



On behalf of the Nordic Information Centre for Media and Communication Research and the Nordic Council of Ministers Office in Lithuania, You are invited to the seminar and the book launch **'MAKING CHANGE. NORDIC EXAMPLES OF WORKING TOWARDS GENDER EQUALITY IN THE MEDIA'**.

The Seminar will take place on **4th of December, 2014, at the European Institute for Gender Equality in Vilnius, Lithuania.**

How can the media industry promote gender equality? What difference can activists make? How can research contribute to developing and sharing knowledge? These issues are in focus when the project Nordic Gender & Media Forum is launching the anthology **"Making change. Nordic Examples of Working Towards Gender Equality in the Media"** at the seminar in Vilnius.

The book is a collection of good practices in the Nordic countries and also contains gender based statistics about film, journalism, computer games and advertising compiled by NORDICOM. Examples of good practices from the Baltic countries will also be presented at the seminar.

The seminar is arranged by the NORDICOM together with Nordic Council of Ministers office in Lithuania and EIGE as partners. The working language is English. Program of the seminar can be found in the attachment.

Date and Time: December 4, 2014, 12.00 – 16.00 p.m.

Venue: European Institute for Gender Equality, Gedimino ave. 16, Vilnius, Lithuania. Entrance from Vilniaus street.

Please register for participation at info@norden.lt by **Thursday, November 27.**

Bo Harald Tillberg
Nordic Council of Ministers office in Lithuania,
Director

Maria Edström
PhD, Nordic Gender & Media Forum,
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MAKING CHANGE. NORDIC EXAMPLES OF WORKING TOWARDS GENDER EQUALITY IN THE MEDIA

4th of December, 2014

*European Institute for Gender Equality in Vilnius
Gedimino ave. 16, Vilnius, Lithuania*

PROGRAM:

- 11.00 – 12.00 **Registration**
- 12.00 – 12.15 Welcome by **Maria Edström** (NORDICOM), **Šarūnas Radvilavičius** (Nordic Council of Ministers office in Lithuania), **Virginija Langbakk** (EIGE).
- 12.15 – 12.30 Main findings of the EIGE report on **Women and the Media & Good practices Women and the Media**. Barbara Limanowska, Senior Gender Mainstreaming Expert.
- 12.30 – 12.45 **Nordic Facts & Figures**. Ulrika Facht, Media Analyst, Nordicom.
- 12.45 – 13.15 Nordic examples of good practices:
Women experts exist! Anita Frank Goth, Head of Communication Kvinno, Denmark.
Gender equality in Swedish film, Johan Fröberg, Head of Strategic Intelligence and Statistics, Swedish Film Institute.
- 13.15 – 13.45 **Coffee**
- 13.45 – 14.30 Baltic examples of good practices:
Attitudes towards gender in the sphere of culture. Laima Kreivytė, Lecturer at the Vilnius Academy of Fine Arts and the Gender Studies Centre of Vilnius University.
Socialization of Gender. TV programs for children in Latvia. Marita Zitmane, University of Latvia, Faculty of Social Sciences, Department of Communications Studies.
Stereotypes: Does it have to be like this? Joosep Vimm, Chief Specialist of the Gender Equality Programme, Ministry of Social Affairs of Estonia.
- 14.30 – 15.15 **Discussion – Moving forward toward gender equality in the media.**
- 15.15 – 16.00 **Networking**