



1-10 OF APRIL 2019

UKRAINE



YOUTH EXCHANGE

# GEM - PROMOTING GENDER EQUALITY IN AND THROUGH MEDIA






## PROJECT DESCRIPTION

A Global Report on the Status of Women in the News Media conducted by the International Women's Media Foundation (IWMF) highlighted that less than half of the media companies had ratified specific gender equality policies (16% in eastern Europe). The visibility given to women in mass and social media is often only based on stereotypical portrayals of gendered differences (GEC Report).

Public views and opinions are influenced by the way in which the media show the facts. By emphasizing certain gender-based stereotypes, the media contribute to the propagation of roles assigned by society to women and men. This increases the trend that the genders will be perceived solely according to the stereotypes conveyed and that the complexity of each individual will be lost. The visual media industry, whose tasks should be to respect pluralism and freedom of expression and to mirror the diversity of society, underwent this crisis and put at risk the production of undiscriminating visual outputs and the diversity which is one of the assets of European culture. In this hard setting what should be done to advance gender equality and ensure that the media become informed and positive promoters of human rights, recognising the equal opportunities and rights of every person, regardless of their gender? Gender equality is the product of a collective commitment, which requires a change of culture and mentalities throughout the media. Media actively shape opinions, attitudes and ideas. To stop the propagation of stereotypes and attitudes that reinforce discrimination and violence is thus important to encourage the future generation to consider a gender sensitive approach in the use of social media and integrate a gender equality perspective in media, in order to produce social change.




GEM (Gender Equality in and through Media) is a Youth Exchange that aims at giving opportunity to young people to increase awareness on gender equality issues and to support them to play an active role in gender mainstreaming in social media. Reflections on the benefits of equality will be reinforced and they will be taken into account as an inspiration for the project's outcomes, that is the production of videos for a social media campaign. Throughout the exchange, young participants will embrace diverse diverse gender identities and investigate conditions that symbolize an equitable society. Developed in 9 days of activities, the project positively promotes an inclusive media culture and intends to inspire young people to think critically about gender roles as seen and portrayed in social and mass media.



## PROJECT GOALS



- to give a deeper understanding of the concept of gender equality
  - to support and improve competences of young people, such as digital, social and civic competence, sense of initiative and entrepreneurship, cultural awareness and expression by providing them with practical skills in visual media approaches (video and pictures);
  - to analyze the evolution of new media landscapes and investigate how new opportunities in media can foster gender equality and diversity in the media;
  - to enhance the awareness about the importance of gendered media and societies;
  - to foster young people media literacy and critical thinking skills;
  - to examine existing cases and analyze approaches on how to address gender mainstreaming and gender culture in the media;
  - encourage youth to play a key role as media advocates and cultivate a media world free of gender discrimination;
  - to increase awareness of Erasmus + and EU values and promote youth mobility in the framework of European programmes.
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## THIS PROJECT IS FOR YOU, IF:



- you are coming from one of the participating countries;
- you are 18-30 years old;
- you are interested in the topic of gender equality
- you would like to discover more about the role of media in human rights' advocacy

## PARTICIPATING COUNTRIES

**ARMENIA**

**BELARUS**

**CYPRUS**

**GEORGIA**

**GREECE**

**ITALY**

**SPAIN**

**UK**

**UKRAINE**



# PROGRAM

**Day 1** – Introduction to the program.  
Getting to know each other.

**Day 2** – What is Gender?

Understanding socially constructed attributes. Exploring the concept of stereotyping and the consequences such stereotypes have in our relations with others.

**Day 3** – What is Gender Equality?

Portray different perspectives of gender equality in different cultures and countries.

**Day 4** – Gendered Media.

Reflecting on the role of media in society and deconstructing gender roles in media. Media Advocacy.

**Day 5** – Develop visual media skills and how to share them Visual design, video making and photography. Use of social media for human rights.

**Day 6** – Promoting gender equality through media.

**Day 7** – Seeking inspiration in the local community.

**Day 8** – Take Action. Final discussions and Farewell Party.





## DATES AND VENUE

### Venue:

The Youth Exchange will take place in Slavske - winter resort among the Carpathian Mountains, around 100 km from the cultural capital of Ukraine Lviv. For its high mountains, great forests, rivers, a pleasant climate and ski resorts, Slavske attracts tourists from different parts of the country.

We will be staying in the hotel "Burger Trostyan". There are rooms for 2, 3 or 4 people available.

**YE dates:** 1-10th of April 2019

**Arrival day:** 1st of April 2019

**Program starts:** 2nd of April 2019

**Program ends:** 9th of April 2019

**Departure day:** 10th of April 2019



We ask you to arrive on **April 1st, 2019** to Lviv until **16:00!**

We organise a common bus for you from Lviv to **Slavske** and the way back from Slavske to Lviv.

