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## GENERATION EQUALITY IN BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina has joined Generation Equality efforts in the summer of 2021, with a dedicated campaign that builds upon social mobilization and localization of Action Coalitions.

Since 2021, four Action Coalitions have been launched, focusing on:

1. Bodily autonomy and sexual and reproductive health and rights (July 2021, under the leadership of UNFPA);
2. Economic justice and rights (October 2021, under the leadership of UN Women);
3. Elimination of gender-based violence (December 2021, under the leadership of UN Women);
4. Climate and gender (October 2022, under the leadership of UNDP).

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 under the slogan “Nemam ti kad” (“I don’t have time”) was implemented through various activities with the aim to increase the understanding of BiH citizens about the care economy and paid and unpaid work, the disproportionate responsibility for care between men and women as a source of gender inequality, the disproportion of care between families and society, and to encourage the public towards a change in attitudes that will contribute to gender equality and the economic empowerment of women.



Continuing the work on raising awareness and recognizing the importance of the care economy in BiH, the campaign continued in 2024, under the same slogan, also under the umbrella of the Action Coalition for Economic Justice and Rights.

Within the campaign, two dialogue events were held with partners and representatives of government institutions of both entities, the international community and civil society organizations, with intensive media support. To promote public discussion about the unequal distribution of work between women and men and to advocate for a fairer division of roles in households and communities, social networks were utilized, and partnerships with influencers and artists were established.

The campaign was implemented as a part of the project “Translating the Sustainable Development Goals (SDGs) Framework in Bosnia and Herzegovina into sustainable and inclusive growth (SDG2BiH)”, funded by Sweden and implemented by UNDP in partnership with UNICEF and UN Women in BiH under the United Nations overall support extended to the authorities in Bosnia and Herzegovina to implement the SDG Framework in BiH.

## PRESENTATION OF RECOMMENDATIONS ON SOCIO-ECONOMIC AND LEGISLATIVE OPPORTUNITIES FOR REDUCING UNPAID WORK OF WOMEN IN BOSNIA AND HERZEGOVINA

The first event within the campaign was held on April 2 2024, in Sarajevo with the presence of numerous partners, representatives of government institutions of Federation BiH, including cantons and municipalities, as well as representatives of the international community and civil society organizations with the aim to identify the next steps for the development of the care economy in Bosnia and Herzegovina.

On this occasion, recommendations were presented on socio-economic and legislative possibilities for reducing the unpaid work of women in BiH, which were identified in the “Baseline Study on Care Economy in Bosnia and Herzegovina”. The study was authored in 2023 by the Economic Institute Sarajevo in partnership with UN Women BiH, with the support of Sweden. The recommendations of the Study are aimed at identifying, reducing, and redistributing existing unpaid care work within the household, community (civil society), market (private sector), and government (by improving legal and institutional infrastructure), along with an identified set of legislative and political priorities.

### RECOMMENDATIONS

Benefits for employed women during maternity leave

Obligatory paternity leave

Implementation of campaign on labour law

The law on care services

Home help services

Employment for caregivers

Day care

Activation of discouraged women on the labor market

Parenting school

Time use surveys

Info-center

Work-life balance

Multi-care centres

Men's participation in housework

Life in nursing homes for the elderly



*Melika Husić-Mehmedović, professor at the School of Economics and Business, University of Sarajevo, and Sabina Čelik, legal expert, presented the Study's recommendations and legislative opportunities for reducing women's unpaid work.*

During the workshops, participants discussed the next steps for implementing the recommendations, considering priorities, possibilities, and the current situation. They also explored how institutions can participate in future activities within the care economy sector by implementing identified solutions at various government levels.



*Workshop participants discuss the next steps in implementing the recommendations of the “Baseline Study on Care Economy in BiH”.*



***Jo-Anne Bishop, representative of UN Women BiH***

“According to the 'Study on the Care Economy in BiH', unpaid care work represents one of the biggest barriers to women's full participation in the labour market and is the largest in the region. UN Women in BiH, along with partners, is working on further analyses to change the situation in that area. This includes developing new policies, new legal solutions, and new models to address the issue of unpaid care work in the sector of care economy.”



***Adnan Delić, Federal Minister of Labor and Social Policy***

“In collaboration with UN Women and other key actors, the Ministry plans to establish comprehensive strategies to improve women's access to the labour market, enhance working conditions, and facilitate the sharing of household responsibilities. The goal is to develop effective solutions that will contribute to reducing women's unpaid work and promote gender equality. Together we can make a difference and ensure that every woman in Bosnia and Herzegovina has the opportunity to live an equal, fair, and dignified life.”



