



Project “More Women in European Politics – More Women in 2014”

Local Action Strategy

Partner 3

PRO PATRIA WOMEN

Estonia

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LOCAL STRATEGIES

“The purpose of the strategy was to use the results of the study to implement activities and distribute information that would actually help increase the involvement of women in politics. We wanted to make this topic a part of daily discussions both within the party and in society as a whole to encourage both new and existing women.

Several meetings and discussions preceded the preparation of the strategy. Carrying out the study and preparation of the strategy were both led by sociologists from the University of Tartu who, as researchers, were already involved in the studies and the subject of gender roles and equality. The positives here were the interest and enthusiasm displayed by all of the participants, and the university will continue with similar studies with the help of students after the specific project.”

Ulla Preeden

The strategy was prepared on the basis of the baseline study. A think tank was held at Alatskivi Castle for the preparation of the strategy and was attended by researchers Kairi Kasearu and Katri Lamesoo, who also prepared the baseline study. The other attendees were members of the local action group and some of the project’s leaders (Annely Akkermann, Ulla Preeden, Riina Solman and Sirle Rosenfeldt).

The expected results of the strategy were discussed first. There were also discussions of actions that could and should be carried out, actions that have worked so far and which actions are possible at all. Kairi Kasearu and Katri Lamesoo were put in charge of the preparation of the strategy, as they have sufficient knowledge based on the previously prepared study and a vision of the actual situation on the political landscape from the viewpoint of women.

It was considered that the objective of the project is not women



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standing as candidates in the European Parliament elections of 2014 alone, but the generally larger involvement of women in politics. The researchers considered various options and methods and prepared a strategy that should cover as many shortcomings as possible in the involvement of women in politics.

As the baseline study brought out the following:

1. women are under-represented among top politicians and the party leadership, making them less visible;
2. women have less ambitions and intentions to participate in the politics than men do;
3. women are more active voters than men.

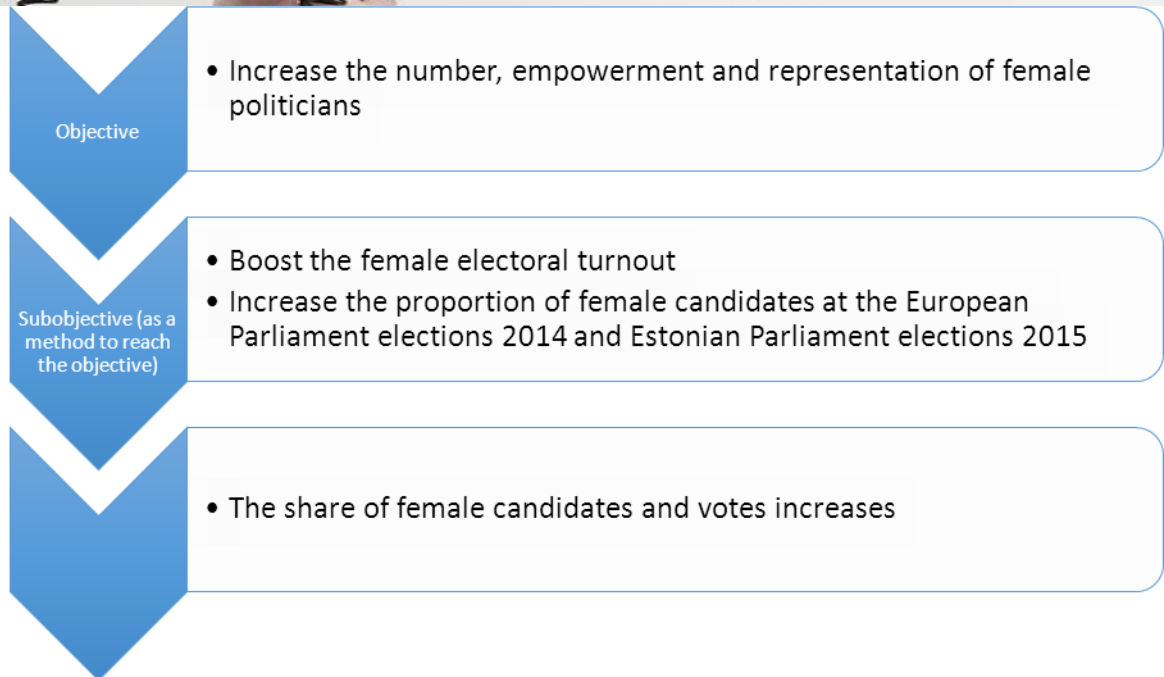
Drawn from the stated goal of the project “More women in politics 2014” and from the situation in Estonian society, the purpose of the current strategy and its long term impact is shown in scheme.

