



CONCEPT NOTE FOR SIDE EVENT AT CSW68 UNITED NATIONS HEADQUARTERS, NEW YORK

"LAUNCHING OF THE FIRST GLOBAL NETWORK OF WOMEN OF FILM AND AUDIOVISUAL MEDIA"

Date: March 21st, 6:30 PM - Eastern Time

Venue: Conference Room 6 - General Assembly Building

Hosted by: Permanent Mission of Spain at United Nations, CIMA Asociación de Mujeres Cineastas y Medios Audiovisuales (Spain), UN Women National Committee of Spain, UN Women National Committee of Australia, Spain Film Commission, Geena Davis Institute on Gender in Media

BACKGROUND:

Under the auspices of UN Women at CSW68, this side event marks the initiation of a collaborative platform for all stakeholders involved in the film and audiovisual sectors to accelerate gender equality and financing with a gender perspective. The primary focus is on fostering exchanges and sharing best practices among media and audiovisual institutions and organizations to combat gender-based inequalities.

This event builds upon the commitment made by 29 global organizations at the Generation Equality Forum in Paris, France, in July 2021. The coalition pledged to work collectively toward women's leadership, equal representation, economic justice, gender-responsive education, ending gender-based violence, and advocating for gender perspectives in international festivals. CIMA, a driving force behind this initiative, now leads the organization of this CSW68 side event.

OBJECTIVES:

1. **Strengthening Women's Leadership:** Explore measures to enhance women's leadership and equal representation in the audiovisual and media industries.
2. **Economic Justice:** Advocate for equal pay for equal work and increased financial support for audiovisual projects led by women.
3. **Policy Advocacy:** Demand measures from institutions, governments, and private companies to accelerate gender equality in the audiovisual and media industries.

MAJOR ISSUES TO BE DISCUSSED:

Aligned with the CSW68 Main Priority Theme, the session will address the following:

1. **Measures for Women's Leadership:** Strategies to strengthen women's leadership and equal representation in the audiovisual and media industries.
2. **Economic Justice:** Advocacy for equal pay and increased financial support for projects led by women.
3. **Policy Advocacy:** Calls for measures to accelerate gender equality and empowerment in the audiovisual and media industries.

GLOBAL NETWORK LAUNCH:

The event aims to lay the groundwork for an international network, bringing together governments, institutions, private and public organizations, and civil society. This collaborative effort seeks to exchange data, promote best practices, and compile reports on global advances in achieving gender equality in film and audiovisual media.

ORGANIZERS:

- **CIMA (Asociación de Mujeres Cineastas y de Medios Audiovisuales):** A professional association in Spain advocating for gender equality in the audiovisual sector.
- **Comité ONU Mujeres España**

FORMAT:

The event will be held at the UN Headquarters and streamed online through the UN Website.

About

CIMA (Asociación de mujeres cineastas y medios audiovisuales) is a professional association in Spain representing over 1,100 women from the audiovisual industry united by a common goal: to promote equal presence of women filmmakers and audiovisual professionals and contribute to a balanced and realistic representation of women in audiovisual content. Founded in 2006, CIMA carries out its mission through research, advocacy, and through programs that support women professionals as well as activities for the general public that promote gender parity in the media, among other initiatives. CIMA has consultative status at ECOSOC and is associated to the UN Department of Global Communication.

CIMA:

CONTACT: coordinacion@cimamujerescineastas.es

REGISTRATION FORM: bit.ly/formUNW68women

Signatories of 2021 Call to Action/ Forum Generation Equality, Paris, France

