

**ASIA-PACIFIC CONGRESS AND TRAINING OF WOMEN AND MEN IN MEDIA, AND
WOMEN IN POLITICS, GOVERNANCE, AND DECISION-MAKING ON
TRANSFORMATIVE LEADERSHIP
THEME: MEDIA & TRANSFORMATIVE LEADERSHIP**

TABLE OF CONTENTS

| SECTIONS | PAGE |
|--|--|
| SIGNIFICANCE OF THE TRAINING | 2 |
| PARTICIPANTS' PROFILE | 3 |
| THE CONFERENCE REPORT <ul style="list-style-type: none"> • THE PROGRAM • THE CONGRESS <ul style="list-style-type: none"> • The Plenary • The Panel Discussions • The Workshops • THE TRAINING <ul style="list-style-type: none"> • Power and Leadership • Gender Responsive Governance • Gender Sensitivity for Media & Women Leaders • Media Skills for Women Leaders • SPECIAL EVENTS <ul style="list-style-type: none"> • Launch of 50/50 Gender Balance Program • Launch of Onlinewomen Website | 4 6 8 9 11 12 12 13 17 17 |
| OUTPUTS & OUTCOMES <ul style="list-style-type: none"> • DONOR NETWORKING • CMFR & CAPWIP • WFS, CAPWIP, WPI-PHILIPPINES • WOMEN PLAYWRIGHTS INTERNATIONAL • GENDER SCIENCE & GOVERNANCE • YOUTH IN GENDER RESPONSIVE & TRANSFORMATIVE LEADERSHIP • NETWORKING AT SUB-REGIONAL LEVEL • NETWORKING AT THE NATIONAL LEVEL • CAPWIP BOARD MEETING • ONLINEWOMEN • 50-50 GENDER BALANCE | 19 20 20 21 22 22 23 24 25 26 26 |
| OUR GRATITUDE & APPRECIATION | 27 |

ASIA-PACIFIC CONGRESS AND TRAINING OF WOMEN AND MEN IN MEDIA, AND WOMEN IN POLITICS, GOVERNANCE, AND DECISION-MAKING ON TRANSFORMATIVE LEADERSHIP

THEME: MEDIA & TRANSFORMATIVE LEADERSHIP

CONGRESS REPORT

I. SIGNIFICANCE OF THE CONGRESS CUM TRAINING:

The Asia-Pacific Congress and Training of Women and Men in Media, and Women in Politics, Governance, and Decision-making on Transformative Leadership was a three-day conference organized by the Center for Asia-Pacific Women in Politics (CAPWIP), co-organized by the Center for Media Freedom and Responsibility (CMFR), in collaboration with Isis International-Manila held last November 8-10, 2001. The conference's theme is "Media and Transformative Leadership". It was held at the AIM Conference Room in Makati City, Philippines.

The objectives of the Media and Transformative Congress was two fold:

1. To discuss how the culture of transformative leadership can be practiced within and among regional media organizations and individual practitioners; and
2. To discuss how media groups and practitioners can help in the advocacy and practice of the culture of transformative leadership amongst the women in politics, governance and decision-making through media promotion and advocacy.

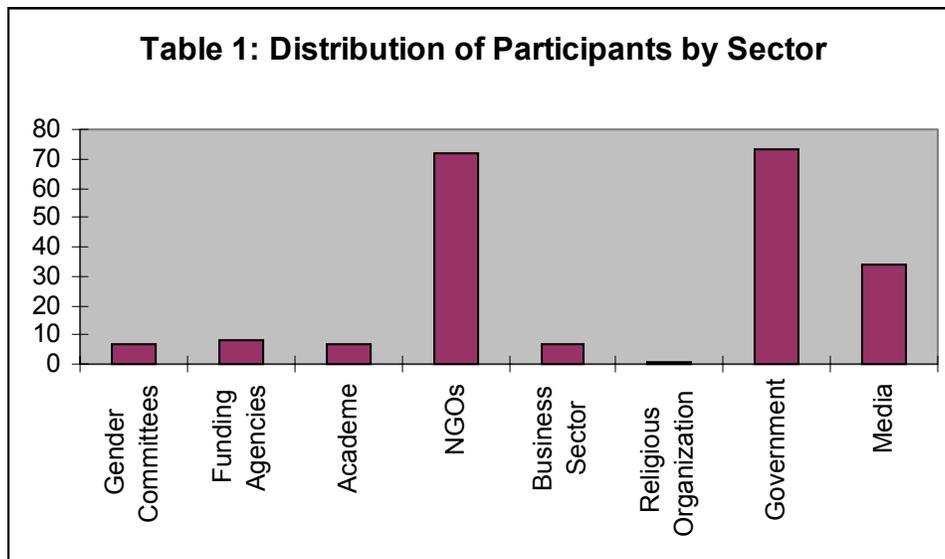
The congress was a rare opportunity for women and men in media and women in politics and governance from the Asia-Pacific region to come together in a conference designed exclusively for them. It was a forum that brought experts to share their insights, analysis and experiences on media and transformative leadership. The series of workshops, training sessions and panel discussions provided the participants a forum to discuss and deliberate on the possible strategies in the promotion and advancement of transformative leadership through media. It provided a venue for discussing the vision of transformative leadership towards arriving at a consensus on how people in media, politics and governance could work together to ensure that governance in their respective countries conform to transformative leadership's standards and norms.

