



MEDIA RELEASE

Launching the Statement of Commitment for Gender Equality in South African Media

IMMEDIATE RELEASE

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This Women’s Month, UN Women South Africa and the GIZ – Partnerships for Prevention of Violence against Women and Girls programme (PfP) call on the media and entertainment industry to commit to actively fighting gender-based violence (GBV) and promote gender equality by signing the ‘Statement of Commitment for Gender Equality in South African Media’.

“As we grapple as a society to address the scourge of GBV and unequal gender dynamics, a key sector that is often overlooked is the media and creative industry. These industries hold the power to influence how we view ourselves and society at large” says Anne Githuku Shongwe, UN Women Representative for UN Women’s South Africa Multi-Country Office (SAMCO).

The voluntary statement motivates South African news and entertainment media organisations and practitioners to reflect and take on the roles and responsibilities that come with the influence they hold. It is meant to guide the way for signatories to become a positive force in this country’s struggle with gender inequality and GBV.

In partnership with industry, civil society, government and regulatory bodies the Step It Up for Gender Equality in South African Media project formulated the ‘Statement of Commitment for Gender Equality in the South African Media’, including commitments around the themes: “Gender Sensitive Reporting”, “Un-Stereotyping Entertainment and Storytelling” and “Creating a Safe and Equal Space ‘Behind the Scenes’”.

‘The time for increased commitment and action is now, this statement is a bold and practical response to the crisis we face in South Africa. We invite media and creative industries to scale up their focus on women’s rights and gender equality issues through high-quality coverage and editorial decisions, complemented by gender-sensitive corporate practices’ says Ms. Githuku Shongwe.

Joan Moeketsi, Component Manager SA for the PfP programme says “As GIZ, we are committed to preventing GBV through various initiatives. This launch intends to bring South African media stakeholders together to play a more conscious role in preventing the scourge of GBV and discrimination built upon unhealthy gender stereotypes”.

The statement will be officially launched with a virtual Women’s Month event on the 26th of August. The event will include influential media personalities, SANEF’s Executive Director Dr Kate Skinner, Health-e News CEO Portia Kobue and an opening address by the Commission for Gender Equality’s Chairperson Ms. Tamara Mathebula.



For more information about 'The Statement of Commitment for Gender Equality in South African Media' visit: partnershipsforprevention.org or contact Luxolo Matomela on luxolo.matomela@giz.de. Sign up to the Statement <https://rb.gy/yhr8gw>

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In partnership with:



ABOUT UN WOMEN SOUTH AFRICA

UN Women is the UN organization dedicated to gender equality and the empowerment of women. UN Women work with governments, civil society and the private sector to design laws, policies, programmes and services that ensure women's equal participation in all aspects of life, focusing on five priority areas: increasing women's leadership and participation; ending violence against women; engaging women in peace and security processes; enhancing women's economic empowerment; and making gender equality central to national development planning and budgeting.

ABOUT the Partnerships for Prevention of Violence against Women and Girls in Southern Africa Programme (PfP) of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

GIZ is a service provider in the field of international cooperation for sustainable development dedicated to shaping a future worth living around the world. The German Federal Ministry for Economic Cooperation and Development (BMZ) has commissioned GIZ to implement together with its partners the **regional project Partnerships for the Prevention of Violence Against Women and Girls in Southern Africa (PfP)**. Preventing Violence Against Women and Girls (VAWG) by strengthening multi-stakeholder alliances is listed by the BMZ as the third priority issue and strategic objective in its Development Policy Action Plan on Gender Equality 2016 – 2020 (GAP II). The objective of the project is therefore to strengthen the capacities of and improve cooperation between governmental, non-governmental and private sector stakeholders in preventing VAWG. The project's methodological



approach is built around supporting the establishment of multi-stakeholder partnerships (Sustainable Development Goal 17). Currently PfP is implemented at national level in four countries in the region: South Africa, Lesotho, Zimbabwe and Zambia. The Step It Up flagship project is one of the innovative initiatives in the field of primary prevention that PfP is implementing in collaboration with UN Women. This initiative focusses on addressing potentially harmful stereotypes, norms, opinions and perceptions persistent in society about gender roles, gender violence and women and girls in general.

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