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# MANUAL FOR EVENTS

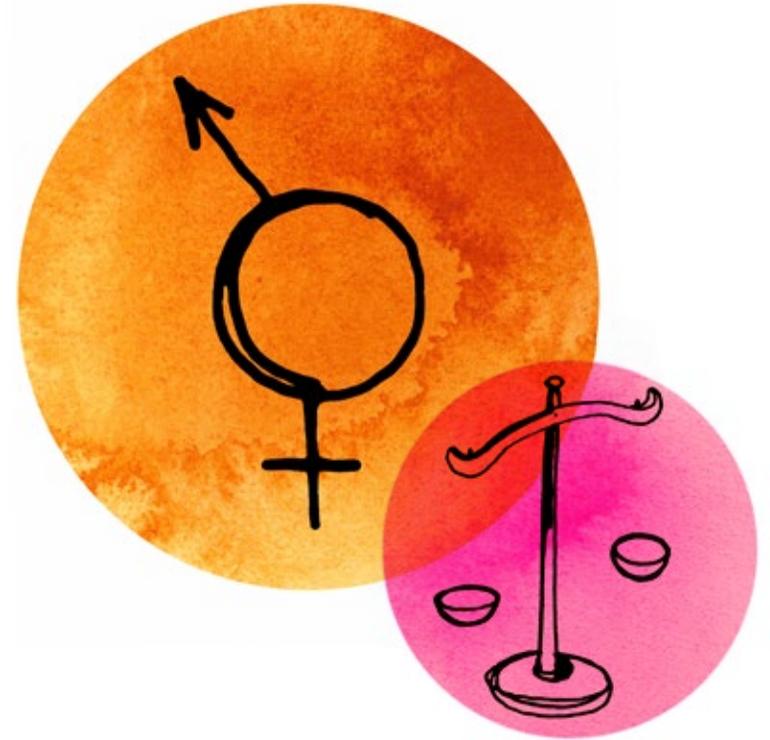
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Seminar, panel discussion,  
round table and/or exhibition

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SHAPING NEW REALITIES

# GENDER EQUAL WORLD



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# INTRODUCTION



# 1

Sweden is the first country in the world to pursue a feminist foreign policy. The aim is to contribute to gender equality and the full enjoyment of human rights by all women and girls. The policy was launched in October 2014 and the implementation has made marks on both national and international level.

In April 2018 SI and the Swedish Ministry for Foreign Affairs – in close collaboration with SIDA and the Folke Bernadotte Academy – co-hosted **The Stockholm Forum on Gender Equality** (referred to as ‘*Stockholm forum*’ below), gathering 700 experts from all over the world.

The purpose of the Stockholm forum was to strengthen dialogue between governments, civil society, private sector, activists and academia worldwide, with a shared ambition of a gender equal world at the core. Ultimately, it was all about sharing tools for shaping new realities for a better, safer and more sustainable world.

With this toolkit we want to give you the opportunity to continue the dialogue and effort to promote a gender equal world, using the methods, networks and results of the Stockholm forum as a stepping-stone and an inspiration. It is a guide for organising local events focusing on topics, challenges and opportunities relevant to the local and/or regional context.

This toolkit is closely linked to Sweden’s feminist foreign policy, including the work of the UN Security Council, where Sweden is a non-permanent member 2017–2018, as well as to the UN Global Goals and the Agenda 2030.

# AIMS, OBJECTIVES AND TARGET GROUPS



# 2

The aim of the project is to show Sweden's commitment and engaged efforts to contribute to global gender equality. Local initiatives should offer an inclusive and interactive meeting place where relevant actors, from different sectors, will be able to share experiences and tools for shaping new realities for a better, safer and more sustainable world.

When organising a local event you should strive to set the agenda and topics in close cooperation with local partners/ experts – if possible participants of the Stockholm forum – with their interest and the local context at heart. It is preferable that participants contribute to the content as well as the outcome of the discussions to increase local ownership and engagement.

Target groups: civil society, decision makers, policy makers, private sector, journalists, activists, scholars, lawyers, media and/or others.

# DIVISION OF ROLES AND BUDGET RESPONSIBILITY



# 3

## ROLES

### SI:

- > Contact with Swedish partner who can also help suggest local partner.
- > Suggest speakers and give advice to the embassy on format.
- > Assist with names and contacts of experts who attended the Stockholm forum from your country or region.
- > Provide support to the embassy during the project process.

### The embassy or consulate:

- > Examine local conditions/prospects.
- > Find a venue for the exhibition and/or seminar.
- > Identify contact with the local partners/experts.
- > Contact Swedish participants, such as guest speakers, and arrange for their visit.
- > Marketing/invitations.
- > Report to SI after completion of the project.