The coming together of the women and men from across the Asia-Pacific region gave them a chance to interact with each other and to start forming possible networks for collaboration and cooperation. These networks are envisioned as forums for a continuing exchange of insights, ideas, experiences and mutual supports.

The principal sponsors of the Congress were the Asia Pacific Gender Equity Network (UNDP-APGEN), United Nations Development Fund for Women (UNIFEM) East and Southeast Asia Regional Office and South Asia Regional Office, PARAGON-UNDP Regional Governance Programme (UNDP-PARAGON).

II. PARTICIPANTS' PROFILE :

A total of 209 participants (See Annex 1 for the complete list of participants) from 17 Asia-Pacific countries attended the three-day congress. 34 are from the media sector, 7 from the academe, 72 from different non-government organizations, 8 are representatives from multilateral and bilateral aid agencies and 73 government officials and business people as illustrated in the Table below:



The number of the participants per country is as follows:

| Sub-Region | Country | Number of Participants |
|----------------|-------------------|------------------------|
| Central Asia | Bulgaria | 1 |
| | Kazakhstan | 1 |
| | Moldova | 1 |
| East Asia | China | 2 |
| | Hong Kong | 1 |
| | Korea | 8 |
| Pacific | Fiji | 1 |
| | Republic of Palau | 4 |
| South Asia | Bangladesh | 1 |
| | India | 9 |
| | Nepal | 7 |
| | Pakistan | 1 |
| Southeast Asia | Indonesia | 11 |
| | Malaysia | 2 |
| | Philippines | 139 |
| | Thailand | 19 |
| | Vietnam | 1 |



The participants of the Asia-Pacific Congress and Training of Men & Women in Media, Women in Politics, Governance & Decision Making.

III. THE PROGRAM:

The program of the three-day Congress cum Training focused on two main components: the Congress part and the Training part. The former was the main activity during the morning and the latter was the activity in the afternoon up to the early evening. The launching of two important programs, the 50/50 Gender Balance Program and the web site of Online Network of Women in Politics, Governance and Decision-Making, were held in between these activities. (See Annex 2).

The **Congress** had two parts:

A. First Part: The Practice of the Culture of Transformative Leadership in Media.

A review of the concepts, principles and practice of the culture of transformative leadership was discussed. Speakers and panelists were invited to share their thoughts, experiences and insights on transformative leadership. Theme papers were prepared on “Media and Transformative Politics”. These papers were discussed in the concepts, principles and practice of the culture of transformative politics in media. Media practitioners that are already practicing transformative leadership were also invited to share their experiences. There were also discussions on the importance of the role of Media in the promotion of the culture of transformative leadership. Finally, the women in politics, governance and decision-making shared their experiences in practicing transformative leadership. This gave Media a glimpse and a better understanding on how transformative leadership is being practiced by women in various levels.

B. Second part: Strategies to Promote the Culture of Transformative Leadership In, and With the Help of Media.

This part dealt on how to promote the Practice of Transformative Leadership in Media itself. Theme papers were presented on how media organizations and individual practitioners can practice transformative leadership in their own businesses, operations or organizations. Strategies on how media can be

partners in promoting transformative leadership among the women in politics, governance and decision-making were also discussed. This segment provided venues for discussing means and ways on how women in media can organize themselves into formal and informal groups, networks or organizations that will commit themselves to the promotion of the culture of transformative leadership first within their organizations and finally amongst the women in politics, governance and decision-making.

The **Training** sessions conducted during the three-day meeting were divided into two parts:

First Half. The focus of this training was on gender and transformative leadership. The topics included:

- Revisiting gender
- Gender-responsive governance
- Empowering women for transformational leadership and citizenship

These modules were principally designed so that the participants can have an in-depth understanding of the concepts, principles and practice of culture of transformative leadership in complementation with gender-responsiveness. The gender-focused training modules gave the participants a special understanding of the importance of the gender-responsive values in all our undertakings, as an important ingredient in the practice of transformative leadership.

Second Half. Trainings on media-related skills formed the other half of the training sessions. These sessions focused on developing tools and skills for engaging and maximizing media's potentials. These were targeted mainly at women in politics, governance and decision-making. The topics for the skills sessions were:

- *Interfacing media, women and transformative politic: Principles and practices, lessons and learnings.* This segment consisted of discussions and skills orientation sessions applying the principles and values of transformative leadership to media organizations and individual practitioners. Current standard practices of media were explored, reviewed and measured against the standards of transformative leadership. Further, the media-to-media sharing session was designed to identify and highlight effective practices of media that can be employed in the promotion of transformative leadership culture and values, and study how these practices can be replicated in other media entities.
- *Developing skills and tools in engaging and harnessing media for women in politics, governance and decision-making.* The sharing sessions in this segment focused on discussions and practical skills enhancement for women in politics, governance and decision-making. It was designed to cover a wide range of media-related topics. The skills session also included a discussion

on how to make a media and campaign plan and how to solicit media support for campaigns on specific issues. There were also discussions and case studies on the value of having a good media support for the activities of women in politics, governance and decision-making.

a. **THE CONGRESS:**

1. The keynote speaker for the Congress Opening was Mr. Blaine Lee, Vice President of Franklin Covey Organization Services and the author of the book “The Power Principle: Influence with Honor”. His speech was centered on the theme “ The principles you live by, creates the world that you live in”. He used the life story of Mahatma Gandhi in illustrating how a leader must act and think. He described Gandhi as a leader who knows where he is going and in the process found something greater than himself. He also encouraged the participants to continue their quest for transformative leadership.
2. The Congress featured a series of plenary, panel discussions and open fora by resource persons on Media and Transformative Politics.

