



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

Local Action Strategy

Partner 7

COALITION FOR GENDER EQUALITY

Latvia

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LOCAL STRATEGIES

The Local Action Strategy was developed in **October 2013** further to guidelines provided by the leader of the programme and the ideas and discussions with members of our Local Action Group. The local action strategy was based on relevant findings and suggestions derived by the Base line study and the aim of the project- to increase the participation of young women in voting in the EP elections and becoming candidates. The main focus of campaign was on two major political events: the EP elections in May 2014 and elections of national parliament in October 2014.

The objectives:

- a) To raise awareness in both women and men regarding women's participation in politics and pave the way to an increased participation of young women voting in EP elections through national campaigns for EP and national parliament elections
- b) Dissemination and development of networking channels to diffuse the aim and the activities of the project to various target group categories
- c) Development of a support program for women potential candidates and NGO activists interested in participating more actively in politics.

Local Action Strategy – Overview of activities

1/National Campaign



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Campaign Vote for Women

Creating a local Facebook page

Opinion papers

Flashmobs&Actions –

Gender Equality Award

Campaign for EP elections -Support campaigns – women’s NGOs meetings , roundtable discussions with politicians, parity campaign for commissioner

Campaign for national elections – women’ s NGOs meetings, roundtable discussion parity principle for national government

Press releases and work with journalists. Media monitoring.

2/Dissemination activities

Dissemination activities constituted an essential part of the local action strategy /campaign as they aimed to diffuse campaign’s activities and events through complementary mechanisms and networking channels. Dissemination activities involved:

Participation in relevant events/meetings/networks and interaction with other institutions/stakeholders

Letters and



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communication to institutions/ stakeholders

Networking with women's and youth NGOs in the regions

Education of new parliamentarians on gender equality

3/Candidate Support Program Activities

The Candidate Support Program was an essential part of the local action strategy/campaign. The Candidate Support Program was based on two main pillars. The first pillar aimed to identify current perceptions and attitudes of both men and women citizens towards women political candidates. This would help in identifying stereotypes and expectations of citizens regarding women political candidates in Greece, and as a result, it would help develop and support the second pillar, which involved the targeted training material for the training empowerment program for potential women candidates. As a result, the Candidate Support Program involved the following activities:

Market Research – Focus Groups

Candidate Support (Training) Program

European Women's Lobby Membership and full Access to policies, lobbying kits, educational materials



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