

# Gender equality enriches the world

Most women in the world live in poverty. They lack freedom of choice, power and material resources. Traditional gender roles and norms stand in the way of development. For girls and women the consequences are often negative and sometimes disastrous. However, boys and men also suffer from gender imbalances and traditional injustices.

Therefore, the work of reducing poverty is inseparable from the aspiration to achieve greater equality between women and men. For many years gender equality was a typical women’s issue. Today, working with gender equality is part of all Sida’s efforts to reduce poverty. It is a question of human rights. It is also an important component in the development of society – contributions that promote equality between women and men have proved to be among the most effective ways of reducing poverty. Our contributions are targeted at girls and boys, women and men. For when we – women and men – work together, we achieve better results.

Therefore, we invest development funds to increase equality between women and men. The goal, shared by all the countries in the world, is to end poverty. This enriches the world, both from a human point of view and economically.

## Sida’s communication drive 2005-2006

The theme of Sida's communication drive, which starts in connection with the poverty conference in October, is the right of all people to have the power to make decisions in matters that concern their own lives, and the importance of gender equality for development. It emphasises that gender equality is an important factor for the achievement of the UN goal to end poverty.

The development conference on October 17 heralds the start of the autumn’s activities. This will be followed by television advertisements, supplements in daily and popular press, and advertisements in press and on the Internet for several weeks.

We want to arouse curiosity and stimulate debate with stories from real life. People who have a special interest in the issue will be offered in-depth information at sida.se, both on the regular website and on a special theme page. Here we will explain our views on gender equality and its role in development work, together with concrete examples from projects.

## We are many working with gender equality.

To demonstrate the fact that many organisations are working to improve equality between women and men, the following are participating in the campaign:

Africa Groups of Sweden; Diakonia; ECPAT Sweden; Forum Syd; Kvinna till Kvinna Foundation; Kvinnoforum; LO-TCO Secretariat of International Trade Union Development Cooperation; Ministry for Foreign Affairs; National Council of Swedish Youth Organisations; NBV Educational Association of the Sobriety Movement; Niyo; Olof Palme International Centre; PMU InterLife; Swedish Association for Sexuality Education; Swedish Committee for Afghanistan; Swedish Committee for UNICEF; Swedish Cooperative Centre; Swedish Male Network Association; Swedish Mission Council; Swedish National Committee for UNIFEM; Swedish Organisations of Disabled Persons International Aid; Swedish Red Cross; Swedwatch; United Nations Association of Sweden; UNDP Sweden; Zenit – a global meetingplace for young people.

Here are some examples of projects that are described in the campaign.

### Profits to be gained through gender equality

Studies show that programmes to enhance gender equality increase the productivity and profits of companies. With the aim of supporting businesswomen and women in power in Archangelsk in Russia, networks have been formed and workshops have been arranged. Participants in the network are from Sweden, Finland, Russia and the Faroe Islands.

### Influence leads to independence

By strengthening their influence on cooperative farms in North-East Palestine, women have become full members in what was previously an entirely male cooperative. The women have started bee-keeping activities, developed new products, become independent, and started a “social security” fund. Some of them will also stand in the local elections.

### Land survey with gender equality

The Russian land survey has integrated gender equality among its staff and in its activities. Now analyses are being made that define the ownership of land by women and men, which makes it easier to introduce programmes to improve equality.

### Enhanced literacy

Literacy rates among women in Afghanistan are extremely low. However, programmes to educate girls are providing results. The number of girls attending school has increased dramatically in recent years, from 3 to over 35 per cent. This enhances the possibilities available to girls to acquire an education and, later on, a profession.

### New attitudes and gender roles

In order to reduce the spread of HIV/Aids, young men in Zambia, Tanzania, Kenya and Uganda are being encouraged to give up ingrained gender roles and to change their attitudes to sex. The project “Young Men as Equal Partners” also involves male teachers, health workers and young women.

### The end of genital mutilation

Female genital mutilation and forced marriages are on the way out in Senegal. This is the result of the education programme that a network, Tostan, is working with in order to strengthen the rights of women.



