

The background of the page is decorated with several horizontal, overlapping brushstrokes in a teal or seafoam green color. These strokes are of varying lengths and thicknesses, creating a textured, artistic effect on the right side of the page.

# ANNUAL REPORT NESEHNUTÍ 2019





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# INTRODUCTION

For NESEHNUTÍ 2019 was a year with a great diversity of experiences. After all, this has been typical for us for a long time. This is because **we see the world in context and we believe that changes for the better in society are not changes focused on higher economic growth, but those made towards greater sustainability and harmony**. This then lies above all in our respect for the environment, whether it is nature in the sense of the landscape, animals or human beings and human society as a whole. We perceive these spheres not only as not separated, but also as inseparable. We consider the intersectional approach to be the only way of thinking that has the potential to directly address a number of inequalities, not just to describe them.

In 2019 we focused on education on several levels and **we plan to work with children and young people even more in the future. Where else, after all, should systemic change start than with education**. We also conducted two campaigns - a protest against the International Trade Fair of Defense and Security Technology (IDET) and the occupation of Rojava, Syria; we organized a concert; a stand-up meeting about engagement and activism; the greening of urban areas; an interactive exhibition; and many other events. We have supported civic initiatives abroad as well as in the Czech Republic, we have restructured our communication strategy and, last but not least, we have issued two publications.



As I mentioned previously, this was a year that presented very different challenges and it was also very successful, thanks to our cooperation with other organizations, experts and especially our volunteers. Among other things, **we were one of the five finalists shortlisted for the Sustainable Development Goals Action Award.** At the end of the year, the icing on the cake came in the form of an award from the Centre for International Cooperation in Education. **We won first place among this year's Erasmus+ projects.**

However, this year has also been one that saw clashes directed at the non-profit sector – with many attacks and hate crimes. We hope that we handled these with honor, did not bow („nesehnuli se“) and can keep it up.

Representing NESEHNUTÍ  
PR Coordinator  
Nika Mazániková



# WE EDUCATED FORMALLY

**We consider education to be one of the basic pillars of change in society, a pillar that leads towards greater sustainability and equality.**

In 2019, we created and tested in practice an educational module in which we focused on such topics as self-identity and otherness, the importance of a safe environment in the classroom, critical thinking and the media and bullying.



We connected the students of the Pedagogical Faculty with children from newcomer families so that the children could receive the much-needed lessons of Czech and, at the same time, the student teachers received no less-needed practical experience. We have prepared a semester-long course for students of the Masaryk University Faculty of Social Studies that focuses on methods of involving the public in decision-making. Under the auspices of the National Institute for Further Education, we held a webinar for staff from kindergartens, where we provided information and good practice on the topic of non-stereotypical career choices. We also gave a lecture at a course for teachers on gender, media and advertising.

**In the future, we are hoping to penetrate the education sector even further.**



# WE ALSO EDUCATED INFORMALLY

Valuable information and skills can also be acquired outside the official school environment, which is why we focused not only on the formal but also on the informal transfer of experience, knowledge and good practice.

For those interested in volunteering, we organized a weekend-long anti-militarist educational event **Peacecamp**. For the general public, there were screenings and follow-up debates on the same topic that took place, both on the occasion of the protests against the IDET arms fair and as part of the autumn **International Week of Action Against the Militarization of Youth**.

Under our auspices, a spring and autumn series of workshops for active young people were held: **The Elementary School of Life** and **CKS (KPZ - a Mini Survival Kit), also known as Collective Knowledge Saves**. The second of the mentioned series was organized - with our support - by the volunteers, that is the participants of the first series themselves. We consider this to be the best proof that the first series was successful and that its main goal was fully achieved.





Furthermore, in 2019 we presented our **workshop on sexist advertising at the Art-Wife festival** in Liptovský Mikuláš and we also tested several workshops on sex education, relationships and violence prevention in Czech schools.

**Because we do not want to forget the youngest members of our society either, we organized an urban day camp in the summer**, where eighteen children from local as well as newcomer families could meet to explore the newly discovered planet of Arret and also to discover the potentially unexplored areas of various cultures.

In addition to educating others, we also educate ourselves and share our experiences and observations with other organizations in the Czech Republic and elsewhere. For example, as part of the **European Democracy Network** project, we met and learned together with activists from seven European countries last year. We have met three times so far and together attended workshops on topics such as video production, the transfer of information through storytelling, working with the community or how not to burn out as an activist.

