

Programme Directors' Training Seminar 23-24 February 2018

REPORT





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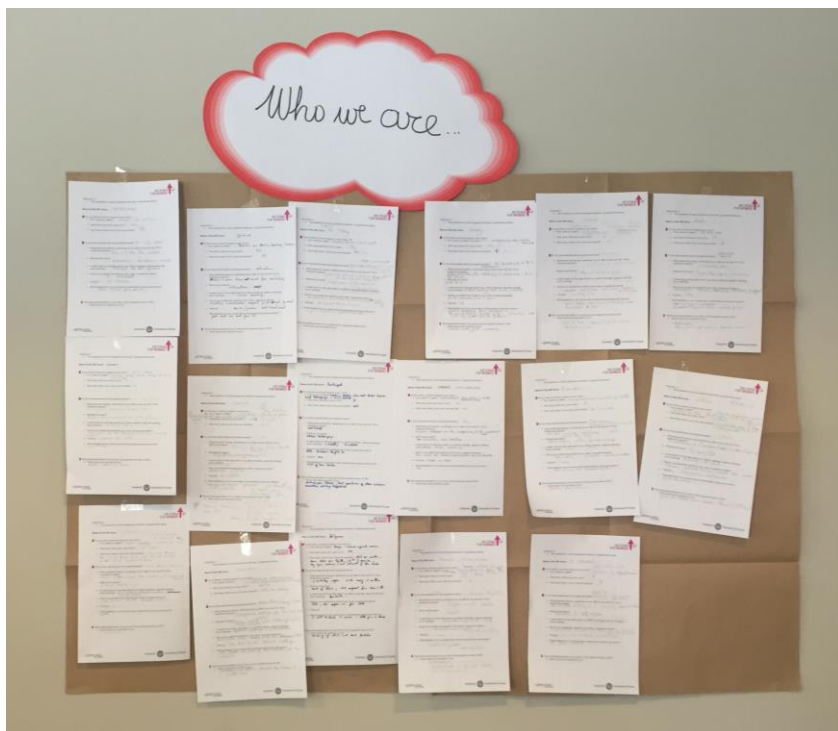
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DAY 1**Welcome and Introduction**

Ingeborg Dietz, SIE Programme Director, welcomes the participants on behalf of the SIE Board and Programme & Advocacy team, and opens the SIE PD Workshop 2018. She introduces SIE Assistant Programme Director Inge Withof, Vice-President Advocacy Elizabeth Otieno Nyadwe, as well as headquarters representatives, Executive Director Meltem Zourdos, Programme Officer Bintou Koïta and Advocacy Officer Amélie Duval.

She underlines the importance of Programme work for SIE as an organization with a commitment to human rights and the improvement of the status of women. She also introduces the biennium theme “We Stand Up for Women”, as well as the bank of ideas. She reminds participants of the five Soroptimist Programme Objectives, which guarantee a unity of purpose and quality reporting to the UN. Finally, Ingeborg stresses the importance of the exchange of experiences and best practices for the workshop.

Inge then introduces the participants to the next steps of the agenda, namely Interaction 1 and 2 of the Training.

Interaction 1: Mutual Presentation

The aim of the first interaction is for participants to introduce themselves and to get to know the different Unions and their work.

Participants work in pair and fill-in a questionnaire with key questions on their interlocutor's Union and programme team (see Annex Interaction 1 Form). For example, they are asked to provide information on their Union's common project, on special topics of the programme team and their expectations and wishes regarding the SIE Programme team.

The questionnaires are then put up on the wall for all participants to consult.



Interaction 2: How to engage Unions/Clubs into dynamic project developments

Participants are divided into 5 groups. Each group works on developing one hands-on action, linked to one of SIE's Programme Objectives. They each have to fill-in a road map detailing the project, which they then present to all the participants.

Below the summary of these road maps:

Education	
Project Description	Adopt a school in a Portugese speaking country
Representative of the project	Portugal, Club level, Estoril Cascail,
Partner of the project	Schools: now a case study is taking place in Cap Verde. The project could be implemented later in Mozambique, St Tomé, Ajuba, East-Timor ...
What shall be done?	a. Establish a contact between a Portugese Club and a school b. For example provide a library (schoolbooks, storybooks) c. Training for the teachers (additional shelf, how to run and take care of a library)
Who will profit?	Pupils, families of the pupils, teachers, community,
Who is the main addressee?	The school and the community
Is there any need of money? How much?	Yes, for books, transport, logistics, shelves, computers. 1st step 200€ for 50 people
Is a timeline planned? Intermediate objectives?	Ongoing Milestones: 1. Schoolbooks 2. Storybooks 3. Physical construction of a library
What about our personal input in this project?	Tell other clubs to motivate clubs + time for coordination and evaluation of project
Are there other aspects to consider in the sense of awareness, advocacy and action?	n/a
Objective	Education, Prevent Portugese from disappearing.
Which steps can be taken to communicate this project?	PFR; website of the Union and Clubs, radio and social media
What do we expect from the results?	1. Keep Portugese alive and give students better future prospects 2. Students practice and learn how to appreciate reading 3. Monitoring
Images, new members, fundraising, win-win solution?	n/a



