



“Millennium Development Goal 3 and the role of the media” November 26, 2009, Rome

Draft Programme

Venue: Protomoteca Room, Municipality of Rome (Campidoglio)

9:30 Opening remarks

Vincenzo Scotti, Undersecretary Foreign Affairs, Italy

9:30 Words of welcome

Gianni Alemanno, Mayor of Rome
Federico Mayor, Chair, IPS Board of Directors

10:00 Panel One

Ending Violence Against Women - Innovative media and technology initiatives

As we celebrate the 16 Days of Activism Against Gender Violence three panellists will be invited to introduce innovative ways of getting messages across, and to stimulate a debate about how to strengthen communication efforts.

Panel presentations from:

Introduction -- Robert Dijksterhuis, Head Emancipation Themes, Directorate of Social and Institutional Development, Dutch Ministry of Foreign Affairs

Jac sm Kee, Coordinator, Women’s Rights Advocacy, Association for Progressive Communication WNSP

Paula Fray, IPS Africa Director, Global Launch of the Reporting Gender Based Violence media handbook

Monia Azzalini, Osservatorio di Pavia Media Research, the Global Media Monitoring Project in Italy

Responder – Laila Al-Shaikhli Al Jazeera Arabic Channel

Chaired by Deborah Bergamini, Chair, North-South Centre, Council Europe

11:30 Coffee break

12:00 Keynote speech from Soukeina Bouraoui, Executive Director, Centre of Arab Women for Training & Research-CAWTAR – 30 years of CEDAW – using the law to end inequality

Introduced by Emma Bonino, Vice President Italian Senate

12:45 Lunch

2:15 Panel Two
Ending Violence Against Women - Communication campaign case studies

Three communication case studies from civil society and an UN agency focused on ending violence will be presented and their impact related.

Panel presentations from:

Cristiana Scoppa, Head of Communication, StopFGM! Campaign, AIDOS
Urjasi Rudra, Coordinator, Say NO – Unite to end violence, UNIFEM
Beatrice Costa, Policy Officer, Hungerfree Women Campaign, Action Aid

Responder – Bianca Berlinguer*, Director TG3

Chaired by Wendy Harcourt, author of *Body Politics in Development*, (ZED books, 2009) and editor of *Development*, the journal of the Society for International Development

4:00 Coffee Break

4:30 Women and the Food Crisis: Messages for Copenhagen

The concluding session of the day will change the focus and invite the three Rome-based food agencies: FAO, IFAD, and WFP to present a gender perspective on the upcoming Copenhagen climate talks.

Panel Presentations from:

Annina Lubbock, Gender and Household Food Security Desk, IFAD
Marcela Villareal, Director, Gender, Equity and Rural Employment, FAO
Isatou Jallow, Head, Gender Unit, WFP

Responder – Najiba Ayubi, Director, Killid Group, Afghanistan

Chaired by Patrizia Labella, Policy Officer, Millennium Campaign Europe

5:30 Sylvia Borren, GCAP Global Council co-chair, Expert reviewer and synthesiser of the meeting

Closure: Mario Lubetkin, Director General, IPS
Elisabetta Belloni, Director General for Development Cooperation,
Italian Ministry of Foreign Affairs

(to be confirmed*