



Generation Equality campaign on care economy

May – June 2023

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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

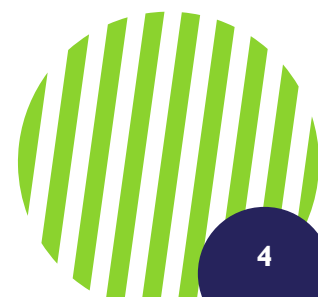
collective action; spark global and local conversations among generations; drive increased public & private investment; and deliver concrete, game-changing results for girls and women.

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

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)

Furthermore, the Action Coalition on Feminist Action for Climate Justice was also launched in October 2022.

The **"Generation Equality"** campaign continued in Bosnia and Herzegovina in 2023 through the work of the Action Coalition for Economic Justice and Rights **with a focus on**

the care economy and the economic empowerment of women.

The campaign was implemented through various activities with the aim of increasing the understanding of BiH citizens about the care economy and paid and unpaid work, about the disproportionate responsibility for care between men and women as a source of gender inequality, about the disproportion of care between families and society, and encouraging the public towards a positive change in attitudes that will contribute to gender equality and the economic empowerment of women.

„Nemam ti kad" ("I don't have time") is a sentence that is often used, and it reflects the lack of time, which is the situation in which women find themselves every day due to being overloaded with unpaid care work. This sentence was also the slogan of the campaign along with messages **#radnepoznajerod** (*labour doesn't know gender*), **#podijelimoposlove** (*let's split the carework*), **#brigajesvihnas** (*care is everyone's responsibility*).



#radnepoznajerod #podijelimoposlove



Peglam/Perem/Čistim/Čuvam/Hranim/Slažem

BRINEM



OUTDOOR CAMPAIGN

The campaign started with the positioning of the visual "Nemam ti kad" (*I don't have time*) on billboards in Sarajevo, Mostar and Banja Luka, in order to present the campaign theme to the public, and to get citizens interested in this topic.



ACTION COALITION ON ECONOMIC JUSTICE AND RIGHTS

The Action Coalition for Economic Justice and Rights in Bosnia and Herzegovina was officially launched on October 5, 2021 at the event "Partnership for Economic Justice and Rights: What is the economic value of care?".

This coalition initiated a conversation about the importance of the care economy and the economic empowerment of women in Bosnia and Herzegovina.

The coalition continues its work, and on May 24, 2023, the event „**Policy dialogues on care economy accelerators**” was organized, which was attended by numerous representatives of governmental and non-governmental institutions.

On this occasion, the "**Baseline study on care economy in Bosnia and Herzegovina**" was presented, which was created by the Economic Institute Sarajevo in partnership with UN Women BiH, with the support of Sweden.

During the event, all segments of the care economy were discussed, as well as the disproportionate responsibility for care, which in BiH society is mainly the responsibility of women, and the source of gender inequality and women's unequal access to the labor market. Discussions were also focused on potential solutions and recommendations that need to be implemented to identify and redistribute responsibilities in the field of unpaid and paid care.





„Women and men across BiH require concrete solutions and policies that will ensure care systems that uphold their human rights, are gender-responsive, disability-inclusive and age-sensitive. These changes are key to advancement of socioeconomic progress in BiH, as without them the country will continue to exclude tens of thousands of people from its workforce and economy. I urge everyone to recognize the value of unpaid work, to advocate for redistribution of care equally between women and men, as well as individuals and families. I invite all to join us in creating a gender equal society, that values paid and unpaid work equally, no matter who does it and where they live.“

Dr. Ingrid Macdonald, UN BiH Resident Coordinator



„Women traditionally bear the disproportionate burden for childcare, elderly care, and care for people with disabilities. While care work drives employment and has a high economic value, it remains systematically undervalued. To advance change, it is critical to reduce the amount of unpaid care work performed by women through transformative care policies, and investments in the care economy, which will enable women and girls to realize their economic rights and opportunities, increase their labour force participation and access to decent jobs.“

Jo-Anne Bishop, UN Women BiH Representative a.i.