### 3. DIVISION OF ROLES AND BUDGET RESPONSIBILITY



### FINANCIAL DISTRIBUTION

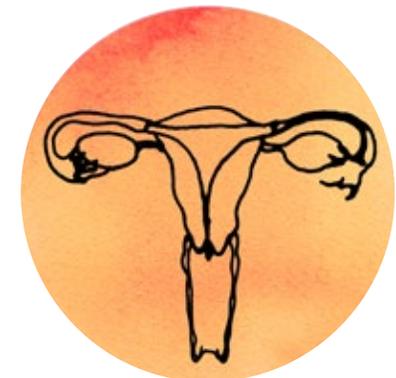
The embassy or consulate applies for funding from SI via the online form in the toolkit with a maximum financial support of SEK 40,000.

#### SI financial support covers

- > Production of the printed exhibition.
- > Fee, travel- and accommodation costs for incoming Swedish and/ or regional experts.

#### The embassy or consulate

- > Seminar costs.
- > Any further costs for the venue.
- > Any costs for local transport/communications.
- > Locally incurred costs such as costs for equipment, refreshments at the opening, etc.



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# STEP-BY-STEP GUIDE

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# TIMETABLE

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**4**



STEP	EVENT	TIMETABLE
<b>A</b>	<ul style="list-style-type: none"> <li>&gt; Contact SI.</li> <li>&gt; Identify local conditions/prospects.</li> </ul>	2–4 months prior
<b>B</b>	<ul style="list-style-type: none"> <li>&gt; Find local partners/venue.</li> <li>&gt; Establish contact and partner with experts/individuals who attended the Stockholm forum (if relevant/possible).</li> <li>&gt; Plan seminars and any other activities – apply a co-creational approach.</li> <li>&gt; Fill out the application form at Sharing Sweden</li> </ul>	2–3 months prior
<b>C</b>	<ul style="list-style-type: none"> <li>&gt; Approach Swedish and local speakers to make sure they can attend.</li> <li>&gt; Reserve flights and hotels for speakers and make a programme for them.</li> </ul>	2–3 months prior
<b>D</b>	<ul style="list-style-type: none"> <li>&gt; Begin the production of the exhibition prints, and translation of exhibition texts, etc.</li> <li>&gt; Send out invitations to the seminar and to the opening of the exhibition.</li> <li>&gt; Make contact with media.</li> </ul>	1–2 months prior
<b>E</b>	<ul style="list-style-type: none"> <li>&gt; Communicate via social media (Twitter, Instagram, Facebook).</li> </ul>	1–2 weeks prior and during the event
<b>F</b>	<ul style="list-style-type: none"> <li>&gt; Follow-up and report to SI.</li> </ul>	After event

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# STEP-BY-STEP GUIDE

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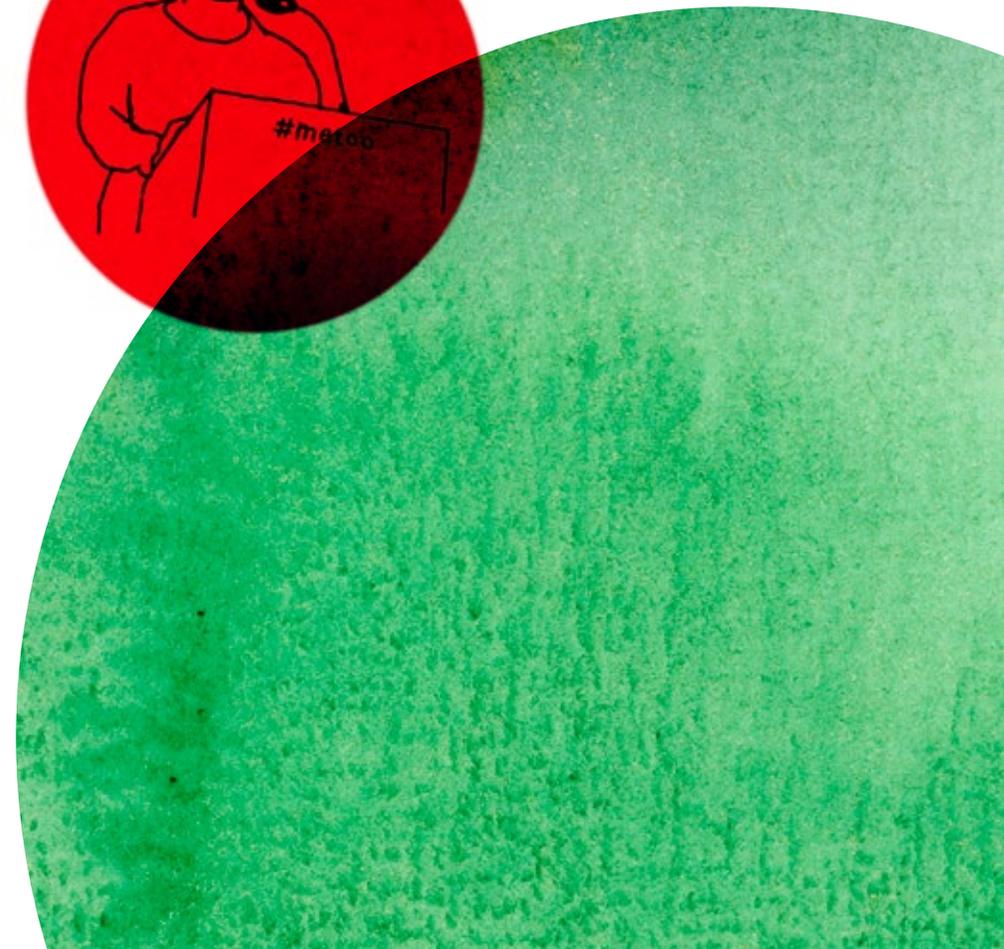
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# PLANNING AND IMPLEMENTATION