Economic Empowerment

Project Description	Salon - Talents de Femmes
Representative of the project	French Union – about 40 Clubs are involved
Partner of the project	Community Administration and exhibitionners
What shall be done?	Exhibition - sale of arts and crafts made by women.
Who will profit?	1. Exhibitors 2. Club 3. Soroptimism
Who is the main addressee?	The club organising
Is there any need of money? How much?	No, final cost. Budget 300 euros. Participants pay a small fee and whatever they sell is theirs.
Is a timeline planned? Intermediate objectives?	Yes
What about our personal input in this project?	A lot of personal input in time
Are there other aspects to consider in the sense of awareness, advocacy and action?	Visibility of the women's talents
Objective	Empowerment of women
Which steps can be taken to communicate this project?	Press, internet, TV, flyers, mailing
What do we expect from the results?	These women are better known and get some money. The French Union gives a prize of 5000€ for the best talent.
Images, new members, fundraising, win-win solution?	To empower female talents with visibility and money



Elimination of violence against women

Project Description	Elimination of Violence Against Women
Representative of the project	Country, every Union
Partner of the project	SI Turkey, city or town municipality
What shall be done?	We organized an education campaign about the rights of women and girls, to eliminate violence. Clubs worked together on the training content.
Who will profit?	Women and girls
Who is the main addressee?	Women and girls who live in disadvantaged areas of cities in Turkey
Is there any need of money? How much?	Yes, 10 000 €
Is a timeline planned? Intermediate objectives?	Yes, the education content will be determined and afterwards, a training will be given to women and girls within three months.
What about our personal input in this project?	To teach some figures about violence, teach violence types (physical and psychological).
Are there other aspects to consider in the sense of awareness, advocacy and action?	Awareness about violence and rights. Advocacy - this is also a country-wide campaign.
Objective	To publish posters and hand banners.
Which steps can be taken to communicate this project?	Education, Violence, Advocacy
What do we expect from the results?	Press, internet are used in every step. Website, facebook, instagram
Images, new members, fundraising, win-win solution?	Raise the awareness of women and girls regarding their rights and violence and protect themselves at home and at work



Health	
Project Description	Health, Vaccination against HPV, Hepatitis B
Representative of the project	Programme Directors, Clubs, Union and others
Partner of the project	Health institutions, stakeholders,
What shall be done?	Present the project to the Club, government, health institution, all stakeholders. School trainings.
Who will profit?	Mainly women and children but also men
Who is the main addressee?	Women and girls (also men – throat cancer)
Is there any need of money? How much?	Every time we need money.
Is a timeline planned? Intermediate objectives?	No. Awareness
What about our personal input in this project?	I can do something as a PD
Are there other aspects to consider in the sense of awareness, advocacy and action?	Explaining the reason for making vaccination will lead to prevention of diseases
Objective	Reduce child mortality and the burden of cancer.
Which steps can be taken to communicate this project?	<ol style="list-style-type: none"> 1. awareness raising regarding the problem - meetings for Soroptimist and general population, press, social media campaign 2. If you have money you can also suggest and give three vaccinations.
What do we expect from the results?	Better access to vaccination and decrease of infectious diseases
Images, new members, fundraising, win-win solution?	n/a



Sustainable Environment

Project Description	Fire prevention
Representative of the project	Union of Portugal - 9 Clubs form a special committee with a representant from each Club.
Partner of the project	Local communities at risk of burning, firemen, local people, local municipality
What shall be done?	Awareness raising and training of local communities, people with special needs (such as old women who need special transportation) and firemen for prevention. Distribution of "Fire kits" and coaching. Help women create a business.
Who will profit?	Everybody
Who is the main addressee?	Women
Is there any need of money? How much?	Yes, a lot. 5000 € per kit per community (5 were already distributed)
Is a timeline planned? Intermediate objectives?	Next summer, 2 months. New planted trees.
What about our personal input in this project?	All 9 Clubs are involved, president of the fire committee is a Soroptimist
Are there other aspects to consider in the sense of awareness, advocacy and action?	Prevention courses for people and also in schools for young generation. Investment in goats and sheep that eat the dry grass on the ground to prevent fires, while women improve their economic conditions by making cheese.
Objective	Sustainable environment, Education, Women's empowerment and health
Which steps can be taken to communicate this project?	n/a
What do we expect from the results?	Prevent fires; more members for Clubs.
Images, new members, fundraising, win-win solution?	

