

ACTIVE PARTNERSHIP WITH THE UN

BEAUTY OF HELP
FOUNDATION & TATIANA
GREGOR BRZOBOHATA



UN NEW YORK, 2015

- Tatiana Gregor Brzobohata participated in 53rd session of the Commission of Social Development. She presented the activities of Beauty of Help Foundation and also spoke about positive aging.
- The whole speech - <https://www.youtube.com/watch?v=-BS-VxG3G-8>



UN GENEVA, 2015

- Later the same year she attended a meeting of the working group of UN Economic Commission for Europe to aging. She represented the Czech NGO sector and shared her experience with home care services for the older people.



UN NY, 2017

- In 2017 the Czech Republic took part in national volunteer review of implementation of SDGs. The Government of the Czech Republic asked Tatiana to represent the NGO sector during the presentation on High-Level Political Forum on Sustainable Development. She [talked about the importance of cooperation across the sectors](#). The other speakers were the Czech Minister of Environment and a representative of private sector.
- Beauty of Help Foundation also held a side event to the High-Level Political Forum. It took part in Czech National Building and the topic was Participation of all: The case of women and older people. This event was organized together with UN Women and the Council of Europe. The speakers were Tatiana, H. E. Ambassador Marie Chatardova, Marja Ruotanen and Aparna Mehrotra.





Picture 1 - Tatiana with the Prime Minister and representative of the private sector



Picture 2 - Side event organized by the foundation

UN NY, 2017

- At the end of 2017, Tatiana came back to New York to take part in working breakfast, which was organized by H. E. Ambassador Marie Chatardova on the occasion of Czech presidency of ECOSOC.
- The aim of the breakfast was to share experience with active participation of NGOs and cooperation with state and private sector.



UN NY, 2018



Picture 3 - Tatiana with UN Youth Envoy

- As Czech presidency of ECOSOC lasts until July 2018, the cooperation between ECOSOC, Czech Permanent Mission to UN, Czech Government and Beauty of Help Foundation develops as well.
- At the end of January, Tatiana was a **keynote speaker at ECOSOC Youth Forum 2018**. The topic is the [role of youth in building sustainable and resilient urban and rural communities](#).
- Tatiana talked about volunteering and the importance of supporting grassroots organizations.
- Tatiana also attended the **56th Session of Commission for Social Development**. The UNFPA organized a round table called “Age of Aging” and the delegates shared their experience in positive aging approach.



Picture 4 - Round table "Age of Aging" organized by UNFPA

UN NY, 2018

- The sixty-second session of the **Commission on the Status of Women (CSW)** took place at the United Nations Headquarters in New York from 12 to 23 March 2018.
- Representatives of Member States, UN entities, and ECOSOC-accredited non-governmental organizations (NGOs) from all regions of the world attended the session.
- Tatiana was part of the Czech delegation and [spoke at the Czech side event about participation of women and importance of equal opportunities for women.](#)



UN GENEVA, 2018

- Ahead of the 25th anniversary of the ground-breaking **International Conference on Population and Development (ICPD)** and its Programme of Action in 2019, the Regional Conference assessed progress and identify gaps in the implementation of the ICPD Programme of Action in the UNECE region.
- It focused on key actions for implementation and addressed the wider policy concerns related to:
 - Population dynamics and sustainable development;
 - Families, sexual and reproductive health over the life course;
 - Inequalities, social inclusion and rights
- **Organized jointly by UNECE and UNFPA**, the Conference further aimed to strengthen the linkages between ICPD and the 2030 Agenda for Sustainable Development and reaffirmed commitment to implementing the ICPD Programme of Action in the region.
- [Tatiana´s speech](#) focused on disaggregation of data regarding the older persons.



