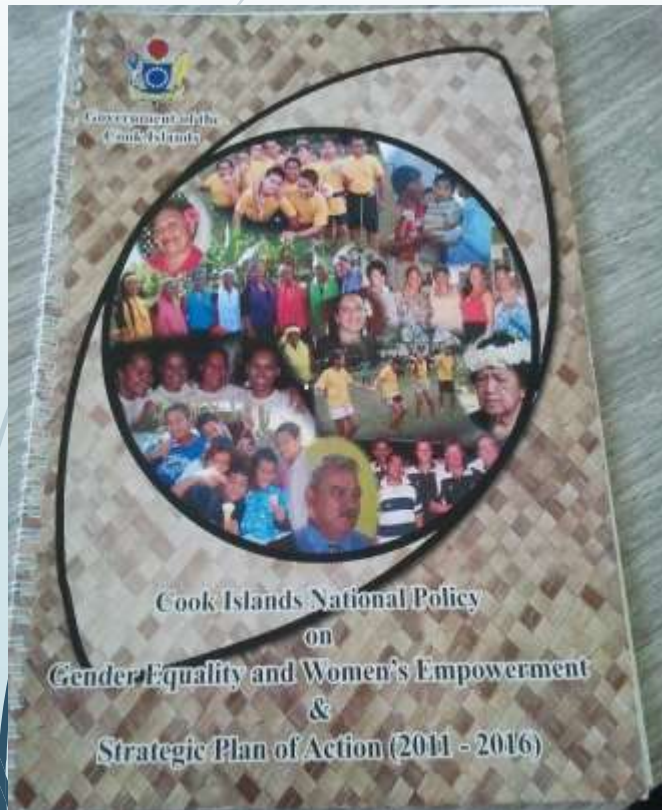


Gender Equality and Women's Empowerment Project



Cook Islands GENDER EQUALITY & EMPOWERMENT Project

To promote and coordinate two components of the Cook Islands National Policy on Gender Equality and Women's Empowerment Plan 2011-2016, specifically:

1. Create an enabling environment for the full participation of women in economic development, and
2. Eliminate violence against women.

Expected Outcomes

Economic

1. Increased benefits from new livelihood options and economic opportunities for women
2. Increased access to productive assets for women

Anti-violence

1. Strengthened legal frameworks, law enforcement and justice systems
2. Services to victims
3. Community level mobilisation to intervene and protect victims

Funded by Australian Aid

AGENDA

- ▶ **9.30am Gender Project Progress November Update**
 - ▶ UNESCO Gender and Media Survey
 - ▶ Report on the Pacific Women in Business Conference – held in Fiji
 - ▶ 50 Cook Islands Women Entrepreneurs
 - ▶ Introduction of the Innovative Initiatives Programme – and applications
 - ▶ Project Plans for December 2014-January 2015
- ▶ **10.15am Presentation by the Disability Community** (Gail Kimi & Pat Farr)
- ▶ **10.30am Presentation by the Gender Researchers** - Findings and Recommendations of
 - ▶ (Donna & Tricia (Capacity Building and Training);
 - ▶ Alexis & Tunoa (Financial Services);
 - ▶ Lynsay (Policy)
 - ▶ Ano (Statistics)
- ▶ **12.00pm Question Time**

UNESCO Gender and Media survey

The screenshot shows the UNESCO Media Services website. The header includes the UNESCO logo and the text 'MEDIA SERVICES'. Below the header, there is a navigation bar with the text 'UNESCO > Media Services > UNESCO launched Global Survey on Governments' Actions on Gender and Media'. The main content area features a news article dated 09.10.2014 from the Communication & Information Sector. The article title is 'UNESCO launched Global Survey on Governments' Actions on Gender and Media'. The article text states: 'In a move to highlight the crucial role of national governments in pursuing gender equality in the media staffing and content, UNESCO is consulting with its 195 Member and 9 Associate Member States to showcase relevant actions taken by them towards realizing this goal.' Below the text is a photo of three women in headscarves looking at a document. The article also mentions that UNESCO's consultation will take the form of a global survey and that the findings will be summarized in a global report. The report will serve three main purposes: gather, analyze and distribute empirical data on progress towards achieving Strategic Objective J, relating to media and gender, of the Beijing Declaration and Platform for Action (BDPfA) from the stand point of government actions.

The website also features a sidebar with navigation options: 'For the Press' (Press releases, Media advisories, Interviews), 'Multimedia' (News Videos, Photos, Film and radio collection), and 'About us' (Media contacts, What we do). On the right side, there are sections for 'RELATED INFORMATION', 'PAGES' (Gender and Media), 'CONTACTS' (Allan Grizzle, 33-1 45 68 42 11 Programme Specialist), 'Files' (UNESCO Gender and Media Research (677 kB)), 'FOLLOW US!' (Facebook, Twitter, YouTube, LinkedIn), and 'UNESCO RESOURCES' (Photobank).

► OBJECTIVES

- Gather and analyze data on the government's progress towards achieving Strategic Objective J, relating to media and gender, of the **Beijing Declaration and Platform for Action (BDPfA)**;
- raise awareness as to how media and ICTs can be integrated into national gender policies and strategies, and
- contribute to the 20-year review of the BDPfA.