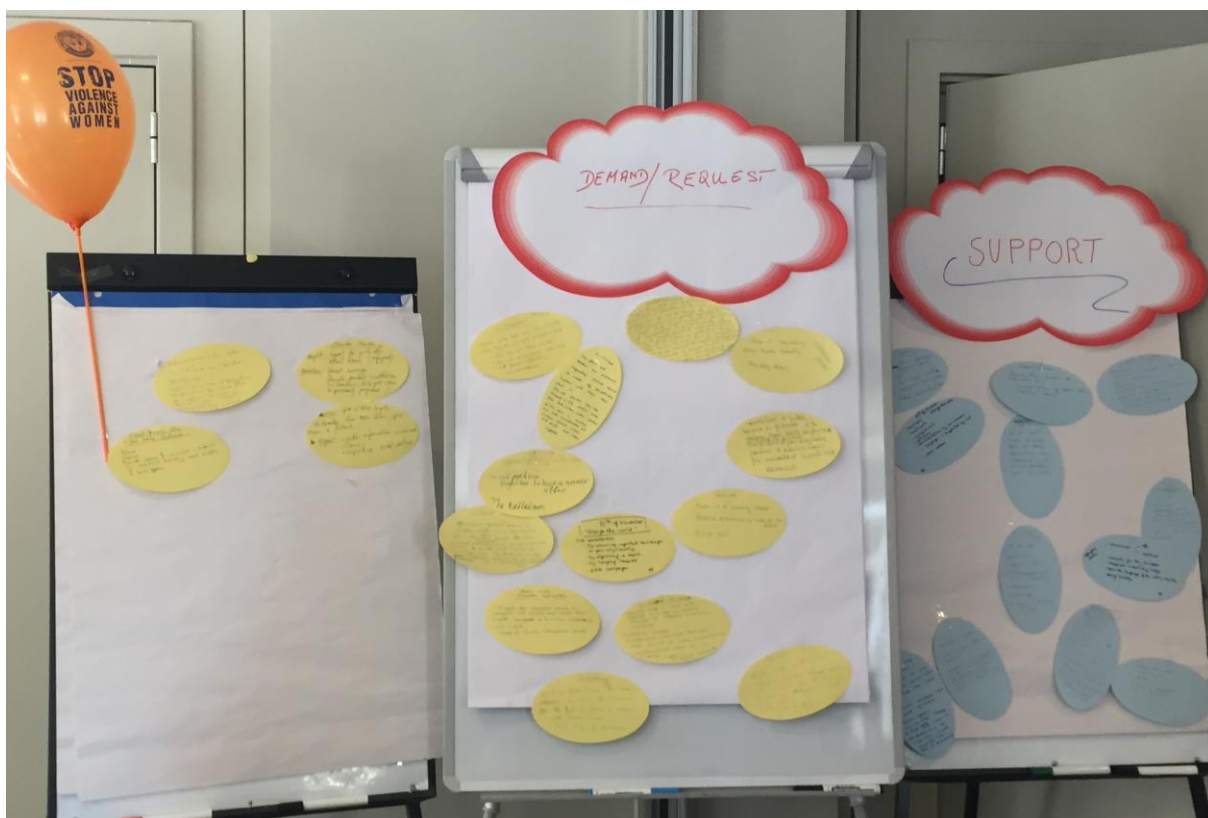
DAY 2

Project Matching

Ingeborg Dietz announces that the Programme Team wants to revive the project-matching tool, the objective of which is to match resources between Unions, Clubs and Single Clubs. Support might come through funds, but also in the form of expertise, know-how, ideas for good practices, and visits that will allow Soroptimists to get to know and understand the needs of women in other countries.

She then explains the exercise, which will be to develop a real or fictive project in connection with the 5 first articles of the Declaration of Human Rights. The topic is: **Elimination of violence against women.**

Participants are asked to write their demands/requests on yellow cards and services/support that they can offer on blue cards (see picture and table below).





Requests/demands and Support offered by the Unions

Union	REQUEST/DEMANDS	SUPPORT
Austria	Illiteracy: women cannot live their own life, when they are not able to read and write; they cannot close contracts, do not understand when they get official information; are dependent.	We can offer: <ul style="list-style-type: none"> – Know-how – Ideas for events – Project management know-how – Questions – Listening – Common thinking of ways
Belgium	<p>25th of November “Orange the World”</p> <p>Raise awareness:</p> <ul style="list-style-type: none"> – By colouring important buildings in your city/country – By organizing a march – By hanging banners – Press campaign <p>Help refugee women:</p> <ul style="list-style-type: none"> – In camps – During their refugee period – In the working country – “buddy” 	<p>25th of November “Orange the World”</p> <ul style="list-style-type: none"> – Banners – Bookmark – Symposium – Balloons – Documentation by UN Women is supported by UN – press release <p>For refugee women:</p> <ul style="list-style-type: none"> – Resources (money or material) – Schools for the children – Medical and sanitary help – Learn the language of the host country – Being buddy
Finland	Violence against women is a hidden matter. It is important to get it seen, known and heard. Our Union organized a discussion with Zontas, authorities, politics as a side event in a popular music (jazz) week. The discussion was also broadcast on television. The discussion are going to repeat but with a different theme.	<ul style="list-style-type: none"> – Support – Education – With other women organization: co-working, discussion and meetings – Informing on the forms of violence
France	Sensitise the public, men and women, to violence towards women in all its forms. Say that they are not acceptable and support associations that welcome victims.	<ul style="list-style-type: none"> – Share the app App’elles – Project the same movie or a movie on the same theme in all the countries of the Federation
Germany	<p>Project: Support for girls who travel alone (refugees);</p> <p>Problem: forced marriages, FGM in Germany (while girls come to Germany pregnant...) in Germany (while girls come to Germany pregnant...)</p> <p>Aim: give a base to develop their own</p>	<ul style="list-style-type: none"> – Cooperation with other countries where refugees (young, female) are arriving – Fighting FGM in cooperation with the countries where refugees come from – Discussion about



	lives, give them a future Request: Public information, awareness; Money; Expertise, social workers	acculturation
Greece	Project for refugee women to integrate into society and know their rights: language, financial independence, civil rights Need of: funds, international lawyers	Experience with refugees, expertise
Kenya	Walking hand in hand with female inmates in Kenyan prisons to prevent financial violence <ul style="list-style-type: none"> – Financial support – Alternate livelihood practices – Story-telling to share experiences – Rehabilitated women act as mentors Creation of awareness on rights	<ul style="list-style-type: none"> – Mentoring – Provision of support materials in the workshops – Training – Emotional and financial support – Raising awareness in communities to support re-integration of inmates upon release
Luxemburg	Great place/house for women in case of violence . Find a place for refugees called "Women house".	
Madagascar	Project: Education for everyone . According to Nelson Mandela, Education is the most powerful weapon. We can use it to change the world. This schooling project is very important in a country where most women and children are illiterate. Violence happens in the family because of behavioural problems and women cannot help their husbands in the day-to-day life and from there social conflicts rise up. This has an impact on all domains of life -> providing children with education	
Netherlands	Eliminate women trafficking in the world -cooperate together to have a greater effect	Cooperation in <ul style="list-style-type: none"> – Raising funds through the clubs – International lawyers – Know-how – Adopt one country or more countries
Norway	"Hope is a waking dream" Moldova: educating youth for the future Life skills Chosen it – story telling about human trafficking (story telling theatre) <ul style="list-style-type: none"> – Violence in many cases is a behaviour problem and it is important to teach from the beginning not to adopt this 	<ul style="list-style-type: none"> – Inform about the project – Support the Single Clubs in Moldova in their work to fight a Another Union – Inform the Union about the project – Implement the project (translation to local situation, distribution of work with the

