

Fórum 50 %: Campaigning for More Women in Czech Politics

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FÓRUM **50 %**

Forum 50 %'s Activities

- besides organizing conferences, seminars and trainings Forum 50 % also **takes action**
- **pre-election campaigns** supporting women
- Netoworking, mentoring, trainings for women
- Advocating for adoption of **quotas**



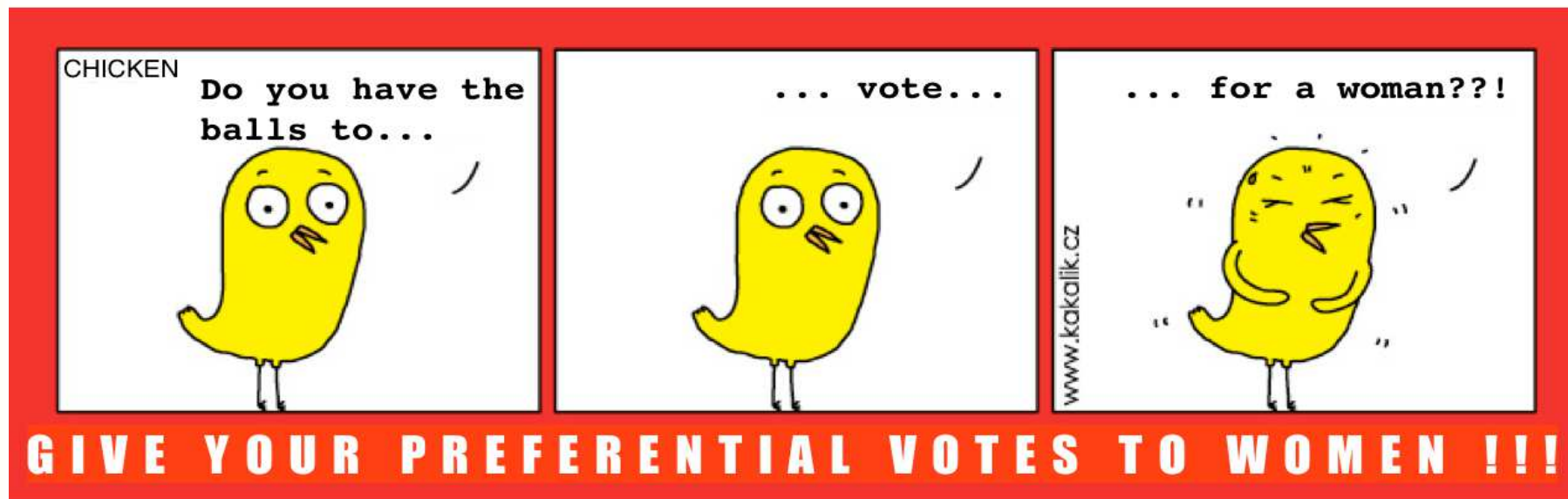
Our First Campaign (2006)



The Chicken Campaign and Chicken Tour

- before the parliamentary and local elections (2010), before regional and Senate elections (2012)
- direct campaign around the country
- Use of social media
- Chicken as mascot of the campaign

Stickers



Chicken with the First Lady



Results of the Campaigns

- massive support for women candidates
- **parliamentary elections 2010: 14 women MPs elected by preferential votes**
- representation of women increased from **18 %** to **22 %**
- **local elections 2010: number of elected women increased from 24,9 % to 26,3 %**

Happening against men-only government



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European elections 2014

Europe for Women, Women for Europe



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European Elections 2014

- public debates with female EP candidates
- Audio and video spots
- Leaflets, posters, banners, PR articles, advertisements
- Interviews with female EP candidates
- Final happening



Happening: We Are All In!



Results of the Campaign

- The representation of women increased from 18 to 24 %
- 1 woman „skipped over“ the leader of the ballot





Thank you for your attention.

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