

**SI.** Swedish  
Institute

# Her rights!

Money, power, autonomy



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### **1. Introduction**

Women's economic empowerment is necessary for global sustainable development. Still, all over the world, women earn less and do the majority of unpaid care work.

This toolkit aims to open for dialogue about how economic equality and women's economic autonomy are connected to, dependent on, and a prerequisite for all other aspects of gender equality and women's and girls' rights. It also tells the history of Sweden's gender equality journey through the progressive policies and reforms, legal efforts and a strong woman's movement.

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 2019 a feminist trade policy was introduced with the aim to see gender as a market access issue and give priority in trade negotiations to sectors, products and services that have positive implications for women.

If we are to accomplish the Sustainable Development Goals, we need to empower women in the economy and close gender gaps. But progress is unacceptably slow. At the current rate, it will take over 200 years to achieve economic gender equality, according to the World Economic Forum.

In 2020, twenty-five years after the Fourth World Conference on Women in Beijing, UN Women gathered countries and organisations to join six action coalitions aiming to achieve tangible results during the UN Decade of Action (2020–2030). This toolkit builds on Sweden's involvement in one of these action coalitions, for 'Economic justice and rights'.

### **2. Aims, objectives and target groups**

The aim of the toolkit is to show Sweden's commitment and engaged efforts to contribute to global gender equality. The material underlines the need for action in the area of economic gender equality the exhibition highlight's global challenges and opportunities - aiming to raise awareness and knowledge about women's economic empowerment with the intention to initiate discussions on structural

barriers as well as to boost a personal interest and engagement for girl's and women's equal rights.

When organising a local events, the agenda and topics should be set in close cooperation with local partners/experts 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, business and trade sector, journalists, activists, scholars, lawyers, media and/or others. 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 gender equal and more sustainable world.

### **3. Division of roles and budget responsibility**

#### **Roles**

##### *SI:*

- Suggest speakers and give advice to the embassy on format.
- 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.

#### **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 accomodation 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.

#### 4. Step-by-step guide: timetable

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

## 5. Step-by-step guide: planning and implementation

### Step 1

#### Contact SI

SI can assist with names and contacts of Swedish experts. To some extent SI also have partners in Sweden that can help you connect with local organisations if needed. 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 suitable topic(s) for the local context. Identify local/regional challenges and opportunities connected to economic gender equality/women's economic empowerment and any related sub-themes (education, labour market, policy and legal frame works, political participation and women's movement).

*Try to connect with:*

- Experts/individuals/key actors.
- 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.
- Business and trade representatives.
- Trade unions
- International organisations (UN Women, ILO, Plan international, We Effect etc.)

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/labour rights etc.

### Step 2

#### Find local partners/venue

*Partners*

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

- We recommend partnering with local organisations/experts/individuals within the field. 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, decision-makers and business sector representatives to be involved as contributors and/or speakers.

### *Venue*

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

Please make sure that the venue can accommodate the exhibiton according to the attached overview of the exhibition - *Her Right's! Money Power Autonomy*.

### 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 a power point, short films for social media and an Instagram Quiz.

### *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).

## **Step 3**

### 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.

## **Step 4 & 5**

### Begin Production and printing

Begin production of the exhibition prints and translation of exhibition texts, etc. Please see the exhibition overview for the exhibition. The printable files of the exhibition 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 social media strategy. Adapt and dispatch press releases to media that usually report on social issues.

## **Step 6**

### Follow-up and report to SI

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