



Event

Women4Mediterranean Conference 2020

Accelerating gender equality
in the context of the COVID-19
pandemic

Date

16-20 November 2020

Website

www.ufmsecretariat.org/event/women4mediterraneanconference-2020

Type

Online

Hashtag

#Women4Mediterranean

About the event

Coinciding with the **25th Anniversary of the Barcelona Process** adopted in 1995, and the 25th anniversary of the Beijing Declaration and its Platform for Action, the 2020 Women4Mediterranean Conference intends to serve as a milestone to appraise and take stock of what has been achieved over the past 25 years, to learn from what has worked and to further identify areas that require improvement. The COVID-19 pandemic has changed the scenario. Preliminary data shows that **the pandemic is deepening pre-existing gender inequalities**, exposing vulnerabilities in social, political and economic systems which are in turn **amplifying the impacts of the pandemic on women and girls' lives**. All these impacts are further intensified in contexts of fragility, conflict, and emergencies where social cohesion is already undermined, and institutional capacity and services are limited.

The Conference seeks to **further analyse the impact of the COVID-19 crisis on women and girls and to highlight the key role played by women in addressing the pandemic**. It also aims to identify what is needed to better value the role of women and foster women's participation in policy and decision-making to address the pandemic. This year's event will also witness the launch the UfM Institutional Ministerial follow-up mechanism and its indicators, which will be adopted this year by the UfM Member States and will allow to monitor and measure gender equality progress in the region and provide policy and actions-oriented recommendation to close the gender gap.

The conference will focus on the following themes:

- women on the frontline of COVID-19
- women's economic participation and the impact of COVID-19
- ending violence against women and girls
- mainstreaming gender in recovery responses of agri-food sectors and rural areas
- gender Equitable Leadership in the Global Health Workforce
- the role of women managing the pandemic at local and regional level
- the Role of Youth in Combatting Gender Stereotypes

→ Download the [conference brochure here](#).



Communication Tools

Resources

An overall **Dropbox** will be available throughout the period of the event. You will find all the visual elements for social media and media campaigns. During the event photos, press notes, speaker's bios, infographics, etc. will be added on to the **Dropbox**.

All resources for the Conference are [available here](#).

Banner for websites

We encourage all partners to share the conference in their corporate websites. Please find a large banner [here](#) and feel free to adapt the width to your needs.



Social Media

Before the event:

Help us to promote the event among your networks and partners.

Search for tweets and posts with the hashtag [#Women4Mediterranean](#) before, during and after the event and feel free to share them on your social media channels or adapt them to your audiences. Our UfM social media accounts are:



@ufmsecretariat



/ufmsecretariat



/union-for-the-mediterranean



@ufmsecretariat

To promote the event through social media. We have elaborated some pre-written sample messages and images which you may use prior to the event:



#SaveTheDate for @UfMSecretariat #Women4Mediterranean Conference "Accelerating gender equality in the context of #COVID19 (online 16-20 Nov) to discuss Covid19 impact on #WomenandGirls & their key role in addressing the pandemic in #EuroMediterranean <https://bit.ly/30mbzaS>



Emerging data show that violence against women and girls has intensified since #Covid-19 outbreak. Join us at @ufmsecretariat #Women4Mediterranean online conference to discuss challenges & innovative solutions to tackle #VAWG during the pandemic <https://bit.ly/30mbzaS>



The COVID-19 crisis will likely increase female poverty. Take action and join the @ufmsecretariat #Women4Mediterranean online conference on 16-20 Nov to analyze Covid19 impact on #WomenandGirls in the #EuroMediterranean region. More info at: <https://bit.ly/30mbzaS>



Women comprise 70% of global #health workforce, but only hold only 25% of senior roles. Take action & join us online on 16-20 Nov to discuss women's leadership in health sector & how to advance in the response to #COVID19 #Women4Mediterranean <https://bit.ly/30mbzaS>



#COVID19 has intensified women's unpaid care and domestic workloads. Join the @ufmsecretariat #Women4Mediterranean online Conference on 16-20 Nov to discuss the need to measure, recognize and support unpaid care work <https://bit.ly/30mbzaS>



