

Generation Equality July – December 2021

**The future belongs to
generations of equals!**



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WOMEN'S
RIGHTS ARE
HUMAN
RIGHTS

GLOBAL GENERATION EQUALITY CAMPAIGN

The Beijing Declaration and Platform for Action of 1995 is the most visionary agenda for the empowerment of women and girls, everywhere. Developed at the Fourth World Conference on Women in Beijing, China - known as the largest-ever gathering of gender equality advocates - the Beijing Platform for Action was adopted by 189 governments committed to taking strategic, bold action in 12 critical areas of concern.

2020 marked the 25th anniversary of the Beijing Platform for Action. Despite some progress, systemic barriers that hold women from equal participation in all areas of life, whether in public or in private, are still present. Today, not a single country can claim to have achieved gender equality.

Through the campaign **“Generation Equality: Realizing women’s rights for an equal future”**, UN Women is bringing together the next generations of women’s rights activists with the gender equality advocates and visionaries who were instrumental in creating the Beijing Platform for Action more than two decades ago.



Collectively, these change-makers of all ages and genders can tackle the unfinished business of empowering women. This campaign demands equal pay, equal sharing of unpaid care and domestic work, an end to sexual harassment and all forms of violence against women and girls, health-care services that respond to their needs, and their equal participation in political life and decision-making in all areas of life.

COVID-19 has additionally exacerbated gender inequities, increasing violence and economic disparities. The Generation Equality Forum provided a critical opportunity to confront this crisis. The Forum is a civil society centered, global gathering for gender equality advocates convened by UN Women and co-hosted by the governments of Mexico and France. The Forum kicked off in Mexico City from 29 to 31 March 2021 and culminated in Paris from 30 June to 2 July 2021, launching a series of concrete, ambitious and transformative actions to achieve immediate and irreversible progress towards gender equality.

As a part of Generation Equality, six Action Coalitions, global, innovative, multi-stakeholder partnerships that are mobilizing governments, civil society, international organizations, and the private sector, have been established to catalyze collective action; spark global and local conversations among generations; drive increased public and private investment; and deliver concrete, game-changing results for girls and women.

The Action Coalitions focus on six areas:

1. Gender-based violence;
2. Economic justice and rights;
3. Bodily autonomy and sexual and reproductive health and rights (SRHR);
4. Feminist action for climate justice;
5. Technology and innovation for gender equality;
6. Feminist movements and leadership.

At the Generation Equality Forum in Paris, bold gender equality commitments were announced, as well as the launch of a global 5-year action journey to accelerate gender equality by 2026.

The Forum's bold, action-oriented agenda is under-written by nearly USD 40 billion of confirmed investments as well as ambitious policy and programme commitments from governments, philanthropy, civil society, youth organizations and the private sector. These commitments also come at a critical time as the world assesses the disproportionate and negative impact that COVID-19 has had on women and girls.

Gender equality advocates have pressed for gender-responsive stimulus and recovery plans to ensure that women and girls are not left behind as the world re-builds.



GENERATION EQUALITY IN BOSNIA AND HERZEGOVINA

Action Coalitions

Bosnia and Herzegovina has joined the Generation Equality efforts in the summer of 2021, with a dedicated campaign that builds upon social mobilization and localization of Action Coalitions. From July to December 2021, three Action Coalitions were launched, focusing on:

1. Bodily autonomy and sexual and reproductive health (July 2021)
2. Economic justice and rights (October 2021)
3. Ending gender-based violence (December 2021)

The Generation Equality campaign in Bosnia and Herzegovina includes the participation of many partners, spearheaded by UN Women, and in partnership with Agency for Gender Equality of Bosnia and Herzegovina, Gender Center of Republika Srpska, Gender Center of Federation BiH, United Nations in BiH, including UN agencies UNFPA and WHO, in collaboration with French Embassy and British Embassy, and with the support of Sweden.

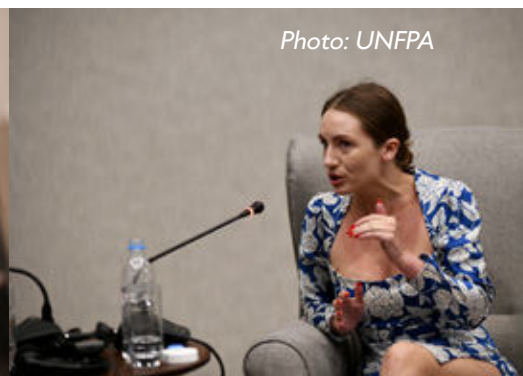


Photo: UNFPA

Launch of Action Coalition on Bodily Autonomy and Sexual and Reproductive Rights

The Generation Equality Action Coalition on Bodily Autonomy and Sexual and Reproductive Rights (SRHR) was launched in Sarajevo on July 8 2021 by the United Nations Population Fund (UNFPA) and French Embassy, in cooperation with Agency for Gender Equality of BiH and UN Women. The event brought together activists, professionals and change makers from BiH to define and announce investments and policies in regard to bodily autonomy and sexual and reproductive health and rights. Rights on bodily autonomy and sexual and reproductive health mean that girls and women in all their diversity can freely access comprehensive SRHR information, education and services and are supported by societies in whole to make decisions about their bodies, sexuality and reproduction, free from coercion, violence, and discrimination.

