



Project “More Women in European Politics – More Women in 2014”

Local Action Strategy

Partner 2

FORUM 50 %

Czech Republic

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LOCAL STRATEGIES

1. Setting up the Local action group: 8 members – 2 from Fórum 50 %, 3 from Social Democratic Party, 2 from the Green Party and one from the Civic Democrats.
2. Meetings of LAG to define the strategy and discuss all the steps to be taken: starting summer 2013 *Costs: refreshment, printing materials, staff time coordinator*
3. Finding women within the parties that would participate in the capacity building program, including those who will become candidates in EP elections. Competition “Nadejna politicka” organised to find female political talents in local and regional politics (May 2013) *Costs covered by a project from Open Society Prague: rent, refreshment, moderation*
4. Designing the capacity building program: first draft created by LAG, than discussed within the parties. Main components: seminar about European institutions, media training, individual media consultancy for those who will be candidates, networking, presentation skills training, negotiation skills training, making the candidates visible in media
5. Work with the parties: continuously, started in June 2013 by a seminar about what parties can do to support women *Costs of the seminar covered by OSI think tank fund: rent, refreshment, lectors seminar*
6. Sociological research: voting behaviour of women in relation to European elections(external service): autumn 2013 *Costs: honorarium for the research*



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7. Public debates with the candidates: starting autumn 2013, first planned for October 2013 in Prague *Costs: moderator, rent, printing the invitations, refreshment*
8. Start of the capacity building program: autumn 2013 *Costs: honorarium trainers of the seminars, rent, refreshment, travel costs participants*
9. Designing the campaign (based on results of the research of voting behaviour): winter 2013 *Costs: staff time coordinator, honorarium marketing expert*
10. Launching and running the campaign: spring 2014 *Costs: printing leaflets, facebook campaign (paid), PR articles and advertising, making of spots, graphics, web site changes and programming...*
11. Analysing the representation of women on the lists for the EP elections, introduce the outcomes on a press conference *Costs: rent room press conference, refreshment, staff time coordinator*
12. Analysing the results of the elections and the impact of the campaign *Costs: staff time coordinator*



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