

Partnerships for equality

Experiences, successes and lessons learned







PROJECT 1: Stop femicides

- Partnership between the ombud and the shelter house movement's head quarter
- Annual campaign as part of «16 days»
- Goal: to prevent femicides
 - by getting more people to speak out
 - by demanding action from the government



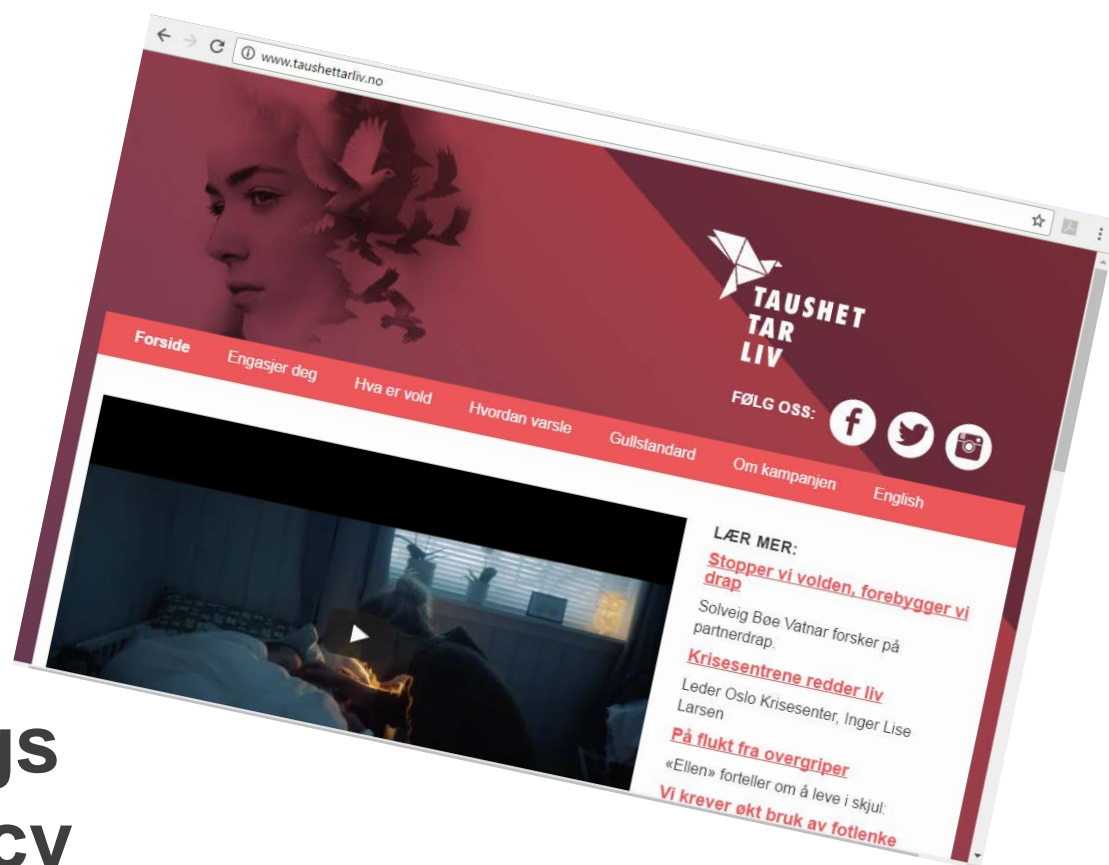
Prevent Femicide – our agenda

- An independent investigation unit to analyze all femicides to identify weaknesses in the public services
- Convince local authorities to work actively to strengthen the communication and cooperation between all the parts of the public service (police, doctors, shelter house, teachers...)
- Targetting the police, demanding increased use of electronic monitoring of perpetrators and more effective prosecution





- Webpage
- Facebookpage
- Twitteraccount
- Political meetings
- Political advocacy
- Regional shelter house meetings with local authorities, police, ERs etc
- Extensive media coverage





- [Tauhset tar liv 2016_eng_sub_burnedin
\(1\).mp4](#)



Why does it work?

- A real two-way partnership with civil society
- MONEY: It is funded by the government, officially led by the shelter house secretariate, with the ombud as «professional partner»
- Started small: From a signed letter in 2013 to a 50 000 euro-campaign in 2016.





Why does it work cont..

- Popular project within our organisation
- Long lasting relationship = easier to pull in the same direction





The parent project

- Partnership between the ombud and Virke, one of Norway's biggest employer's organisation
- On and off-relationship since 2015
- Goal: Reduce pregnancy discrimination and encourage more dad's to take out parental leave in Virke-firms.



KVALIFISERT DISKRIMINERT



Annenhver mamma og hver femte pappa opplever diskriminering når de får barn. Jobbtilbud trekkes tilbake. Lønnsøkningen uteblir. Karrierer stopper opp og arbeidsoppgaver forsvinner.

En eller annen gang i livet vil dette kunne ramme deg eller noen du bryr deg om. [Snakk med oss, vi hjelper deg!](#)

Hva slags arbeidsliv vil du ha?



For deg som arbeidstaker



For deg som arbeidsgiver



Likestilling for dummies





5 campaign elements

1. A survey to document the discrimination
2. Information to expecting parents and pregnant women
3. Trainings and workshops for employees and unions
4. A best practice guide and lectures for employers and employer's organizations
5. A communication campaign to reach politicians and a broader audience





Two strategic choices that worked...and one I would change

- Make a survey
- Partner up with people and lean on their credibility/audience
- Video... not photos





- Vi må tilrettelegge for småbarnsforeldre i kampen om de gode hodene

■ Vibeke Hammer Madsen, Direktør i Virke

[Se video her](#)



Er du arbeidsgiver, tillitsvalgt eller jobber du med HR og rekruttering? Her finner du kunnskap, inspirasjon og gode grep for ikke å diskriminere gravide og personer i foreldrepermisjon.



De gode løsningene

Dette gjør de beste virksomhetene.



Ikke gjør disse feilene

Slik bryter norske virksomheter loven.



Test din virksomhet

Slik unngår du å diskriminere: Ta testen og gjennomfør sjekklisten.

- <http://www.ldo.no/forebygg/i-arbeidslivet/inspirasjon/>





New start 2016

- Create a collection of measures and information that Virke's businesses can use to
 - Reduce discrimination because of pregnancy and parental leave
 - Encourage more men to take longer parental leave







Disagreed on the methods

- The accounting firm wanted us to present a list of measures they could consider
- The ombud wanted a workshop, where both parts looked at challenges and possible solutions together







Lessons learned from the 2015-partnership

- Don't try to get people to sign up for a long time partnership while campaigning against their interests... Build alliances with enemies when the seas are calmer😊.
- Don't be too afraid to disagree on topics..Most organisations understand that we have different roles, and can disagree on topics without burning bridges completely.



Lessons learned in 2017

- Don't give away your best ideas before people commit, unless you are comfortable with others «stealing» them
- Lower your expectations when partnering up with the discriminating side.
- Maybe you can get better results if you stay in the shadows?





Questions to the group

- Have you had any successful or unsuccessful partnership that you would like to share?
- Is it, in your experience, possible to have true partnerships with «the discriminating side»
- Are our expectations too high? Is it good enough that our partners export our ideas? Should we really expect them to stand side by side with us publically?