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# 5



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# STEP A

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## Contact SI

SI can assist with names and contacts of experts who attended the Stockholm forum – such as experts from your country/region. To some extent SI also have partners in Sweden that can help you connect with local organisations. SI can also give advice on format for the event.

## Identify local conditions/prospects: interests, needs and target groups

Connect with people within relevant networks to gain an understanding of relevant topic(s) for the local context. We recommend you to re-connect with experts/individuals who were nominated and/or attended the Stockholm forum. Identify local/regional challenges and opportunities connected to gender equality/women's rights.

## Try to connect with

- > Experts/individuals who participated in the Stockholm forum.
- > Local organisations and decision-makers that are likely partners.
- > Representatives and networks within the field.

## Target groups for the topic

- > Representatives of women's rights organisations.
- > Women's rights activists.
- > Journalists interested in women's rights.
- > The media and shapers of public opinion.
- > Policymakers.

Also, look into the possibility of linking up with activities already taking place, e.g. women's right days or conferences focusing on gender equality/women's rights.

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# STEP B

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## Find local partners/venue

### Partners

The following points are an attempt to identify relevant skills/assets in a potential partner:

- > We highly recommend partnering with experts/individuals who attended the Stockholm forum. To create an inclusive meeting place where local actors are able to contribute to the content as well as the outcome of discussions, please apply a co-creational approach.
- > Interest and knowledge in the topic is key.
- > Positive if they have their own campaigns and are visible in media/social media and that the event can be communicated through their channels.
- > Try to find a partner who has access to an attractive venue or at least contacts to such venue.
- > Establish good contact with other organisations and decision-makers to be involved as contributors and/or speakers.

### Venue

It is very valuable if the partners has access to or know of an available venue. The event could also take place at the embassy.

If you are planning to show the exhibition, it is of course best to hang it adjacent to other programme events. You must make sure that the venue can accommodate the photos according to the attached manual and overview of the exhibition.

## Establish contact with participants of the Stockholm forum

UN Women, who were actively involved in the Stockholm forum – and with local offices in many countries – can also be an important contributor and partner in planning local events and/or share input on other relevant actors in the country.

## Plan seminar/round table/panel discussion

Please find suggested topics, themes and format in the separate seminar document. Also look through the Building blocks in the toolkit itself that includes power points and videos. SI can suggest speakers and have a dialogue about the format. Apply a co-creational approach.

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## STEP C

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### Exhibition

Please find information about the exhibition in the separate exhibition manual. If seminars or the like are planned in connection, it is a good idea if they can take place in the same or in adjoining premises as the exhibition itself.

### Fill out an application

Fill out the application form at [Sharingsweden.se](http://Sharingsweden.se).



### Approach Swedish and local speakers

The Embassies are responsible for approaching Swedish and local speakers in due time to make sure they can attend.

#### Reserve flights and hotels

The embassy or consulate reserves flight tickets and hotel rooms for the speakers and makes a programme for them. Remember that some speakers can be of interest for universities, Swedish language institutions, or for media interviews. It may be beneficial to connect a speaker/expert with a partner organisations or decision makers.

Remember to make a deal with the speaker about his or her fee before you agree with them to come. Some speakers/experts can travel and speak within their work and do not need a fee whereas others require a fee.

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## STEP D & E

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### **Begin Production and printing**

Begin production of the exhibition prints and translation of exhibition texts, etc. Please see exhibition manual in the toolkit. The printable files can be downloaded from a link provided by SI via email.

### **Send out invitations/make contact with media/communicate the event**

Prepare invitations for the opening, make a media strategy, and use the hashtags [#genderequalworld](#) and/or [#genderosity](#) in your social media channels. Suggested social media posts are available in the toolkit on [Sharingsweden.se](#). Adapt and dispatch press releases to media that usually report on social issues.

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## STEP F

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### **Follow-up and report to SI**

Please fill in the Evaluation form and return it to your contact at SI.