The Action Coalition on Bodily Autonomy and SRHR is mobilizing governments, civil society, youth-led organizations, international organizations, philanthropies and the private sector to deliver transformational progress through four concrete actions: to expand comprehensive sexuality education, to increase the availability, accessibility, acceptability and quality of comprehensive abortion and contraception services, as well as to increase SRHR decision-making and bodily autonomy and strengthen girls, women's and feminist organizations and networks to promote and protect bodily autonomy and SRHR.

”

The Generation Equality Forum in Paris came to a conclusion around a bold, action-oriented agenda to achieve gender equality. Strong commitments were made in regards to bodily autonomy and sexual and reproductive health and rights which will empower women and girls, in all their diversity, to make autonomous decisions about their bodies, sexuality and reproduction.

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CHRISTINE TOUDIC,
French Ambassador to BiH

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Bodily autonomy is a human right. Unfortunately, for many women and girls life is still fraught with loss of bodily integrity and living with a lack of ability of making their own decisions. We at UNFPA will support multi-level partners to implement the Action Coalition on Bodily Autonomy and Sexual and Reproductive Health and Rights.

”



JOHN KENNEDY MOSOTI,
UNFPA BiH Representative



Photo: UN Women/Denis Ruvic

Launch of Action Coalition on Economic Justice and Rights

The event „Partnership for economic justice and rights: What is the economic value of care?“, held on October 5 2021 in Sarajevo, launched the Action Coalition for Economic Justice and Rights in Bosnia and Herzegovina.

This Action Coalition will address critical constraints women and girls face in the economy by advancing bold, game changing actions by 2026. In Bosnia and Herzegovina, the focus of this partnership will be on the economy of care.

Economies and societies depend on providing care to survive and thrive, and women make the most of the labour force in both paid and unpaid economy of care. The work of the Action Coalition for Economic Justice and Rights in BiH will focus on kickstarting the dialogue on the topic of care with institutions and CSOs and raising awareness about the phenomenon of both paid and unpaid care work. Crucial part of this process is advocating for women to realize their full potential by reactivation of women in the labour market and supporting start-ups led by women.

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One of the key goals that the United Nations in BiH support is to have as many women as possible active in the labour market, as data shows only 36.5% of women in BiH as currently active. We are dedicated to cooperating with all line institutions on finding systemic solutions in the areas of childcare, elderly care, and care of vulnerable categories of population, which are often under-reported or disregarded. In this regard, the lack of availability of sex-disaggregated data on care economy represents a substantive challenge that we also hope to work on addressing with our key partners.

DR. INGRID MACDONALD,
the United Nations Resident Coordinator in BiH

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Services of childcare, social services, care by members of the family and community, have an immense economic and social value, but they are not valued in terms of financial remuneration. Both paid and unpaid labour, especially when done by women, needs to be valued equally.

SAMRA FILIPOVIĆ-HADŽIABDIĆ,
Director of Agency for Gender Equality of BiH
of the Ministry for Human Rights and Refugees of BiH

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Gender equality benefits everyone - this is why the UK champions it globally. In BiH we are working to help the country become a place where there are equal chances for girls and boys, for women and men. A partnership approach helps us catalyse collective action, drive investment and deliver change. This initiative means greater awareness in government of the issues women face, and better access to finance and gender-responsive products and services to give women those opportunities which men often take for granted.

H.E. MATT FIELD,
British ambassador to BiH

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Sweden hopes that a broad spectrum of stakeholders, including civil society organisations and activists, will use this opportunity to demand change, to hold duty bearers to account, and to make bold decisions to improve the situation for women, girls, men and boys.

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LISA CURMAN,
deputy head of Development
Cooperation at the
Embassy of Sweden in BiH



Photo: UN Women/Ognjen Crnobrnja

Launch of Action Coalition on Gender-Based Violence

The event „Together for a society free of sexual violence“, held on 3 December 2021 in Banja Luka, marked the launch of the Action Coalition on Gender-Based Violence in Bosnia and Herzegovina.

The Action Coalition on Gender-Based Violence works on coordinating efforts in ending all forms of violence against women, all over the world. The focus of the coalition in BiH are issues addressing sexual violence and sexual harassment.

