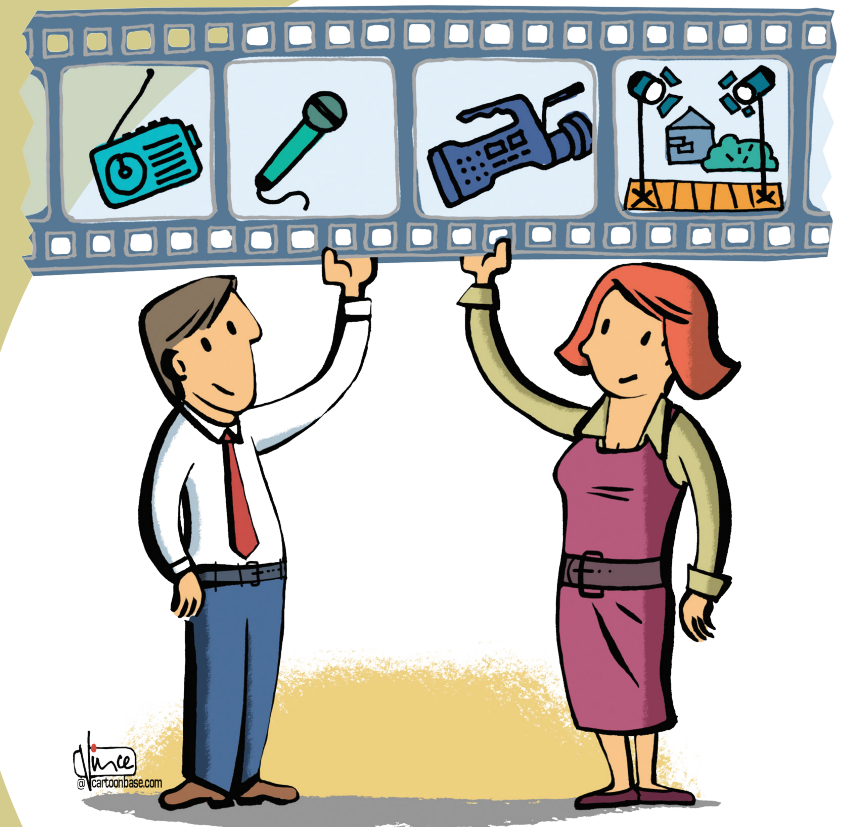


GENDER EQUALITY IN THE EU AUDIOVISUAL SECTOR



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Read the Framework of Action on
<http://bit.ly/1boste>

Leaflet produced by the **AVSDC** Gender Equality Group 2013

Why should we look at gender equality now?

• **Gender equality encompasses equal rights, responsibilities and opportunities of both men and women.** We have a role to play in its enhancement in our sector and the wider society.

• It is a fundamental right and key principle of the **European Union**; and one which improves employment opportunities within the sector and helps us to deliver content of quality and diversity.

What are the key challenges?

• **Gender portrayal** – despite good progress in recent years, the audiovisual sector does not always provide a balanced representation of men and women.

• **Gender roles** – women still tend to be under-represented in roles traditionally occupied by men and vice versa.

• **Equality in decision making** – despite record numbers of women working across the sector, the percentage of women in decision-making roles is low.

• **Work-life balance** – an important element of the EU social model and high on its agenda.

What is the Audiovisual Social Dialogue Committee (AVSDC) doing about gender equality?

• Since 2004 the **AVSDC** has brought together employers and trade union organisations as part of the European sector social dialogue.

• We have agreed a **Framework of Actions (FoA) on Gender Equality**. It aims to show how social partner organisations in the audiovisual sector across the EU can develop their employment practices to enhance gender equality.

• You can see the full Framework of Actions document and an 'Executive Summary' on our **website**.

Want to know more?

See our dedicated **website** on EC.Europa.eu or pick your linguistic version on the **social dialogue texts database**.

What can you do?

- Use the Framework of Actions as a 'toolkit' to develop and enhance gender equality in your organisation.
- The FoA gives you suggestions for action in all the main areas, supported by examples of good practice. It considers the questions which may be asked, and identifies common themes arising from the key challenges, including:
 - > **Awareness, training, provision of information**
 - > **Positive action**
 - > **Importance of monitoring**
 - > **Mainstreaming gender equality.**