2.1 **PLENARY**

2.1.1 **The Concepts, Practice and Values of Transformative Leadership in Media.**

Ms. Melinda Quintos-de Jesus, the Executive Director of Center for Media Freedom and Responsibility (CMFR), discussed the character of the press and media as well as the ways in which these components can become agents of positive social and political change. The shared principles or objectives, which indicate the path of transformational leadership in the media were enumerated and explained. These are:

- journalism’s first obligation is the truth;
- its first loyalty is to citizens;
- its essence is a discipline of verification;
- its practitioners must maintain an independence from those they cover;
- it must serve as an independent monitor of power;
- it must provide a forum for public criticism and compromise;
- it must strive to make the significant interesting and relevant, and

- it must keep the news comprehensive and proportional and its practitioners must be allowed to exercise their personal conscience

In conclusion, she challenged the participants to join their efforts and continue pursuing the agenda of transformative leadership both in the press and in politics.

2.1.2 The Structure of Media Organizations and How to Work with Media.

Mr. Luis V. Teodoro, Member of the Board of Directors of CMFR, discussed this topic. He described the structure of media organizations, the definition of what working with media means and how to establish the connection. He discussed the two parallel structures of a media organization (e.g. ownership and the way they are organized in making news and information). The core values of the media were also elaborated during his presentation. He concluded his discussion with a positive note --one can indeed work with media without compromising either one's own values in a relationship of mutual respect, trust and benefit.

2.1.3 The Role of Media in Promoting the Culture of Transformative Leadership.

The Executive Director of Nepal's Women's Media Forum, Ms. Bandana Rana, gave detailed examples of planning and implementation as well as guidelines on how to evaluate the impact of activities in partnership with the media. She also presented the strategies adopted by the Women Communications Forum, an organization she co-founded with Sancharika Samuha in 1996, in fostering partnership with the media through various programs. She emphasized the need for a media committed to practicing the culture of transformative leadership and also willing to help promote the culture of transformative leadership among the women in politics, governance and decision-making.

2.1.4 Strategies for Promoting Transformative Leadership Within Media.

Emily Abrera, CEO and Chairperson of McCann Erickson, Philippines, discussed the topic with emphasis on the need to devise an effective and transformative media strategies. She presented to the participants, by way of examples and

illustrations, the pervasive nature of the media. She proposed three broad strokes in employing the quickest pace of media transformation. The first is to crack the code of “new media” by employing the power of visuals more effectively by using fresh language and making design intrinsic to the medium. The second stroke deals with invigorating the intellect of media consumers by provoking dialogue and discourse. The last strategy is advocating a more transparent press and media.

She concluded her discussion by encouraging the participants to replenish their faith by modeling behaviors and to think of transformation in little every day increments.

2.1.5 Organizing and Networking Media Practitioners and Organizations for Sustainable Campaigns Towards the Promotion of Transformative Leadership.

Angana Parekh, the Executive Director of Women’s Feature Services (WFS) of India, shared the experiences of WFS as an international network. She emphasized the need to sensitize and create awareness among the media before transformative leadership can be harnessed to support and promote ethical governance. She also discussed the three crucial roles media must play in the promotion of transformative governance. These are:

- Create awareness and public opinion;
- Create a bridge between leaders and civil society; and
- Create a climate in which people are made aware of their rights and demand that their political leaders and civil servants fulfill their duties.

She ended her discussion by encouraging the participants to campaign for transformative leadership and to make networking a constant and on-going activity.

2.2 PANEL DISCUSSIONS

2.2.1 Panel Discussion 1- Media and Transformative Leadership: Current Practices, Experiences and Insights.

The speakers in this event include: Eugenia Apostol, founder of the Philippine Daily Inquirer, Gadis Ariva from Yayasan Jurnal Perempuan Indonesia, Jakrapob Penkair of Thai Broadcast Journalists Association and Nenny Soemawinata, former Director for Operations of Rajawali Citra Television Indonesia.

This exceptional breed of people from print, broadcast and television shared their valuable experiences, insights and visions toward institutional change and processes.

2.2.2 Panel Discussion 2- Transformative Leadership: Sharing of Women's Perspectives and Experiences.

The resource persons in this presentation are non-media practitioners. These include: Sec. Emilia Boncodin, the Secretary of the Department of Budget and Management of the Philippines, Paul Sinnappan, a member of the Gender and Transformative Leadership in Cooperatives Resource Pool of AWCF and Pusadee Tamthai from the National Council of Women's Affairs in Thailand. These resource persons shared and discussed their insights, experiences and visions in transformative governance. They also emphasized the need to institutionalize programs on training transformative leaders for effective leadership.

2.3 WORKSHOPS

The following are the common critical points for action drawn from workshop outputs:

Workshop 1 - Identifying Strategies for Transformative Leadership



The Philippine Group identifying strategies for Transformative Leadership.

Question 1: What are the effective strategies that can be used to promote transformative politics within media sector?