We expect you to participate in the whole program.

Your board and accommodation is covered only during the youth exchange. If you would like to arrive before 1st of April or leave after 10th of April, you are responsible for your own staying.

**NOTE! Only 2 days extra are permitted if you want to receive your travel reimbursement (according to Erasmus+ regulations).**

### Currency in Ukraine

Ukrainian national currency is Hryvna (UAH). There are ATM machines and banks all around the city of Lviv. Payments with VISA/Master Card credit cards are possible in most of the supermarkets, cafes, shops and restaurants.

We strongly advise you to prepare some cash in Ukrainian currency before you go to venue of the youth exchange - Slavske, since it is a small village in the mountains and we can't guarantee you will be able to exchange money.



# COSTS AND REIMBURSEMENT

## ORGANIZERS COVER:

- accommodation and food
- the costs of the program
- 100% of the total travel costs of foreign participants, up to the limit

## AS PARTICIPANT YOU COVER:

- Travel costs above the limit

Country	Limit of the travel costs in EUR	No of participants
Armenia	275	4 participants + 1 group leader
Belarus	275	4 participants + 1 group leader
Cyprus	275	4 participants + 1 group leader
Georgia	275	4 participants + 1 group leader
Greece	275	4 participants + 1 group leader
Italy	275	4 participants + 1 group leader
Spain	275	4 participants + 1 group leader
UK	275	4 participants + 1 group leader
Ukraine	20	4 participants + 1 group leader

Each participant should attach the following documents for the reimbursement:

- Tickets (there must be price, name of the person and the travel route stated on it);
- Boarding passes (in case of loss – please get a confirmation from the airlines, that the flight was taken);
- Online Check-in should be made before your leave Lviv to make sure you give as Boarding Passes from the way back as well.

In case a document is missing, we will not be able to provide a refund.

# DEADLINES AND CONTACTS

Country	Partner organization	Contacts
Armenia	Armenian Progressive Youth	grigoryeritsyan@apy.am
Belarus	LDTM	razmaxnina@yahoo.com
Cyprus	Youth Dynamics	youthdynamicscy@gmail.com
Georgia	Creative Development Center	davidmirvelashvili@hotmail.com
Greece	ALTER EGO	kikitty9@hotmail.com
Italy	NICOLA Italy	katya.gagliano@nicolaarts.org
Spain	La Vibria Intercultural	info@vibria.org
UK	NICOLA	michela.ferrara@nicolaarts.org
Ukraine	Society Initiatives Institute	a.lepska@sii.org.ua

**23rd of February 2019** – all participants are selected

**1st of March 2019** – tickets are purchased and sent to a.lepska@sii.org.ua

**15th of March** – participants fill in the registration form (will be sent to you in February)

## Note!

Once your participation is **confirmed by your sending organization**, please book and send us your ticket the latest by 1st of March. Before buying a ticket, please consult your travel itinerary and price with project coordinator **Anna Lepskaya** (a.lepska@sii.org.ua). Only after her confirmation, the ticket may be purchased.

The refund of the travel expences will be done via **PAYPAL** make sure your Organisation **OPEN/HAVE** a paypal account so we can pay the Organisations for ALL the participants at once.

The transfers will be done within 1 month after the end of the Youth Exchange upon receipt of their travel documentation.

In case of any questions, please contact:

**Anna Lepskaya** - project coordinator a.lepska@sii.org.ua

**Tel:** +380967383191 (Viber, WhatsApp)

Please join the Facebook group **GEM Youth Exchange 2019** ([facebook.com/groups/2038923146192343](https://facebook.com/groups/2038923146192343)) to get all the updates and meet other participants.



# ABOUT HOSTING ORGANIZATION

Since 2013 **Society Initiatives Institute** is implementing various social and educational projects to contribute to building democratic and inclusive society, where every person can receive equal opportunities for development and self-realization. We work in 3 main spheres - youth empowerment, community building and human rights education.

**FACEBOOK** SIIUkraine  
**INSTAGRAM** societyukraine



# ABOUT APPLICANT ORGANIZATION

**NICOLA (New International Company of Live Arts)** is an organization that creates artistic and educational opportunities amongst young people. Our mission is to bring the world together through ARTS!!!

**WEBSITE** WWW.NICOLAARTS.ORG  
**FACEBOOK** NICOLA.Arts  
**INSTAGRAM** nicola.arts  
**TWITTER** NICOLA\_Arts  
**YOUTUBE** NICOLAArtsOfficial  
**SOUNDCLOUD** nicolaarts  
**VIMEO** nicolaarts



**WE ARE LOOKING FORWARD MEETING YOU  
IN UKRAINE!**