What can we learn from women leaders of Mediterranean cities during #COVID19? Join the #Women4Mediterranean online conference on 16-20 Nov to share new perspectives on gender policy in the region! <https://bit.ly/30mbzaS>



How can we mainstream gender in #COVID19 recovery responses in #Agrifood sectors and #rural areas in the #EuroMediterranean region? Join the @ufmsecretariat #Women4Mediterranean online Conference on 16-20 Nov <https://bit.ly/30mbzaS>



At the @ufmsecretariat #Women4Mediterranean online conference on 16-20 Nov we will be talking about how #youth can influence and modify gender stereotypes in the media. Don't miss out! <https://bit.ly/30mbzaS>



#SaveTheDate pour la conférence #Women4Mediterranean de @UfMSecretariat « Accélérer l'égalité des sexes dans le cadre du #COVID19 » (en ligne 16-20 Nov) pour discuter de l'impact du COVID-19 sur les femmes et les jeunes filles, et leur rôle clé dans la lutte contre la pandémie dans la région #EuroMéditerranée <https://bit.ly/30mbzaS>



La crise du COVID-19 va probablement accroître la pauvreté des femmes. Passez à l'action et rejoignez la conférence en ligne de @ufmsecretariat #Women4Mediterranean le 16-20 Nov pour analyser l'impact du COVID-19 sur les femmes et les jeunes filles dans la région #EuroMéditerranée
Pour plus d'information : <https://bit.ly/30mbzaS>



Les données récentes montrent que la violence à l'égard des femmes et des filles s'est intensifiée depuis l'épidémie de #COVID-19. Rejoignez-nous à la conférence en ligne @ufmsecretariat #Women4Mediterranean pour discuter des défis et des solutions innovantes à relever #VAWG pendant cette épidémie <https://bit.ly/30mbzaS>



Les femmes représentent 70 % du personnel de #santé mondial, mais n'occupent que 25 % des postes de direction. Passez à l'action et rejoignez nous en ligne le 16-20 Nov pour discuter de la place des femmes dans le secteur de la santé et comment faire évoluer les choses dans notre réponse au #COVID19 #Women4Mediterranean <https://bit.ly/30mbzaS>



La pandémie de #COVID19 a intensifié les soins non rémunérés et la charge de travail domestique des femmes. Rejoignez la conférence en ligne @ufmsecretariat #Women4Mediterranean le 16-20 Nov pour discuter de la nécessité de mesurer, reconnaître et soutenir le travail de soins non rémunéré <https://bit.ly/30mbzaS>



Que pouvons-nous apprendre des femmes dirigeantes des villes méditerranéennes pendant #COVID19 ? Rejoignez la conférence en ligne #Women4Mediterranean le 16-20 Nov pour partager de nouvelles perspectives sur la politique d'égalité des sexes dans la région ! <https://bit.ly/30mbzaS>



Comment pouvons-nous intégrer la dimension de genre dans les mesures de relance #COVID19 dans les secteurs #Agrifood et les zones #rurales dans la région #EuroMéditerranée ? Rejoignez la conférence en ligne @ufmsecretariat le 16-20 Nov pour en savoir plus <https://bit.ly/30mbzaS>



احفظوا هذا التاريخ- تنظم الأمانة العامة للاتحاد من أجل المتوسط هذا العام عبر الإنترنت خلال الفترة من ١٦ إلى ٢٠ نوفمبر ٢٠٢٠ مؤتمر « Women4Mediterranean » تحت عنوان « تسريع المساواة بين الجنسين في ظل جائحة كوفيد-١٩ لمناقشة تأثير هذه الآفة على النساء والفتيات و دورهن الرئيسي في التصدي للوباء في المنطقة الاورومتوسطية. <https://bit.ly/30mbzaS>



من المرجح أن تؤدي أزمة كوفيد-١٩ إلى زيادة فقر النساء. بادروا بالتحرك وانضموا إلى مؤتمر الاتحاد من أجل المتوسط و Women4Mediterranean عبر الإنترنت في ١٦-٢٠ نوفمبر لتحليل تأثير وباء كوفيد-١٩ على النساء والفتيات في المنطقة الاورومتوسطية. وللמיד من المعلومات يرجى الدخول على: <https://bit.ly/30mbzaS>