Picture 5 - Tatiana and director of Beauty of Help Foundation Michaela Stachová

UN NY, 2019



Picutre 6 - Tatiana with the Minister of Labor and Social Affairs Jana Maláčová

- A few days after International Women´s Day, the 63rd session of the UN Commission on the Status of Women (CSW63) was held in New York. Tatiana G. Brzobohatá was a member of the Czech delegation led by the Minister of Labor and Social Affairs Jana Maláčová.
- We held two seminars during the meeting. The first was organized by the Office of the Government of the Czech Republic, headed by the Human Rights Commissioner Martina Štěpánková, and focused on youth in connection with the prevention of sexual and partner violence.
- The second side event of our delegation concerned changes in family policy and support for the availability of different forms of care. In addition to Tatiana and the Minister of Labor and Social Affairs Jana Malacova, representatives of New Zealand, France and UNFPA also attended this seminar.
- We have dealt with what all family informal care means and who it affects. Worldwide, the main carers are women. Tatiana's contribution was about the price they have to pay for taking care of their loved ones, be they children or later parents or grandparents. The price is lower pensions and major labor market disadvantages.

SDGS AMBASSADOR

- Thanks to her active and constant work on SDGs promotion, Tatiana became SDGs Ambassador. She participated on SDGs Awards organized by Association of Social Responsibility and talks about SDGs on various events.
- The Beauty of Help Foundation is an active member of the Association of Social Responsibility and contributes to Sustainable Development Goals fulfillment especially within the SDG 3 (Good health and well-being), SDG 5 (gender equality), SDG 8 (decent work and economic growth) and SDG 10 (reduced inequalities).
- These 17 goals aim to transform the world and all the people in the foundation believe it's possible. We cooperate with the Government of the Czech Republic on implementation of the SDGs thanks to the **strategy Czech Republic 2030**. The goals set the direction where our society should head to and if we will cooperate, we will succeed.



Picture 7 - Sustainable Development Goals



Picture 8 and 9 - Common Futures Forum organized by My Life My Say organisation, London 2019. Tatiana's speech was focused on SDGs and active citizenship.



Picture 10 - SDGs Awards



Picture 11 - Aspen Institute Conference - Quality of Life Talk



Picture 12 - Equal Pay Day 2018 - speech - <https://www.youtube.com/watch?v=9dABpluAaFs&t=48s>



Picture 13 - Prague Leadership Conference

TATIANA GREGOR BRZOBOHATA (32)

- Miss World 2006, top model, philanthropist
- Founder and chairwoman of the Board of Directors of Beauty of Help Foundation
- She is an internationally known personality and the only Miss World, who has engaged consistently for more than 10 years in supporting the older people and raising awareness about aging of population and demographic challenges, a hallmark which makes her a phenomenon of her day and her young generation, and one of the reasons that she was named by the World Network of Young Leaders and Entrepreneurs (WNYLE) as a member of its Council of Prominent Women Leaders.
- Since 2014 she is part of **Forbes 30 under 30**.
- In 2017 she was honored to be featured at documentary **GEN - Elite of Nation**.
- Currently she has become SDGs ambassador to UN and she represented Czech nonprofit sector at High level political forum of ECOSOC.

11 YEARS OF THE BEAUTY OF HELP FOUNDATION

- Beauty of Help Foundation was established in 2008. During last 11 years, we have supported dozens of grassroots organizations across the Czech Republic, which help the older people, with the amount of **1.2 Mil EUR**. We mostly support homecare services and volunteer programs. We have also started our own project - **Home Without Worry**. Within this project, we have helped **thousands of older people**, so they can live at home and with dignity. Without our support, they would have ended up in institutional care.
- We have also run several awareness raising campaigns and **significantly helped to change the perception of aging and older people in the Czech Republic**. Next to general campaigns we also promote healthy nutrition for the elderly, ran a campaign against the loneliness of the elderly or against work discrimination.
- **We supported documentaries, festivals and theater plays** which help us to promote the concept of positive aging.
- We have organized and attended many round tables and conferences and we have **greatly supported the exchange of experience among the stakeholders in this field**.
- During the next 10 years, we will continue supporting other organizations, we will develop our own project Home Without Worry, we will continue with promotion of positive aging and we will cooperate to achieve all the changes we want. With state sector, with private sector, with academia, with other NGOs. We promise that.