

# Women organizations' advocacy work for gender equality

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The National Council of Women of Finland



Nais   
järjestöjen  
Keskusliitto

#naisjärjestöt



# The National Council of Women of Finland

- Umbrella organization and co-operation forum for Finnish women's organizations that promote gender equality founded in 1911
  - *70 member organizations with over 400,000 members*
  - *one of three women's umbrella organisations*
- **Vision:** Influential women together foster and build a gender equal and sustainable society.
- **Mission:** To advance
  - *women's rights,*
  - *gender equality, and*
  - *women and girls' human rights*together with member organizations.





# Government programme goals

Backlash on  
gender equality  
must be stopped

Equality starts  
from education

Work life needs  
equality

Violence against  
women must end

Women's  
wellbeing is a  
question of  
equality

Equality to sports  
and culture

Girls and women  
to the centre of  
development  
cooperation

Women involved in  
comprehensive  
security



**Influential women together  
foster and build a gender equal  
and sustainable society – how?**



# Two objectives

## 1. Influencing decision making on gender equality

- Comments & hearings on legislative bills
- Statements, press releases, opinions
- Meetings with decision makers
- Networks, working groups
- Collaboration with the executive
- Campaigns
- Mielipidekirjoitukset
- Demands for government and its programmes

## 2. Influencing discussion on gender equality

- Press releases, statements, opinions
- Interviews, articles in media
- Speeches
- Projects, campaigns
- Events, seminars
- Collaboration, networks
- Social media, newsletter, blog
- Texts to stakeholders' outlets



# Advocacy for Gender Equality, vol 1

- Influencing the legislative process, action plans and programmes
  - *statements*
  - *hearings with ministries*
  - *working groups*
  - *meetings with decision makers and Ministers*
  - *hearings in parliamentary committees and with Network of Finnish Women Members of Parliament*

8 objectives  
for government  
programme





# Advocacy for Gender Equality, vol 2



Council's spokesperson Eva Biaudet in YLE A-studio on 2 Sep 2021

- Memberships: committees, task forces, networks
  - *The Council for Gender Equality*
  - *Working group for the Action Plan for Combating Violence against Women for 2020–2023*
  - *Finland's 1325 network*
- Communications: statements, opinions, social media
  - *Statement about Afghanistan with 57 member organisations in YLE evening news*





# Advocacy for Gender Equality, vol 3

- Projects and campaigns: Making an Impact with Equality Acts project
  - *themes for 2020-2022: media, technology and leadership*
- Campaigns
  - *communal elections in 2021 – 10 themes*
- International advocacy
  - *UN processes, such as CSW, CEDAW*
  - *Peijing +25 shadow report*
  - *European Women's Lobby*




Equality Influencer training for youth with Plan International



# What made us successful?

1. Status as an umbrella organisation for gender equality NGOs – and member organisations!
2. Close ties with the decision makers – Finland is a small country, with flat structures
3. Our own hard work – we turn 110 years!





Personal  
networks  
matter!

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# Thank you! Questions?

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