***Samra Filipović-Hadžiabdić, director of the BiH Agency for Gender Equality of the Ministry for Human Rights and Refugees of BiH***

“It is necessary to promote measures to balance private and professional life, such as the development of business practices that value family life and are equally accessible to women and men, investing in the care economy, as well as raising awareness - equally among men and women - about the need for an equal division of family and household duties. Balancing private and professional obligations directly supports women and men as individuals, families, and ultimately the economic empowerment and socio-economic prosperity of Bosnia and Herzegovina.”

## PRESENTATION OF THE „BASELINE STUDY ON CARE ECONOMY IN BOSNIA AND HERZEGOVINA“ AND FURTHER OPPORTUNITIES FOR CHANGE

On April 25 2024, a second event was organized in Banja Luka as part of the campaign, which was attended by representatives of government institutions of Republika Srpska, as well as the international community and non-governmental organizations. The “Baseline Study on Care Economy in Bosnia and Herzegovina” was presented to the attendees, along with socio-economic and legislative recommendations and conclusions, with a focus on their application in Republika Srpska.



Melika Husić-Mehmedović and Lejla Turulja, professors at the School of Economics and Business of University of Sarajevo, presented the Study's recommendations and legislative opportunities for reducing women's unpaid work in Banja Luka.

Photo: UN Women BiH/Luka Banjac



The participants discussed how to work on the development of the care economy and solutions that need to be implemented at the local and entity level.



At the event, discussions were held on how stakeholders can work towards the future development of the care economy, emphasizing activities and recommendations that need to be implemented at the local and entity level. The panel discussion included Vinko Lolić, Director of the Gerontological Center in Banja Luka, Radmila Žigić from Lara Foundation, Vesna Savić from the Social Welfare Center in Bijeljina, and Patricia Cortes, the UN Women coordinator for the Global Alliance for Care. This event provided an opportunity to highlight best practices, challenges, and opportunities for the development of the care economy in Republika Srpska.



***Amila Ibričević, Program Officer at the Embassy of Sweden in Bosnia and Herzegovina***

"Today's discussions represent a step towards shaping innovative strategies for the transformation of the care economy and highlight a shared commitment to gender equality and social empowerment. The conclusions and insights from the comprehensive study lay the foundation for legislative, political, and programmatic initiatives. Sweden is pleased to support the progress of inclusive and sustainable care economy policies in BiH."



***Jelena Kurtinović, Assistant Minister at the Ministry of Family, Youth and Sport of Republika Srpska***

„It is understood that women are active in the labour market, but also active as housewives, mothers, and wives. So far, no one has ever taken into account that all of this work, unpaid work, should be adequately rewarded and valued. We must take care of all family members, so that women feel good in their families and that we, as an institution of Republika Srpska, help and find a way to value and appreciate that work as much as possible.”



## IMPLEMENTATION OF CARE ECONOMY SOLUTIONS IN CANTON SARAJEVO

As part of a collaboration between the Government of Canton Sarajevo, UN Women BiH, and the Economic Institute Sarajevo, with support from Sweden, a Map of Rights and Services for Persons with Disabilities and Elderly People, along with their caregivers, has been created. This initiative aims to facilitate easier access to rights for this population in Canton Sarajevo. The Map will soon be available on the official website of the Ministry of Labor, Social Policy, Displaced Persons, and Refugees of Canton Sarajevo, allowing citizens to easily access information on rights and services and how to utilize them with just a few clicks.

Canton Sarajevo Prime Minister Nihad Uk and UN Women BiH representative Jo-Anne Bishop, signed a Memorandum of Understanding in April 2024, with the aim to simplify access to rights and benefits for people with disabilities, the elderly, and caregivers in Canton Sarajevo.

The Centar Sarajevo Municipality also joined UN Women's efforts to raise awareness about gender equality and women's economic empowerment by signing a Memorandum of Understanding in May 2024. Recognizing the importance of investing in the care economy, the Centar Municipality adopted regulations on criteria and distribution of financial resources for co-financing the costs of in vitro fertilization and one-time financial assistance for childbirth, which regulates the issue of paid leave for fathers – making it the first time that paid paternity leave is regulated through legislative bodies in Bosnia and Herzegovina. The Centar Municipality is also the first local community in Canton Sarajevo to be declared a gender-responsive actor within the Action Coalition for Economic Justice and Rights, committing to implement changes to achieve global gender equality and women's empowerment goals.



