



# Economic and Social Council

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## Commission on the Status of Women

Sixty-ninth session

10–21 March 2025

Follow-up to the Fourth World Conference on Women and to the twenty-third special session of the General Assembly entitled “Women 2000: gender equality, development and peace for the twenty-first century”

### Statement submitted by Africa Child Foundation Mission of Tanzania, a non-governmental organization in consultative status with the Economic and Social Council\*

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

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\* The present statement is issued without formal editing.



## **Statement**

### **Hidden truth behind age in the Tanzanian entertainment scene for girls**

Rather than embracing the wisdom that comes with maturity, many celebrities choose to alter their birth years, driven by fears of societal judgment and the pressure to stay relevant. This pressure is compounded by issues like online harassment, Imposter Syndrome, stereotypical portrayals of women in digital media, gender bias, and lack of representation in leadership roles. Additionally, the persistent wage gap, challenges in balancing personal life and career, and limited access to education and resources all highlight the complex struggles women face in the entertainment industry.

In an industry where youth's women reign supreme, Bongo artistes are increasingly entangled in a web of age deception. Instead of women celebrating the wisdom that comes with maturity, many celebrities choose to alter their birth years, motivated by fears of societal judgment and an innate desire to remain relevant. For example more number of celebrities struggle with self-confidence, often leading them to distort the truth about their ages, "For instance, if someone believes they are 43 but haven't built a home or purchased a car, they might feel compelled to misrepresent their ages," so in order to make followers to love her what she do is to stop talking true and lie finally she become realized that she has 60 years and she has no children, and life become more bad than ever. Among of the harassment they are facing are;

#### **Online Harassment**

Women in digital art and design often worry about the theft and misuse of their work online. Strengthening knowledge on intellectual property rights and offering legal support to women can help them protect their creations. Workshops and resources focusing on copyright laws, licensing, and how to legally challenge infringements are crucial steps in empowering female artists and designers to safeguard their work

#### **Imposter Syndrome**

Imposter syndrome is particularly prevalent among women in competitive fields like digital art and design, where they might feel they do not belong or are not good enough. Building supportive communities where women can share experiences and successes can alleviate these feelings. Additionally, providing access to female mentors who can relate and guide can help build confidence in their abilities.

#### **Stereotypical Portrayal of Women in Digital Art**

The portrayal of women in digital artworks often reinforces stereotypes, which can influence societal perceptions and the self-image of female artists. Encouraging diversity in content and representation can help challenge and change these stereotypes. Workshops and discussions on inclusive design and responsible representation can also educate artists and designers about the importance of diverse and accurate portrayals.

#### **Gender Bias and Stereotyping**

Women in digital art and design often face gender bias and stereotyping, where their skills and creativity are underestimated due to preconceived notions. Overcoming this challenge requires active efforts to promote gender equality within the industry. Organizations can implement unbiased hiring practices and provide

mentorship programs to support women's careers. Additionally, showcasing successful female artists and designers can help break stereotypes and inspire change.

### **Lack of Representation in Leadership Roles**

Despite progress, there's still a notable absence of women in leadership positions within the digital art and design sectors. This lack of representation can discourage upcoming female artists and designers. To overcome this, companies should encourage and facilitate the growth of women into leadership roles through targeted leadership training, mentorship, and by establishing clear, equitable promotion pathways.

### **Wage Gap**

The wage gap between male and female professionals exists in the digital art and design industry, with women often earning less than their male counterparts for the same work. Addressing this issue requires transparency in salary structures and a commitment to equal pay for equal work. Organizations can conduct regular salary reviews to ensure fairness and take corrective action when discrepancies are identified.

### **Balancing Personal Life and Career**

Many women in digital art and design face the challenge of balancing their careers with personal and family responsibilities. Flexible working arrangements, including remote work options and adjustable schedules, can help women manage their responsibilities more effectively. Companies should strive to create a supportive work environment that acknowledges and adapts to the needs of all employees.

### **Access to Education and Resources**

In some regions, women have limited access to education and resources in digital art and design. This can hinder their ability to enter and excel in the field. Overcoming this involves providing scholarships, online courses, and networking opportunities specifically tailored for women. Initiatives to donate technology and software to underprivileged women can also play a crucial role in leveling the playing field.

### **Limited Networking Opportunities**

Women sometimes face difficulties in accessing the same networking opportunities as men, which can impact their career growth. To overcome this, the creation of women-focused networks and events within the digital art and design industry is vital. These platforms can provide valuable opportunities for collaboration, mentorship, and career development tailored to the unique needs of women in the field.

### **Solution for a Way Forward:**

Women in digital art and design encounter persistent challenges, including biases, wage gaps, and limited access to leadership roles. Addressing these requires a comprehensive approach:

- **Promote Gender Equality and Fair Compensation:** Ensuring equitable pay, fostering mentorship programs, and supporting flexible work arrangements are key steps to create a more inclusive environment.

- **Expand Access to Education and Networking:** Enhancing women’s access to relevant education and professional networks is essential for growth, empowerment, and representation within the field.
- **Strengthen Protections Against Online Harassment:** With online harassment affecting both personal and professional lives, a robust policy framework is crucial. This project advocates for policies that protect women, tackling stereotypes and imposter syndrome while safeguarding intellectual property.

### **Budget of the programme**

To further this solution, a global initiative with an implementation budget of USD \$4,250,000 will empower policy makers and content creators to address the impact of online harassment on women. Key activities will include convening stakeholders from news media, digital platforms, film, and video production to review current policies and develop recommendations for stricter penalties on those promoting harassment online.

The initiative will be promoted worldwide through major television networks, radio, and magazines, maximizing public awareness. Additionally, heads of state will be invited to join a coalition called *Fight Digital Harassment Against Women*, which will champion policy reforms and advocate for stringent legal measures to reduce harassment. This multi-faceted approach aims to create a safer digital space, positively impacting communities globally and fostering a more respectful environment for women online.

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