



GENDER EQUALITY AND DIVERSITY STRATEGY

Mediawise Society | 2025-2028

mediawise.ro

Introduction and Commitment

Mediawise Society is committed to gender equality, diversity, and inclusion - both in the way we run our organisation and in the work we produce. This Gender Equality and Diversity Strategy formalises values that have always shaped our organisational culture and sets a clear, proportionate framework for 2025-2028.

As a small NGO working on media literacy, critical thinking, and digital education, we believe that an inclusive workplace makes us more creative and more effective, and that gender and diversity dimensions are directly relevant to the content of our work. How disinformation spreads is not gender neutral. Digital skills gaps, online harassment, and media representation all have clear gender and intersectional dimensions. Our commitment to equality extends, therefore, from how we treat one another to what we research and teach.

This document satisfies the Gender Equality Plan (GEP) eligibility requirement under Horizon Europe (General Annex B) and is integrated into the Mediawise Society Organisational Development Plan. It will be monitored annually and reviewed fully at the end of the 2025-2028 cycle.

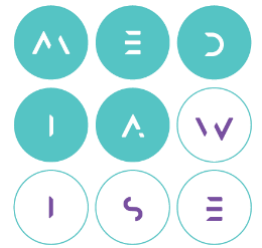
Approved and adopted by:

Name: Nicoleta Fotiade

Role: President, Mediawise Society

Date: 01.04.2025





I. About Mediawise Society

Mediawise Society (Asociația Mediawise Society) is a Romanian NGO and resource centre for media literacy and digital competencies. We develop open educational resources, training programmes, and workshops for teachers, librarians, and education professionals. We conduct research and advocacy for the integration of media education in both formal and informal learning contexts, and we run projects at national and European level.

- Permanent staff: 2
- Project-based collaborators: 10-15
- 6 Mediawise members (voting rights)
- 4 members in the International Advisory Board
- Focus areas: media literacy, critical thinking, disinformation, digital competencies
- Website: www.mediawise.ro

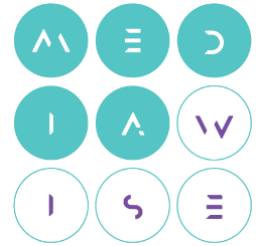
II. Scope and Values

This Strategy applies to:

- All permanent staff and regular collaborators
- Our governance and decision-making processes
- The content of our research, training materials, and public communications
- Our partnerships, project consortia, and events

Our core values in this area:

- Equal dignity and respect for all people, regardless of gender, age, ethnic origin, disability, sexual orientation, religion, or socioeconomic background
- Commitment to a safe, welcoming, and harassment-free environment
- Transparency and accountability in how we work
- Active attention to gender and diversity dimensions in the content of what we produce



III. Commitments

1. Inclusive Team Culture and Work-Life Balance

A healthy, flexible working environment enables everyone to contribute fully. We commit to:

- Maintaining flexible working arrangements (remote/hybrid work, adaptable hours) for all team members
- Supporting parental and carer responsibilities without penalising career development or participation in projects
- Respecting personal time and setting reasonable expectations around availability outside working hours
- Ensuring all team members and collaborators have access to clear information about their rights and working conditions

2. Equal Opportunities in Recruitment and Professional Development

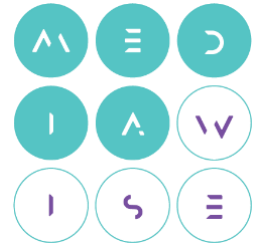
We commit to:

- Using gender-neutral, inclusive language in all job postings, calls for collaborators, and communications
- Basing selection on skills, experience, and merit; actively seeking candidates from diverse backgrounds
- Ensuring professional development and training opportunities are available to all team members, to the extent possible, given the organization's resources, with attention to gender balance
- Monitoring the gender composition of our team and collaborator pool on an annual basis and acting on any significant imbalance, to the best of our possibilities

3. Inclusive Governance and Gender Balance in Decision-Making

We commit to:

- Striving for gender balance in our governing bodies and in project leadership roles
- Applying gender-aware criteria when composing project teams, advisory groups, or event panels - with a target of at least 40% of any one gender
- Encouraging the active participation of women and under-represented groups in organisational leadership and in the design and delivery of our projects



4. Gender Dimension in Our Work - Research, Training and Content

In line with Horizon Europe requirements, we commit to integrating sex and gender analysis into our research and innovation content where relevant. Specifically:

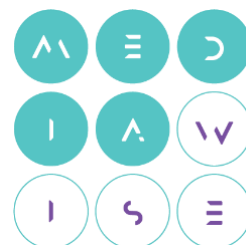
- We will apply a gender lens to our research outputs - including how media consumption/use patterns are distributed across gender and other social categories
- We will incorporate content on gender equality, digital safety, and online gender-based violence in our media literacy curricula and teacher training programmes (already underway)
- We will ensure educational materials use inclusive, non-stereotypical representations of gender
- In all Horizon Europe projects, we will address the sex/gender dimension in the design, implementation, and reporting of research activities
- We will develop at least one dedicated resource or training module on gender, diversity, and media literacy during the 2025-2028 period

Note: As a civil society organisation primarily working in research and non-formal education rather than laboratory or clinical research, gender analysis in our work focuses on social and behavioural dimensions, including gendered patterns of media consumption, vulnerability to disinformation, participation in digital spaces, and representation in media content.

5. Safe and Respectful Environment. Prevention of Harassment and Discrimination

We commit to:

- Maintaining a zero-tolerance policy toward any form of harassment, discrimination, or gender-based violence in our workplace and at our events
- Ensuring all team members and collaborators are informed of this policy and know how to raise concerns
- Designating a contact person for reporting concerns (the President of the Association; in matters involving leadership, an independent third party may be designated)
- Addressing any reported cases promptly, confidentially, and fairly
- Including an explicit reference to this policy in collaboration agreements and event codes of conduct





IV. Resources

Implementation of this Strategy draws on existing organisational capacity and is proportionate to our size:

- Staff time within existing roles - primary coordination: Nicoleta Fotiade, President
- Integration with the Mediawise Society Organisational Development Plan and annual planning cycle
- Relevant European project budgets, including Horizon Europe funded projects (2025-2028)
- No separate dedicated budget line is required for most commitments, which are embedded in day-to-day operations

V. Monitoring and Review

We will review progress annually. The Strategy will be fully reviewed and updated at the end of the 2025-2028 cycle, or sooner if significant organisational changes occur.

Area	Indicator	Frequency
Team composition	Gender breakdown of permanent staff and collaborators	Annual
Governance	Gender balance in decision-making and leadership roles	Annual
Events and panels	Gender balance of speakers / panellists at organised events (target: $\geq 40\%$ any one gender)	Per event
Research & training content	Gender/diversity dimension integrated in relevant research outputs and training materials	Per project

Published at: mediawise.ro | This document is available in Romanian and English.