Amila Ibričević, Program Officer at the Embassy of Sweden in Bosnia and Herzegovina, Nihad Uk, Prime Minister of Canton Sarajevo, Jo-Anne Bishop, Representative of UN Women in Bosnia and Herzegovina, and Samir Krivić from the Association of Poliomyelitis, Brain and Spinal Cord Injury Patients of Canton Sarajevo, after signing the Memorandum of Understanding between Canton Sarajevo and UN Women.

*Photo: Sarajevo Canton*

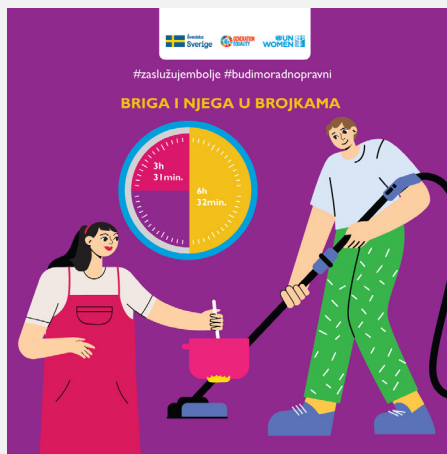


Srđan Mandić, the mayor of Centar Sarajevo Municipality, and Jo-Anne Bishop, representative of UN Women in Bosnia and Herzegovina, sign a Memorandum of Understanding.

*Photo: Centar Sarajevo Municipality*

## SOCIAL MEDIA CAMPAIGN

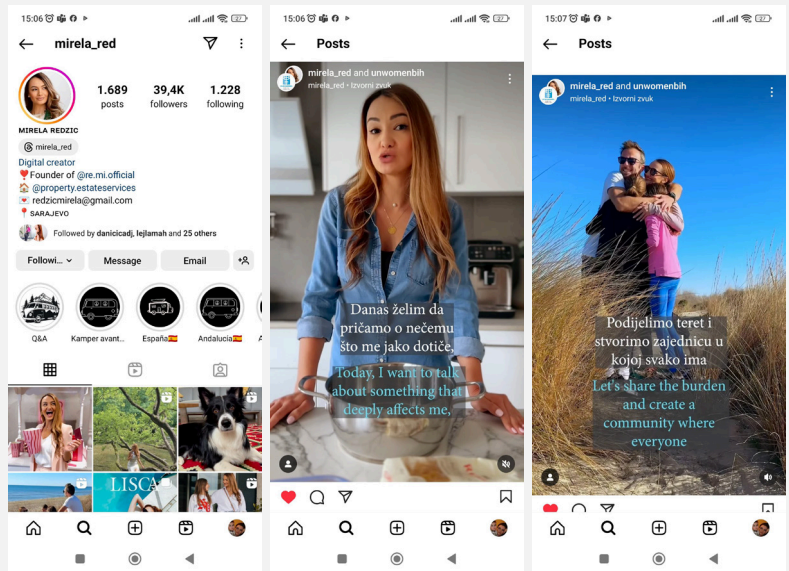
In addition to hosting dialogue events, the campaign was implemented on social media, featuring various visuals, illustrations, and short videos. These efforts aimed to raise public awareness about the importance and potential of the care economy in BiH and highlight the unequal distribution of work between women and men. The goal was to encourage discussion and promote changes towards a more equitable division of roles in households and communities, thereby reducing unpaid care work, which is predominantly carried out by women. The public was informed via social media about the initiatives and models for improving the care economy in Bosnia and Herzegovina that UN Women BiH is developing with its partners.



During the campaign, collaborations were also made with influencers and artists who supported the campaign.