Aware of the fact that gender-based violence against women and girls in BiH, and cases of

sexual violence and harassment revealed by the „Nisam tražila“ (I did not ask for it) movement, are severe violations of human rights of women and girls which affect the general wellbeing of women and prevent them from full participation in society, the participants of the event signed the Declaration of the Action Coalition on Gender-Based Violence in BiH. This confirmed their dedication to uphold the highest standards in the efforts to eliminate violence against women. This mutual declaration is an open document that invites new signatories dedicated to the efforts to end sexual violence and harassment.

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This Action Coalition will lobby for change with decision-makers at the highest levels, to ensure legislation criminalizes all forms of sexual violence; to address shortfalls in prosecution and ensure all perpetrators are held to account; and to provide quality protection services for all survivors in their communities and homes. Finally, we have to work on advancing prevention. Victim blaming must stop and men and boys have to be involved in this process.

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DAVID SAUNDERS,
UN Women Representative in BiH



SAMRA FILIPOVIĆ-HADŽIABDIĆ,
director of Agency for Gender
Equality of BiH at the Ministry
for Human Rights and Refugees of BiH

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Sexual harassment, as a form of gender-based discrimination, is prohibited by the laws of Bosnia and Herzegovina. It is necessary to ensure all required support for survivors of sexual violence, in line with the standards set out by the Istanbul Convention. The issue of sexual violence demands taking a stand of zero tolerance to violence. Our joint goal is to create a society with zero tolerance to all forms of gender-based violence and to enable women to realize their full potentials.

”

Social media campaign

The social media campaign was realized on UN Women BiH social networks.

FACEBOOK

INSTAGRAM

TWITTER

YOUTUBE

The campaign featured a collection of illustrations highlighting various aspects of achieving gender equality, especially the importance of including all generations in the goal to achieve a gender-equal society, but also reflecting on specific topics of the Action Coalitions, such as gender-based violence, economic security and sexual and reproductive rights.

Thousands of persons were reached with the campaign messages through social media, and accompanying collaboration with the media.

SOCIAL MEDIA CAMPAIGN



71.786 views



82.581 reach



17.039 impressions



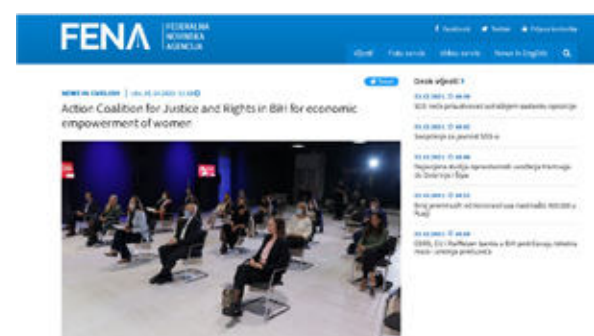
27.041 impressions



Collaboration with the media

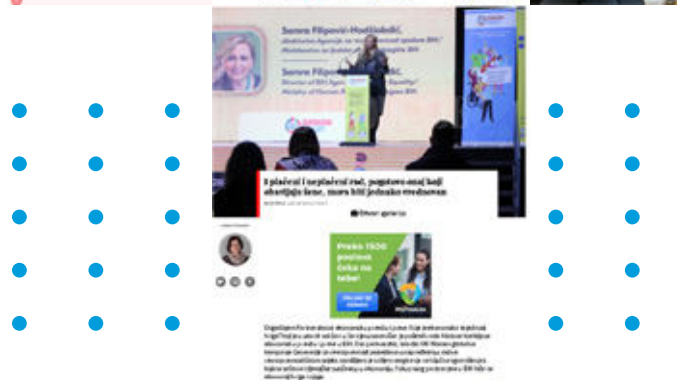
During the campaign, UN Women cooperated with a variety of national and local media that supported the campaign. The BiH media provided support to the campaign through regular reporting on campaign activities, but also through dedicated in-depth reporting on the goals of the campaign.

The momentum was used to highlight the importance of achieving gender equality together and include all relevant partners and stakeholders in this process.



A total of **60**  media announcements were generated during the campaign.

Media outlets that reported on the campaign include BHRT, Al Jazeera Balkans, N1, Gracija, BH Radio 1, Klix.ba and many others.



LOKA NAUČNJE PRAKTIČNE HRABRA ZABAVNA RADGOVILA IZ KUMŠILJKA KONTAKT



Collaboration with influencers

To highlight the importance of achieving gender equality and amplify the messages of the campaign, collaboration was initiated with selected BiH influencers on social media. Influencers Fića Crew, Brankica Raković, Tomislav Cvitanušić, Ana Kotur Erkić, Haris Jusović and Nikola Vučić showed their support to the campaign through producing various content which focused on the importance of achieving gender equality and working together for a gender-equal future.

