



United Nations Development Programme

## PRESS RELEASE

### Georgia Celebrates Gender Week March 1 – 8, 2006



For the first time ever, from 1 March to 8 March 2006, the Gender Week dedicated to Women's international Day was initiated within a framework of UNDP "Gender and Politics Program in the South Caucasus" in partnership with the Gender Advisory Council under the Chair of Parliament of Georgia. The main goal of the event was to promote gender equality concept among various stakeholders and a wider public.

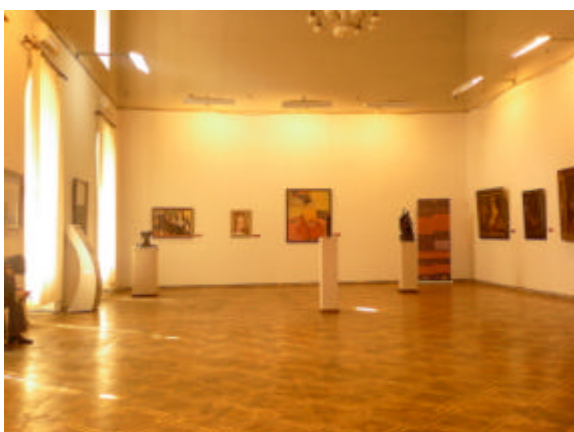
During the gender week several major events and activities took place, including the award ceremony for the best gender balanced organizations in the decision-making positions. Classical art exhibition & video and photo exhibition a public lecture and one-month radio programme was also a part of this big event. Specifically for this week, a public service announcement (PSA) on gender equality was designed and aired through central and regional TVs. Outdoor billboards and posters, advertisements and articles about gender issues were abundantly used in the printed media for the public outreach purposes.

#### Major Events:

**March 1, 2006** - Tbilisi Courtyard Marriot Hotel ballroom hosted Award Ceremony for the Best Gender Balanced Organisations in Georgia. The objective of the event was to educate project stakeholders and targeted groups/ beneficiaries as well as general public about gender equality issues and stimulate gender balance in decision-making positions within business sector, executive government and local self-government. The event was preceded by the two-month sociological survey conducted within the frame of UNDP Gender and Politics Program in business sector (197 companies), executive government and local self-government for identifying best gender sensitive and balanced organizations. Approximately 300 guests representing legislative and executive governments, business sector, diplomatic missions, international organizations, local NGOs, and mass media attended the event.



Mrs. Nino Burjanadze, the Chair of the Georgian Parliament, also the Chair of Gender Equality Council established in the frame of the UNDP Gender and Politics Programme, Ms. Sandra Roelofs, First Lady of Georgia, the State Minister, the Minister of Culture and Sports, President of the National Bank of Georgia, Director of SIDA Office in the South Caucasus were among the honorable guest. The event was facilitated by two very famous Georgian theatre and cinema artists, musically accompanied by Tbilisi Jazz Band and decorated by modern art paintings on gender thematic by the leading Georgian painters. Three business companies and the Ministry of Culture and Sport were awarded with the golden plated prize specially designed for this day. The event was widely covered by the Georgian electronic and printed media.



**March 2, 2006** – Georgian National Museum with the support of Gender and Politics Project opened its doors to one-month exhibition of classic arts named “Gender and Art”. The concept behind this exhibition was to show how gender identification influences artists and their works, and see historical perspectives and current concept of gender through the prism of art. Works of the famous

Georgian and European artists were presented at the exhibition, some of them saw the day light for the first time ever. The exhibition was open to public till 2 April, and hosted National Museum weekend school children for gender thematic discussions on gender and art, also one academic lecture was held for public to open the perception of gender through art.

**March 3-4, 2006** – TMS Art Gallery in Tbilisi hosted two-day Video Installation and Photo Art exhibition organized by the Project in partnership with Modern Arts Club. The exhibition with the name “A minute is enough to see the whole life” was an artistic statement of gender sensitivity of women artists emphasizing protests against women’s stereotypes.



**March 6, 2006** – The public lecture on “Gender, State and Society” was opened to wider public at the State University of Tbilisi. Students and professors, NGOs and other interested public attended the lecture conducted by Ms. Joana Regulska, the US scholar and a Head of the Women’s issues and Gender studies at Rutgers University, NJ.

## **Public Outreach:**

- ?? **Radio programme** – as a part of the gender week, special weekly, one hour live radio programme on gender thematic was hosted by radio “Green Wave”, where Gender and Politics project staff and UNDP representatives, members of the Gender Advisory Council under the Chair of the Parliament of Georgia, MPs of Georgian and academia, spoke about gender issues, shared their knowledge and experience, provided detailed information on the events held within the gender week framework. People had an opportunity to make direct calls to the radio studio and put questions to the guests.
- ?? **PSA (Public Service Announcement)** – specially designed educational PSA on gender equality was inaugurated during the gender week. The PSA was aired by the most popular TV channels in the Capital as well as by all active regional TVs. The Georgian TV and Radio Broadcasting, which is a public television continues airing the PSA regularly this way keeping the public informed on gender issues.
- ?? **Outdoor billboards and video clips** – Main streets of Tbilisi were covered with the specially designed slogans on gender equality. Short video clips were put in two big electronic advertisement screens in the downtown of Tbilisi, explaining the concept and idea of gender equality to the civilians of Tbilisi.
- ?? **Advertisements and media articles in Georgian and English newspapers** – Advertisements on the gender week in Georgian and English language newspapers were put, also all news agencies got the info on the week for further dissemination. Media component also included press release campaign, as well as articles and interviews with Project representatives speaking about the project and gender issues in the electronic media.