Strategies:

- Encourage networking among different sectors (government, academe, civil society, media, etc) with gender and transformative leadership as common ground.

- Enactment of policies and law promoting gender equality and transformative politics; harness the support of media in popularizing them.
- Organize critical mass of women and men practicing transformative politics.
- To ensure the inclusion of gender perspective in the media's self-regulatory code of conduct and in the revised act on broadcasting.
- To organize a more effective lobby among media professionals to follow up and institutionalize the recommendations contained in the section on media in the Beijing platform of action.
- Gender sensitizing media people at all levels through orientations, seminars and workshops on transformative leadership. (Identifying local media people who used language and train them on how to write women's stories and develop skills in women to write not only about women's issues but other issues as well on a sustainable basis).
- Establish resource centers and encourage Audio Visual Media advocacy.
- Transform media organizations by establishing a gender-responsive guidelines and creating a core group to monitor the guideline's implementation.
- Conduct training on gender transformative politics advocacies for media.
- Integrate a transformative leadership course in journalism and mass communication schools.

Question 2: What are the effective strategies that can be used to promote transformative politics among leaders in politics, governance and other sectors using media?

Strategies:

- Provide a means of interaction between organizations working in the field of gender and development as well as interaction with concerned media groups.
- Involve people in politics, NGO's, business and other sectors in networking with media on matters related to transformative leadership.
- Popularize good governance at all levels as well as policy advocacy through the use of newsletters.
- Production of multi-media materials on gender and transformative leadership.
- Mainstreaming gender concerns/examples of transformational leadership in the media (TV, radio programs, newspaper, magazines, literary works, bulletin and indigenous communication system).

- Promote transformative politics through good governance.
- Ensure that the media content reflects the extent which gender perspective is taken into account and enhance the promotion of gender perspective in the structure and process of public decision-making.

Workshop 2 - Identifying Strategies for Transformative Leadership

Question: Identify various sustainable networking strategies that can be used to promote transformative politics among media and women in politics, governance and other sectors.

Strategies:

- Interfacing with educational institutions.
- Maximize the use of media services in promoting transformative politics.
- Creation of an independent and multi-sectoral body that will deal on gender issues and transformative policies.
- Mobilization of multi-sectoral groups by women leaders.
- Incorporate topic on transformative leadership in the GAD program of government and curriculum.
- Networking within country, inter-country and local. (Regular dialogue/forum/press conference among media practitioners and leaders of various sectors).
- Networking between government organizations, non-government organizations, media and the academe.

b. THE TRAINING:

1. Power and Leadership:

This training session dealt on the topic of power and leadership. It was conducted by Mr. Blaine Lee. All the participants joined this training as a plenary group. The participants were asked to visualize, discuss and interact with one another on the idea of “Four Path of Power”—no power, coercive power, power to do things for other people and principle centered power. Mr. Lee’s presentation was accentuated by funny anecdotes, illustrations and examples. He also presented on video an excerpt of his conversation with Mr. Collin Hall, the CEO of the largest retailer company in South Africa, to illustrate how one can change his/her path of power from the first path to the last.

Mr. Blaine Lee’s training set the tone for the transformative leadership concept of different aspects of power as it relates to choices leaders make. Mr. Lee was equally inspired by the interests and dynamism of the participants. The Center for Leadership and Change (CLCI) is thinking of

other ways they can further share Blaine Lee's training program through CAPWIP and its partners in the Asia-Pacific.



Mr. Blaine Lee with eager participants of the Power & Leadership Training.

2. Simultaneous small group training sessions were conducted on the following topics:

2.1 Gender Responsive Governance

The primary aim of the training is to introduce the Gender Responsive Governance Training course towards expanding its adaptation and utilization in the Asia-Pacific Region by CAPWIP members. At the end of the training, the participants were able to enhance their understanding of the basic gender and governance concepts and their relationships, assessed the adaptability of the course in their own situation and identified gender dimensions in governance issues.

The Gender Responsive Governance Training served as an overview to some participants, to others it provided a better insight to UNDP's definition of governance. The second day session illustrated the methods on how to adopt the module for the local government units. The participants were informed that a generic training module that can be adopted for national or local government levels is already available.

This training was conducted by Ms. Ermelita Valdeavilla.

2.1 Gender Sensitivity for Media & Women Leaders

The training provided the participants an opportunity to examine basic gender concepts and issues. More specifically:

- 1) It demonstrated a gender-sensitivity exercise;
- 2) Explained gender concepts (e.g. sex, gender, manifestations of gender bias, violence against women);
- 3) Discussed strategies on how women can transform gender relations through the various institutions of their society and culture.

The training answered the following questions:

- 1) *What is development?* Development is attaining a full and satisfying life for all. For individuals, development means having the capacity to do and the capacity to be.
- 2) *What is gender?* Gender is a cultural distinguishing variable. It is concerned with differentiating women and men based on perceptions, roles and social expectations.
- 3) *What are gender issues?* Gender issues pertain to beliefs, ideas, attitudes, behavior, systems and other factors that block women and men's capacity to do and to be. It affects everybody, women or men, rich or poor, young or old, etc, in all spheres of life.
- 4) *What is gender and development?* Gender and development is about being faithful to the principle that development is for all. Fairness and equity demands that everyone in society, whether male or female, has the right to the same opportunities to achieve a full and satisfying life. It tries to address the inequalities between women and men and makes visible women's and men's roles and contributions to development.