FIĆA CREW

<https://bit.ly/3JmlmTc>
<https://bit.ly/3JzOXJ5>
<https://bit.ly/32BShIM>

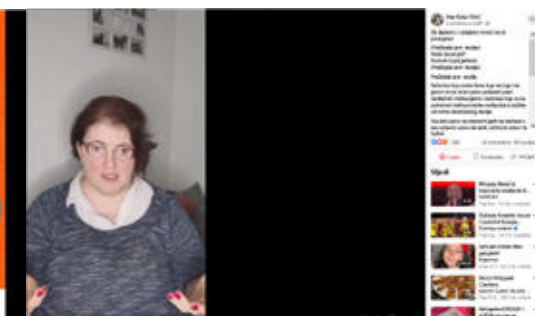
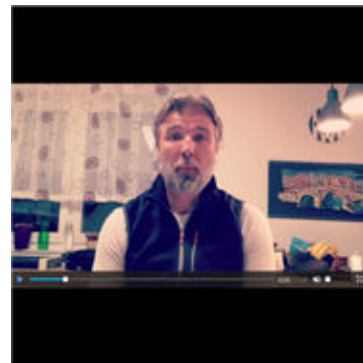


BRANKICA RAKOVIĆ

<https://bit.ly/32EPdp8>
<https://bit.ly/33R15on>

TOMISLAV CVITANUŠIĆ

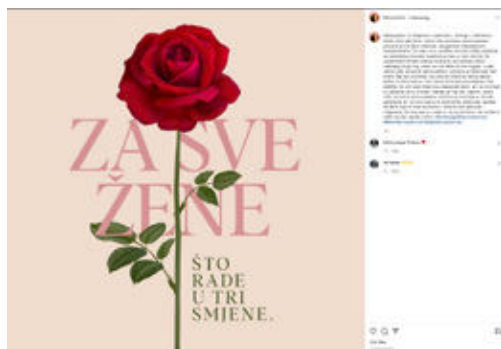
<https://bit.ly/3FzTokB>
<https://bit.ly/3qt9juA>



ANA KOTUR ERKIĆ

<https://bit.ly/3z1BWmA>
<https://bit.ly/3sEQ6bW>
<https://bit.ly/3Hm8lat>

NIKOLA VUČIĆ
<https://bit.ly/3mUVSTp>



HARIS JUSOVIĆ
<https://bit.ly/335RkT8>

Video production

As a part of the campaign, six videos were produced highlighting different aspects of gender equality.

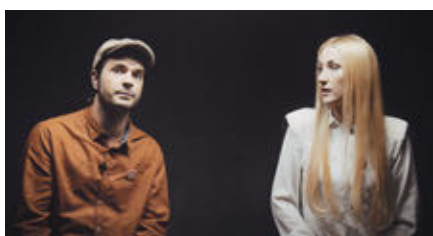
Elvira Ganibegović,

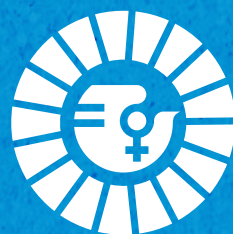
a young entrepreneur and owner of kindergartens Kidtropolis from Zenica, talked about her experience of founding a business and the importance of preschool education, as well as the economy of care.

Nikola Vučić, TV anchor, and Hana Sokolović, psychologist, discussed gender roles, reflecting on the importance of overcoming gender stereotypes which harm both women and men. Actors Amar Selimović and Mona Muratović

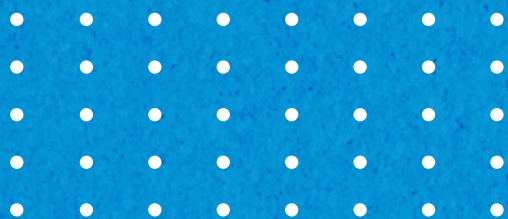
joined the call for action to end sexual violence against women, continuing their support to the “Nisam tražila” (I did not ask for it) movement. Senior activist Jadranka Miličević, founder of Foundation CURE, and Sabina Lizde, young activist working at the same foundation and member of the Generation Equality youth advisory board, discussed gender equality in the past and present.

Finally, two short animated videos featured a selection of facts depicting the state of gender equality in Bosnia and Herzegovina, aiming to show some of the examples of gender inequality perpetuated by traditional social norms and patriarchy.





GENERATION EQUALITY



In partnership with:



BOSNA I HERCEGOVINA
Ministarstvo za ljudska prava i izbjeglice
Agencija za ravnopravnost spolova
Bosne i Hercegovine



VLADA REPUBLIKE SRPSKE
Gender centar — Centar za jednakost
i ravnopravnost polova



BOSNA I HERCEGOVINA
FEDERACIJA BOSNE I HERCEGOVINE VLADA
GENDER CENTAR
FEDERACIJE BOSNE I HERCEGOVINE



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