"The research has shown that women 'carry' the housework. Stereotypes about gender roles are still quite present, and culture and tradition are important aspects that should be considered. Only 31.4% of respondents use the services of the childcare sector, which refers to pre-school education and early education programs. Almost half of the respondents spend 10 hours a week caring for the elderly, and even 72% of the respondents believe that there is a lack of adequate and affordable services for elderly care both in the public services and in the private sector. Unfortunately, the findings of the study showed that as many as 70% of marriages with children with disabilities end in divorce, with most of the responsibility for taking care of the child falling on the mother."

Maja Arslanagić Kalajdžić,
one of the study authors, Economic Institute Sarajevo

SOCIAL MEDIA CAMPAIGN

The campaign was implemented also on UN Women BiH social networks – **Facebook, Instagram, Twitter** and **YouTube**.

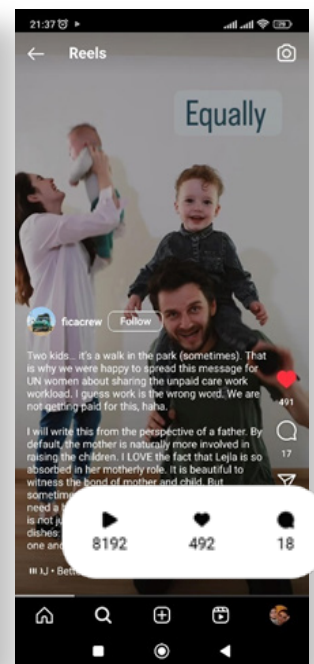
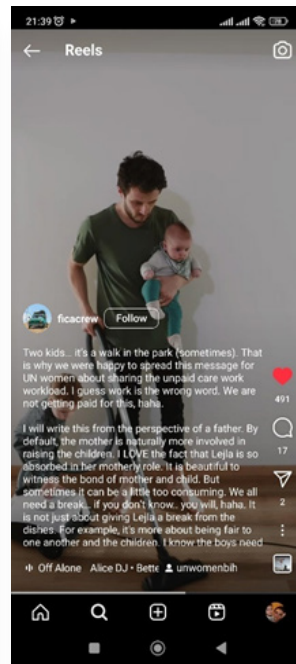
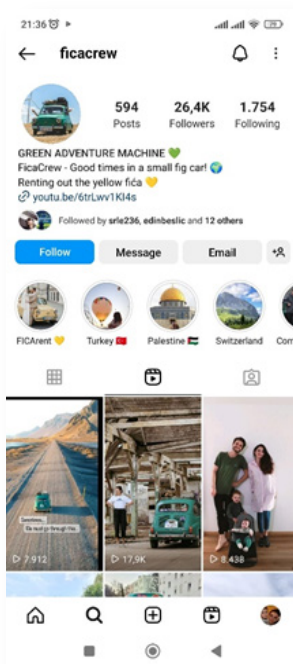
As part of the campaign, illustrations were created with messages about all segments of the care economy, that highlight the most important statistical data of the "Baseline study on care economy in BiH", which talk about the role of women in the field of paid and unpaid care economy, and give certain recommendations with the aim of reducing and redistributing existing unpaid work within the household, but also households and communities, which will contribute to gender equality and economic empowerment of women.



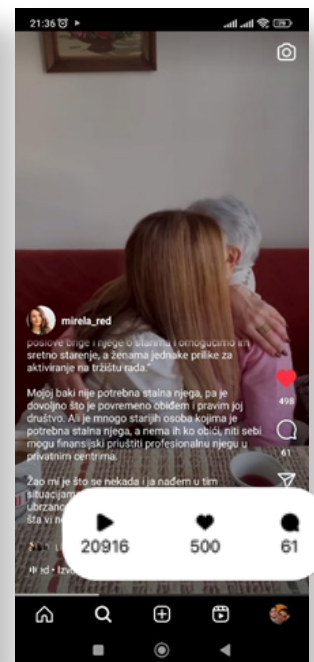
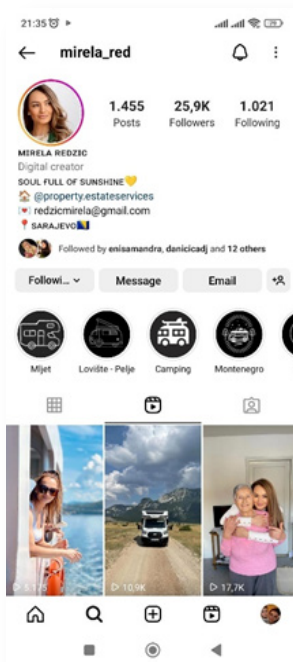
COLLABORATION WITH INFLUENCERS