The objective of the strategy and long-term effects of the implemented actions.



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The strategy incorporates two actions:

- a) launch women into the political sphere and prepare the female politicians and their supporters (electors) to stand for the European Parliamentary elections in 2014.

The goal of the development action is to locate and lead women who are inhibited by the rank-and-file membership hierarchies of their respective parties but have a clear interest in the politics, into effective policy-making and additionally support their political impact with competence-building.

- b) establish the image of female politician and increase its reputation, create a public campaign for female politicians that is open to any party affiliation. The broader goal of the campaign is to highlight the necessity for a gender balanced representation in the representational institutions.

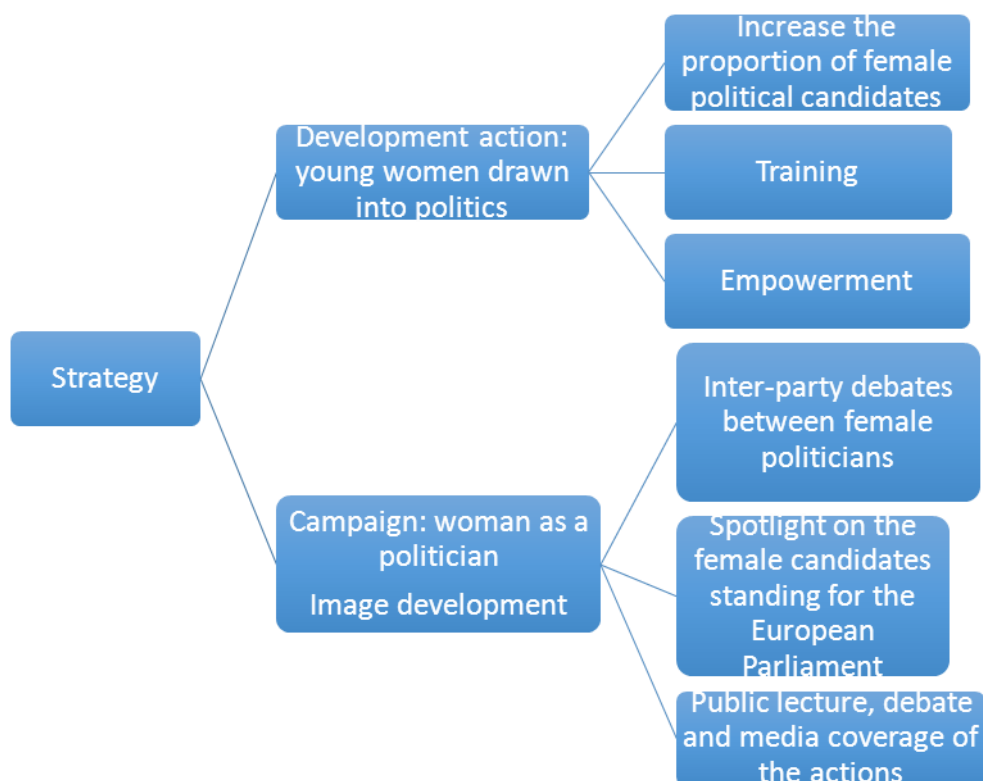


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Both development and campaign actions involve activities that are depicted on the scheme below.



First step in the application of the current strategy is to identify women less than 45 years of age who have previously been candidates in the party lists and are interested and prepared to stand in the next elections.

The actions on the first axis of the strategy develop and support the readiness of these women to step up to the national level from the local politics.

The work with female politicians involves increasing their number as well as developing their political capabilities in electoral campaigning through training, empowerment and participation in the EU Parliament election campaign process.



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