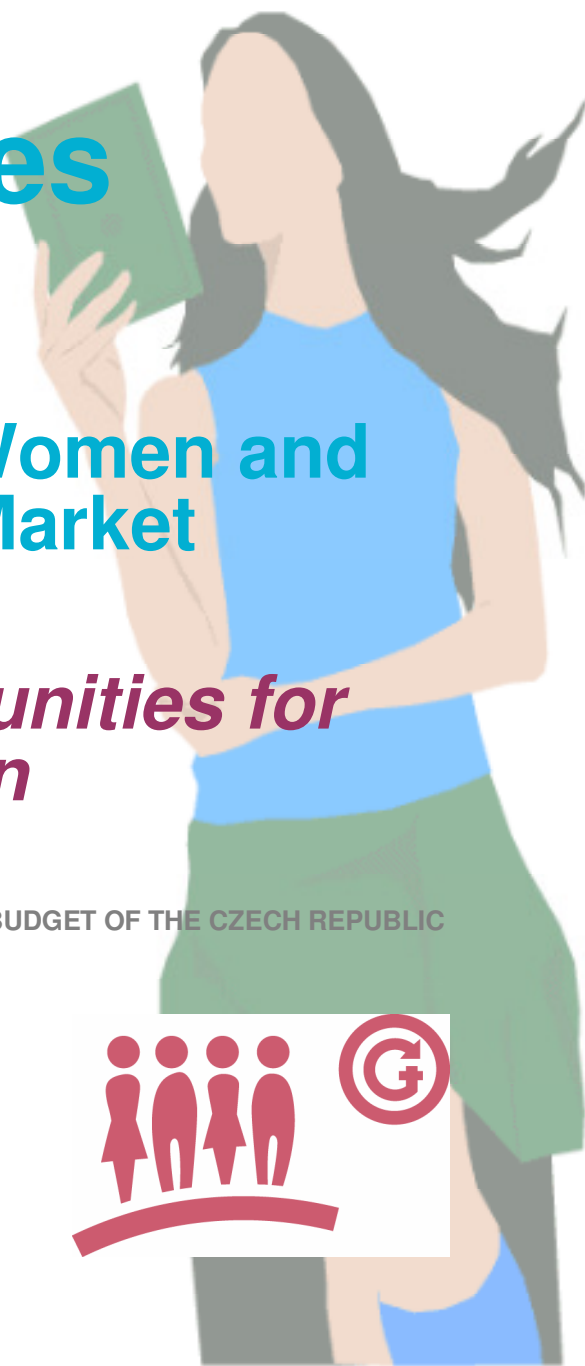
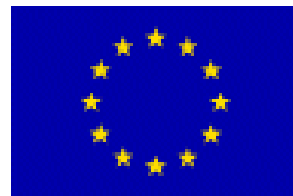


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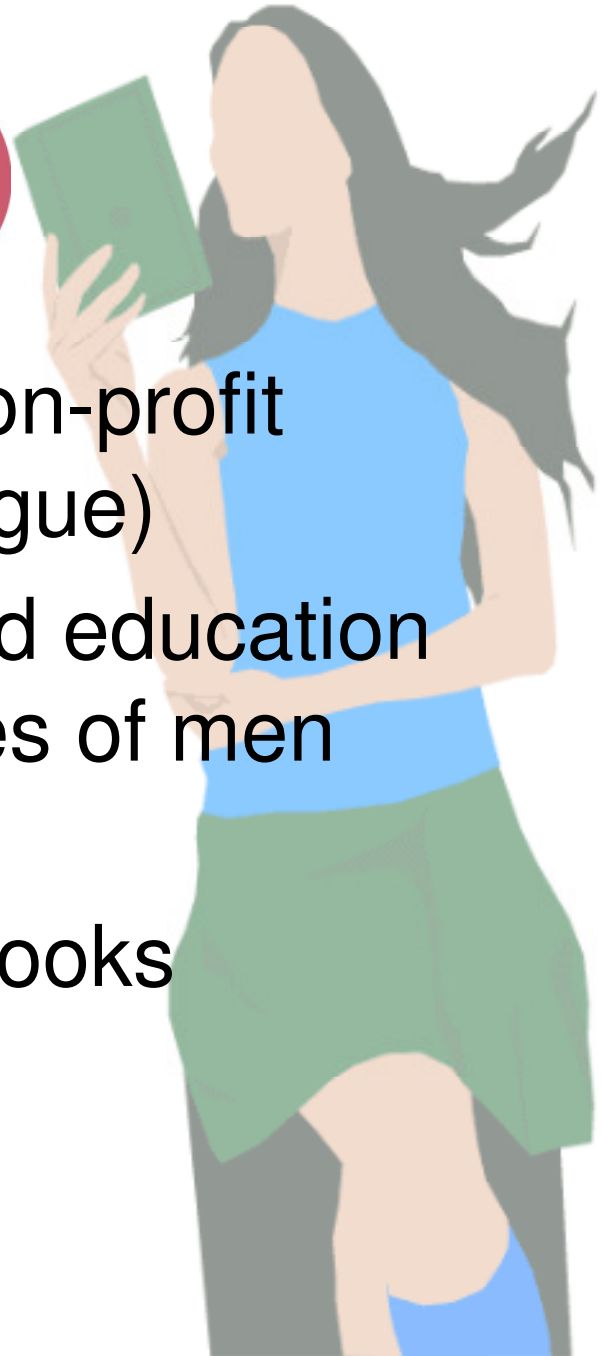
Equal Opportunities for Women and Men on the Labour Market