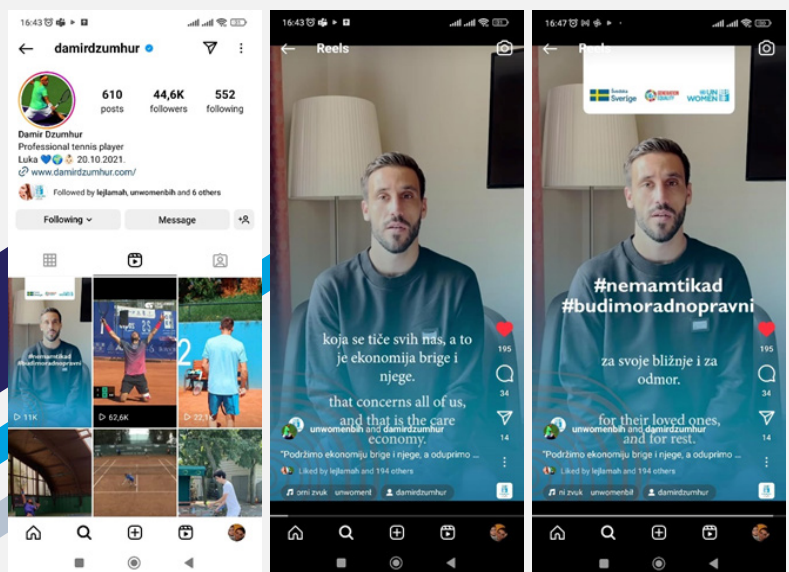
### Mirela Redžić:

[https://www.instagram.com/mirela\\_red/](https://www.instagram.com/mirela_red/)



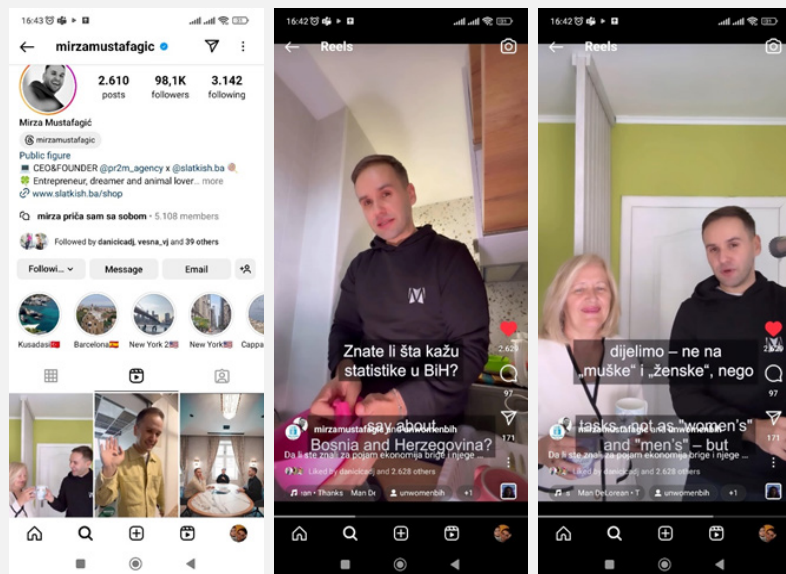
### Damir Džumhur:

<https://www.instagram.com/damirdzumhur/>



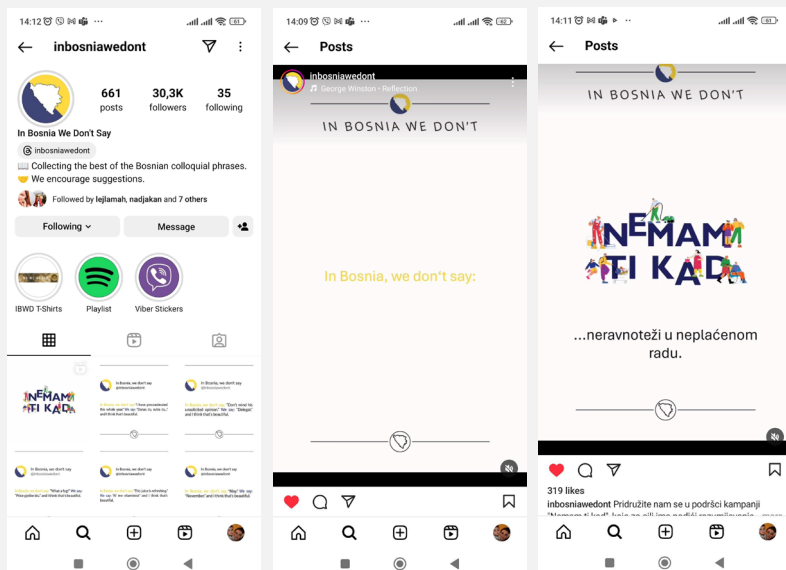
## Mirza Mustafagić:

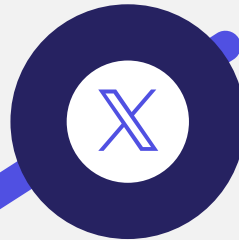
<https://www.instagram.com/mirzamustafagic/>



## In Bosnia we don't say:

<https://www.instagram.com/inbosniawedont/>





Impressions  
**18.863**

Reach  
**17.606**

Impressions  
**3.200**

Reach  
**100.118**

Reels  
**206.500**

## MEDIA SUPPORT

During the campaign period, traditional and digital media covered various topics, including the care economy, the potential for economic growth in Bosnia and Herzegovina by reducing unpaid work, and the socio-economic and legislative initiatives that can improve the care economy in BiH. The media played a crucial role by attending campaign events and providing extensive coverage through subsequent reports and media appearances.

