Gender Equality Awareness and The Art of Grabbing the Political Will

Friday, 17 March 2017
1:15 – 2:30 p.m.
Conference Room A, UNHQ

Moderator and welcoming remarks:
• Ms. Martina Štěpánková, Deputy Minister for Human Rights, Office of the Government of the Czech Republic

Speakers:
• Ms. Radka Maxová, Member of the Parliament of the Czech Republic
• Mr. Radan Šafařík, Department of Gender Equality, Office of the Government of the Czech Republic,
• Ms. Hana Stelzerová, Czech NGO Czech Women´s Lobby
• Ms. Jana Maláčová, Ministry of Labour and Social Affairs
• Ms. Barbora Jakobsen, Mr. Marius Rakil, Norwegian NGO Alternativ til Vold
• Mr. Christian Veske, European Institute for Gender Equality

Awareness-raising campaigns are crucial tool of advocating and communicating gender equality to general public as well as political leaders. Awareness raising is a two-way street, fostering communication and information exchange in order to improve mutual understanding as well as mobilising communities and the whole society to bring about the necessary change in attitudes and behaviour.

Why do some countries succeed in promoting gender equality? The answer often given is “political will”. However, political will is a fluid and changing factor closely interlinked with awareness raising, public opinion, grass-root social movements or leadership of individuals.

The side-event will bring together stakeholders from various backgrounds, from state (government, parliament), non-state and multilateral levels. How to undertake a successful gender equality campaign? How to involve general public, including men and boys, into promoting gender equality and women’s rights? What is the role of non-governmental sector? Which factors influence commitment of politicians to invest resources into gender equality policies? That are just few of the questions this side-event aims to discuss.

All CSW61 delegates with a valid UN pass are invited (capacity of the room is limited to 50).

Please RSVP at jana_prikrylova@mzv.cz by 14 March.