



A9011426

Media strategies for gender equality campaigning

Turin, Italy
26-28 November 2018

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Media strategies for gender equality

This short, dynamic training will enhance participants' mastery of media strategies to communicate social change on gender equality and inclusiveness.

Context and Rationale

Parties committed to fostering policies on gender equality and inclusiveness, from small community centres to international NGOs, from local stakeholders to United Nations agencies, share two major goals:

1. Incorporating the visual and emotional qualities of contemporary digital communication in their campaigning;
2. Mastering digital storytelling for planning progressive social campaigns on gender equality and inclusiveness.

Digital media have altered notions of identity, sex and gender across both personal spaces and social communities. The shift is unprecedented and the momentum accelerating. In the current over-populated communication space, the same imagery often appears simultaneously on Instagram, Twitter and FB. As media formats multiply in quantity and functionality, it becomes imperative to understand the wider ecosystem as well as the dynamic nature of social media. With target audiences being segmented and re-considered in endless ways, does the picture shared on Instagram, Twitter and FB remain the same across these platforms? Does it preserve its intended message? In other words, how do digital audiences make sense of media and platforms?

Stakeholders relying on traditional communication channels struggle to engage social media effectively as they implement planned agendas. Communication professionals face the challenge of continuously re-adapting assessment paradigms and production strategies. As a result, it becomes essential to be able to use shrinking resources and transform communication threats into opportunities for social change on gender equality and inclusiveness.

Content

This training proposes a strategic understanding of policy-making as being thoroughly intertwined with - and dependent on - media strategies and communication platforms.

The training will consider best practices on communicating issues relating to gender equality and inclusiveness in the context of progressive

social campaigns. Participants will review various storytelling formats and techniques and gain tools and competencies to implement best practices on campaigning for gender equality and inclusiveness. By combining online and offline strategies, the training will enhance participants' mastery of media strategies to communicate social change on gender equality and inclusiveness. Questions addressed in the training will include the following:

1. How to identify and fully engage notions of identity, gender and sex to design progressive social campaigns on gender equality and inclusiveness?
2. How to communicate these variable identities to different, if not culturally oppositional, offline and online frameworks?
3. What are the tools and best practices to [a] raise awareness on gender equality and inclusiveness; and [b] lead progressive social agendas on gender issues?

Objectives

By the end of the workshop participants will be able to:

1. Employ lessons learnt to assess and produce media campaigning for social change on gender equality and inclusiveness;
2. Engage online stakeholders in a strategic and target-oriented manner towards the achievement of planned agendas;
3. Support gender equality and inclusiveness campaigning across multiple platforms both online and offline;
4. Apply the S.M.A.R.T. criteria in the design of media outputs and communication campaigns for gender equality and inclusiveness.

Methodology

The training will be delivered in a seminar format. The methodology of this course will combine presentations and facilitated discussions with Country/thematic/cultural group work, brainstorming and peer interactions, in order to link concepts and frameworks to participants' own work and life experience. By so doing, participants will be led to identify individual needs and key personal aims building on their existing knowledge.

Languages

The course will be delivered in English.

campaigning

Participants' Profile

Policy-makers, national and local public services staff involved in project management, digital communication and gender equality and inclusiveness; workers', employers' and other civil society representatives interested in advocacy work and raising awareness; communication experts, scholars and researchers on digital communication in all its forms; governments', employers' and workers' representatives wishing to ensure a safe working environment for men and women.

Dates

26-28 November, 2018

Cost of participation

The total cost of participation is **1,600 euros**. This includes tuition fees (1,190 euros) and subsistence costs (410 euros). The tuition fee includes:

- tuition;
- books and other training materials;
- course preparation, implementation and evaluation.

The subsistence cost includes:

- full board and lodging at the Turin Centre's campus;
- emergency medical insurance;
- socio-cultural activities.

The cost of participation does not include the cost of travel between the participant's home country and the course venue. The cost of the visa, airport taxes, internal travel in the participant's home country and unauthorized stopovers is also not included.

Participants must ensure that they have a valid passport and appropriate visa for the country in which the course is held, for any country in which a transit or stopover to or from the course venue is required, and for all countries in which study tours are scheduled as part of the programme.

Payment modalities

Tuition and subsistence costs must be paid in advance before the beginning of the course by the participant or his/her sponsoring organization through bank transfer or credit card. For further details on payment please visit our [website](#) or write to ilsngen@itcilo.org.

Applications

The deadline for application is **26 October, 2018**

Applications should be submitted on-line through the Web Site: <https://oarf2.itcilo.org/STN/A9011926/en>

Candidates must submit the following documents:

- on-line application form duly filled in;
- letter indicating financial support (or letter from applicant stating that participation cost are covered by him/herself) uploaded when submitting the on-line application.

Incomplete files will not be considered.

As an organization dedicated to fundamental human rights and social justice, the ILO is taking a leading role in international efforts to promote gender equality and non-discrimination

In line with this ILO focus, male candidates are particularly welcome to apply in this course.

Bio

Dr. Massimiliano Fusari is an academic scholar and results-driven consultant in the analysis and production of visual storytelling for social issues and international affairs.



Building upon 25 years of established education and worldwide professional experience, his training successfully combines sensible theory with hands-on practice.

To work as a multimedia consultant for international partners from Morocco to China, including the Iranian Radio, the Italian Diplomatic Institute and various UN agencies (UNESCO, IOM, ILO), led Massimiliano to enhance his focus on visual media specifically for social communication. Experimenting with diverse journalistic forms finally led him to his current locus, digital and interactive storytelling for online platforms.

As Senior Lecturer at the University of Westminster, he teaches on interactive media, visual storytelling and digital creativity. He runs two consulting activities, *The Image As Storytelling and Strategic Diplomacy*. His portfolio is available on his website, massimedia.com. A detailed profile is available on [[linkedin.com/in/massimedia](https://www.linkedin.com/in/massimedia/)].



The ILO Turin Centre's facilities

Located in an attractive park on the banks of the River Po, the Centre's campus provides a congenial environment in which to live and study.

- It contains 21 pavilions with fully equipped modern classrooms, conference halls and meeting rooms fitted out for multilingual simultaneous interpretation, a computer laboratory, and a computerized documentation centre linked to various data banks.

The campus has 287 study/bedrooms, all with private bathrooms, telephones and cable television. It also has:

- a reception desk open 24 hours a day;
- a restaurant, a self-service canteen and a coffee lounge, all catering for international dietary needs;
- a bank;
- a travel agency;
- a laundry service;
- a post office;
- an internet point;
- a recreation room;
- facilities for outdoor and indoor sports;
- an infirmary.

Social events are regularly held both on and off campus, so that participants from different cultural backgrounds can make the most of the stimulating international climate.

FOR FURTHER INFORMATION PLEASE CONTACT

International Training Centre of the ILO
International Labour Standards,
Rights at Work and Gender Equality (ILSGEN)
Viale Maestri del Lavoro, 10
10127 Turin – Italy

E-mail: f.bertolino@itcilo.org
Website: www.itcilo.org

The ITCILO aims to be an enabling and disability-inclusive learning environment. Please let us know your specific requirements when you apply. We are committed to providing reasonable accommodations to enable to participate. Unfortunately, it is not possible to provide sign language interpretation or live captioning services



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