



GENERATION EQUALITY SCALING UP TO NATIONAL LEVEL IN BOSNIA AND HERZEGOVINA

In partnership with:



BOSNA I HERCEGOVINA
Ministarstvo za ljudska prava i izbjeglice
Agencija za ravnopravnost spolova
Bosne i Hercegovine



VLADA REPUBLIKE SRPSKE
Gender centar – Centar za jednakost
i ravnopravnost polova



BOSNA I HERCEGOVINA
FEDERACIJA BOSNE I HERCEGOVINE VLADA
GENDER CENTAR
FEDERACIJE BOSNE I HERCEGOVINE



UNITED
NATIONS
BOSNIA AND
HERZEGOVINA

Supported by:



Sweden
Sverige



SCALING UP TO NATIONAL LEVEL METHODOLOGY

Partnership

- Generation Equality Organizing Committee co-chaired with Agency for Gender Equality
- Multi-stakeholder (GIMs, CSOs, AC Leads, youth)
- Active youth engagement through youth advisory board
- Gender Mechanisms as key partners showcasing governmental approach toward legislation and policy

AC localization

- **AC on BA and SRHR** – focus: HPV immunization and CSE (Lead: UNFPA)
- **AC on GBV** – focus: sexual violence (Lead: UN Women)
- **AC on EJR** – focus: care economy (Lead: UN Women)
- **AC on FACJ** – focus: data gaps and legislation on gender and climate (Lead: UNDP)

Leveraging UN Women's triple mandate

- Bringing together UN system; active engagement of RC
- Advancing gender integration in work of UN system
- Amplifying UN Women's normative operational work through joint advocacy, collective action and partnerships
- Partners mobilized through coordination mechanisms (GTG, IWGE)

KEY STAKEHOLDERS

National partners

1. Three gender mechanisms
2. Foundation United Women Banja Luka
3. Žene sa Une
4. Žena BiH Mostar
5. Vive Žene
6. Experts: Mile Sikman and Majda Halilovic
7. BHWI (UNHCR partnership)
8. Vaša Prava (UNHCR partnership)
9. Vanja Bjelica-Prutina (CEC BiH)

International partners

1. Ambassador of Sweden
2. Council of Europe
3. European Union
4. OSCE
5. UN RC & UN entities

Influencers and artists

1. Tomislav Cvitanušić
2. Brankica Raković
3. Fića Crew
4. Robert Dacešin
5. Nikola Vučić
6. Ana Kotur Erkić
7. Haris Jusović

Action Coalitions – scaled up to national level



**GENDER-
BASED
VIOLENCE**



**ECONOMIC
JUSTICE &
RIGHTS**



**BODILY AUTONOMY &
SEXUAL &
REPRODUCTIVE
HEALTH & RIGHTS**



**FEMINIST ACTION
FOR CLIMATE
JUSTICE**

AC APPROACH

- UN Women together with governmental partners ensured consultations with relevant key stakeholders to gather inputs for framework of Action Coalitions.
- ACs gather stakeholders into focused discussion on joint priority areas
- UN Women provided support to other UN Agencies in leading ACs through partnership modality
- Key international counterparts and donors supported AC events and were directly involved (Government of Sweden)
- AC members co-created Declaration of Will (AC on GBV), Principles of Action Coalition (AC on FACJ).



Zajedno za
sve generacije!



Tvoje tijelo je tvoje cijelo!



YOUTH ENGAGEMENT

- Generation Equality Youth Advisory Board – 18 diverse youth from across the country
- Social media quotecards campaign outlining youth priorities within 16 days
- Youth involved in further consultations around national priorities (GAP, AP1325)

Amila Husić

“Deklaratorno, Bosna i Hercegovina štiti svoje građanke i građane. Zabrana diskriminacije na osnovu spola, roda, pa i pripadajućih identiteta propisana je Ustavom i odgovarajućom legislativom. Međutim, to nije dovoljno. Krajnje je vrijeme da se norme sprovedu u djelo - hitno nam je potrebna implementacija zakonskih rješenja u svakodnevnicu.”