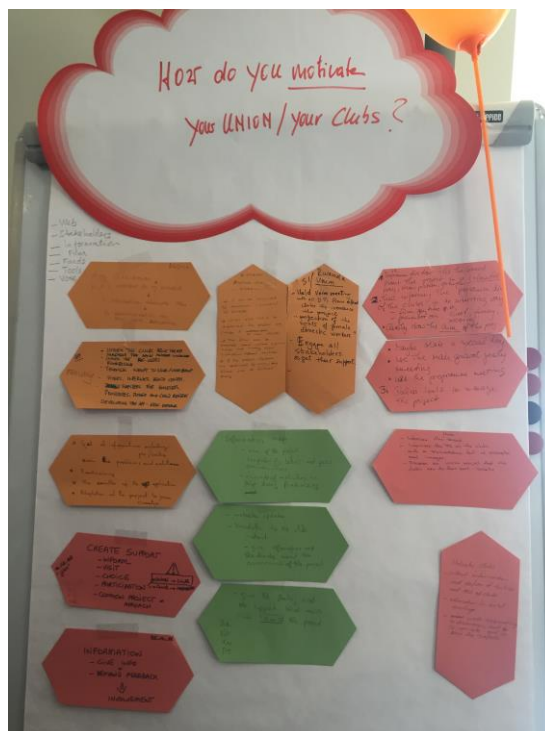


	behaviour – Create groups to discuss violence	Clubs) against trafficking
Portugal	Educating people against violence	
Rwanda	“Promotion of human rights of domestic workers” – Advocate for domestic workers’ rights (Ministry of Labour and other stakeholders) – Organise awareness campaigns for domestic workers’ rights Advocate for domestic workers to be treated well and have rules that prevent them from any kind of violence	– Cooperation – Time – Human resource – Fundraising through selling products from Rwanda
Switzerland	Education and elimination of violence against children . Edition of an information book and training of young women to inform others (project already implemented in Madagascar, could be extended to other countries)	- Helping another Union on this project - Providing information and documents
Turkey	Films and posters are prepared regarding violence against women by Soroptimist together with their ideas about it. These posters can be hung in public area like bus, train, metro stations. The aim is to raise awareness on violence against women and girls and their rights.	To project women and girls against violence, to educate them about it. Education campaign to raise awareness on violence. – Violence types – How can they manage if they face violence, how can they reach the right contacts (i.e. desk of government)
Italy	Support women who suffer from violence : Inform, Shelter, Provide means and economic independence, vocational training and supply basic goods	– Support Women – Sharing other Union’s experience – Communication e.g. apps, social media – Vocational training

Interactive session: An example of project matching

Ingeborg Dietz asks participants to discuss how to motivate their Union/Club to support a project matching.

Elizabeth Otieno Nyadwe then gives an overview of the results (see table below).



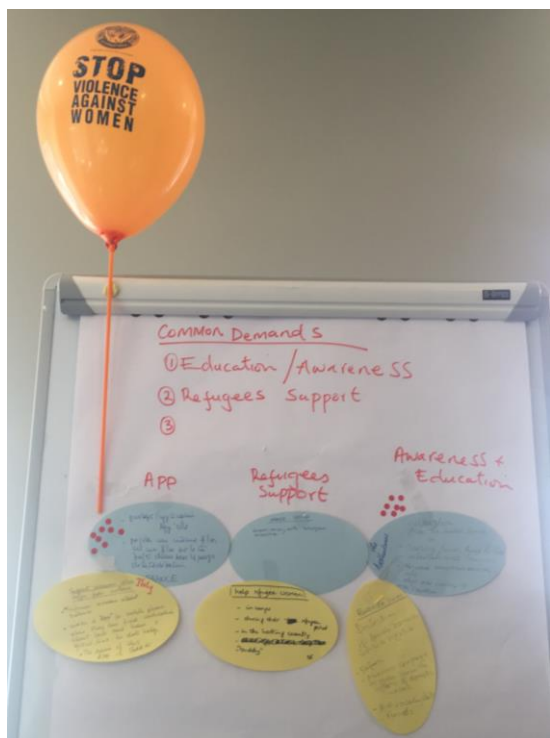
How to motivate your Union and your Clubs

Suggestions	By
<ol style="list-style-type: none"> 1. My enthusiasm 2. It is important for my president 3. Information, Example, Plan 4. Communication, news, their stories, competition 	Austria
<ol style="list-style-type: none"> 1. Programme director tells the board about the project in a <u>colourful</u> way, shows pictures, examples... 2. Then informing the programme directors of the club in an interesting way (film, youtube for example or presentation, short, funny and moving) <ul style="list-style-type: none"> -Clearly show the aim of the project -Maybe create a special day -Use the main general yearly meeting -Use the programme meetings 3. Deliver tools to manage the project 	Greece?
Information map: <ul style="list-style-type: none"> – Aim of the project – Templates for letters and press communications – Example of activities to help doing fundraising – Website updates – Newsletter to the club – Start – Give information and feedback about the advancement of the project – Give the feeling the support that each Club owns the project 	Kenya Norway Portugal Switzerland
<ul style="list-style-type: none"> – Hold Union meetings with all PDs from different clubs to introduce the project “protection of the rights of female domestic workers” 	Rwanda

