

The Icelandic Presidency of the Council of the Baltic Sea States (CBSS) and the Nordic Council of Ministers (NCM) host a Barbershop Conference

## MOBILIZING MEN AND BOYS FOR GENDER EQUALITY IN THE BALTIC SEA REGION

23 May 2017, Reykjavik, Iceland

Gender inequality is one of the most significant global challenges today and has a wide-ranging effect, including on human trafficking. To solve the issue, and to achieve true gender equality, it is of foremost importance that men and boys get involved in the discussion and become a part of the solution. Barbershop events encourage men and boys to become actively engaged in promoting gender equality by better understanding how gender inequality limits the ability of individuals and communities to reach their full human, economic and social potential.

The Barbershop will gather representatives of non-governmental and international organisations, regional networks, law enforcement and civil protection agencies, academia, government officials and other stakeholders from the Baltic Sea region to discuss how gender relates to violence and is at the centre of exploitation and

trafficking in human beings. Improved legislative and law enforcement measures can ensure certain progress, but a shift in prevailing norms and attitudes is needed to prevent human trafficking. This includes engaging men to end the demand, as well as supporting implementation of measures such as gender-sensitive training of relevant professionals and officials.

Human trafficking is both a legal issue and a social issue, it is a violation of human rights and a breach of social norms. By bringing together experts from a variety of fields, the aim of the event is to forge synergies, provide a different perspective and the right tools to address gender inequality and violence in order to encourage new agents of change. **The event will be held at the Nordic House in Reykjavík.**

## PROGRAMME

### 09:00-10:30 OPENING PANEL

Inspiring attendants to become agents of change by highlighting examples of leading figures who are promoting gender equality and tackling human trafficking through their work with men and boys.

#### WELCOMING REMARKS

**H.E. Mr. Guðlaugur Þór Þórðarson**  
Minister for Foreign Affairs of Iceland

#### PANELISTS

**H.E. Mr. Per Anders Sunesson**  
Ambassador against Human Trafficking, Sweden

**Ms. Sigríður Björk Guðjónsdóttir**  
Reykjavík Chief of Police, Iceland

**Mr. Hjálmar Gunnar Sigmarsson**  
Counsellor, Stígamót - Education and Counseling Center for Survivors of Sexual Abuse and Violence, Iceland

**Representative of**  
UN Women National Committee, Iceland (TBC)

*Moderator*

**Mr. Klas Hyllander** | Gender Expert and Consultant

### 10:30-10:45 COFFEE BREAK

### 10:45-12:00 WORKSHOP: WHAT IS GENDER?

Discussing gender stereotypes in our culture and the different ways men and women are expected to behave.

*Moderator*

**Mr. Klas Hyllander** | Gender Expert and Consultant

### 12:00-13:00 LUNCH

### 13:00-14:15 WORKSHOP: WHAT IS VIOLENCE?

Helping participants identify different types of violence that affect our communities, families and personal relationships and identify ways to intervene.

*Moderator*

**Mr. Klas Hyllander** | Gender Expert and Consultant

### 14:15-14:30 COFFEE BREAK

**14:30-16:00** Expert Panel on causes and effect of human trafficking for sexual exploitation.

#### PARTICIPANTS

**Mr. Radu Cucos**  
Office of the OSCE Special Representative and Co-ordinator for Combating Trafficking in Human Beings

**Ms. Anu Leps**  
National Coordinator, Ministry of Justice, Estonia

**Ms. Steinunn Gyðu- og Guðjónsdóttir**  
Counsellor, Stígamót - Education and Counseling Center for Survivors of Sexual Abuse and Violence, Iceland

**Mr. Snorri Birgisson**  
Chief Inspector, Reykjavík Police

**Mr. Jan Austad**  
Senior Adviser, Ministry of Justice and Police, Norway

*Moderator*

**Mr. Anthony Jay** | Head of Media and Communications,  
Council of the Baltic Sea States

### 16:00 CLOSING AND RECEPTION

For further information please contact **Maria Mjoll Jonsdottir** (mmj@mfa.is) or **Ragnar Þorvarðarson** (rth@mfa.is) and also see: [www.heforshe.org/barbershop](http://www.heforshe.org/barbershop)

**Registration is open to all, but men are particularly encouraged to attend.**  
**Registration is online here.**