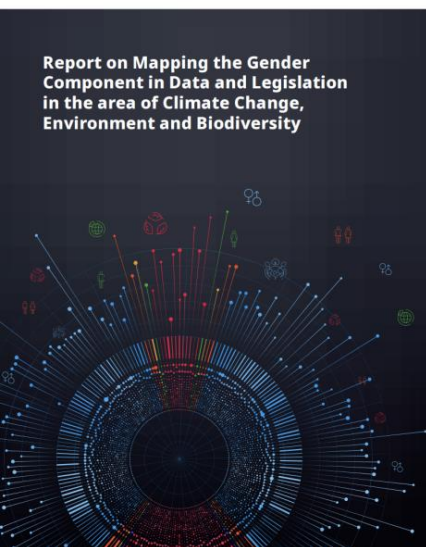


LINKS WITH 16 DAYS

1. AC on GBV focusing on sexual violence; spotlighted during 16 days of activism campaign
2. Creative illustration by local mural artist used as symbol of the campaign
3. 16 days campaign enabled higher visibility of the AC
4. Campaign concluded with signing of Declaration of Action Coalition
5. Campaign included opening events, thematic sessions, ERAW corners in local communities and discussions with youth on SV and SH

Sarajevo Canton Human Papillomavirus vaccination programme offers blueprint for Bosnia and Herzegovina

📅 27 January 2022



CARE ECONOMY IN BOSNIA AND HERZEGOVINA

Overview of the Key Denominators,
Policy and Programming Options



SCALING UP TO NATIONAL LEVEL OUTCOMES

AC on GBV:

- Amendments to Criminal Code of Federation of BiH to harmonize with Istanbul Convention

AC on EJR:

- First Baseline Study on Care Economy in BiH

AC on BA and SRHR:

- HPV immunization purchased for Canton Sarajevo. Handbook on CSE created and piloted in Republika Srpska.

AC on FACJ:

- First Report on Mapping the Gender Component in Data and Legislation on Climate Change, Environment and Biodiversity

Social media campaign

The social media campaign was realized on UN Women BiH social networks.

FACEBOOK

INSTAGRAM

TWITTER

YOUTUBE

The campaign featured a collection of illustrations highlighting various aspects of achieving gender equality, especially the importance of including all generations in the goal to achieve a gender-equal society, but also reflecting on specific topics of the Action Coalitions, such as gender-based violence, economic security and sexual and reproductive rights.

Thousands of persons were reached with the campaign messages through social media, and accompanying collaboration with the media.

SOCIAL MEDIA CAMPAIGN

 **71.786** views

 **82.581** reach

 **17.039** impressions

 **27.041** impressions





Collaboration with the media

During the campaign, UN Women cooperated with a variety of national and local media that supported the campaign. The BiH media provided support to the campaign through regular reporting on campaign activities, but also through dedicated in-depth reporting on the goals of the campaign.

The momentum was used to highlight the importance of achieving gender equality together and include all relevant partners and stakeholders in this process.

A total of **60**  media announcements were generated during the campaign.

Media outlets that reported on the campaign include BHRT, Al Jazeera Balkans, N1, Gracija, BH Radio 1, Klix.ba and many others.

SCALING UP TO NATIONAL LEVEL CHALLENGES

1. Complex governmental structure in Bosnia and Herzegovina, required more intensified consultations with all levels of government.
2. Diverse and large presence of international community in country required continuous effort of placing Generation Equality campaign in focus of international donors and partners.
3. UN Women employed additional efforts as the main secretariat of the Generation Equality campaign to ensure leadership of other UN Agencies over their respective thematic Coalitions.
4. Increased attention of different actors for the campaign required additional human resources to ensure proper onboarding of commitment makers.

SCALING UP TO NATIONAL LEVEL - SUCCESES MID-POINT EVENTS AND COMMITMENT MAKERS

- Three mid-point events held in January and March 2024:
- Youth event
- Private sector dialogue
- Central event – with 23 honoured commitment makers



SCALING UP TO NATIONAL LEVEL SUCCESSES - MID-POINT EVENTS AND COMMITMENT MAKERS

- Central event gathered around 130 participants across government, international community, private sector, non-governmental organizations, academia and media.
- Total of 23 commitment makers were honored with plaques.
- The event also encompassed panel discussion among AC representatives.



SCALING UP TO NATIONAL LEVEL SUCCESSES - MID-POINT EVENTS AND COMMITMENT MAKERS

- Youth event gathered around 40 youth across Bosnia and Herzegovina who discussed GE priorities in ACs thematic areas: GBV, EJR, BA and SRHR, Climate
- Private sector dialogue gathered current and prosperous commitment makers from private sector to discuss the campaign and Action Coalitions.



SCALING UP TO NATIONAL LEVEL - RECOMMENDATIONS

1. To ensure coordinated efforts during localization of the campaign and Action Coalitions, it is recommended to establish Generation Equality Organizing Committee comprised of all UN Agencies as thematic leads, RC, civil society and the government (gender institutional mechanism/s)
2. Use existing coordination mechanisms (Gender Theme Group and International Working Group on GE) to inform on the campaign and ensure constant exchange of information among stakeholders.
3. Employ sufficient human resources to ensure proper localization: campaigning, Action Coalitions and commitment makers.
4. Create a comprehensive plan of onboarding commitment makers, honoring and future programmatic work with CM.