<ul style="list-style-type: none"> – Engage all stakeholders to get their support 	
<ul style="list-style-type: none"> – It can be announced by SIE – The Union also has to support the project and manage it as an Union project – The films can be prepared about violence against women and history about victims form different countries – If the project milestones are determined by Unions, the Clubs can be followed easily 	Turkey
<ul style="list-style-type: none"> – Inform the Clubs about the app – Implement the app in another language – Inform the users – Fundraising – Technical support to Clubs/User group – Flyers, internet, health centers – Shelters for homeless people, prostitutes, beaten mother and child – Developing the app – new demands 	Norway
<ul style="list-style-type: none"> – Get all information including pro/contra, even the problems and solutions – Fundraising – The results of the application – Adaptation of the project to your country 	Italy Luxembourg Portugal
<ul style="list-style-type: none"> – Inform the board – Inform the PD of the clubs with a presentation, full of examples and images – Propose a Union project that the clubs can do their part locally 	
<ul style="list-style-type: none"> – Collect information and deliver it to clubs and PDs of Clubs – Education in regional meetings – Create web meetings to discuss, co-operate and view the projects 	

Matching of requests and needs and selection of projects

Ingeborg and Elizabeth match three of the requests (yellow cards) with the proposed services (blue cards).



The scenarios are the following:

- App for a project on elimination of violence against women: the French Union offers technical support for the development and is matched with the Italian Union who wants to develop such a project
- Support to refugees: the Greek Union offers their expertise while the Belgian Union is looking to set-up such a project.
- Raising awareness raising on domestic workers' rights: the Union of Netherlands offer their know-how, ability to raise funds and desire to collaborate, while the Union of Rwanda is looking for support to raise awareness and funds.

Participants are then requested to vote with red stickers (see picture) on the projects that they wish to further develop during the next exercise.



Advocacy

Ingeborg Dietz gives keynotes about advocacy, stressing the importance of grassroots lobbying. Advocacy underlines programme work, reinforces projects, secures the support of participants, activates a change, ensures sustainability. Ingeborg underlines the difference between programme (projects) and advocacy (global voice to achieve a change in the society). She stressed that to strengthen Soroptimist International's national status as NGO, it is important to keep a sustainable connection with and regular reporting to local institutions. She underlines that the Programme Objectives are still the core areas on which we use our three maxims of action.

Elizabeth Otieno Nyadwe asks participants what they think Advocacy is, then proposes a definition of advocacy: identifying a problem then speak about it. She then moves on to explain what Soroptimist advocacy is, highlights the biennium focus "We Stand Up for Women" and underlines that Soroptimist projects are often already doing advocacy.

Programme Directors welcome the idea of advocacy webinars, and stress that Advocacy Directors would need to work closely with Programme Directors, as well as have the know-how and interest in the area. The representative from Belgium brings up the difficulty of involving politicians and remaining a neutral organization. Elizabeth Otieno Nyadwe and other participants argue that it is possible to remain neutral by contacting the institutions in charge of gender in the country, and asking politicians from different parties the same requests regarding women's rights. Participants provide examples of working with their governments and national women networks, and stress that advocating as part of a group gives more strength to the arguments, but that Soroptimist should stay loyal to their agenda. Elizabeth underlines the need for lawyers and politician members to push forward the advocacy agenda, and Germany encourages all the Programme Directors to invite politicians to join SIE.

Elizabeth Otieno Nyadwe concludes that the strategy will be different in every country, and that the aim is not to be confrontational, but find a way to be heard. To conclude, she proposes advocacy keynotes for Union and Clubs and presents a few examples of advocacy projects.

Interactive session: Case study/Follow-up on the development of an exemplary project

The participants work on the two projects they have voted on to build an advocacy case study (see Annex Interaction 4 Form):

- Developing an app to fight violence against women
- Raising awareness of domestic workers' rights in Rwanda

Group 1, 2 and 3 worked on the idea of an app to fight violence against women. Group 3 and 4 worked on the project of domestic workers' rights.



App to fight violence against women and girls (Group 1, 2 & 3)

Group 1

The problem is physical and sexual violence against women and children in the family. The group wants to give a voice to the abused and to inform them of who they can go to support.

The creation of an app would be a good solution for people who own a smartphone. For those who don't, the alternative could be to have an emergency line.

The needs for this project are: collaboration, support, availability to listen and act (for call centers for example). To inform that this service exists, the group suggests using the media and TV.

The responsibility for the execution should be at national level, with the Unions. They could partner with women NGOs, ministries with the app as a very practical tool to help. The speed of reaction is key, because otherwise women are killed in the meanwhile.

Slogan: "We Stand Up for Women!"

Group 2

This group chose to focus on a sensitive response to VAWG. Victims could go directly to specialized persons: have specialized female police officers and doctors in duty at all times, who could provide access to specialized treatment and action.

Public discussions with politicians, the police, doctors, women's associations could be organized to find a common solution. A taskforce from the Union and female associations (police, hospitals, women organizations, women shelters etc.) could spearhead the establishment of the project at least one year.

Group 3

The group's goal is to make the app available for all women in all countries. They want to raise women's awareness and get all the stakeholders involved in the process (hospital, police etc).

