

## Gender Mainstreaming

### Tearfund's story so far

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## The standard

Beijing Platform for Action 1995  
'Governments and other actors should promote an active and visible policy of mainstreaming a gender perspective in all policies and programmes so that, before decisions are taken, an analysis is made of the effects of women and men respectively.' (para 202)

'It is impossible to realise our goals while discriminating against half the human race' - Kofi Annan 2006

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## Mainstreaming has two major aspects

- The integration of gender equality concerns into analysis and formulation of all policies, programmes and projects
- Initiatives that enable women, as well as men, to formulate and express their views, and participate in decision making across development issues

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## Tearfund Timeline on gender?

- Elaine Storkey as President
- 1996 – Women hold up half the sky - focus
- 1998 - Gender Policy
- 1998 - Gender guidelines
- 1997 - Gender Principles of Good practice
- 1997 – 2004 – the wilderness years
- 2004 – Elaine speaks at team away days
- 2004 - Work PT on gender (alongside 2 other roles)
- 2005 – funding for GHAC research
- 2005 – 2008 – GHAC research (and published externally)
- 2005 – Gender Principles of Good Practice updated and re-written

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## Tearfund timeline on gender cont.

- 2005 – gender allocated cross cutting issue in International Strategy
- 2006 – Organisational and Culture Review identified women in leadership as a an issue for Tearfund
- 2007 – Gender Equality Project established (led by HR)
- 2007 – new Organisational Strategy delivered
- Oct 2007 – Gender Advisor requested to mentor CEO on Gender
- Gender Forum established
- Feb 2008 – CEO announces to organisation re Gender Mentor and reaffirms commitment to gender to all staff
- Mar-Apr 09 – Gender Audit

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## In progress for the future

- Theological position paper on gender
- Gender Strategy
- Identifying key specialists globally
- Training and mentoring staff (TOT)
- Gender Forum with key staff integrating into area of work
- Ending Violence Against Women

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## What has worked

- Bold badgering
- Using internal website to highlight key issues
- Using key events as opportunities to get message across
- Posters on walls
- Credit card size laminates – keeping it simple
- Relationships with staff
- Identifying key advocates amongst rest of organisation
- TL on board and freedom to do job (TL been on his own journey and learnt along the way)
- Reminding staff and leadership of organisational priorities and commitments
- Dedicated FT staff member working on the issue
- Linking in with external networks ( external evidence for motivation for internal change - comparisons)
- Prayer

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## What has worked cont.

- Bringing in external speakers on key issues ( Women in Leadership)
- Success of projects – publicising the difference its made
- Staff publicising success stories – seeing the difference
- Allocating a budget
- Resources for library
- Having a President that is a gender specialist
- Finding and using the smallest opportunities to the greatest advantage (Staff Prayers, DVD for Micah)
- Taking a restored relationships based approach rather than a rights based approach

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## Mainstreamed?

- No
- Tearfund has started but long way to go
- Made some significant in-roads to mainstreaming – DMT
- International group significant more aware of Gender policy than 3 years ago (31% compared to 67% now)
- Danger of the gender focal point
- Success gives vision for how things can be

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## Lessons

- Just do it – let the organisation catch up
- External pressure for internal change
- One Senior Management team on board is enough to start to progress
- Communicate your message
- Build up an internal network of protagonists
- Be strategic – look for the links to strategy, who can make the most impact, who has the power to influence
- Be courageous – strategically challenge
- Be smart – market your message to your different audiences
- Be flexible – take the short term gains and play for the long term change
- Be positive in the face of apathy, negativity and subtle opposition
- Recruit others and encourage them to take messages forward
- Pray – God sees your heart
- Don't try and do this on your own

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## Remember: change does happen

We, as individuals co-create our culture and environment together. We can choose to contribute to its status quo or challenge and change it.

What part do you want to change?

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