#### Gender Studies &

**Equal Opportunities for Women and Men on the Labour Market** 

Fifty-Fifty: Equal Opportunities for Women and Men

THIS PROJECT IS CO-FINANCED BY THE EUROPEAN SOCIAL FUND AND THE STATE BUDGET OF THE CZECH REPUBLIC









- Czech non-governmental non-profit organisation (located in Prague)
- information, consultation and education centre for equal opportunities of men and women
- Library more than 7 000 books
- www.en.genderstudies.cz

# Equal Opportunities on the Labour Market

- Fifty-Fifty: Equal Opportunities for Women and Men
- Consultations and Services for Companies
- Information and Legal Consultations
- Media Campaign

#### Fifty-Fifty: Equal Opportunities for Women and Men

- Advancement of equal opportunities and reducing of gender and age discrimination on the labour market
- Activities:
  - researches
  - information and consulting activities
  - legal consulting
  - education and trainings
  - media campaign
  - lobbying

#### Fifty-Fifty: Equal Opportunities for Women and Men

- Target groups
  - Women 25 34 years, women-mothers or potential mothers
  - Men-fathers and men on parental leave
  - Women/ men over 50 years old
  - Employers
  - State representatives
  - General public
  - Media

# Consultations and Services for Companies

- The Best Company with Equal Opportunities Contest
- Consultations for Companies
  - Gathering of good practices (from abroad, but also from CR)
  - Free information and consultation on equal opportunities for women and men
  - Seminars and conferences for HR and top managers
  - Trainings for employees and management
  - Gender analyses

#### Consultations and Services for Companies

- Electronic magazine Equal Opportunities into Firms
- Study on Profits and Expenses of Applying Equal Opportunities into Companies' Policies
- Manual for HR managers

#### Information and Legal Consultations

- Information centres
- Libraries
- Legal consultations
  - -Online and phone
  - -Personal meetings
- Web portal



# Information, Legal and Social Consultations

- Seminars
  - Parents on parental leave
  - -Women and men over 50
  - Labor offices, state and regional offices
- Trainings
  - IT and entrepreneurship

# Information, Legal and Social Consultations

- Analyses of discrimination cases
- Analyses of legal documents
- PR activities promotion of the topic to media and general public practice

# Media and Information Campaign

- What is discrimination
  - Flyers and posters
     distributed into
     labour offices,
     regional offices,
     mothers centres,
     legal and social
     consulting agencies,
     etc.
  - Posters in public trams and buses



## Media and Information Campaign

- Do not let the employer to discriminate you – postcards, city-lights
- Women and IT –
   postcard and
   posters in transport
- Gender Equality
   Day



# Thank you for the attention! Contacts:

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