Women organizations' advocacy work for gender equality

9 September 2021Merja KähkönenThe National Council of Women of Finland





#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

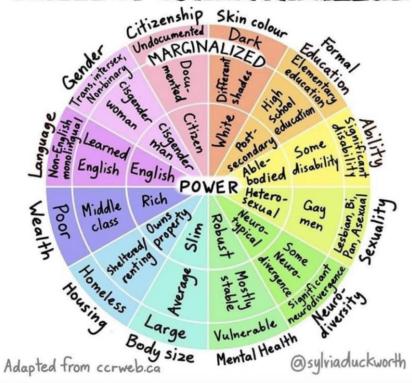
together with member organizations.



Action themes

- Backlash on gender equality must be stopped!
- Equality requires action!
- Free women violence and hate speech must end!
- Diversity of women is our strength!
- Women clinch the elections!
- Stakeholders
 - Member organisations
 - Members of member organisations
 - Partner organisations, international partners
 - Ministries, political decision makers, social partners

MHEEL OF POMERABRIMILEGE





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



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- 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



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- 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

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



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- Projects and campaigns: <u>Making an</u> <u>Impact with Equality Acts</u> 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!





Thank you! Questions?

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