



TRUST FOR CIVIL SOCIETY
IN CENTRAL AND EASTERN EUROPE

Campaigns of Forum 50 %: “Time to Change” and “Chicken Tour”

Our organization has recently run two campaigns with a single goal – to support women in politics. “CHICKEN TOUR 2012“ started on November 1st , and its aim is to **support women politicians in the upcoming local and senatorial elections**. The campaign tour, **appeals to citizens to use their 4 preferential votes for women**, in order to increase political representation of women, which presently is insufficient in the Czech Republic. We arranged activities in 14 cities, including 3 public discussions with women candidates from different political parties. We also created video and audio spots as well as posters, stickers and leaflets which were distributed to the public.

In the long-term, Forum 50 % focuses on the equal representation of women and men in decision-making positions, by the Campaign: **“Time to Change - Quotas as the Solution for Unequal Participation of Women in Decision-making Processes”**. Our organization recommends quotas as an effective measure to address the problem of low representation of women, both in politics and the boards of business companies. It is true that women have access to education and have achieved the right to vote but **they still face some hidden barriers**. Women are conceived as those who primarily have responsibility for family and taking care of children. This influences the inequalities of women in the public sphere. In the Czech Republic we encounter deeply embedded stereotypes concerning women and men roles in society, which is one of the obstacles to equal representation of women and men in public life. Getting rid of stereotypes won't happen immediately. **Quotas could be a fast and effective measure in increase women's political representation, and it doesn't cost anything**.

One of the campaign's goals is gaining new signatories of the **“Coalition for equal participation of women and men in politics”**, which is **an appeal to politicians and political parties** to ensure equal political participation and suggest quotas as an effective solution. We have already collected more than 200 signatures. The “Coalition” was also signed by a number of famous individuals of Czech public life (people can watch short videos, where these individuals explain why they support the Coalition). The main **aim of the campaign is to change negative attitudes towards quotas and to challenge the myths and arguments against quotas**. For this purpose we have published flyers with the most common pros and cons of quotas, and a video spot about quotas and why we need them.