تظهر البيانات المستجدة أن العنف ضد النساء والفتيات قد اشتد منذ اندلاع جائحة كوفيد-١٩. انضموا إلينا في مؤتمر Women4Mediterranean عبر الإنترنت لمناقشة التحديات والحلول المبتكرة لمكافحة العنف ضد النساء والفتيات أثناء الجائحة. <https://bit.ly/30mbzaS>



تشكل النساء ٧٠٪ من القوى العاملة في مجال الصحة في العالم، ولكنهن يشغلن ٢٥٪ فقط من المناصب القيادية. بادروا بالتحرك وانضموا إلينا عبر الإنترنت في الفترة من ١٦ إلى ٢٠ نوفمبر لمناقشة الدور القيادي للمرأة في قطاع الصحة وكيفية المضي قدما في الاستجابة لجائحة كوفيد-١٩. <https://bit.ly/30mbzaS>



إن الرعاية الصحية غير مدفوعة الأجر المقدمة من جانب المرأة قد تضاعفت فضلا عن تحملها عبء العمل المنزلي. انضموا إلى مؤتمر @ufmsecretariat # Women4Mediterranean عبر الإنترنت في الفترة من ١٦ إلى ٢٠ نوفمبر لمناقشة الحاجة إلى قياس، والاعتراف، ودعم أعمال الرعاية غير مدفوعة الأجر. <https://bit.ly/30mbzaS>



ما الذي يمكن أن نتعلمه من القيادات النسائية في مدن البحر الأبيض المتوسط خلال جائحة كوفيد-١٩؟ انضموا إلى مؤتمر # Women4Mediterranean عبر الإنترنت في الفترة من ١٦ إلى ٢٠ نوفمبر لمناقشة آفاق جديدة حول سياسة النوع الاجتماعي في المنطقة. <https://bit.ly/30mbzaS>



كيف يمكننا تعميم مراعاة المنظور الجنساني في الحلول المطروحة للتعافي من وباء كوفيد-١٩ في قطاعات الأغذية الزراعية و المناطق الريفية في المنطقة الاورومتوسطية ؟ انضموا إلى مؤتمر @ufmsecretariat # Women4Mediterranean عبر الإنترنت في ١٦-٢٠ نوفمبر <https://bit.ly/30mbzaS>



Save the date for the @union-for-the-mediterranean #Women4Mediterranean Conference 2020: "Accelerating gender equality in the context of #COVID19 pandemic" (online on 16-20 Nov), a major #EuroMediterranean meeting to analyze Covid19 impact on #WomenandGirls and to highlight their key role in addressing the pandemic.

Find out more here: <https://ufmsecretariat.org/event/women4mediterraneanconference-2020/>

During the event

We encourage all participants to publish photos, tagging not only the UfM but also speakers and/or organizations represented and adding the official hashtag #Women4Mediterranean

Search for tweets and posts with the hashtag #Women4Mediterranean and feel free to post them on your social media channels or translate them to your audiences.



Media Resources

The UfM is developing media partnerships for this event. More information will be shared soon and available on the website page.

A list of speakers that agree to answer to the press, with bios and languages, will be shared with the press – please share with us any recommendation you may have

10th of November: A press advisory and dossier will be sent in English, French, Arabic and Spanish. Journalists will be invited to attend each session. → The texts will be available in the Dropbox.

Union for the Mediterranean press kit:

[AR](#) // [EN](#) // [ES](#) // [FR](#)



20th of November: A press release will be shared after the conclusion session to the press. This press release will be available on our website with all the links to reports or publications that has been produced during the event.

Interviews will be coordinated before, during and after the event.

Press contact of the Union for the Mediterranean

Please feel free to share your press officer's contact with us so we can build synergies in reaching out to the media across the region

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25th Anniversary of the Barcelona Process

The Barcelona Process was launched in 1995, and this year provides an important opportunity to celebrate 25 years of Euro-Mediterranean relations' achievements while calling for greater cooperation. This page provides useful resources to help guide and support media activities – from downloadable resources, footages to speakers. **All templates and logo can be downloaded here.**

Contact

If you have any questions please don't hesitate to contact the Social and Civil Affairs Division at socialaffairs@ufmsecretariat.org

Thank you for your collaboration.

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