**Answers of the Czech Republic**

**on engaging men and boys in preventing and responding to violence against all women and girls, pursuant to Human Rights Council resolution 35/10 of the Human Rights Council**

1. **Steps that Government has taken, at normative, institutional and programme levels, to engage men and boys in promoting and achieving gender equality and challenge gender stereotypes and the negative social norms, attitudes and behaviours that underlie and perpetuate violence against women and girls**
2. **Challenges that Government faces, at normative, institutional and programme levels, in engaging men and boys in promoting and achieving gender equality, in particular efforts to challenge gender stereotypes and the negative social norms, attitudes and behaviours that underlie and perpetuate violence against women and girls**
3. **Involvement of women and girls, including women’s right organizations, in the efforts by Government to engage men and boys in promoting and achieving gender equality, in particular to challenge gender stereotypes and the negative social norms, attitudes and behaviours that underlie and perpetuate violence against women and girls**

On 12 November 2014 the **Government Strategy for Equality of Women and Men in the Czech Republic for the Years 2014 – 2020** (hereinafter referred to as the “Strategy”) was adopted by the Government of the Czech Republic. The Strategy represents the first complex long-term policy document in the field of gender equality. It covers 8 main strategic areas based on Beijing Action Platform and other international documents (institutional mechanisms in the field of equality of women and men, balanced representation of women and men in decision-making, dignity and integrity of women and men, etc.)

Furthermore, the Strategy covers 5 horizontal strategic areas. One of the horizontal strategic areas is Gender stereotypes and relations. Main goal of this area is systematic finding of ways to efficient elimination of gender stereotypes and unconscious prejudices in all spheres and at all levels of society. It aims at systematic and continuous fulfilment of the principle of the so-called gender mainstreaming. **Men and gender equality is also one of the horizontal strategic areas**. Main goal of this area is to increase identification of men with gender equality agenda.

Working group Men and Gender Equality was established in 2012 as advisory body of the Government council for gender equality. The working group focuses i. a. on engaging men in gender equality. Last year the working group prepared review **Men and violence in the Czech Republic** which includes set of recommendations for this particular area.

The Strategy also defines a framework for document called **Priorities and Policies of the Government in Promoting of Gender Equality** which is updated annually, in particular in the form of specific goals and measures which must be achieved by all the ministries in the period of 2014 – 2020.

On 23 February 2015 the **Action Plan for the Prevention of Domestic and Gender-based Violence for 2015 – 2018** (hereinafter referred to as the “Action Plan”) was adopted. The Action plan, based on the Strategy, aims to create a complex framework for measures focused on prevention of all forms of domestic and gender-based violence. The Action Plan includes 70 measures divided into 7 strategic areas. One of the strategic areas is Society and domestic and gender-based violence which identified persisting high degree of tolerance towards domestic and gender-based violence and a high degree of occurrence of gender stereotypes as one of main problems. Action plan includes several tasks for this area. For example: to determine as one of the priorities elimination of gender stereotypes in society during the amendment of the State Cultural Policy for 2015-2020 (Ministry of Culture), to reflect the issue of equality between men and women and elimination of gender stereotypes as a horizontal principle in the grants policy for culture (Ministry of Culture), during a regular review of the Framework Educational Programme for "Civics" classes in primary education, to include a separate area of "Equality of women and men" into primary education in the Framework Educational Programme which will also cover elimination of gender stereotypes and the issue of domestic and gender-based violence (Ministry of Education, Youth and Sports).

The Office of the Government implemented a project co-founded by Norway Grants. One of the activities of this project was the **Campaign „This is Equality!”** which was launched in November 2016. The campaign was focused on two issues. The first one was domestic and gender-based violence. Campaign targeted witnesses to domestic violence, whether unconscious, unable to recognize and identify a specific life situation as domestic violence, as well as consciousness that they are able to recognize and identify situations as domestic violence but are not sure, how to intervene in the given situation. The aim of this campaign is therefore to allow witnesses of domestic violence to recognize not only domestic violence but also to understand that neglect and tolerance of domestic violence has a negative impact on children, families, close ties, and society as a whole.

The second theme of the campaign was the reconciliation of work and family life. A large number of people in Czech Republic are unaware of the options in the reconciliation of work, private and family life, or know these options, but as a general perception of the role of women and men in society, they choose a traditional gender division of childcare. Therefore, the campaign targets people who are not yet able to identify specific life situations that call for reconciliation of work and family life, and consider the sharing of care to be normal. At the same time, it also targets people who are able to identify such situations, they are in favour of a balanced division of care between both parents, but they need greater support or more information in this decision. The goal of the campaign is to make parents and expectant parents understand the positive impact of reconciliation of work and family life for mothers and fathers, their own lives, family, close ties, and for society, and know how to achieve alignment and actively engage with them. Specific objective of the campaign was to motivate fathers to spend some time on parental leave as currently only 2 % of fathers take parental leave.

This campaign used the following methods:

* Creation of series of video spots focused on the two issues described above,
* Distribution of promotional items
* Creation of a dedicated webpage and Facebook profile to communicate news and important topics in the field of gender equality. The Facebook profile serves as a platform to communicate gender equality issues to different groups of audience, mainly young people (including young men). One part of the Facebook campaign consists of testimonies of different role models and opinion makers (i.e. young sportsmen, politicians, etc.) and equal emphasize is put on including both men and women.

Currently the Office of the Government implements a project called “Implementation of the Government Strategy for Equality of Women and Men in the Czech Republic for Years 2014 – 2020 and related activities” funded by European Social Fund. A part of this project is also a key activity focused on awareness-raising in the field of gender equality. This activity aims to continue with the campaign and to communicate with audience all the important issues based on Strategy through webpage, Facebook, Twitter, new promotional items, video spots and posters and face to face campaign.

The Office of the Government often cooperates with women’s right organizations on professional seminars, conferences and analysis. Representatives of these organizations are also members of the Government Council for Equality of Women and Men and its Committee for the Prevention of Domestic Violence and Violence against Women as well as the Working Group Men and Gender Equality.

The Ministry of Industry and Trade issued **Methodical information on the recognition of sexism in advertisement.** Aim of this methodical information is to unify the practice and to improve the orientation in the issue of sexism. Methodical information gives a definition of sexism and lists some of his forms and briefly outlines how gender discrimination or stereotypical displaying of men and women may be manifest in advertising. Methodical information focuses on advertising that reduces human dignity, displaying the human body in advertising and the use of the human body only as an object. The material gives guidance on how to distinguish the most common types of sexist advertising (use of the human body without connection to the product, displaying only part of the body, sexual subtext in advertising, harmful stereotypical displaying of men and women). It contains notifications about the formal aspects of eventual decision that advertising is sexist and references to all available materials which include further information on the issue. Besides that, the Ministry of Industry and Trade provides consultations, explanatory statements, etc. on the issue.

The NGO **League of Open Men** (LOM) supports men’s activity with regard to themselves, their families, communities and the whole society. LOM aims to raise awareness in these areas: men’s health, prevention of domestic violence and the situation of young men in institutional care. LOM also promotes the world-wide **White Ribbon Campaign** aiming at eradication of violence against women, and offers counselling and programs for those who commit violence in relationships. Since 2014, LOM has been implementing the project "Men Against Violence against Women and Children", which has brought the method anger management into Czech practice.

The UN campaign **#HeForShe** is known in the Czech Republic as well. For example the Prime Minister Mr. Bohuslav Sobotka, former Minister for Human Rights Mr. Jiří Dienstbier and Minister for Foreign Affairs Mr. Lubomír Zaorálek joined the campaign in 2015.