They plan to involve all the Unions for publicity in order to reach the victims, to develop a bracelet in case the phone is taken away by the men, and to raise awareness in schools as children can also be witnesses of violence. They will need to raise money and involve other service Clubs and political parties, as well as the Family Justice Centers¹, while using the wave of the moment (#metoo).

In terms of execution, they plan to have a taskforce with defined roles. The Programme Director and Vice President Advocacy of SIE, as well as PDs of Clubs need to be involved.

Slogan: #Stopnow

¹ Family Justice Center is an international organization, with a conference taking place next year in Paris. They want to involve all the other countries. Families can come there and have all the help they need, it's a safe haven for all the parties involved in domestic violence. House with services for treatment, psychology, doctor, lawyer etc. The social programme can be to put them in a house or ask the police to forbid the man to go there.



Raising awareness on the rights of domestic workers (Group 4 & 5)

Group 4

The problem identified by the group is the poor enforcement of the laws defending domestic workers' rights. They aim to change the lack of awareness regarding these rights, and encourage domestic workers to speak out. Once they know what their rights are, they can approach the law enforcement officer. Employers also have to know their responsibilities towards their employees.

The target group is domestic workers, employers, and employees. The plan is to educate young people, who as they grow up they will be able to know their rights.

In order to reach the target group, who might be illiterate, the group plans to use flyers with pictorials, local media in the local language. Domestic workers can also be supported to form national assistance groups to share awareness.

This will be a national project which will involve Soroptimists in different cities and villages. Activities can inform policy, and general public should be aware.

Slogan: Be aware of your rights!

Group 5

Domestic workers have no minimum wage, no job contract nor job stability.

The group wants to work on one-stop-centers at the police units in Rwanda. Whenever someone has a problem they can call and get support but domestic workers don't know that this service exists. They want domestic workers to know their rights and to change their attitude. They also want to change the attitude of the employer, for them to provide a contract and a fixed salary to the domestic worker. They want the authorities to realize that domestic workers have that problem and to see how these issues can be solved. There should be national associations advocating for domestic workers' rights.

The activities could be to engage with national and local governments, organize awareness campaigns, use media, social media and radio, send messages to people on their mobile phones.

The Union from Rwanda has to be involved, as well as domestic workers themselves. The project may be long, and they will need to advance step by step.

Slogan: Stand up for domestic workers!



Needs of Unions in terms of Advocacy

Elizabeth asks final questions on advocacy.

Q1	How does Advocacy help?
Switzerland	Advocacy is ongoing and helps to make the population aware about a problem
Portugal	Identify a particular cause to fight for
Norway	Get aware of a problem. To get better known.
Kenya	Create awareness, increase SI visibility, inform policy, change legislation
Greece	Voice for many women
Rwanda	It helps to raise the voice for people in need and get solutions
Austria	Help: the same topic in each country
Belgium	It helps us to be know, to be associated with our goals
Luxembourg	Give a common thread to the Unions
Italy	To create awareness about a problem; to find some needs or problems; to propose solutions
Netherlands	Advocacy helps to create a soil to grow the SI seed: "Stop violence against women". When you do not have <u>one</u> message (form and content) you will not achieve what you want (diffuse).
Turkey	Increase awareness in society
France	Advocacy helps to inform people, to speak about a specific problem
Q2	Why is Advocacy so important to us?
Switzerland	It is important for SI to be a global voice for women
Portugal	Together we are stronger than alone and it gives SI visibility
Norway	To activate the members
Kenya	To be a global voice for women and improve the lot for girls and women based on policies and laws
Greece	We stand up for women
Rwanda	As a women organization Advocacy is so important to raise the voice of women in need/in problems.
Austria	It is our voice, we are identified by this theme
Belgium	It is important to achieve results, not only as a person but as an organisation behind it
Luxembourg	Have the same objectives and aims, going in the same directions
Italy	Advocacy is important for making our organisation visible and an "influencer" on society
Turkey	We are Soroptimist charity and we have to solve the problems related to society
France	Advocacy gives visibility and helps to defend rights or a goal
Q3	Do you have Advocacy projects in your union? If not why not?
Switzerland	No, not for the time being. Focus was on projects in the last years. We are preparing for the next biennium an advocacy project at Union level to orange the world on November 25 th .
Portugal	Yes safe and resilient villages (sensibiliser the population and find means for self-protection)
Norway	Story-telling theatre on human trafficking
Kenya	We focus on the 5 focus areas and most projects have elements of lobbying and advocacy. It is just that most Clubs do not understand what advocacy is.
Greece	Some in clubs' projects. Example: awareness for pesticides dangers
Rwanda	Not really. But we have a program to empower vulnerable single mothers and girls. In one way we advocate for them.



Austria	Yes, Illiteracy (films, discussions, reports). It's also a problem in Austria!
Belgium	Yes: violence against women
Italy	We had a project on "gender medicine" because some diseases are different for women and men
Netherlands	Yes, several
Turkey	As a private club projects we have; as a Union projects STAM, the act for art. Girls and women artists e.g. painter, sculptor, musician are supported by the Union. The exhibition will be opened with their product in different cities of Turkey. This is because they would like to reduce the importance of art.
France	Information about a female disease: endometriosis. In March, all the Clubs organize a conference about this disease with doctors and women and a big walk in Paris with participants
Q4	What kind of support do you require to help build Advocacy in your Unions?
Switzerland	Information map (electronically on extranet) Definition of advocacy Need to have a dedicated person for advocacy at Union level as PD & APD have already a lot of work and who will work conjointly with the program team
Portugal	Best practices in other Unions
Norway	Media, engaged members, network
Kenya	Capacity building of all members; have advocacy directors
Germany	Please SIE remind us of what advocacy means! (not charity)
Greece	Keep reminding us of advocacy, with examples...
Rwanda	Support the needs: training in advocacy and how to conduct advocacy; funds; director of advocacy
?	To convince the clubs of the importance of advocacy; elevator pitch
Austria	One common idea for the federation + some key arguments
Belgium	"Elevator pitch" so that every Soroptimist gives the same message
Luxembourg	The advices and ideas of the SIE we can go in the same direction
Italy	Possibility to share experiences
Madagascar	The Federation can do something.
Netherlands	I support the idea of an Advocacy Director
Turkey	Education, give more examples, nominate advocacy program directors
Finland	Ideas what do and we can put them into practice locally