In order to reach as many people as possible with the campaign messages, cooperation was established with several BiH influencers on social networks: **Fica Crew**, **Mirela Redzic**, **Hajrudin Sisic (Harry Cooper)** and **Ilda Humic**. By creating different video content, they started a conversation on social networks about the need for equal distribution of unpaid care work between men and women, with the aim of achieving gender equality and equal employment opportunities in BiH society.

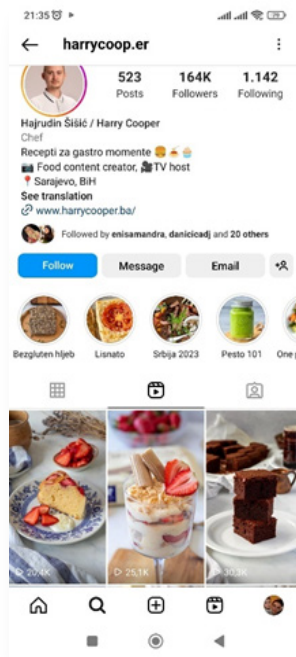
FICA CREW



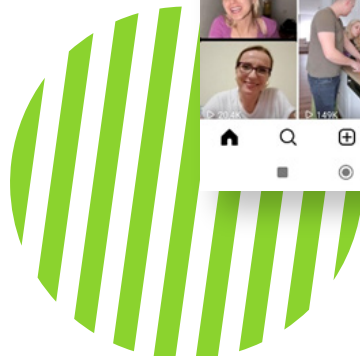
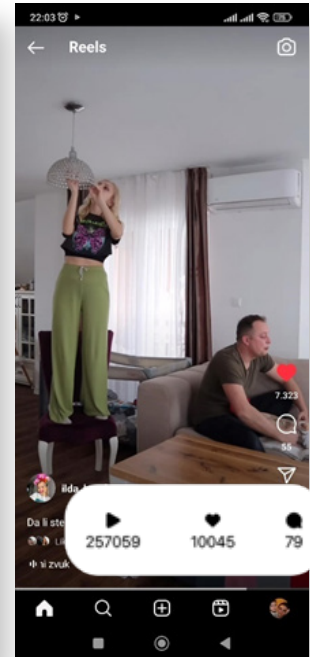
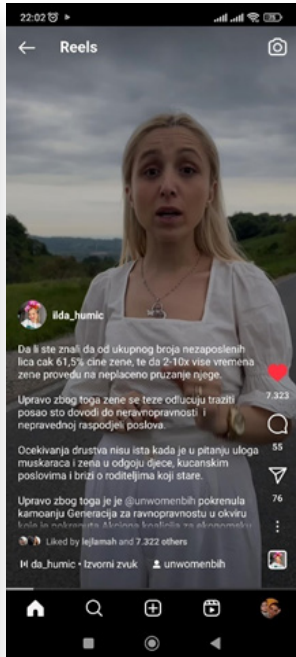
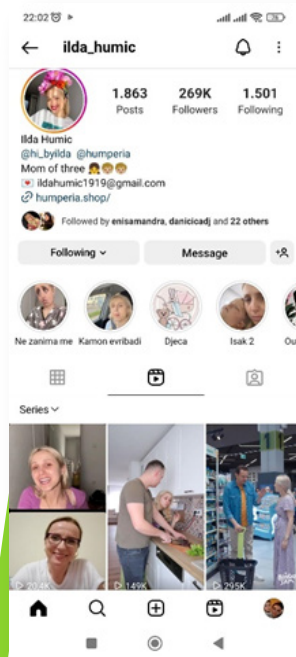
MIRELA REDZIC



HAJRUDIN SISIC




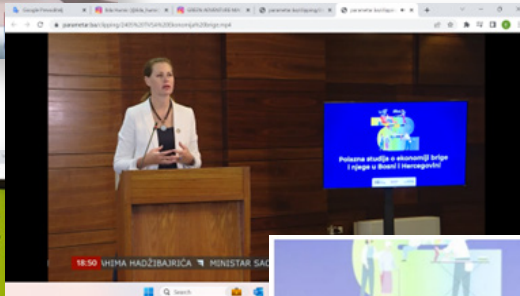
ILDA HUMIC



COLLABORATION WITH MEDIA

During the campaign, the media provided significant support by numerous radio and TV appearances by relevant representatives on the topic of the care economy in BiH, with thematic articles dealing with issues and recommendations in different segments of the care economy, and by reporting on the work of the Action Coalition for Economic Justice and Rights.