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



GENDER STUDIES



- 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



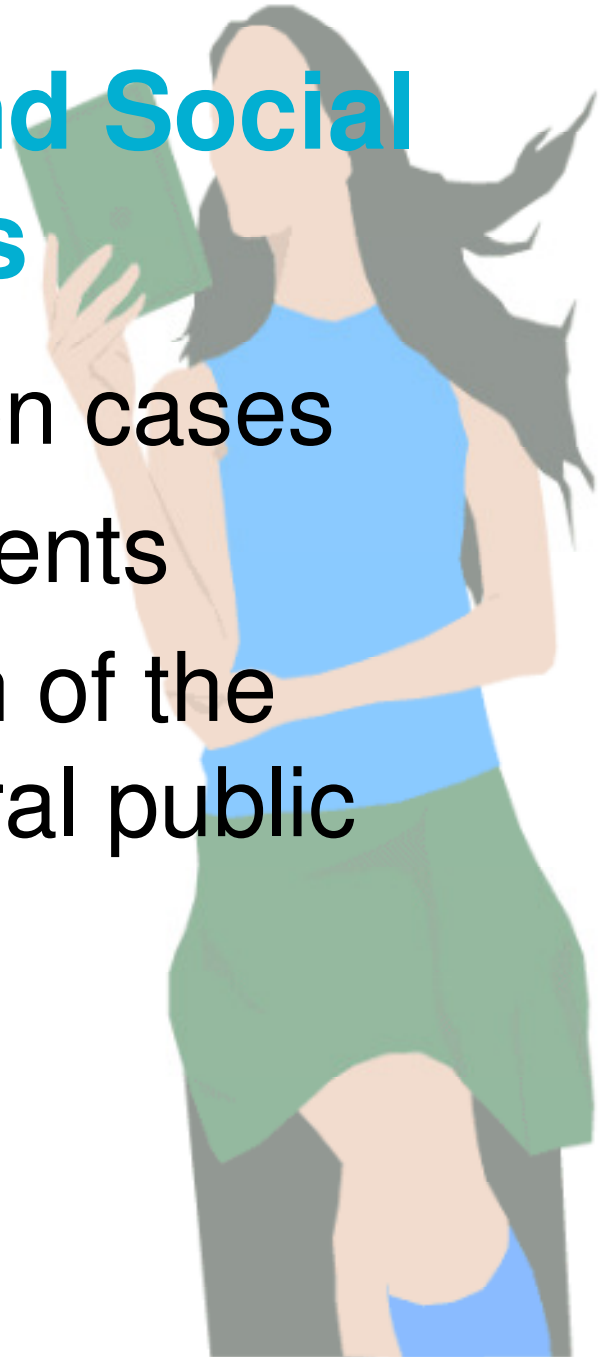
Information, Legal and Social Consultations

- 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!
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