



**Women With the Wave:  
Seoul, Hanoi and Macau**

**WOMEN WITH THE WAVE High Level Forum Series:**  
Turning the Tide for the Pacific

**17 November 2014  
Nadi, Fiji**

Aurora Rubio  
Head, ITU Area Office for South East Asia  
International Telecommunication Union



**United Nations**

**Specialized Agencies of the United Nations**



**UNESCO**



**WHO**



**ILO**



**UPU**



**ICAO**



**WMO**



**IMO**



**IAEA**



THE WORLD BANK

**WB**



UNWTO

**UNWTO**



FIAT PANIS

**FAO**



**IFAD**



UNIDO

**UNIDO**



WIPO

**WIPO**



WFP

**WFP**



INTERNATIONAL MONETARY FUND

**IMF**



**International Telecommunication Union**

**is a specialized agency of the UNs & focuses on Telecommunications and ICTs**

# ITU: International Telecommunication Union



- ❑ The specialized agency of the United Nations for information technology and communication – ICT
- ❑ Founded in on **May 17, 1865** in Paris as the International Telegraph Union. Next year, ITU will celebrate **150** years of experience and innovation
- ❑ **193** Member States, **567** Sector Members, **159** Associates, and **60** Academia Members.

## Radiocommunication ITU-R

Manages radio-frequency spectrum and satellite orbits.

## Standardization ITU-T

Produces interoperable technical ICT standards

## Development ITU-D

Promotes partnerships in the delivery of technical assistance and in the development of ICT networks in developing countries.

## The General Secretariat

Provides coordination for the whole organization



Broadband



ICT Indicators and Statistics



Digital Broadcasting



Cyber Security



Emergency Communications



ICT Policy and Regulation



Space Services



Terrestrial Services



Climate Change



Smart Sustainable Cities



Connecting Schools, Connecting Communities



Digital Inclusion and Empowerment

# Women with the Wave...Evolution

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"Equality for women and girls is not only a basic human right it is a social and economic imperative. Where women are educated and empowered, economies are more productive and strong. Where women are fully represented, societies are more peaceful and stable."

UN Secretary-General  
Mr. Ban Ki-moon



# Women with the Wave...Evolution

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## ABU, UNESCO on Gender and Media in the Asia-Pacific

- The media's vital role in promoting gender issues has long been acknowledged (even before the Beijing Platform for Action at the 1995 United Nations' Fourth World Conference on Women), and gender mainstreaming in media continues to be championed by many journalists, organizations and civil society groups.
- Key Regional Findings\*:
  - Women are barely 13% of those in senior management and men in the media outnumber women 4:1 in Asia and the Pacific
  - Women's salaries were generally found to be lower than men's, particularly in the higher company ranks
  - Women journalists remain too relegated to the soft news ghetto and remain largely excluded from covering conflict or political violence;
  - Qualified women who possess the skills and experience for advancement are blocked in their upward mobility by institutionalized prejudices
  - Gender stereotyping in media is compounded by commercial advertising and the entertainment industry

\* From the 2012 presentation of Mr. Gwang- Jo KIM, Director, UNESCO Bangkok  
UNESCO Asia and Pacific Regional Bureau for Education

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# Women with the Wave...Evolution

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ITU on digital inclusion through ICTs

- ICT access, use and skills provide enormous opportunities for women and girls, who should be an integral part of, and key actors, in the Information Society.
- The growing demand for a range of ICT skills around the globe presents a unique window of opportunity to properly position girls and women in the industry and provide them with the tools necessary to succeed.
- ICTs should enable women's and girls' empowerment and their full participation on the basis of equality in all spheres of society and in all decision-making processes.
- Initiatives aiming to use ICTs as tools to empower women and girls are related to two of the foremost development challenges of today:
  - expanding ICT access and
  - empowering women and girls.

Both objectives also relate to a host of other developmental goals.

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**Thus, the birth of the Women with the Wave  
Forum Series**

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# Women with the Wave High Level Forum on Digital Inclusion of Women and Girls

- Oct 2012, Seoul, Republic of Korea
- 150 participants from 35 countries
- Adopted a nine-point outcome statement (<http://www.itu.int/ITU-D/sis/newslog/2012/10/11/WomenWithTheWaveGenderMediaForumStatementOnEmpoweringWomenThroughMediaAndICT.aspx> )



# WWW Forum Seoul: Nine-point Outcome Statement

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- Implementation of the Broadcasting for All: Focus on Gender guidelines
  - Provision of training and access to technological and digital media by women and girls;
  - Applying research and findings of the portrayal, stories, faces and voices of the female population and formulating a broad strategy for the application of fair representations across organizations and platforms;
  - Championing media leaders who promote content and balanced images of girls and women;
  - Piloting UNESCO's Gender Sensitive Indicators for Media (GSIM);
  - Collaborating with partners to promote women and girls in media and ICTs, including developing programming story lines with women in ICT careers and promoting the Women's Digital Literacy Campaign;
  - Securing industry-wide commitments to take steps towards positive change to promote success stories on radio and television broadcasts;
  - Gaining specific attention and assistance from the ABU through its various specialized departments and its member organizations, to the needs of smaller media institutions (such as in island regions and remote areas), thus enabling out-reach to women and girls and their empowerment in marginalized societies;
  - development and distribution of educational modules for use in secondary schools, tertiary education institutions and other scholastic agencies (and, where applicable, by distance learning modes and techniques) to introduce students to gender and media/ICT issues, and the role of media in society
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# Women with the Wave: High Level Forum on Empowering Women and Persons with Disabilities through Media and ICTs

- Oct 2013, Hanoi, VietNam
- 140 participants from 32 countries
- Adopted a Forum outcome statement



# WWW Forum Hanoi Statement

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- Commitment to promoting widespread and affordable access to media and ICT for women and girls and a gender inclusive media and ICT environment;
  - Access to technological and digital platforms including multilingual and localized content;
  - Positive, non-stereotypical and balanced portrayal across all forms of media and technological platforms, including the recognition of women with ICT careers and girls who use ICTs for their empowerment;
  - Promote widespread and affordable accessible media and ICT and a more inclusive media and ICT environment for PWDs;
  - Making use of ITU accessible television tools for PWDs, setting targets for introducing accessible broadcasting, accessible emergency communications;
  - Supporting a campaign for the accessible broadcasting of the 2016 Paralympic Games
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# Women with the Wave High Level Forum on Diversity and Inclusion in the Media

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- Oct 2014, Macau
  - Participated by representatives from more than 50 media outlets and organizations
  - Discussion focused on:
    - *Gender equality in and through the media, illustrating cases from more than twenty countries, including from developing countries and SIDS such as Solomon Islands.*
    - *Applying UNESCO Gender Sensitive Indicators for Media (<http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/gender-sensitive-indicators-for-media-framework-of-indicators-to-gauge-gender-sensitivity-in-media> )*
    - *Reflecting diversity in media content production and management was also discussed from the perspective of ethnic, cultural and religious diversities*
    - *Using innovative filming techniques for instance to interview persons who cannot speak*
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**Women with the Wave High Level Forum**  
*Turning the Tide for the Pacific*

*Wishing all productive Forum discussions  
and outcomes*

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