# WE ISSUED PUBLICATIONS AND CONDUCTED RESEARCH



We are not „just“ a campaign organization activating the public; we also try to work on our topics systematically, professionally and in depth. **We cooperate with other experts and together we try to open up so far neglected topics in an expert manner, but at the same time sufficiently understandable and clear for the general public.**


Thus, in 2019 we devoted ourselves mainly to the topic of sexist advertising with a focus on the target group of young people, who we have addressed more and more in recent years.

We specifically examined how young people perceive sexist advertising and subsequently, we also issued the publication **How We Perceive Sexist Advertising**, which you can also find on our website.

We organized a roundtable discussion on the topic of new research in the field of sexist advertising. The roundtable was attended mainly by representatives of the regional trade licensing authorities and representatives of the Ministry of Industry and Trade. Two studies were presented: the research study **The Perception of Sexist Advertising by the Czech Public**, carried out by the Public Opinion Research Center of the Institute of Sociology of the Academy of Sciences of the Czech Republic, and a piece of **qualitative research of young people's experiences with advertising**, carried out by NESEHNUTÍ.

In October, we spoke at the 27th nation-wide Congress on Sex Education in the Czech Republic. In this way, we symbolically presented ourselves as actors in the field of sexuality and gender-sensitive education, which are areas that we want to continue to focus on intensively in the future. As we have become increasingly aware in recent years of how difficult the journey to a sustainable and just society can sometimes be, we also published the publication **Sustainable Activism or How to Change the World and Not Drive Yourself Crazy** in 2019.

In cooperation with experts, we have also prepared several new texts for our website **Wise Cities** last year. The site deals with the topic of sustainability in an urban environment and provides inspiring examples of good practice from enlightened town halls and ordinary people from the Czech Republic and abroad.



# WE SUPPORTED CIVIC INITIATIVES ABROAD AS WELL AS IN THE CZECH REPUBLIC

**We try to use the know-how and base we have built for over more than 20 years of the organization's existence not only for ourselves and our goals and projects; we also share these with other organizations and civic initiatives, especially in countries where the base for political and community engagement and change in society coming that come from the bottom is not yet at the same level as in our country.** This activity forms a significant part of our work. Although it has unfortunately not been very visible in the Czech media so far, it is very important for us.

In Armenia, Ukraine, Georgia, Abkhazia and South Ossetia... in all of these places we supported a total of twenty-two civic initiatives in 2019. The initiatives deal with a wide range of topics from social support for refugees to barrier-free pedestrian crossings, the importance of keeping school management transparent, the protection of public green spaces, the monitoring of sludge lagoons, as well as bullying in schools and the protection or care for people at risk of becoming isolated.



Specifically, our help usually consists of various training events tailored to the needs of the organization or initiative group. It often concerns the transfer of know-how in the field of communication with the public and journalists, as well as the facilitation or running of campaigns as a whole. In 2019 we also invited representatives of the supported civic initiatives for an internship directly in the Czech Republic. They visited Czech non-profit organizations and attended further workshops. **Last but not least, we organized a Barcamp in the Georgian city of Kutaisi for 90 representatives of mostly Georgian NGOs and civic initiatives. In addition,** we also supported in Georgia an educational video **Tbilisi Pride** that explains the importance of pride marches and draws attention to the problem of violations of the rights of LGBTQ+ community members.

You can learn more about our activities abroad on the website of the program [The Initiative Way](https://www.theinitiative.org/).

Furthermore, in 2019 we continued to organize meetings of the network of Brno civic initiatives, in which we mainly focused on Brno's zoning plan that is currently being drafted. **As with foreign initiatives, we provide the local ones with advice and support in the area of civic campaigns, negotiations with local self-government and/or PR.**



# WE ENJOYED OUR HAPPENINGS



In 2019, you could also meet us several times in public spaces. We moved around the country with an information stand connected with the **Packed** campaign against battery cages in which livestock is bred. In addition, we appeared in the streets of Brno several times in connection with various other topics.

We organized the Anti-Fair **Animals Are Not Goods** on the occasion of the National Livestock Exhibition in Brno and together with other organizations participated in the happening **Ask Me Who I Am** on the occasion of the World Day for Farmed Animals.