The training was conducted by Ms. Mien Versoza and Ms. Vicky Apuan.

2.2 Media Skills for Women Leaders

2.2.1 *Media and Transformative Leadership 101: Communicating with the Mass Media*

COURSE DESCRIPTION: Understanding the language, professional values, needs and ethics of the mass media, with emphasis on the news function.

RATIONALE:

The many groups in society competing for media attention recognize the power of mass media to focus attention on the issues they are concerned with, and even to place those issues on the national agenda. Yet in too many instances their efforts do not take into consideration the specific characteristics of the mass media as profession and as private organizations concerned with public issues.

To enlist the mass media as allies in their advocacy of women's issues and transformative politics, women's

groups, women politicians and women in decision-making posts in society need to speak to them in their own language. A common language is vital in any attempt at communication between entities. As far as the mass media is concerned, it requires understanding of the informational responsibilities of the mass media, as well as their professional and ethical values.

TOPICS DISCUSSED:

- 1) Mass media organizations as commercial enterprises:
Owners and advertisers
(Case study: the Philippine ownership system)
- 2) Mass media responsibility and accountability
- 3) Newspaper organization. The news desk as gatekeeper
- 4) "News" and "news values" for whose interest?

METHODOLOGY: Lecture, visual aids and discussion (open forum)

2.2.2 *Media and Transformative Leadership 102:
Gender and Media*

COURSE DESCRIPTION: Training course provided framework of analysis of news media and coverage of gender issues. Discussed the need to establish networks with media to sustain coverage in the news.

RATIONALE:

Advocates for change including women in politics do not understand the way media work and how traditional values in news criteria exclude women in the news except in pre-set roles assigned by custom and mores. Advocates also need to look at the value of networking and including the media in these networks.

TOPICS DISCUSSED:

- 1) Content Analysis findings
- 2) Statistics about women
- 3) The Gender Divide in the press
- 4) Forming networks to include media

METHODOLOGY: Lecture and Discussion

2.2.3 *Media and Transformative Leadership 103: Using broadcast media*

COURSE DESCRIPTION: Maximizing the power of broadcast media to reach the majority in Philippine society.

RATIONALE:

Broadcast media-----whether radio or television, have the widest reach of all the mass media in most Asian countries, and have therefore become the most sought-after of the mass media by various advocacy groups. However, without an appreciation of the particular qualities of these media, especially how they can be effectively utilized for transformative leadership, their potential for educating the citizenry can be squandered.

TOPICS DISCUSSED:

- 1) The broadcast media: introduction to radio and television
- 2) Projecting in radio
- 3) Projecting in TV

METHODOLOGY: Lecture and visual aids; discussion (open forum); demonstrations with participant involvement.

2.2.4 *Media and Transformative Leadership 104: The Media Campaign Plan*

COURSE DESCRIPTION: Prepared a campaign plan which enlisted the support of the mass media both in the long as well as short-term.

RATIONALE:

Media engagement in the reporting of women's issues has been mostly sporadic. Yet there is a need to involve media more consistently in the reporting and discussion of these issues, especially that of the imperative for transformative leadership so that these will in turn become part of the public agenda in the countries of Asia. The course provided participants with the skills necessary to prepare and plan a campaign that will engage media in the long term, as well as in campaigns for specific issues.

TOPICS DISCUSSED:

- 1) The media campaign plan: concept and elements
- 2) Staff needs and skills

- 3) Engaging media through news conferences and briefings
- 4) The press release, the media advisory and other issuances to support the informational tasks of the mass media
- 5) Networking: building a partnership with the mass media

METHODOLOGY: Lecture, visual aids, discussion (open forum), and evaluation of sample plans.

2.2.5 Media and Transformative Leadership 105: Building an in-house information system

COURSE DESCRIPTION: Developed an “in-house” capacity to provide the mass media with news reports, feature stories and other materials in print, videotape and cassette tape on women and transformative leadership.

RATIONALE:

Because of their general focus, most media organizations do not assign reporters to the women’s beat, which they regard as too specialized. They may from time to time assign a reporter to attend a conference on women’s issues, or any other event that’s out of the ordinary, but do not as a rule, regularly cover women and women’s issues.

As a result, the mass media do not regularly generate materials on this area for publication or broadcast. An in-house information system can provide the materials, in the form of news releases, feature stories and background material, that the mass media can not generate themselves but which they often have use for.

TOPICS DISCUSSED:

- 1) Institutionalizing the information dissemination: staff needs and qualifications
- 2) The in-house “news dispatch”
- 3) The news story
- 4) The feature story
- 5) The backgrounder

METHODOLOGY: Lectures, visual aids and discussion (open forum)

The training was conducted by Ms.. Melinda Quintos-de Jesus and Mr. Luis V. Teodoro.

c. **SPECIAL EVENTS**

1. **Launching of the 50/50 Gender Balance Program**



50/50 Gender Balance Program is basically getting a physical mass of 40% of women at all level in position of power and decision-making. The program specifically demands that the government works for a provisional minimum target of 30% representation of women in cabinet ministries and legislatures as well as local authorities by the year 2003 and equal representation by the year 2005.

Ms. Rikken set the tone for the launching of the program, spoke on the basic arguments of the program and explained the long struggle of women for gender balance in power and decision-making.