There were a total of **78** media reports during the campaign.



### Zajednički ka smanjenju neplaćenog rada žena

Federativni ministar rada i socijalne politike Adnan Džonić predstavio je u utorku zajednički projekat u okviru ekonomskih i socijalnih ministarstava za smanjenje neplaćenog rada žena u BiH.

Ovo je bilo prilikom sastanka na kojem je predstavio rezultate istraživanja koje je uradio zajednički projekat ministarstava rada i socijalne politike u BiH i UN Women. U saradnji s UN Women i ostalim ključnim akterima, ministarstvo planira uspostaviti mrežu podrške i usluga za žene koje obavljaju neplaćeni rad u domaćinstvu.

Ministarstvo će raditi na razvoju politika koje pružaju podršku i usluge za žene koje obavljaju neplaćeni rad u domaćinstvu. U saradnji s UN Women i ostalim ključnim akterima, ministarstvo planira uspostaviti mrežu podrške i usluga za žene koje obavljaju neplaćeni rad u domaćinstvu.

narodnih i nevladinih organizacija, privrednih aktera i saone zajednice, istaknuo da se zajedničkim naporima može postići značajan napredak u ovoj oblasti.

Dodatni akup važan je korak ka definiranju konkretnih akcija koje će donijeti društvo u kojem su žene vrednovane i ravnoopravne u svim oblastima. Zajedno možemo napredovati ka boljoj i usaglašenoj budućnosti.

U saradnji sa razvojem i transformacijom društva, UN Women u BiH i Ekonomski institut u Sarajevu i



Veoma je bitna uloga koju žena u svakoj porodici nosi. Moramo da povedemo računa o svim članovima porodice, da se žena u svojoj porodici osjeća dobro, kazala Kurtinovičeva



STOPA NEZAPOSLENOSTI ŽENA U BiH 37 ODSOTO

STOPA ZAPOSLENOSTI PRIPADNICA LJPŠEG POLA U BiH JEDNA OD NAJNIZIH U REGIONU

# Žene obavljaju skoro dva posla sa punim radnim vremenom



Žene u prosjeku provode šest sati obavljajući neplaćene kućne poslove i rad u punom radnom vremenu.

# Kada će kućni poslovi biti adekvatno plaćeni?

BiH trebaju rješenja koja će doprinijeti smanjenju neplaćenog rada žena i promovirati ravnopravnost spolova

Podaci Međunarodne organizacije rada pokazuju da se 16,4 milijarde sati dnevno troši na neplaćeni rad u oblasti brige i njige. Iako je podatak tužno bez naknade, istaknuto je da je u potpunosti neplaćeno to je na puno odličnije preovladavajuće u perspektivi u socio-ekonomskim i zakonodavnim mogućnostima za smanjenje neplaćenog rada žena u BiH u organizaciji UN Women i uz podršku Švedske.



Prezentacija preporuka o mogućnostima za smanjenje neplaćenog rada žena

### Ekonomija brige

Polazna studija o ekonomiji brige i njige u BiH objavio je UN Women u maju 2023. a cilj joj je da se izgradi razumijevanje ekonomskog doprinosa djece odgovornosti za brigu i njegu kao izvora nezaposlenosti, uz istaknuto spolno rod, te da promotivne i političke dovedu do pravilnije raspodjele priložnosti i odgovornosti tako doprinijeti osnaživanju žena.

U BiH je stopa zaposlenosti žena je istovjetna od najnižih u regionu i iznosi 37 posto u poređenju sa 53 posto za muškarce. Žene u prosjeku provode 6 sati na neplaćenom poslu u kućnim poslovima i radu u punom radnom vremenu. Osim toga, 27% žena sa invaliditetom i kućanskim poslovima, što ukazuje na činjenicu da su žene u BiH često odgovorne za brigu i njegu u svojim domovima.

