



Barbershop conference on men's role in promoting gender equality in modern society

October 22 | Riga, Latvia

Conference venue:

RISEBA Architecture and Media Centre H2O 6 (4, Durbes Street, Riga)

With live stream
on Facebook and YouTube

Moderators:

Mr Gustavs Terzens and Ms Kristine Garklāva, journalists

The Ministry of Welfare of the Republic of Latvia in cooperation with the Nordic Council of Ministers invites entrepreneurs, HR specialists, state and municipal officials, NGO representatives and experts of various fields to join an informal discussion and reflect on men's wellbeing and challenges men are facing as fathers, employers and employees, as well as men's role in promoting gender equality.

Some of the questions we will seek answers to are:

- What is expected of a man in today's society?
- What shapes society's perception of gender roles?
- Do men and women have equal opportunities to build a career while actively taking part in family responsibilities?
- What are the drivers of change in gender stereotypes and attitudes? What is our part in the process? If and how should we be more involved?
- What practices can we learn from other countries? What practices can we learn from each other?

Oftentimes gender equality debates lack men's point of view. The *Barbershop* conference offers a place for dialogues and discussions in male majority audience, thus engaging men in shaping a more gender equal society. The conference provides an opportunity not only to get more familiar with practices developed in other countries, but also to discuss the current gender equality trends in terms of the challenges we face in our everyday lives.

The *Barbershop* conference is an initiative presented by Iceland and Suriname in 2014. It was inspired by the UN global solidarity movement *HeForShe*. To date, *Barbershop* conferences have been held in Denmark, Iceland, Switzerland and USA.

Organized by:



Labklājības ministrija





Barbershop conference on men's role in promoting gender equality in modern society

October 22 | Riga, Latvia

9.30 Registration

10.00 Opening of the conference

Ms Ramona Petraviča, Minister for Welfare (Latvia)

Mr Mogens Jensen, Minister for Food, Fisheries and Equal Opportunities and Minister for Nordic Cooperation (Denmark)

10.15 A man in today's society – ideals vs. reality

Mr Vents Silis, philosopher, associated professor at Riga Stradiņš University, member of association "Riga Men's Group"

School as a place for setting bias-free education and career choices

Mr Kristaps Zaļais, Laurenči Elementary School principal

Mentoring gender-sensitive values, attitudes and perceptions

Representative of the association "MOT Latvija" (TBA)

Family is a team

Mr Armands Alps, father of two children

The role of advertising and media in promoting gender equality

Mr Davor Bruketa, creative director at the Croatian advertising agency "Bruketa&Žinič&Grey"

The portrayal of men in culture and arts

Expert to be announced

12.15 Lunch break

13.00 Work-life balance – ideals vs. reality

Mr Klas Hyllander, expert on gender equality, diversity and social inclusion (Sweden)

GE in HR

Mr Viesturs Lieģis, partner in global executive search network "Amrop" Latvia, Estonia and Ukraine offices

Benefits of gender balanced teams

Ms Sari Brody, equality, diversity & inclusion consultant, speaker and executive coach, former head of Global Equality, Diversity & Inclusion at "Ingka Group"

Mr Kārlis Gedrovics, head and co-owner of media agency "Inspired"; board member of association "Tēvi"

Parental leave for men in the light of EU Work-life balance directive

Mr Kolbeinn Stefánsson, assistant professor at the Department of Social Work at the University of Iceland

15.00 Conclusions and final statements

15.15 A toast for equality and networking

Organized by:



Labklājības ministrija