Hon. Jung Sook Kim, Member of the National Assembly from South Korea and the founding chairman of the Korean Institute of Politics, discussed the objectives and visions of the program, which is to advocate gender balance in government. It also aimed to enforce the right of women for full, equal and active participation in public and political life so that they can change the nature and practice of politics to address women's problems and needs. She also related the experiences of women in Korea on political consciousness and participation in political processes.

The Indonesian Center for Women in Politics represented by its President, Ms. Titi Sumbung, shared their development plan of 30% quota for women in elected positions. The Chariyun Purupandan Politics, a network of women in politics consisting of more than 30 women organizations and NGOs, has programs on politics, education for women and strategies to get more organizations in the country to join their cause.

Hon. Mabel Rebello, Member of Parliament of India shared her country's stand in the gender balance in power. Ms. Hong of the Vietnam Women's Union also shared their organization's strategies, using media and their network of more than 11 million members, in getting 26.6% of women elected in their last national election.

2. **Launching of "OlineWomen"- The Online Network of Women in Politics, Governance and Decision-making.**

The onlinewomeninpolitics.org is an online resource center for women in politics, governance and decision-making. It is a project of CAPWIP sponsored by APGEN. It envisioned to be:

- a. The digital working space for Asian and Pacific women leaders wherein they can share and exchange knowledge and information eventually creating a virtual community of women as well as men from the region who believe in getting involved in shaping up their own future;
- b. Provide data, information and other resources about women in the region involved in politics, governance and decision-making; and
- c. Provide people who believe in transformative leadership the space and organization to connect with one another and share with each other their successes, experiences, beliefs, frustrations, celebrations, calls for action, information, resources, data, issues, solutions and problems.

IV. OUTPUTS AND OUTCOMES:

In terms of outputs and outcomes, we believe that we have more than accomplished what was planned. The women politicians, the women and men in media were exposed throughout the Congress to concepts, ideas, models, best practices, and practical problems on how to promote and practice a gender responsive and transformative leadership.

The ideas were matched with skills. The media attended the gender-related trainings; the women politicians and leaders went to the media skills trainings and vice versa. It was like a buffet or smorgasbord of offerings, all designed to provide the women materials to build their capacities to become better leaders, better media practitioners all in the context of the principles of gender responsive people centered type of transformative leadership.

There were many stories, positive feedbacks, many networks formed, lots of promises to keep in touch, a lot of re-awakened and re-energized women. There was a desire to help build better types of power relationships through transformative leadership that is gender responsive that promotes good governance.

From the organizing, to the conduct of the Congress to the finale and now the follow up, activities and the networks formed, the alliances that were made, to new friends and relations, all gave us good feelings of oneness and solidarity of purpose.

The best way to illustrate the outputs and the outcomes is to enumerate the stories, the happenings and share what continues to happen.

1. *Donor Networking:*

From the beginning, the mode that was used was quite different. CAPWIP was able to network with a number of donors, which in turn had networks that they mobilized. UNIFEM ESEARO brought in participants sponsored by other UN agencies within the Region. Within Bangkok, donors were tapped and they collaborated to bring in the big delegation of media, government officials and politicians. While in Bangkok, a forum was already organized with media and politicians talking about media and transformative politics.

UNIFEM-SARO brought a delegation of 18 participants composed of politicians, NGO's, media practitioners and government officials. For some, it was their first time to meet one another. It was a network that they promised to nourish. Inspired by the general mood to network, the South Asia Network of Women in Politics on January 7, 2002, met with a big core coming from this delegation to vote for a new set of officers and promised to revitalize their network.

UNIFEM-SARO's chief, Ms. Chandni Joshi and PARAGON officer, Mr. Henrik Lindroth happily met. They shared and explained PARAGON's work on Free Media in South Asia and soon enough, agreement to work together in the future were planned.

Media organizations at national and regional levels were introduced to the donors. They promised to meet and keep the connection.

2. *Center for Media Freedom and Responsibility (CMFR) and CAPWIP:*

The CMFR and CAPWIP became instant partners. After all they had the same vision, the same dreams and the same objectives--- to promote a free media for good governance.

What were the outputs and outcomes of the work of CAPWIP and CMFR together in this Congress? The Media Skills Training Modules were developed and tested during the Congress. The same trainings will be offered by CAPWIP on a continuing basis, with CMFR conducting them.

CMFR at first was wary about working with politicians, it was not too long after and during the Congress that CMFR believed that CAPWIP and CMFR can indeed work on more projects—dream together and share each other contacts, resources and networks even at training women politicians.

3. *Women Feature Service (WFS), CAPWIP and Women in Politics Institute, Philippines (WPI)*

CAPWIP's and CMFR's problem in inviting Philippine Media practitioners was the tradition of Philippine Media being invited free in conferences of this kind. It came to a point where CMFR suggested that members of the media can be "walk-in" participants since we cannot even expect them to stay for three days.

With this decision, CAPWIP decided to call on the Women Feature Service-Philippines, Inc (WFS), through its President and Bureau Chief, Ms. Olive Hubilla-Tripon, to officially invite their provincial correspondents, freeing them from paying the registration fee. Asia Foundation provided them travel and hotel accommodations.

During the Congress, these young women correspondents or province-based journalists writing for national mainstream daily newspapers brought to the attention of the organizers their attempts over the last two years to get themselves organized into what they call Project Bonding or Bonding Together for Better Journalism and Better Communities.