When the military aggression against northern Syria was in full swing in the autumn of 2019, the Odzbrojovka (De-Armament) Initiative Group and our PR team co-organized demonstrations in which hundreds of people took part. The Odzbrojovka Initiative Group also handled a series of events that took place in connection with the IDET arms fair.



In addition to an information stand with an exhibition of photographs accompanied by informative texts entitled **Travel Agency Death**, a die-in happening also took place right in front of the Brno Exhibition Center. There was also a reverent meeting for the victims of wars. **In connection with the fact that we do not agree with the open-door policy for the armaments lobby, both in Brno and throughout the Czech Republic, our efforts and public appeals were also covered by the media and we issued an information leaflet Snakes and Arms Manufacturers.**

# WE CAMPAIGNED

**Throughout 2019 our Animal Rights Initiative Group focused intensively on the Packed campaign.** The main aim of this campaign was to contribute to the collection of signatures for the European Citizens' Initiative asking for a ban on the use of cages in livestock factory farms. **To this end, 170 organizations from across the European Union joined forces and together were able to collect more than 1,600,000 signatures.**

Another goal of our participation in this campaign was to contribute to the visibility of the issue of cage breeding in the Czech Republic. That is why we created a website [hlavanahlave.cz](http://hlavanahlave.cz) and an interactive map of Czech factory farms with photos and information about them, we visited 19 festivals and other events with an information stand and established cooperation with several influential public figures, Brno's vegan restaurants and even a cinema. We created countless posts on social networks, got media coverage and, with the financial support of the public, shot a music video for the campaign. **It was a long haul that was totally worth it. However, we have certainly not reached the end and we are continuing our efforts to achieve dignified and painless living conditions for livestock.**







# #SENESEHNU

In the first half of the year, we conducted a campaign aimed at supporting the involvement of the general public. The campaign was connected with the promotion of NESEHNUTÍ as an organization that is here to help this involvement with its know-how and its ability to open up discussions on neglected topics. Under the #SENESEHNU (I will not bow) brand, which focuses on courage, commitment and perseverance, we created a website [senesehnu.cz](http://senesehnu.cz) that should make it easier for residents of Brno and elsewhere to become part of our organization or to support us. Using a series of videos and posts on social media, we then tried to demonstrate to our target groups that **engagement and advocating for sustainability and equality in society make sense.**

At the end of the campaign we organized two public events in the form of a stand-up meeting in a park near our office and in the form of a concert by bands that are active in the community. These events were attended by several hundred people, including some members of the general public that had been outside our social bubble and thus beyond the reach of our activities and communications efforts. **Reaching out to people outside of the closed circle of our supporters has long been one of our biggest challenges.**

# AN EXHIBITION FOR YOUNG PEOPLE? INTERACTIVELY!

Because we think that healthy relationships between partners and a person's sex life should by no means be a taboo, we took inspiration from abroad and approached the topic of sex education innovatively. **We presented the topics of sex education, as well as relationships and intimacy, to several classes at Brno secondary schools and to the general public through an interactive exhibition entitled Do It Your Way.**

We had several reasons for creating this exhibition. In the course of our work, we have discovered, for example, many topics about which young people have no or only distorted information, and yet they consider them to be very important. At the same time, **we consider open discussion and sex education in the context of healthy partner relationships to be the best prevention of violence against women or men**, as well as the prevention of various other problems connected with this area.

Our exhibition has nine stands dedicated to topics like contraception, menstruation, porn and sexual consent. Over the course of three days, it was attended by several classes with teachers, from whom we collected feedback for further development. On the last evening, the exhibition was also opened up to the general public, and the large number of participants also tested the possibilities of the interactive exhibition.