Preporučuje se da se razviju političke i zakonodavne promjene koje će doprinijeti smanjenju neplaćenog rada žena i promovirati ravnopravnost spolova, kao što je plaćanje kućnih poslova. Također, treba razmisliti o tome kako se mogu osnažiti žene u ovom području.

### 15 preporuka

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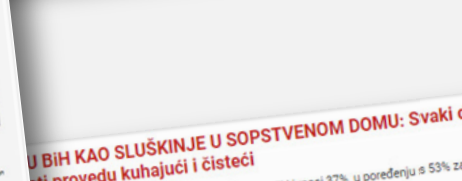
BiH žene su zarobljene u kućnim poslovima: Svaki dan oko šest sati provode kuhajući i čisteći, stopa zaposlenosti najniža u regiji



Podaci "Polazne studije o ekonomiji brige i njige u Bosni i Hercegovini" koju je UN Women u suradnji s Ekonomskim institutom Bosne i Hercegovine objavila u maju prošle godine pokazuju da je neplaćeni rad jedna od najviših prepreka učestvovanju žena na tržištu rada. O ekonomiji brige i njige u BiH sa Novim danom govore sa Zerinom Mandžić - Čolić, službenica na projektima ekonomskog osnaživanja žena pri UN Women BiH i prof. dr. Melika Huić-Mehmedović, jedna od autorica "Polazne studije o ekonomiji brige i njige".

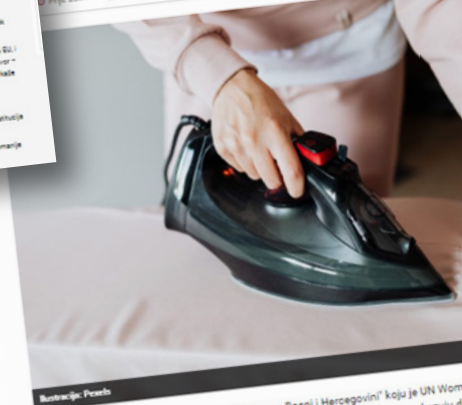
# Smanjiti stopu neplaćenog rada

Belgija šalje vojnike kao pomoć u osiguranju olimpijade u Parizu



U BiH KAO SLUŠKINJE U SOPSTVENOM DOMU: Svaki dan provode kuhajući i čisteći

Stopa zaposlenosti žena jedna je od najnižih u regiji i iznosi 37%, u poređenju sa 53% za muškarce.



Podaci "Polazne studije o ekonomiji brige i njige u Bosni i Hercegovini" koju je UN Women u suradnji s Ekonomskim institutom Bosne i Hercegovine objavila u maju prošle godine, pokazuju da je neplaćeni rad jedna od najvećih prepreka učestvovanju žena na tržištu rada. O ekonomiji brige i njige u BiH sa Novim danom govore sa Zerinom Mandžić - Čolić, službenica na projektima ekonomskog osnaživanja žena pri UN Women BiH i prof. dr. Melika Huić-Mehmedović, jedna od autorica "Polazne studije o ekonomiji brige i njige".

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# U Banjaluci predstavljena "Polazna studija o ekonomiji brige": U BiH stopa zaposlenosti žena jedna od najnižih u regionu

Definirane preporuke o socio-ekonomskim i zakonodavnim promjenama



Banja Luka, 25.4.2024. - Neplaćeni poslovi brige i njige najčešća su odgovornost žena, što dovodi do rodne neravnopravnosti i nejednakog pristupa žena tržištu rada. Podaci su iz "Polazne studije o ekonomiji brige i njige u Bosni i Hercegovini" koja je predstavljena danas u Banjaluci. Kao sektor priredbe koji je odgovoran za pružanje usluga koje doprinose njegovanju i reprodukciji trenutne i buduće populacije, ekonomija brige i njige treba biti odgovornost svih, poruka je sa današnjeg događaja na kojem su učestvovali predstavnici vladnih institucija Republike Srpske, općina, kao i međunarodne zajednice i organizacija civilnog društva.



Zmaja od Bosne bb  
71 000 Sarajevo, Bosnia and Herzegovina  
[www.unwomen.org](http://www.unwomen.org)  
[www.facebook.com/unwomenbih](https://www.facebook.com/unwomenbih)  
[www.x.com/unwomenbih](https://www.x.com/unwomenbih)  
[www.instagram.com/unwomenbih](https://www.instagram.com/unwomenbih)