They called attention to this during coffee and lunch breaks insisting nay "demanding" that this should be one of the concrete results of this Congress—CAPWIP helping them realized their vision. Their core group were active members of <corruption watch>, an e-group (internet-based discussion group) of about 100 reporters trained by the Philippine Center for Investigative Journalism (PCIJ) on investigative reporting on local governance. The series of PCIF Training for journalists in the regions was made possible by a grant from the United Nations Development Program (UNDP).

The internet-based discussion group provided the venue where the issue of professionalization, ethical considerations and financial stability as well as career viability were inevitably and inextricably linked to issues of good governance and anti-corruption strategies at the community-level.

CAPWIP, with the help of its national partner in the Philippines, Women in Politics Institute Philippines (WPI), committed to help them further clarify what they want to do by providing the venue (accommodation, food, etc) and technical planning assistance to put their proposal on paper and to bring this to the attention of proper donors.

Within the week after the Congress, the core group of Project Bonding stayed two days and two nights in Manila doing exactly that and the proposal was finalized through e-mails and two more meetings. CAPWIP endorsed the initial proposal to UNIFEM, which calls for a General Assembly of 50

participants out of the 100 that will end in their formal organizing. Meantime, WFS plays the role of mid-wife as the proponent of the project, since they have the legal personality and have been instrumental in getting the process started and would continue to support them until they are formally registered and beyond.

4. *Women Playwrights International-Philippines (WPI)*

Another group that was invited by CAPWIP to attend the Congress was the core group of Women Playwrights International-Philippines, again by giving them free Registration Fee and since they Manila based, accommodation was not a problem.

This group was able to organize an Asia-Pacific Congress of woman playwrights. Two of the objectives are as follows:

- 1) Encourage the use of the Arts, especially theater for therapy and community development: Poor children and victims of abuse, violence and war must be given access to the arts to facilitate the healing process. Women cultural workers and artists in particular must be given opportunities to develop community theater for the development of the participation of rural areas in the life of the country.
- 2) Development of a curriculum for the education of Cultural Officers in the provinces (Mayors and Governors' Offices): The promotion of Philippine Arts and Arts and Culture, and are trained to appreciate homegrown talents, and who have acquired skills of promoting them. People in different levels of governance must, therefore, give urgent and equal attention to the Cultural Development for its socio-political and economic program to succeed.

Again, CAPWIP committed to provide the venue and technical assistance by which they can articulate further their vision and mission and corresponding programs and projects. They have had a series of meetings after the Congress to put their plans on paper.

CAPWIP appreciates the group especially since they would like to prioritize their conduct with Muslim women and indigenous people of Mindanao in their aim to help them write about themselves.

Both the Women Provincial Correspondents and the Women Playwrights have as organizing leaders women who have had the professional training and experiences and are therefore leaders in their field of expertise. That's why they can dream---as one of their objectives to "increase their tribes" by inspiring young journalism graduates and young artists to go where they are needed. Part of their aim is to do this advocacy and to continue to mentor the young that will join them.

5. *Gender Science and Governance*

In the training sessions of the Congress, the frequently asked question, especially in the Gender Sensitivity Training, concern gender mainstreaming. The local government women executives feel their technical people especially in agriculture, fisheries, forestry and programs on health and diseases and other issues need to go beyond their scientific discipline. They recommended that their technical people need to be exposed to gender sensitivity training. This would mean influencing how their programs are delivered and reach the people especially women.

This gave CAPWIP and WPI the idea to call, after the Congress, women and men scientists who are connected with academe and/or line agencies e.g., Department of Agriculture (DA), Department of Environment and natural Resources (DENR), Department of Health (DOH) and present to them the questions and insights of the women politicians and decision-makers. If they can help define how to answer these needs and questions in a more systematic manner – it might contribute to an appreciation of gender mainstreaming and give birth to scientist with better appreciation of the impact of their own discipline in the lives of women and men in the community – farmers, fisherfolks, health workers, etc.

The first meeting with the initial group of scientist held at the CAPWIP office last December 5 turned out to be a very exciting one, with the resulting discussion paper assigned to be written to a natural scientist with a MA degree in forestry and a Doctorate in Political Science. The Concept Paper was entitled Gender Science and Governance – Towards the Development of Gender-Responsive Science-Based Governance Mechanism.

This was followed by another meeting with a much larger group where a decision to call a Congress of Scientists – especially those, the core group felt are already or at least open to Gender and Development. This they feel could be the beginning of a network of that could definitely contribute to Good Governance especially in the local level.

6. *Youth In Gender Responsive and Transformative Leadership.*

Inspired by the involvement of young women in media that were very willing to continue networking to fight for gender responsive good governance, CAPWIP, APGEN, UNIFEM and PARAGON-UNDP decided to put together a project called “Youth in Gender Responsive and Transformative Leadership”.

The project concept was proposed and a presentation to more partners was arranged by UNIFEM in Bangkok last January 2002. CAPWIP and APGEN

attended this meeting. Agreement to work together was forged between CAPWIP, UNIFEM, UNICEF, ESCAP, PARAGON and UNESCO on the youth program.