**We now hope that we will be able to raise enough funds to be able to expand this exhibition and turn it into an annual tradition, for instance.**

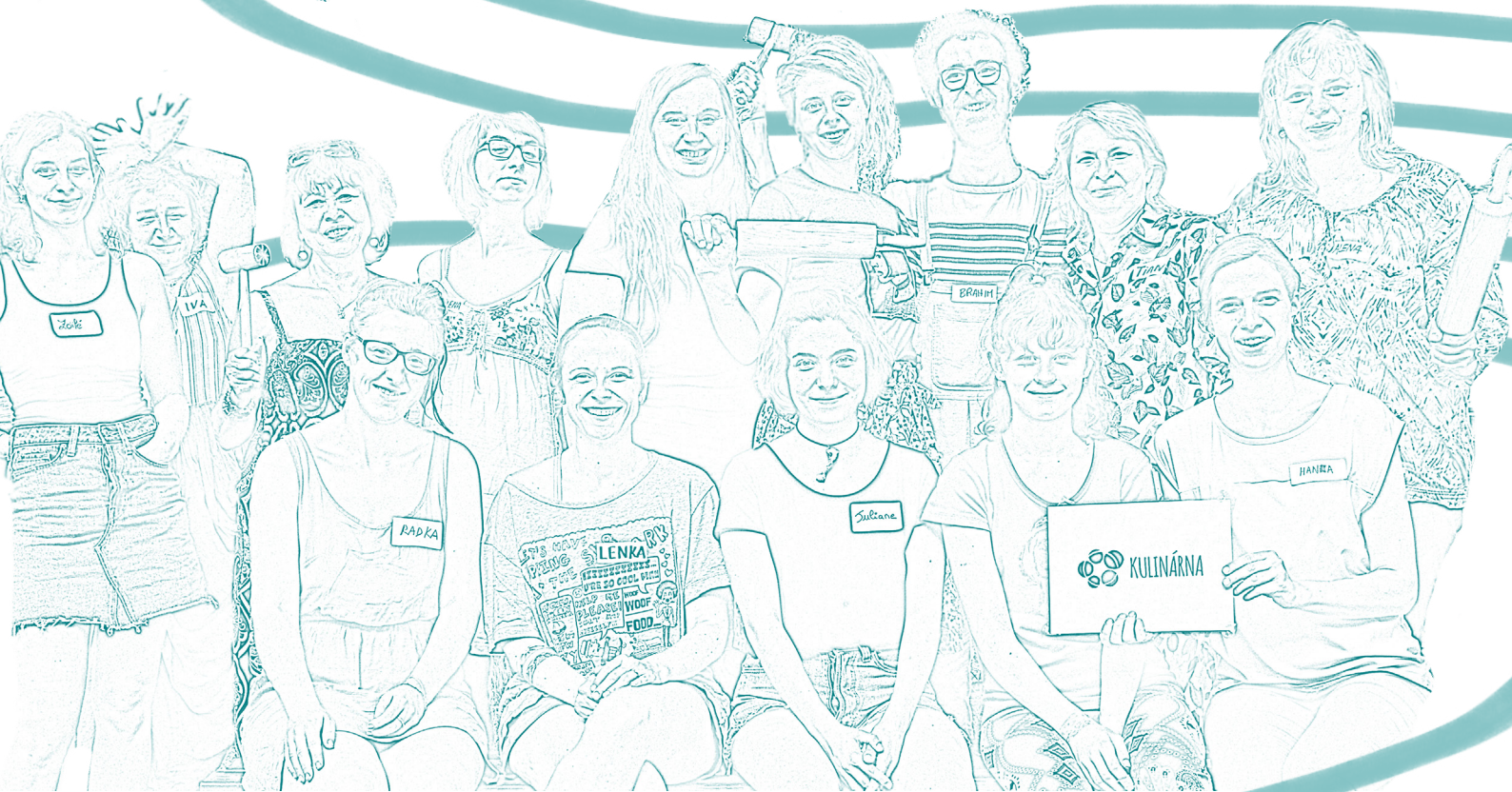


# COMMUNITY IS THE FOUNDATION

As part of community meetings, we often try to link long-term Brno residents with newcomers from abroad. At the same time, however, we open our topics to the public and connect with people from the neighborhood through personal meetings, not only through social media networks or leaflets.

In 2019, we met with our neighbors from the immediate surroundings – twice in connection with the greening of the street, once when we created in the Open Gardens and three times when we cooked and tasted dishes from various countries together with people from among newcomers and locals. In addition to the food and flowers that almost everyone likes, we also focused on sports and organized a football tournament for all ages called **Interkick**. Last but not least, for the third year in a row we have connected dozens of locals and newcomers into functioning „buddies tandems“ as part of the Buddies program. Through this we hope to open up space for expanding horizons on both sides, improving language skills and interlinking cultures at the level of two specific people, which we consider very important for the proper functioning of the community and more. Because – change always starts from the bottom.