Project Focus Reports

Meltem Zourdos, Bintou Koïta and Amélie Duval present the PFR guidelines (see Annex PFR Guidelines). Meltem stressed the importance of PFR Reporting for best practice sharing, internal pride and motivation, and giving visibility on federation level and SI, underlined the link between PFRs and Advocacy, as well as their importance for communications. She introduces the ideal PFR submission process to the participants, and Bintou stresses the importance of submitting quality PFRs. Participants then provided suggestions and questions on the PFR tool (see summary below).

Requests

- Technical change for exports of the PFRs for the budget (commas make it difficult to get the amount of €)
- Questions about the challenges encountered should not be option
- Possibility to select more than one focus area and to link the projects to the SDGs
- Possibility to search for projects that started before a certain date

Questions and answers

- Would it be possible to have newsletters to have regular information about projects on other Unions?
There is a plan to have regular and up-to-date html newsletter to replace The Link and Programme & Advocacy newsletters.
- How can members get passwords for the member area?
SIEHQ can provide a password to each Soroptimist who asks for it, but needs to check with Club Presidents first that the member does belong to a Club.
- If two Clubs work together on one project, should the other one do the PFR also?
Yes.

President's Appeal

Inge Withof presents the President's appeal and encourages Clubs and Unions to contribute.



Conclusion and Closing of the Seminar

Ingeborg Dietz SHARES that she is impressed with the results of the workshop and thanks the participants for their engagement and creativity. She hopes that communication will continue in the future, and encourages participants to distribute the information to their Unions and Clubs. She concludes by thanking the HQ for their support and closes the seminar.





Annexes

2018 Programme Directors' Training Seminar

List of Participants

	SURNAME	NAME	CLUB/UNION	ROLE
1	ANYANGO	Dolphine	SI Kenya	Programme Director
2	AUTENGRUBER	Ursula	SI Austria	Assistant Programme Director
3	BARREIROS	Lidia	SI Portugal	Assistant Programme Director
4	BAZZI	Adriana	SI Italy	Programme Director
5	BOURSCHEID	Christine	SI Luxembourg	Programme Director
6	DE RYCK	Katrien	SI Belgium	Programme Director
7	DIETZ	Ingeborg	Board Member	SIE Programme Director
8	DUVAL	Amélie	SIE HQ	SIE Advocacy Officer
9	FRIDJONSDOTTIR	María Lóa	SI Iceland	Programme Director
10	GROZDANOVA	Valentina	SI Bulgaria	Assistant Programme Director
11	HABIYONIZEYE	Yvonne	SI Rwanda	Programme Director
12	HESSEN	Randi Mordal	SI Norway	Vice President
13	JORMANAINEN	Taina	SI Finland	Assistant Programme Director
14	KOÏTA	Bintou	SIE HQ	SIE Programme Officer
15	KOUTSOUKELI	Alexandra	SI Greece	Programme Director
16	MATOS	Ivone	SI Portugal	Programme Director
17	NYADWE OTIENO	Elizabeth	Board Member	SIE Vice President Advocacy
18	PHILIPPIDES-WERL	Hélène	SI France	Programme Director
19	PIGUET	Nathalie	SI Switzerland	Assistant Programme Director
20	RANDRIAMITANTSOA	Amélie Iarisoa	SI Madagascar	Programme Director
21	SCHAEFFER	Cornelia	SI Germany	Governor
22	STEVNING	Oddveig	SI Norway	Programme Director
23	VREMAN	Anna Maria	SI Netherlands	Vice President
24	WITHOF	Inge	Board Member	SIE Assistant Programme Director
25	YAYLA	Filiz	Turkey	Assist. Programme Director
26	ZOURDOS	Meltem	SIE HQ	SIE Executive Director



Form Interaction 1

- Key questions to union programme directors / programme teams

Name of the SIE Union:

1. Do you have a common project in your union?

- If so, what is it called?
- How many clubs are in your union?
- How many clubs in your union are involved?

2. Do you have special topics as programme team?

- What advanced training / workshops do you offer for the club PD / PA to implement projects?
- What are the topics?
- In what frame do they take place? e.g. district meetings, regional meetings, union meetings
- How do you publish the results for your clubs / programme teams?
.....
- Training?
- What feedback do you receive about implemented projects and actions?
.....

3. What wishes/expectation do you have to the programme team of SIE?

- Which topics are important to you?
.....



Form Interaction 2

Project description – following key questions have to be answered.....

Who is the representative of the project?	
Who is our partner (name, address, telefon, mail)	
What shall be done?	
Who will profit by this project?	
Who is the main addressee of this project?	
Is there any need of money? If so, how much?	
Is a timeline planned? Are there intermediate objectives?	
What about our personal input increasing this project??	
Are there any other aspects which we have to consider for this project in the sense of awarness, advocacy and action?	
To which objective does the project belong?	
Which steps will be taken to communicate this project? (Presse, Internet)	
What do we expect from the results? Image, new members, fundraising, win-win-solution?	



