

Subgroup Terms of Reference for 2019	
Name of Subgroup (SG)	Gender diversity
SG Chair, NRA	Karim Ibourki, CSA (Belgium).
Background	<p>One of the topics still relatively unexplored by ERGA is the area of gender diversity, which is increasingly being discussed at various national and international fora. Looking closer at this topic would enable ERGA to stay relevant in this debate and, at the same time, highlight and possibly foster the activities of the NRAs and industry in this area. The 2006 Recommendation on the protection of minors and human dignity in the European audiovisual and online information services calls on the industry to combat such discrimination and to promote a diversified and realistic picture of the skills and potential of men and women in society. The revised AVMSD includes certain provisions in order to ensure that both audiovisual media services and commercial communications do not contain any incitement to violence or hatred based on gender or that audiovisual commercial communications do not include or promote such discrimination.</p> <p>This workstream could have the advantage of building on EPRA's work and expanding it in a perspective of enhanced cooperation between both regulators groups. The EPRA report entitled "<i>Achieving greater diversity in broadcasting – special focus on gender; benefits and best practices approaches</i>" underlines a common willingness shared by the European regulators to collaborate further on gender equality issue. While the EPRA report is proposing an inventory of the existing legislations and researches, the ERGA report would be mapping the existing industry-led practices and issuing additional recommendations as detailed below.</p> <p>Three areas of development to increase this collaboration among regulators were identified:</p> <ul style="list-style-type: none"> - Coordinating the production and publishing comprehensive, consistent and streamlined reports and data; - Sharing more extensively the experience gained and lessons learned, among others on the implementation of the provisions included in the Directive covering gender discrimination and on the promotion on gender representation; - Providing guidance to support NRAs to develop a framework for regulatory activities on gender.
Subgroup scope and purpose	<p>The ERGA subgroup on gender diversity is established to increase knowledge about how NRAs implement AVSMD provisions to combat gender discrimination and on the measures taken to promote gender diversity in audiovisual media. This will be done through combining information/data gathering with good practices enhancing.</p> <p>The ERGA subgroup aims to develop and pilot a framework for compiling and fostering the implementation of good industry-led practices initiatives and gather indicators. The focus will be:</p> <ul style="list-style-type: none"> - Firstly, to exchange the experience of audiovisual media services with a view to ensure a fair representation of genders on screen and in the audiovisual media industry when applying the revised AVMSD. It would be up to the various European regulatory authorities to relay concrete initiatives of the local stakeholders in their territorial jurisdiction, which can be considered as successful according to their own evaluation;

	<ul style="list-style-type: none"> - Secondly, to collect gender equality indicators used by the various European regulatory authorities and to develop common indicators. <p>National initiatives of different nature could be reported: some could belong to the “on-screen” category, others to the “behind the screen” category and some to the “cross-cutting” initiatives’ category. These initiatives could be structured from less formalized (for example, to raise awareness) to more formalized (gender equality self-evaluation, codes, tool kits...).</p> <p>The subgroup tasks for 2019 are as following:</p> <ul style="list-style-type: none"> ▪ to produce a report on existing industry-led practices in order to help facilitate the exchange of ideas and the overall cooperation among stakeholders to achieve a fair representation of genders on screen and in the audiovisual media industry. The practices reported could feed the ERGA Digital European Toolkit (DET), an internet platform of European good practices. ▪ to produce a report with recommendations on good practices to communicate the findings and opinions of the experts gathered during the operation of the Subgroup. This report could include good practices in terms of data gathering and possible common gender equality indicators, with a view to producing consistent data in the EU (within the limits of each NRA’s resources). Furthermore, this (non-legally binding) report would be addressed to the NRA’s, audiovisual media services providers and public authorities, the latter being invited to pay a special attention to the promotion of the gender equality in all audiovisual media and video sharing platform services, when transposing the EU Directive into national law and when ensuring its enforcement. <p>To foster an optimal articulation and understanding of the recommendations, both documents could be merged before publication.</p>
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Deliverables

1.

Deliverable type	Questionnaire
Deliverable title	To be determined
Due date	February 2019
Public consultation	No
Publication	Yes

2.

Deliverable type	Report on Existing Industry-led Practices
Deliverable title	Gender diversity in the Audiovisual Media Services: Report on Existing Industry-led Practices (ERGA Report)
Due date	June 2019
Public consultation	Yes
Publication	Yes

3.

Deliverable type	Report with Recommendations on Good Practices
Deliverable title	Gender diversity in the Audiovisual Media Services: Report with recommendation on Good Practices (ERGA Report)
Due date	November 2019
Public consultation	Yes
Publication	Yes

Allocated Resources

Active members (drafters)	CSA (Belgium), CSA (France), NMHH (Hungary) , AGCOM (Italy)
Members	***Cf mailing list

Work flow (internal and external milestones)

Date	Action / deliverable	Internal Subgroup only	External Board, CN, Plenary, Publication
Year 2019			
December 2018	Draft Terms of Reference discussed during online ERGA Board-meeting		Board
January/February	Subgroup online discussion (or meeting) on ToR	Chair/Active Members/ Members	
	Adoption of ToR by written procedure		Plenary
End of February 2019	Draft of questionnaire	Chair, co-drafters	
26 February 2019	Subgroup meeting on drafted questionnaire	Chair/Active Members/ Members	
March 2019	Questionnaire dissemination (deliverable n.1)	Chair	Secretariat
May 2019	Questionnaire analysis and Report on existing practices (deliverable n.2)	Chair, co-drafters	
May 2019	Subgroup adoption of the Report by online procedure	Chair/Active Members/ Members	
June 2019	Adoption of Report on existing industry-led practices by plenary		Plenary
June 2019	Video-conference Subgroup meeting on the report with recommendations on good practices (recommendations) (deliverable n.3)	Chair/Active Members/ Members	
Summer 2019	Draft of report Recommendation on good practices	Chair, co-drafters	
October 2019	Subgroup meeting for adoption of report Recommendation on good practices	Chair/Active Members/ Members	
November 2019	Adoption of report Recommendation on good practices		Plenary
November 2019	Publication on external webpage		Publication by Secretariat