# VOLUNTEERING IS OUR STRENGTH

We constantly cooperate with several dozens of volunteers and interns.

Without their help, we would not be able to implement our activities at all.

In return, we always try to offer our volunteers benefits in the form of newly acquired skills and knowledge and in the form of involvement in the organization according to their own preferences.

As part of an **INCAINCO** (Increasing Capacity for Inclusive Community) project, we involved the volunteers not only in the topic of newcomers, but also in the topic of planning, implementation and the promotion of the projects of several of our volunteers. We repeatedly met our allied organization Mareena from Slovakia and we all learned together.



We also learned from each other in the already mentioned events organized directly for the volunteers, such as the **Peacecamp** or the **Elementary School of Life**.

As part of the European Voluntary Service (EVS), one of our volunteers, Patrik, worked with us in 2019 directly in Georgia. Thanks to him we gained a number of interesting insights, texts and photographic material from this target area.

Also within the EVS program, in 2019 volunteer Ema from Slovakia spent time with us directly in NESEHNUTÍ and actively participated in the campaign of the Animal Rights Initiative Group and also cooperated with our PR team.

**We would like to thank all our volunteers for their cooperation in 2019.**

# FINANCIAL REPORT

REVENUES IN 2019 IN CZK	NESEHNUTÍ Brno	NESEHNUTÍ
Ministry of Foreign Affairs	7 308 987	
Fundació per a la Promoció de la Iniciativa per a una Societat Oberta a Europa (OSIFE)	957 028	
The Centre for International Cooperation in Education (DZS)	566 468	790 413
Ministry of Labor and Social Affairs		1 065 061
Citizens For Europe		241 947
Prague Civil Society Centre	50 541	
Veronica Foundation	26 181	
BRNO City Municipality	4 000	30 000
Ministry of Education, Youth and Sports		2 756 725
Individual donors	675 722	69 579
Other financial donations		
Profits from sales of services and goods, membership fees	155 786	134 767
Other revenues	26 765	328
<b>TOTAL REVENUES</b>	<b>9 771 478</b>	<b>5 088 821</b>

\*THE SUMS ARE ROUNDED TO UNITS

<b>EXPENSES IN 2019 IN CZK</b>	<b>NESEHNUTÍ Brno</b>	<b>NESEHNUTÍ</b>
Graphic design, print, typesetting, design, laminating	140 622	161 968
Promotion and advertisements	0	19 794
Travel expenses, transport and accommodation	1 402 832	81 633
Membership, professional associations	58 982	7 686
Refreshment and meals at events	178 094	11 233
Office supplies and overhead	182 093	98 001
Venue and equipment rental	76 010	46 769
Telecommunications, Internet	39 100	700
Rent and energy	189 801	132 000
Legal and economy services	72 600	9 204
Expert services	2 661 895	548 618
Gross salaries of employees	2 559 245	2 963 812
Social and health insurance	770 766	940 672
Other services	201 317	128 781
Microgrants, contributions disbursed	1 173 160	12 839
Insurance	26 913	18 055
Other financial expenses	60 018	48 363
Training and supervision	29 800	1 300
Webhosting, domains, website	57 311	6 207
Other expenses	29 742	21 425
<b>TOTAL EXPENSES</b>	<b>9 910 301</b>	<b>5 259 060</b>

**\*THE SUMS ARE ROUNDED TO UNITS**

# IN CONCLUSION

We feel responsible for what is happening around us, and we strive to achieve changes leading to justice and equality. We want an open and engaged society capable of dialogue, based on respect for nature, people and animals. We activate communities and individuals to act based on taking into consideration the environmental and social contexts. We accept responsibility as an integral part of freedom.

**We are NESEHNUTÍ** (The Independent Social and Ecological Movement – the abbreviation of our name as a single word means Those Who Do Not Bow).

We feel grateful to be surrounded by people who share the same values and support us not only morally but also financially. In 2019, the donors of NESEHNUTÍ supported us with donations worth 745,301 Czech crowns. Thanks to these individual donors we know that we are not alone in our quest for a fairer world. Without them, we would not be able to implement our activities and much-needed changes focused on greater freedom, responsibility and commitment of society in the Czech Republic and abroad.

**We appreciate their help very much.**

**[podporte.nesehnuti.cz](https://podporte.nesehnuti.cz)**









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