

"Using Media as a tool for Gender equality promotion"



14-21 October, 2017
Vienna, Austria

Partner promoters; Armenia, Austria, Georgia, Ukraine, Poland, and the Netherlands

Description of the TC

Nowadays Europe enjoys the equality of women and men before the law more than ever. Through the media we see more women taking decision-making roles in our social and political life. Nowadays it is difficult to underestimate the role of Media in achieving the fundamental value of gender equality. Having a great role in society, the Media definitely affects the perception of gender and acts as one of the main tools for "gender stereotyping".

In 2013 the Committee of Ministers of the Council of Europe stated that "gender equality means equal visibility, empowerment, responsibility, and participation of both women and men in all spheres of public life, including the media". Though having a big potential in

promoting gender equality, in Europe media still acts as a tool that creates and maintains gender stereotypes. In the neighboring partner countries, we see an even worse picture. Though these countries also share the main European values, in local realities we see lots of Gender-based Inequalities. In South-Eastern countries, even the physical violence rate against women is much higher. The oppressors bring excuses for their violation with phrases "to show the woman her place", "man should be a man". That image is mainly generated as result of the absence of adequate education and the influence of the society through all types of media.

It is well-known fact that teenagers and youngsters often take as role models the images, that are created by the Media. At this sensible age, youngsters often don't want to think critically and adapt the role models for different genders without questioning them. We are sure that youth workers or even educated youth are able to change the situation. We want to act and bring positive changes in our societies taking a special focus on media.

The main aim of this Training Course in Vienna is to increase awareness and provide youth with proper knowledge about gender issues and perspectives of European and project countries media. Different scale of activities as simulations, role-plays, group activities, discussions, presentations, field visits will give 24 participants from 6 countries an opportunity to re-explore the concepts of gender and sex, gender stereotypes in the media of EU and Neighboring countries and etc.

Our aim. With this Training course, we aim to increase awareness and provide youth workers with proper knowledge about gender issues and perspectives of European and project countries media, so enabling them to work on gender-related projects.

In order to achieve our aim we set these objectives:

- To re-explore and develop participants knowledge and understanding of various concepts related to gender issues and emphasize the importance of gender equality in Media
- To analyze each partner's country gender issues
- To facilitate networking process among participants and promote new common projects related to gender equality
- To give space for participants to set new networks related to gender equality

- To improve the intercultural, non-formal and informal learning process resulting in a wider impact on community
- To give an opportunity to meet local advocates and other professionals working with this topic and get inspired
- To provide participants with tools, needed for project development.
- To clarify the challenges of and opportunities for gender equality issues under Erasmus plus

In long lasting perspectives, the project will also bring impact in European /international level. The established cooperation between the partners, mutual trust, and common aims will bring new ideas and motivation to transfer them from idea to project. As a result of years of cooperation and joint activities tackling gender equality issues will be tackled internationally in the ways of exchange of best practice, consulting and cooperation. As a long lasting effect, this will lead to reducing of gender representation gap in European Media.

Profile of the participants

We welcome Youth workers who(/are);

- familiar with Media tools,
- involved with NGO PR activities, communicates through media or creates media products
(Movies, Blogging, press releases, news in NGO Website or other local media).
- motivated to integrate and increase gender equality promotion in their daily NGO activities
- ready to engage themselves in different local and international projects in promoting gender equality and combat gender-based discrimination in their countries
- eager to transfer gained knowledge to the youth in their organizations and countries.
- committed to working during the whole project, meaning all TC days and later share learning outcome.

Travel information

The most convenient way to get to the project venue is to fly either to Vienna International Airport or to Bratislava International Airport.

Vienna International Airport. From the airport: Take the train S7(direction; **Florisdorf**)(costs 4.4 Euros) you need to leave the train at **Florisdorf** (the last station) after please take the U-Bahn(=Underground) **U6 line(it is brown)** direction **Siebenbrunn**, and get off at **Burggasse-Stadthalle** station. The A&O Hostel is just 300m away to the north(see the map below in the

info-pack). The address is Lerchenfelder Gürtel 9-11, Vienna.