Interaction 4 Form

Key advocacy questions to a project

Problem determination What is the problem?	
Goals and targets What do want to try to change?	
Target groups What do we want to achieve at authorities?	
Activities and materials What measures do we take? How do we reach our target group?	
Our message What is our slogan?	
Execution/ realisation Who is going to do what part? with whom? until when?	



Project Focus Reports (PFRs)

Key Recommendations

A. Process of PFR Submission

#	STEPS	RESPONSIBILITY	TASK
1	PROJECT	Club/Union	Design, plan, prepare, implement and complete a project
2	SUBMISSION OF PFR	Club/Union Programme Director	Three possibilities: <ul style="list-style-type: none"> – At Club level, the Club Programme Director is in charge of submitting the PFR preferably in English or French – At Union level (Union project), the Union Programme Director (UPD) is in charge of submitting the PFR preferably in English or French – Finally and upon internal agreement within the Union, the UPD can be in charge of submitting the PFR for clubs and Unions projects.
3	REVISION AND FIRST VALIDATION	Union Programme Director	Proofreads the PFR: <ul style="list-style-type: none"> – If the PFR doesn't comply with the PFR writing guidelines, the UPD follows-up with the Club – If/when the PFR complies with the guidelines, the UPD validates it
4	FINAL VALIDATION	SIEHQ	Receives the validated PFRs from the UPDs and translates the content of question 8 (summary in one sentence of the project) in French or English Final validation of the PFR – no further follow-up with the Clubs should be needed at this stage
5	PUBLICATION	SIEHQ	The PFR is visible and available in the internal database of the SIE Member Area

What are a PFR, a project, an activity?

A Project Focus Report (PFR) should give a short, understandable and engaging account of a project that was implemented by a Club and Union.

What qualifies as a project? A project makes a real difference in the lives of the women and girls or their communities. It can be an advocacy project (focus on raising awareness and/or lobbying) or a 'hands on' project with immediate results (scholarship for a young girl, provision of solar cookers for villagers etc.). It can also be a mix of both.

A project is based on **SMART** objectives:

- Specific – not vague
- Measurable – with numbers
- Achievable – possible to achieve
- Realistic – tied to goals
- Timebound – has an endpoint

A project is NOT an activity. An activity is a means to achieve the goals of the project. For example a lecture



or fundraising event are *activities* that allow the implementation of an awareness-raising project on gender-based violence or a STEM scholarship project.

B. PFR Writing Guidelines

1. **Introducing the project:** the PFR title should be simple and straightforward, and give a general idea of what the project is about. In the summary sentence you can be more specific, but still to the point (170 characters maximum).

With the title and this short introduction, an outsider should already have a good picture of what your Club or Union has achieved.

2. **Writing about the project:** BE SPECIFIC about WHAT you do and WHO you help. Specify names, places and situations.

Always keep in mind others who aren't familiar with your work. When reading your PFR, the reader should be able to easily understand what you are referring to.

If you support a training center, a women's home, or a school etc. please write its name.

Writing "we donated money for the training center" is too vague. Which training center?

What was its name? What did this training center do?

Similarly, if you write "We helped women in difficult situations." This isn't enough information. Which women? Where do they live? And why is their situation difficult?

3. **Reporting specific activities:** list all activities related to the same project in one PFR.

If reporting meetings and activities among Soroptimists you should first describe the project, then list how the activities contributed to the project.

For example, if you organized a fundraising activity, don't describe the fundraiser, describe that project that is going to benefit from the money raised.

If you performed different activities to fundraise and they all support the same project, they should all be reported together.

4. **Friendship Links:** the establishment of a friendship link should NOT be reported in a PFR unless both clubs completed a project together. In that case, the focus of the PFR should be the project that the two clubs worked on.

5. **Language:** please write in English or French, as this allows SIEHQ and other Soroptimists to consult your PFR. Use full sentences, be as detailed and specific as possible. The more detailed and well written the project, the more likely it is to be picked up as communication and promotional material for the NGO.

6. **Pictures:** please attach high quality pictures of the project, Soroptimist and beneficiaries. Keep in mind that these pictures are a way to promote your beautiful project to the outside world, they should reflect professionalism and be nice to look at.

7. **Details:** be as detailed and specific as possible. A quote from a beneficiary is always a great added value, even more so when a picture is associated with it.



C. PFR & Partnership and Institutional Relations

We have **Rights** but also **Obligations**!

SIE holds a consultative status at the United Nations' ECOSOC, participatory status at the Council of Europe and the European Women's Lobby, and contribute to the work of the OSCE. Soroptimists also regularly participate in various NGO forums of concern to women at national and international levels.

Our accreditation clearly acknowledges our **credibility** as a reputable **partner organization** and as a **trustworthy voice for women and girls**.

Our Rights: Our consultative and participatory status grants us yearlong access to all UN Centers around the globe and attendance to conferences and forums. Moreover, it grants us the right to engage in discussions with a wide variety of stakeholders – policymakers, parliamentarians, academics, foundations, and other NGOs.

Our Obligations: Soroptimist Clubs and Members are **credible witnesses** of the **realities** in their communities. Our duty is therefore also to relate what is happening at ground level, and to alert the UN institutions of any raising problems. In addition to our participation to UN meetings, the thousands of **projects** that Unions and Clubs report through the **PFR database** serve to shape **our report** to the United Nations. Whether in awareness raising, in direct project development or in lobbying, such information is most critical.