

UNESCO's Academy of Young Women 2017

Newsletter

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Extracurricular activities during UNESCO's Academy of Young Women 2017

Alongside the three modules of UNESCO'S Academy of Young Women 2017, the participants also had the chance to take part in various extracurricular activities and visits, meant to complement the conclusions reached during the group debates and discussions.



Thanks to our collaborators, the participants visited the *Genpact Romania* and *Hellenic Union of Romania* headquarters, two important organizations which aim to include issues related to gender and interculturality on their agenda. Representatives from *MamaPan*, a social enterprise, and the *Burda International Trust*, a media and publishing company, also delivered presentations about their businesses, and engaged participants in an active discussion about the role of the private sector and the media in furthering gender equality.



24 August 2017:

Visit to the Genpact Romania headquarters



As a case study for the third module, PR and Organizational Communication, participants visited the Genpact Romania headquarters. Genpact is a global service provider committed to the ideas of diversity and inclusion through its various programs worldwide. For example, Genpact sometimes subsidizes kindergarten and after-school programs for their employees' children, as well as encourage fathers to take paternal leave when their children are born. Moreover, in order to ensure that women are represented and heard at every organizational level, all interviewing committees at Genpact include both women and men.



Participants were also introduced to the “*Professional Women’s Network*”, a networking and empowering instrument which creates mentor - mentee relationships between professional women worldwide. Indeed, the global and intercultural structure of any organization, including Genpact, was shown to be an untapped strength rather than a weakness.

“L’enfant du diable” by Marion Le Roy Dagen at Genpact



During the visit to Genpact, the participants had the chance to view the “L’enfant du diable” (The Devil’s Child) documentary, which touches upon the oppression of women’s reproductive rights during the communist regime in Romania.

Hundreds of thousands of children were locked up and mistreated in orphanages. Marion Le Roy Dagen is one of those orphans, a child of the devil, as she says herself, adopted by French couple at the age of 6. With the photographer Élisabeth Blanchet, who for nearly 20 years has devoted part of her work to the orphans of Ceaușescu, Marion returns to the traces of her past. The movie follows her in her quest, during a road-trip through Romania, 25 years after the fall of the dictator.

Marion and her mother Ana took part in a Q&A session after the viewing.





25 August 2017:

**MamaPan Bakery
presentation**

During the second working day of the Academy of Young Women 2017, the participants heard the story of MamaPan, a social enterprise and bakery ran by Irina Sorescu, executive president. What makes MamaPan special is the fact that they only employ mothers, whether single or with many children, which find themselves in hardship and need a flexible and reliable workplace to be able to care for their family.



MamaPan's products, which range from breads to various pastries and sweet goods, are made from all natural ingredients and sourdough, which gives them a distinctive and unique flavor. The recipe is in fact so popular that, besides selling their products in large supermarket chains, MamaPan also started a subscription system, through which clients can pay a month's worth of bread and other products in advance and get the goods delivered to their door every week on the same day.



Despite being a very interesting idea, Irina Sorescu admitted that, 2 years from its conception, MamaPan is not yet sustainable on its own. That is why they continuously seek partnerships with larger companies and supermarket chains, such as Kaufland, through which they can promote not only their unique sourdough technique but also the social dimension of the business, that of empowering women in need.



25 August 2017:

Visit to the Hellenic Union of Romania



At the invitation of the Hellenic Union of Romania, launched by the President, Mr. Dragoş Zisopol MP, the participants visited the Union's headquarters and found out more about the most important activities ran by the minority. Examples include the International Neo-greek Olympiad, whose 2017 edition will take place at the Palace of Parliament in Bucharest, Romania, and the books and magazines printed by the Union through their own publishing house. At the end of the presentation, an artistic program put on by the talented members of the Hellenic Union gave the participants the opportunity to come into contact with Greek traditions, such as traditional dances and music. Participants were invited to join the dancers and immerse themselves in the Greek customs and folklore.

Presentation of UNESCO Centers around the world



26 August 2017

Barbara Costabello, the leader of the Youth Section of the Centre for UNESCO in Turin, Italy, also shared her centre's fight for gender equality through various programs, such as the International Mediterranean Women's Forum or the "Global Ethics and Equal Opportunities: Women's contribution to the development of Europe and the Mediterranean" congress.



25 August 2017

The first "good practice" presentation was that of the UNESCO Centre for Women and Peace in the Balkan Countries based in Thessaloniki, Greece. Maria - Ekaterini Papachristopoulou – Tzitzikosta, the President of the Hellenic National Commission for UNESCO, talked about the successful projects carried out by the centre to promote gender equality.



27 August 2017

Last but not least, Marina Christophides, the Executive Secretary of the European Federation of UNESCO Clubs, Centres and Associations, presented the work of the Federation over the years, which often had gender issues at its forefront. A long-standing project of the Federation, Metamorphoses, now at its 10th edition, brings together young women and men dedicated to challenging stereotypes and perceptions.

**27 August 2017:
Discussion with the Burda
International Trust
By Suzana Pletea**

The editorial director of Burda Romania, which is a part of the Burda International Trust, met with the Academy's participants to discuss the role of the media in combating the issues of violence, extremism and aggression. Although being constrained by market considerations such as trends and consumer patterns, Burda Romania tries to advance the promotion of women and human rights through its publications. Some of their efforts include interviews or covers with incredible women who have had to overcome many hardships, as well as the creation of support and counseling networks among its readership.



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