



## Invitation

The Friedrich-Ebert-Stiftung Budapest cordially invites you to a round-table discussion within the framework of its regional programme "Gender equality in East-Central Europe" on

### **Dialogue on gender equality: Consumption and women's rights**

Recently many people all over the Western world rejoiced about the [new spot](#) of a transnational shoe company, celebrating its sensitizing towards gender equality and the diversity of women's experiences. Others drew the attention to the fact that while using feminism as marketing strategy the company [exploits hundreds thousands of women employees](#) in Vietnam with poor working conditions and [has only one woman](#) among its executives. This case points to several questions we want to address at our event.

How is feminism increasingly used as marketing tool? How do brands sell empowerment to women? How do global inequalities come into play when we speak about consumption? What is the role of economic actors in shaping our ideas about what it means to be a "real woman" (or "real man") or even a "good mother/parent" (and what we need to buy for achieving it)? How is demand raised, in beauty industry, in sport industry, in parenting industry and beyond? How do environmental issues intersect with women's rights? How does consumption become a prerequisite of citizenship and how are masses excluded from it? What to do when we can afford only products produced under inhuman working conditions at the other end of the world? How does the region of East-Central Europe connect to the global economy hierarchy and how does it affect consumption patterns and aspirations? What is the role of individuals, companies, national states and supranational actors to make a change?

We kindly invite you to discuss these and other related questions together with experts from the Czech Republic, Slovakia and Hungary.

In October 2014 we launched a dialogue series with representatives of left-wing, conservative and human rights based women's associations and academia, with the aim to search for common ground and cutting through usual cleavages. In the last two and half years we spoke about [the topic of motherhood](#), on [changing forms of masculinities](#), [on discourses about child-bearing](#), [on \(romantic\) love and politics](#), on [dignity](#), on [islam](#) and on birth. With our present forum we would like to continue and deepen the dialogue between different actors concerned by gender relations in the democratic society.

**22 May 2017, 3.30 pm – 8.00 pm**

**Venue: Budapest, Kossuth Klub, VIII., Múzeum utca 7.**



## **Dialogue on gender equality: Consumption and women's rights**

### **Programme**

#### **Chair**

**Andrea Pető**, Professor, Department of Gender Studies, CEU, Budapest

**3.30 pm – 4.00 pm: Registration**

**4.00 – 4.30 pm: Opening remarks**

**Eszter Kováts**, Project leader, "Gender Equality in East-Central Europe", FES

**Andrea Pető**, Professor, Department of Gender Studies, CEU, Budapest

**4.30 pm – 6.00 pm**

**Sociology of consumption and women's issues; Clean Clothes Campaign**

**Lenka Simerska**, sociologist, Czech Republic

**Global inequalities and the role of transnational companies**

**Tomáš Profant**, Institute of European Studies and International Relations, Comenius University,  
Bratislava

**Consumption culture in our human relations and communication in the 21st century**

**Petra Aczél**, University Corvinus

#### **Discussion**

**6.00 pm – 6.30 pm / Coffee break**

**6.30 – 8.00 pm**

**Panel Discussion: Challenges, levels of the change, alliances**

**Laura Sarolta Baritz OP**, economist

**Gergely Csányi**, Working Group for Public Sociology "Helyzet", Hungarian Central Statistical Office

**Szabina Kerényi**, Institute for Sociology, Centre for Social Sciences, Hungarian Academy of Sciences

**Dóra Máriási**, psychologist

**Kata Molnár-Bánffy**, communication expert, director of "Salt Communications Agency"

**8.00 pm / Finger buffet**

English-Hungarian interpretation is provided.

Participation is free of charge but requires registration by May 19 [at this link](#).

For the registration please indicate your affiliation and position.

The Facebook event page of the forum is [here](#).

If required, we can offer child-care free of charge during the event. In that case registrations are requested by May 14.