



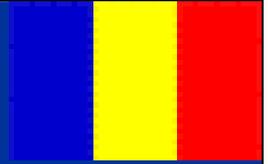
Romania

United Nations Development Programme

Newsletter

Issue #16  
26 July

2005



## Best Media Productions on Gender Issues

Women's political representation in Romania stagnated at 10.3% for the past two election cycles (2000 and 2002). This is below the world average of 15.6% not to mention Europe and Organization for security and cooperation in Europe (OSCE) countries - 18.7%. Therefore, political empowerment of women remains a concern. The project 'An Integrated Approach to Gender Balanced Political Empowerment and Participation' (GBPE) addresses this issue by public awareness through workshops and mass media dissemination.

On 26 July, UNDP Romania hosted the Award Ceremony for the Best Media Productions on Gender Issues as part of the national Awareness Raising Campaign, launched in April 2005 under the motto "You are partner in decision-making!" and Campaign is to sensitize journalists, politicians and public at large of the importance of increasing women's participation in political life and governance.

The media competition was organized as a follow up of a gender sensitive training for journalists conducted in April, and was opened to all media productions specifically addressing matters of social equity/inequity between women and men, balance/unbalance of political representation and participation, gender discrimination in mass media, in law enforcement, etc.

Ten productions were presented in the competition, including feature articles, Radio interviews, caricatures, small theater sketch, etc. of which two newspaper articles were selected for awards and not surprisingly, both winners attended the gender training. The two winners were Ms. Carmen Musat-Coman for the article: "Post-cooking pots emancipation" and Mr. Cristian Ghinea for "Funny commercials – dangerous commercials"

The event was attended by more than fifty media representatives and was widely covered by the press. Ms. Soknan Han Jung, UN Resident Coordinator/UNDP Resident Representative presented a short statement on the commitment to mainstream gender in all UNDP areas of interventions as well as to achieve gender balance in high professional positions in the UN system. Mr. Jan Sadlak, Director of UNESCO-CEPES said a few words on Millennium Development Goals related to gender and education. Other speakers including Ms. Minodora Cliveti, Chairwoman of the Equal Opportunity Commission in the Deputies Chamber presented some highlights of her political career and Mr. Thomas Stauffer, Deputy Country Director of the Swiss Development Cooperation, which co-funded the project with the Canadian International Development Agency, spoke about the importance of gender balance in political life and in governance.

"Any action that would target changing a situation needs the support of the mass media to explain why it is important to have a more gender-balanced political scene. Journalists ought to be more aware of the gender bias of the political system and that there are build-in barriers to women's political involvement – starting with barriers in their own self-perception", said Ms Jung in her closing remarks. The awareness campaign continues with 17 one-day seminars on the role of women and the increased challenges in Romania post EU accession, conducted in partnership with the Ministry of European



Liliana Popescu, Project Manager; Ms Soknan Han Jung, UN RC/UNDP RR; Ms. Minodora Cliveti, Chairwoman of Equal opportunity Commission; Mr. Thomas Stauffer, Deputy Country Director, Swiss Development Corporation (SDC)



Audience gripped with Mr. Sadlak



Winners of the awards

Integration. For more information please contact UNDP Romania, [environment@undp.ro](mailto:environment@undp.ro)