conditions, tools, and objectives;*

Enabling conditions for the mainstreaming strategies:

Political will;

Empowerment;

Engagement

- **Mariangela Borneo**, Head of International Projects and Festivals, International Relations and European Affairs, Rai

Topics: *Project 50/50*

- **Sara Puteo**, Rai President's Staff

Topics: *Rai Database of Women Experts: more voice for a more balanced perspective*

- **Ilaria Paolessi**, Public Service Media Research, Marketing Department, Rai

Topics: *Monitoring the presence and representation of women in Rai's programmes and services*

- **Henry Obe**, HR Advocate, Nigeria's National Human Rights Commission

Topics: *Development of strategies to promote participatory democracy in Africa*

Q&A session

Webinar n.4: 14th June 2024

9:00 – 10:30 GMT

11:00 -12.30 Rome / Central Europe Time (GMT+2)

Gender Equality Best Practices in European, African and Asian Broadcasting

- **Uzair Qadeer**, Chief People Officer of BBC (t.b.c)
- **Carolina Pecharroman**, Equality Editor RTVE
- **Marie Ernst Holmberg**, The Diversity Team in DR, Denmark (t.b.c.)
- **Chrissie Tucker**, Chair Gender Equality Committee ABU - **Natalia Ilieva**, ABU
Topics: *Gender equality in the context of Asian broadcasters*
- **Gisele Nnemi Nga**, Deputy Director/Editor -in- chief of AUB Center of Content Exchange
Topics: *Best practices and initiatives in broadcasting in Africa*
Q&A session