30 second films on TV 4, TV 4+, TV Fakta and Discovery



Theme supplements in the popular and daily press



Theme posters



Internet advertising

Special theme page with links to sida.se



Banner across Sida's head office: “We are 515 women and 334 men in 49 countries who are working with gender equality to end poverty”



Exhibition in Sida's Infocentre and information brochures in Swedish and English

The autumn's activities in brief

| October                                       |          |    |        | November |           |    |    | December |    |    |    |    |
|-----------------------------------------------|----------|----|--------|----------|-----------|----|----|----------|----|----|----|----|
| Week                                          | 41       | 42 | 43     | 44       | 45        | 46 | 47 | 48       | 49 | 50 | 51 | 52 |
| Exhibition at Info centre                     | w. 41... |    |        |          |           |    |    |          |    |    |    |    |
| Theme page at sida.se                         | w. 41... |    |        |          |           |    |    |          |    |    |    |    |
| Films on TV 4, TV 4+, TV4 Fakta and Discovery | w. 41–45 |    |        |          |           |    |    |          |    |    |    |    |
| Development conference in Stockholm           | 17 oct   |    |        |          |           |    |    |          |    |    |    |    |
| Youth conference in Stockholm                 | 18 oct   |    |        |          |           |    |    |          |    |    |    |    |
| Youth conference in Malmö                     |          |    | 25 oct |          |           |    |    |          |    |    |    |    |
| Teachers' conference in Stockholm             | 20 oct   |    |        |          |           |    |    |          |    |    |    |    |
| Teachers' conference in Malmö                 |          |    | 27 oct |          |           |    |    |          |    |    |    |    |
| Teachers' conference in Gothenburg            |          |    |        |          | 2 nov     |    |    |          |    |    |    |    |
| Theme supplements in the popular press        | w. 42–47 |    |        |          |           |    |    |          |    |    |    |    |
| Theme supplements in the daily press          |          |    | w. 44  |          | (1–4 nov) |    |    |          |    |    |    |    |
| Advertisements on the Internet                | w. 42–49 |    |        |          |           |    |    |          |    |    |    |    |
| Banner across Sida's head office              | w. 42–45 |    |        |          |           |    |    |          |    |    |    |    |
| Advertisements in press                       | w. 42–51 |    |        |          |           |    |    |          |    |    |    |    |

**Aim:** Arouse interest, increase knowledge and create understanding of Sweden's development cooperation. Extend and intensify knowledge of Sida's work. Stimulate the debate on development.

**Target group:** Members of the general public with an interest in development matters, shapers of opinion, decision-makers, politicians, the media

**Message:** gender equality leads to poverty reduction, strengthens human rights, and leads to enrich life for everyone.

**Channels:** Development conference October 17  
Youth conference: October 18 in Stockholm, October 25 in Malmö  
Teachers' conference: October 20 in Stockholm, October 27 in Malmö, November 2 in Gothenburg  
Exhibition and materials at Sida's Info centre from October 10  
Advertising film on TV 4, TV 4+, TV 4 Fakta, and Discovery w 41–45  
Theme supplements in the daily and popular press w. 42–47  
Advertisements on the Internet from w. 42–49  
Information on [www.sida.se](http://www.sida.se) w. 41– 52  
Advertisements in press w. 42–51  
Banner across Sida's head office w. 42–45

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# We work for gender equality to end poverty

The struggle to reduce poverty is not merely a question of access to food and water. It is just as much about the right of people to make their own choices. In Kyrgyzstan, Meerim and I'lyazbek work actively for gender equality, in politics as well as in daily life. They are convinced that this will improve living conditions for all.



Sida's communication drive shows that gender equality is a development issue. It is a matter of giving everyone - regardless of their gender – access to power, freedom of choice and resources. Information on ways in which gender equality leads to development and poverty reduction will be provided on television, in special newspaper supplements and on our website. Read more at iNSIDE from October 10.