Bratislava Airport (Slovakia). The bus ticket from this airport to Vienna will cost 4-8 Euros, depending on the service provider. You can find several proposals [here](#). If you chose Bratislava Airport and the bus connection to Vienna, please inform us and we will give you additional information on how to reach the project venue.

By train. From **Westbahnhof** (Western Railway Station): Leave Westbahnhof direction 'Außere Mariahilferstraße' straight ahead ca. 10 min the Lerchenfelder Guertel. Otherwise, you could use the Tram 6 / 18 two stations into **Burggasse/Stadthalle**. The Hotel is on the left side.

Arrival and departure information and the Erasmus+ travel rules

Arrival and departure information: 14 of October 2017 is the Arrival Day. Make sure you arrive the project venue till 20:00. We will provide dinner for the participants. The official program starts on 15 of October 2017 in the morning. The official program ends on 20 of October 2017 late in the evening. 21 of October 2017 is the Departure Day. We will provide breakfast for the participants.

Erasmus + rules. It is the participant's right to have 2 extra days for the travel. This gives them the following opportunities for the travel process.

- October 12 (two days earlier)-October 21(on time)(total + 2 days)
- October 13(One day earlier)-October 21 (on time)(total + 1 day)
- October 13(One day earlier)-October 22 (one day later)(total +2 days)
- October 14(on time)-October 22(on day later)(total +1 day)
- October 14(on time)-October 23(two days later)(total +2 days)

All those opportunities can be used by the participants when buying the tickets. Please take into consideration that you have to cover yourself the expenses for those extra days, and the host organization is covering your accommodation starting October 14 19:00 P.M (providing dinner) till October 21 10:00 A.M (providing breakfast).

Erasmus+ also implements rules that define the maximum reimbursement for the participants' travel tickets according to the travel distance they use. Attached you can find the maximum reimbursement for your travel to the project venue and back.

Travel costs

Country	Partner Promoter	Number of participants	Max. travel cost per person
Armenia	Armenian Progressive Youth	4	360
Austria	Zeit!Raum	5	0
Georgia	International center for peace and integration	4	360
Poland	Fundacja Razem po Horyzont	4	275
Ukraine	Vzayemopomich	5	275
The Netherlands	SOFA Ventures	5	275

Tickets & Registration

You should make a small research and purchase the cheapest tickets.

NOTE! When you are sure that you buy the tickets according to Erasmus+ rules (you can also approach for advice to your organization contact person) you can buy them yourself and without consulting the organizers, if you need help with the purchasing the tickets, you can always keep contact with Ani Janyan; anijanyan@gmail.com

Once the participants buy the tickets, they will be asked to fill in the **online Registration Form** till **September 30, 2017**. This will help the trainers' team to develop the program that meets your expectations!

Financial issues

100% of the total travel expenses will be reimbursed. Reimbursement will be done in EUR at the project venue if the on-line check-ins are done before the departure and all the invoices and tickets are collected.

NOTE! Please check travel budget limits above. If travel costs exceed the amount budgeted for the project. The organizers will only be able to reimburse the participants the maximum travel costs indicated in the travel budget. You are therefore, strongly advised to book trip travel well in advance and look for the cheapest option.

IMPORTANT! to manage the reimbursement project easier, we would kindly request our participants to provide the following information at the project venue;

- Tickets (there must be price and name of the person stated on it).
- Boarding passes (in case of loss – please get a confirmation from the airlines, that the flight was taken)
- Invoices –even if you have a ticket, our accounting still needs an **INVOICE**.

Project venue and Accommodation



The training course will take place in [A & O Hostel Stadthalle](#). The A&O Hostel Wien Stadthalle in Vienna is only one stop away from Westbahnhof.