Beijing Declaration and Platform for Action:1995

- Women and Poverty
- Education and Training of Women
- Women and Health
- Violence against Women
- Women and Armed Conflict
- Women and the Economy
- Women in Power and Decision-making
- Institutional Mechanism for the Advancement of Women
- Human Rights of Women
- Women and the Media
- Women and the Environment
- The Girl-child

Strategic Objective J1

- Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication

Strategic Objective J2

- Promote a balanced and non-stereotypical portrayal of women in the media

UNESCO Gender and Media Survey

(2 formal responses)

Assumptions

- ▶ All government departments had a gender policy
- ▶ All government departments had a media policy
- ▶ Prominent media companies were publicly owned
- ▶ Gender considerations given to staffing and media content by media companies
- ▶ A gender balance in all publicly-owned Boards, task forces, etc
- ▶ A gender considerations given to educational content

Findings

- ▶ No
- ▶ No
- ▶ No
- ▶ Probably no
- ▶ Probably no
- ▶ Probably no



e-xplore Pacific Markets

This section offers detailed information about doing business in key markets in the Pacific and market research for specific industries. Explore by country using the interactive list.

1. Cook Islands
2. Federated States of Micronesia: <http://www.doingbusiness.org/data/exploreeconomies/micronesia>
3. Fiji: <http://www.doingbusiness.org/data/exploreeconomies/fiji/>
4. Kiribati: <http://www.doingbusiness.org/data/exploreeconomies/kiribati>
5. Nauru
6. Niue
7. Palau: <http://www.doingbusiness.org/data/exploreeconomies/palau>
8. Papua New Guinea: <http://www.doingbusiness.org/data/exploreeconomies/papua-new-guinea>
9. Republic of the Marshall Islands: <http://www.doingbusiness.org/data/exploreeconomies/marshall-islands>
10. Samoa: <http://www.doingbusiness.org/data/exploreeconomies/samoa>
11. Solomon Islands: <http://www.doingbusiness.org/data/exploreeconomies/solomon-islands>
12. Tonga: <http://www.doingbusiness.org/data/exploreeconomies/tonga>
13. Tuvalu
14. Vanuatu: <http://www.doingbusiness.org/data/exploreeconomies/vanuatu>



Capacity Building

[Read More](#)



Funding Support

[Read More](#)



Publications

[Read More](#)

Example: Doing Business in Samoa

Ease of Doing Business in
Samoa

This page summarizes *Doing Business 2015* data for Samoa. The first section presents the Ease of Doing Business rank (out of 189 economies) and the distance to frontier (DTF)** measure, overall and by topic. The second section summarizes the key indicators for each topic benchmarked against regional averages.

ECONOMY OVERVIEW				
REGION	East Asia & Pacific	DOING BUSINESS 2015 RANK	DOING BUSINESS 2014 RANK***	CHANGE IN RANK
INCOME CATEGORY	Lower middle income	67	61	↓ -6
POPULATION	190,372	DOING BUSINESS 2015 DTF** (% POINTS)	DOING BUSINESS 2014 DTF** (% POINTS)	CHANGE IN DTF** (% POINTS)
GNI PER CAPITA (US\$)	3,430	66.17	66.23	↓ -0.06
CITY COVERED	Apia			



OPPORTUNITY FOR:

- Networking with other Pacific Women in Business
- Learning from the experiences of others (overcoming challenges)
- Exposure to new ideas in product development, marketing, mentoring, business opportunities
- Making business contacts

50 Cook Islands Women Entrepreneurs

INDICATORS OF OUTPUT

- Women's business opportunity report produced by March 2015 (currently nil) - involves MOIA
- Women in business needs analysis report produced by March 2015 (currently nil) - involves MOIA



- ▶ 50 Cook Islands Women in Business
- ▶ Professional Photographer
- ▶ Bios about their business experiences
 - ▶ Inspiration
 - ▶ Business
 - ▶ Challenges & Solutions
 - ▶ Hints for other Cook Islands Women Entrepreneurs

Innovative Initiative Programme



- ▶ What is something you've always wanted to do in your business that you are not doing now, but if you did, it would
 - ▶ Help you make more money
 - ▶ Make your job a whole lot easier
 - ▶ Improve the quality of the product or service that you provide
 - ▶ Help to promote your business better
 - ▶ etc

Innovative Initiative Programme



INNOVATE

- ▶ IDEA
- ▶ ESSENTIAL INPUTS
- ▶ COSTS
- ▶ IDENTIFIABLE
OUTCOMES / BENEFITS

Innovative Initiative Programme

IDEAS

- ▶ Original ideas
- ▶ Creative arts
- ▶ Ideas can be grouped together under
 - ▶ Product development
 - ▶ Sales
 - ▶ Marketing
 - ▶ Training and mentoring
 - ▶ Other common ground training, etc
- ▶ Time bound – May 2015 - Business Forum and Trade Show
- ▶ Not too expensive



Project Plans for December 2014 – January 2015

- ▶ Six-month report on Gender Project
- ▶ Researchers will finalise their assignments by end of December 2014.
 - ▶ Appointment of an editor to put the final paper together
 - ▶ Online and hardcopy distribution of research document
 - ▶ Production of a small handy-sized publication of information
- ▶ Preparation of the coffee table book – 50 women (by Jan 31, 2015)
 - ▶ Appointment of Editor, Graphic Designer, and Publisher
 - ▶ Publication completed by end of February 2015
- ▶ Applications for Innovative Initiative Programme (December 31, 2014)
 - ▶ Shortlisting and Appointment of successful applicants (by end of Jan 2015)
 - ▶ Appointment of experts and specialists for programme (PIPSO)

Research - Business Needs of Cook Islands Women Entrepreneurs

- ▶ Financial Services – Alexis Wolfgramm & Tunoa Kaina
- ▶ Training and Capacity Building - Tricia Thompson & Donna Fox
- ▶ Gender Policy – Lynnsay Francis-Rongokea
- ▶ Statistical data – Gender Indicators – Anonga Tisam