The most important feature of the project is the linkage of the youth with media in their fight for a gender responsive and transformative leadership. The project is simple—just add value to what the youth are already doing by introducing the gender responsive and transformative leadership precepts, concepts and “doctrines” that CAPWIP, UNIFEM, APGEN, UNICEF, ESCAP, UNDP and other donors and organizations are espousing, promoting and advocating. The task is big. The citizens must be the primary movers. The youth in partnership with media will carry on the torch. The networking of the youth, media and the politicians will be a formidable force.

The project cost is estimated to be at US\$ 3.2M. With working together and continuing the steams created during the Business and Transformative Leadership, Media and Transformative Leadership Congresses will be a project to watch as media and the youth tie-up closely.

7. Networking at Sub-Regional Level

7.1 South East Asia

During the Media and Transformative Congress, the South East Asian delegates (politicians and media) met to discuss how they could strengthen their South East Asian Network further. It was agreed that Indonesia would be the lead in organizing a project that will encourage national networks of women in transformative politics.

Sochua Mu-Leiper was nominated and elected to the CAPWIP Board. She also volunteered to look after the countries along the Mekong.



The participants from Indonesia with the CAPWIP officials and sponsors of the Congress.

Both Indonesia through Titi Sumbung and Cambodia through Sochua Mu-Leiper, committed to prepare the plans for submission to CAPWIP for the various donors.

7.2 Central Asia

The participants involved in the world of politics were convinced that networking would provide venues for discussing ways and means as well as strategies on how women can effectively disseminate their visions, experiences, ideas and goals toward transformative leadership.

During this Congress, the women of Central Asia decided to do networking within their region. They were encouraged by the presentations and discussions presented and facilitated during the Congress. In fact, they are now more convinced that networking plays a major role in establishing strong dynamic relationships.

7.3 South Asia

On January 7, 2002, the South Asia Network of Women in Politics met and elected a new set of representatives. Their plans are being finalized.

8. *Networking at the National Level*

Women local government executives from the Philippines that attended the Congress are mostly members of the Network of Elected Filipino Women for Good Governance. This network was formed when the participants to the First National Congress and Training of Local Government Women Executives, held in Manila last August 28-30, insisted on forming a network. They formed an Ad Hoc Committee to work with WPI and CAPWIP to put on paper the general directions they defined during the Congress.

This national congress was organized by Women in Politics Institute Phils. (WPI) and co-organized by CAPWIP with UNDP/APGEN, UNDP/PARAGON and UNIFEM providing support. The Department of Interior and Local Government considered the Congress the first salvo in the celebration of the 10th Year Anniversary of the Local Government Code on October 10 thus the term 10-10-10 celebration.

The AD HOC Committee met September 11 with CAPWIP and WPI and the resulting plan was presented to the Network members on October 11 (since they were invited by DILG to come to Manila for the 10-10-10 celebration) morning for their comments and additions and in the afternoon of the same day, the improved plans were presented in a meeting of Donors organized by

WPI with the assistance of UNDP. Most of the Donors expressed their interest on programs of good governance.

The Media Congress was another eye-opener to the members of the Network especially their relationship with media. They voiced out the need for their local media to have the kind of training given by CMFR during the Congress and how this can be facilitated. They also voice their need to develop a personal “healthier” attitude to media, especially their relationships with Provincial Correspondence of national papers. In turn they asked the media to be part of advocating for transformative leadership in their area. They want to know how they can project their plans, projects and programs without sounding like “propaganda”. In other words, they want this kind of training to be part of the Networks program.

They also appreciated the need for cultural development articulated by the women playwrights but they question how this could be implemented.

These expressed interest added motivations for the media, especially provincial correspondents and women playwrights to define themselves and their programs.

9. CAPWIP Board Meeting

It is the tradition that after an Asia-Pacific Congress or event, a CAPWIP Board Meeting is held. The CAPWIP Board of Trustees met and elected new members. The Youth in Gender Responsive and Transformative Leadership program was approved.

The work with new networks that were forged and formed during the Media and Transformative Leadership Congress were identified and programs were planned around them.

CAPWIP noted with fulfillment and satisfaction that its family of citizens, groups, networks, donors and partners promoting gender responsive and transformative leadership for good governance is indeed growing, going strong and happy to work with more citizenry groups.

10. Online Network of Women in Politics

This is a project of CAPWIP with support from APGEN. This was launched during the Media and Transformative Congress. Since then it has registered an increase in usage as seen from the visits. Last January, it registered more than 10,000 visits.



The launch done in the presence of media, women politicians and leaders helped. Their comments and suggestions helped even more.

11. 50%---50% Gender Balance

This was launched and it was a good activity to cap the Congress. It reminded all of us that unless we get the number and the balance right we should not be too happy. A lot of the participants were happy to continue to launch and implement this campaign over and over again— until we get the balance right.

So, what was the main outcome? The list is long, the many other connections, networks formed will remain unrecorded. It is the fact that media, the politicians and leaders all went home agreeing that a gender responsive and transformative leadership for good governance is worth fighting for from various fields and arena.

V. OUR GRATITUDE AND APPRECIATION

Finally, CAPWIP, with not much resources on its own, armed with only an idea, a dream of a gender responsive transformative politics for good governance concept – and its partners – UNIFEM, APGEN, PARAGON, UNESCO, ESCAP, UNICEF, USAID, Asia Foundation, Ford Foundation, ADB, and many more, the list is growing, would like to say thank you to all those who helped. Let us once again congratulate ourselves for the good work and let us vow to continue with more vigor.