 A total of 91 media announcements were generated about the campaign.



UN Women u BiH - Nesrazmjerna odgovornost za brigu i njegu izvor rodne nejednakosti
FEMA Kanita Aliagić, Foto: Hazim Aljović
SARAJEVO, 24. maja (FENA) - Na konferenciji o značaju ekonomije brige i njege za rodnu ravnopravnost, koja je danas održana u Sarajevu, prezentirani su rezultati istraživanja UN Women BiH "Polazne studije o ekonomiji brige i njege u BiH" u kojoj je pregled ključnih karakteristika politika, programskih opcija, kao i nesrazmjerna odgovornost za brigu i njegu koja je prebačena na žene, a koja je izvor rodne neravnopravnosti.

VIDEO PRODUCTION

As part of the campaign, two video polls were created where citizens answered the question of whether they know what the care economy is and whether they themselves are taking care of someone. The goal of these video polls was not only to find out how much citizens know about this topic, but also to encourage the public to think about this topic, and to educate them about what the care economy is, what is paid and unpaid work, how the disproportionate distribution of unpaid work affects gender inequality and what needs to be done for an equal society.

Poll – Do you know what care economy is?



<https://youtu.be/YMrS56f8ITM>

Poll – How much time do you spend on care work?



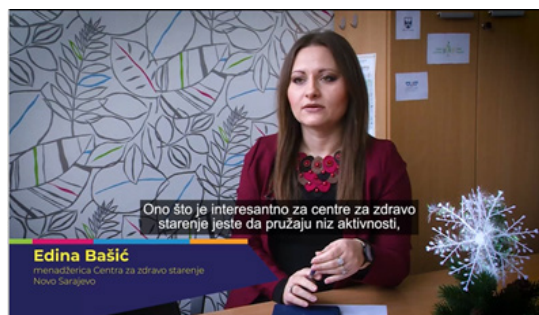
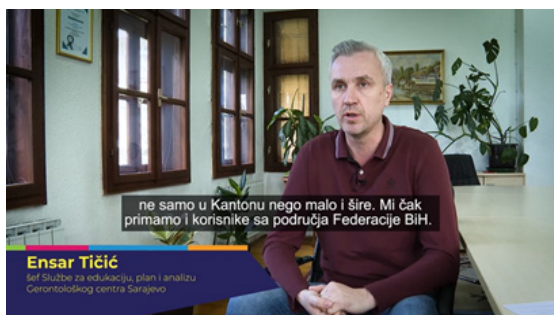
<https://youtu.be/3feiqbV4VCI>

In addition to the polls, several videos were created in which the existing problems of the system of providing care in Bosnia and Herzegovina were discussed through conversations with different interlocutors.

Jelena Lubura, director of kindergarten „Masa's world“ and **Aida Hrnjić**, president of the Association „Colibri“, spoke about who is involved in the care and upbringing of children, how care for children and people with disabilities is managed in BiH, what is the role of the mother and family in that process and what they are dealing with, and what are the possible solutions.



Through which institutions elderly care is carried out in BiH, whether there are prejudices in society about sending old people to homes for the elderly and who takes care of old family members the most, are some of the topics discussed with **Ensar Ticic** from the Gerontology Center Sarajevo and **Edina Basic** from the Center for Healthy Aging Novo Sarajevo.



https://youtu.be/tA_N3pLFeBw

Maja Arslanagic-Kalajdzic of the Economic Institute Sarajevo presented the main conclusions of the "Baseline study on care economy in Bosnia and Herzegovina" in an additional video.

At the end, the video summarizing the key moments from the event "Policy dialogues on care economy accelerators" was also produced.





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