

Gender Equality



Gender Equality



“ Talent does not recognize gender. We must create a world in which decision makers recognize that women, in their glorious diversity, want to see themselves reflected in the culture they consume.”

CHIMAMANDA NGOZI ADICHIE
Novelist

Gender Equality is achieved when women and men enjoy the same rights and opportunities across all sectors of society, including in the cultural and creative industries.

••••• The 2005 Convention calls for policies and measures that **support women as artists who create, produce, distribute and access cultural goods and services.**

••••• The 2005 Convention provides a framework to **tackle gender-based challenges in the cultural and creative industries** through integrated policies and measures that draw on sex-disaggregated data.



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



Sustainable
Development
Goals

“ Women’s perspectives and contributions must move from the margins of cultural life to the centre of the processes that create, interpret and shape culture. ”

Farida Shaheed

United Nations **Sustainable Development Goal 5** aims to “achieve gender equality and empower all women and girls”.



By enhancing equal opportunities for women and men in the cultural and creative industries (target 5.5) and by fostering legislation that promotes gender equality (target 5.C), the 2005 Convention is working toward the attainment of Sustainable Development Goal 5.

MONITORING GENDER EQUALITY WITH THE 2005 CONVENTION

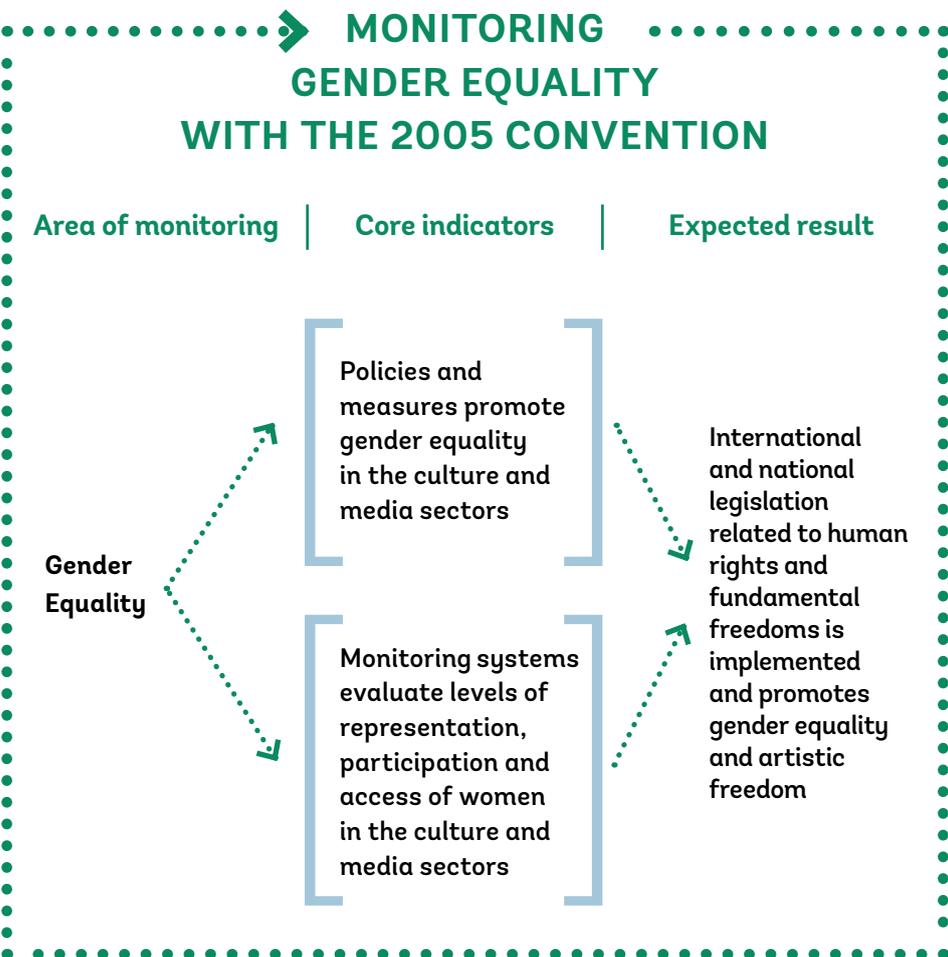
Area of monitoring | Core indicators | Expected result

Gender Equality

Policies and measures promote gender equality in the culture and media sectors

Monitoring systems evaluate levels of representation, participation and access of women in the culture and media sectors

International and national legislation related to human rights and fundamental freedoms is implemented and promotes gender equality and artistic freedom



A gender gap persists in culture



Women



are under-represented in key creative roles



work mainly in certain cultural fields



are more likely to work part-time



earn less than men



are outnumbered in decision-making positions

Films directed by women, in Europe



Billboard's 2017 power 100 list

15 women



Cultural education and training

60%



Audiovisual and interactive media

26%



Books and press

54%



Design and creative services

33%



Women

27.7%



Men

17.5%

75¢

for every dollar earned by male museum directors in North America



Funding granted for films directed by women in Europe

16%

34%

of Ministers for Culture are women

31%

of National Arts Council directors are women



Gender equality in action

Fifty|Fifty by 20|20

Sweden is committed to increasing gender equality in the film industry and in key creative roles. Funding for directors, scriptwriters and producers must now be distributed equally (50/50) between men and women. As of 2016, Sweden became the first country to achieve gender parity in public financing for films. The "Towards a Gender Equal Film Production" action plan also contributed to dispelling gender stereotypes, increasing the visibility of women filmmakers and developing leadership skills and career strategies.

Africa's new cultural leaders

The African Women Cultural Leadership's mentorship programme addresses the professional stagnation of female cultural professionals and the multiple barriers that have traditionally discouraged women from taking up leadership positions in Africa's cultural industries. Mentees benefit from individual mentoring and training in fundraising, advocacy and cultural entrepreneurship. The programme also facilitates networking amongst women in the arts sector.



The UNESCO|Sabrina Ho initiative, YOU ARE NEXT: EMPOWERING CREATIVE WOMEN, promotes young female cultural entrepreneurs in the digital creative industries by investing in their creative potential. It is designed to increase opportunities for women to strengthen their digital and entrepreneurial skills. It also supports the design of policy initiatives and strategies that address gender equality in digital creativity.

To address gender inequalities in the cultural and creative industries, States must:



Ensure equal access to funding and opportunities



How ?

- Integrate gender equality criteria in public arts funding schemes
- Review pay scales to ensure equal pay for equal work



Integrate a gender perspective into all cultural policies and measures



How ?

- Organise multistakeholder consultations promoting gender equality in the cultural sector
- Conduct a gender audit and impact assessment of cultural policies and of financial and institutional resources



Increase availability and quality of sex-disaggregated data



How ?

Collect sex-disaggregated data on the share of women:

- Enrolled as students in arts and culture
- Working as educators in arts and culture
- Holding key decision-making and creative roles
- Recipients of major awards and funding opportunities



Support women as creators and producers of cultural expressions



How ?

- Establish leadership, mentorship and financial programmes for women in cultural and creative industries
- Organise digital literacy and skills training for female artists (including techniques for dealing with online harassment)

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