The short distance to the historic city center and to the shopping mile of the Austrian capital makes this A&O especially attractive for all travelers.

The participants will stay in 4 bed rooms, the sessions will be implemented at the hostel conference room in the same building. If you need any special medicine or other personal items please take those with you.

Intercultural Evening

One of the evenings will be the intercultural night where the participants will present their countries, culture, and traditions. We suggest you bring with you pieces of your culture; food, drinks, traditional clothes, music and everything that you consider as a part of your culture. With the help of the social committee consisted of the participants we will organize the intercultural evening together.

Homework and Daily Program

The participants will implement a small research about the grounds of gender inequality in media in their countries, facts, and statistics. This will be needed for the presentation of the homework during the first days of the project. The final daily programme will be sent to the participants 5 days before the project launches.

Facebook Group Please join our [Facebook group](#).

Participation selection and ticket booking deadlines;

September 17 th – The participants are chosen by the sending organizations.

September 30 th–The tickets are bought by the participants.

The applicant and host organization

Zeit!Raum is an SPO (Social Profit Organization) which was founded more than 20 years ago (1995) and has continued to expand its fields of work.

Zeit!Raum is relatively new in implementing Erasmus+ activities, though the NGO has implemented several Youth in Action projects. During the implementation of our everyday activities, we came to the conclusion that the aims the organization holds and the goals pursued by the Erasmus+ Programme correspond quite often. This gives us the reason to come to the conclusion that our NGO can use the opportunity of this Programme to reach the common goals. Zeit!Raum has experience in organizing several activities in and outside of Vienna. Here is the short list of the activity fields, in which Zeit!Raum works throughout the year.

Children and Youth Work in the 15th district of Vienna

Children and Youth Work in the in the 22nds district of Vienna

Accommodation of asylum seekers and (minor) refugees.

Refugee Support (Tempus, Z!R Wohnen)

Private Kindergarten „fun&care“

The project team



Ani Janyan is the project manager of the TC. Her tasks are the organization of the project and implementation of the project main activity that will take place in Vienna, Austria during October 14-21, 2017. Ani Janyan is an experienced project manager. Her competence in this project is ensured with the fact that she implemented several Youth in Action and Erasmus+ projects in Yerevan (Armenia) and Graz(Austria). Before acting as the project manager she also participated in several Erasmus+ activities and was an EVS volunteer for one year in Austria. Simultaneously, Ani Janyan is currently doing her Master studies on Social Economy at FH Campus Wien.

contact: anijanyan@gmail.com

Erik Ghazaryan is an experienced trainer and is a member of Salto Youth TOY and Youth for Exchange and Understanding PET. Erik Ghazaryan is experienced as a trainer in the field of Human rights and anti-discrimination. During the recent years he worked on Youth for Exchange and Understanding(YEU) three step projects "Excuse me is this hate yours" (Belgium), MOJU (Portugal) "Mojyouthniversity" training course and JUB (The Netherlands)"Youth work and European Citizenship" training



course. Erik Ghazaryan is also the president of Armenian Progressive Youth NGO. Nowadays Erik Ghazaryan does the Master Programme on Political Science at the University of Vienna

contact: erikghazaryan@apy.am

The project foresees two trainers, the second trainer will be chosen through the open call for trainers.

Project location information

Weather in October in Austria is relatively cold. The weather during the project dates will be around +18-20 C. We recommend you to take also warm clothes and coats with you. It also often rains in Vienna. Please take into consideration that it is also quite windy in Vienna.

What to bring? The Hostel is located not far from the city center, approximately 2 km. Take your personal clothes, hygiene products, bathroom necessities (Towels, sleepers etc.). The project foresees visit to the city, so please bring appropriate clothes for walking in the city center.

Shop. Be aware that the shops work in Vienna until 20:00, after that there are only particular places, where the shops are open. On Sunday, and holidays nearly all the shops are closed.

Currency: In Austria the official currency is EURO

Welcome to Vienna, one of the most beautiful cities of the world

