

**Gender Equality Strategy 2016-2019**



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**foreword**

Gender equality and the empowerment ofwomen, girls,as well as the other marginalized groups,is at the heart of SRH Serbia mandate and one of its core values. It is primarily concerned by the ways in which gender inequality is (re)produced in society as well as with a lack of attention for the intersection of gender inequality with other structural inequalities.

Genderequality is not only about human rightsand social inclusion of these marginalised groups in the world as it is, as a political form in which they are currently excluded, but it is a foundation for setting their own social and political agenda, as well as a driver for transformation of the existing hierarchical, power driven, exclusionary logic. Unless man and boys, women and girlsas well as other marginalized groups, are able to fully realize and freely enjoy theirrights, set their agendas and transform the system of exclusion and domination, the world we live in will remain conservative, defined by stereotypes and privileges, unjust, formatted by the exclusion, poverty and hierarchies.The equal and just society should includevarious political voices which reflect differences in social, cultural, economic and political positions and opinions.

We need to begin with better understanding of what the gender equality really is, before exploring various strategies (including gender mainstreaming) to fight for it. Also, the political and technical implications of other different strategies should be problematized, but also we need to be open minded, as there are various contextual needs for different tools and techniques of social and political transformation.

Transformation of the existing hegemonic order enshrined in our societycannot be achieved easily through participation of women and girls and other marginalized groups, as this participation under conditions of inequality will be readily absorbed. To be transformative, gender mainstreaming should then be not only a strategy of displacement, but also a strategy of empowerment by organizing space for non-hegemonic actors to struggle about (the promotion of) the agenda of gender equality. (Verloo, 2005)

One of the dominant conceptualizations of what gender mainstreaming is, namely the conceptualization of gender mainstreaming by the Council of Europe, as presented in the final report of the Group of Specialists on Mainstreaming (1998). The report defines gender mainstreaming as “the (re)organisation, improvement, development and evaluation of policy processes, so that a gender equality perspective is incorporated in all policies at all levels and at all stages, by the actors normally involved in policy- making” (Council of Europe 1998, 15).

We would like to go beyond the reduced, technocratic understanding of gender mainstreaming, also by addressing gender dichotomies, dualistic logic and hierarchical structures, working towards not only equality of men and women, but equity for all, towards diversity and true democratic values.

SRH Serbia

With this Gender Equality Strategy 2016-2019, SRH Serbia is well positioned to ensure that gender equality and the empowerment of women, girlsand other marginalized groups,distinguishes and combines different analytically feminist political strategies for gender equality: the strategy of inclusion, based on the principle of equality; the strategy of reversal, based on the principle of difference and the strategy of displacement, based on the principle of diversity (Squires 1999).

The SRH Serbia Gender Equality Strategy 2016-2019 provides detailedguidance for all SRH Serbia staff, outreach workers and volunteers on how to mainstream gender perspectives as theyoperationalize all aspects of the strategy. This includes identifyingstrategic entry points for advancing genderequality and women’s,girls` and other marginalized groupsempowerment in allfour outcomes of theSRH Serbia’s Strategic Plan for 2016-2019.

In particular, the strategy highlights the institutionalmechanisms SRH Serbia will put in place to ensurethat staff, outreach workers and volunteers are held accountable fordelivering gender equality results, and forcreating and maintaining practices wherewomen, men, girls, boys and other marginalised groups, have equal opportunities tocontribute to our work and realisation of our mission. These include continuous commitmentson staffing for gender sensitivity andexpertise.

The strategy recognizes that achievingprogress on gender equality requires working with others, key stakeholders and partners, including state institutions, NGOs, civil society and theprivate sector.

This strategy is delivered at the very beginning of the implementation of the United Nations Sustainable Development Agenda 2030,which includes a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030. As Serbia is just beginning to develop its SDG Agenda, with this strategy SRH Serbia is taking a strong step forward and is committed to implementationof SDGs [number 3 on good health and wellbeing](http://www.undp.org/content/undp/en/home/sdgoverview/post-2015-development-agenda/goal-1.html) and  [number 5 on gender equality](http://www.undp.org/content/undp/en/home/sdgoverview/post-2015-development-agenda/goal-10.html),  which are central toits work and long-term plans.  With gender equality in the spotlight as aglobal priority and cross- cutting issue, efforts must be strengthened to eliminate the gender-based discriminationwhich prevents many women andgirls and other marginalised groups,from living theproductive, fulfilling lives, andwhich hinders overall development progress.

I encourage everyone to embracethis new GenderEquality Strategy 2016-2019, and ensure its` full implementation, as it will help usto movecloser to fulfilling the rights of all and to building a more just andsustainable society for all.

Executive Director

Dragana Stojanovic

**I.INTRODUCTION**

The promotion of gender equality and theempowerment of women andgirlsand other marginalised groups, is central to themandate of SRH Serbia and essential to ourservice provisions in developing non-hegemonic, non-discriminatory andnon-dichotomoussociety. This includes advocatingfor women’s,girls’and other marginalised groups equal rights,combatting discriminatory practices andchallenging the gender-dichotomousroles, stereotypes and prejudices that affect inequalities and exclusion.

This SRH Serbia Gender Equality Strategy 2016-2019, is adoptedat a crucialtime in thesphere of global policy development, marking the renewedconsensus, commitments and efforts of global development beyond 2015, United Nations Sustainable Development Agenda 2030. Collectively, all partnersare now committed to support communication of the new agenda, strengthening their efforts and partnerships for the SDG agenda implementation.

At the launch of the Agenda 2030 Helen Clark, UNDP Administrator, stated:"This agreement marks an important milestone in putting our world on an inclusive and sustainable course. If we all work together, we have a chance of meeting citizens’ aspirations for peace, prosperity, and wellbeing, and to preserve our planet."

Newly adopted SDGs present and opportunity to advance gender equality and women’s, girl`s,men`s, boy`s and other marginalised groups empowerment. Gender equality, rooted in human rights, isin SDGs recognized both as an essentialdevelopment goal on its own and as vital tocreating a more equal world and to accelerating sustainable development overall.

Despite progress made since the Fourth WorldConference for Women in Beijing in 1995,a range of challenges to gender equalityand empowerment of women, girls and other marginalised groupsstill remain. Theseinclude unequal access to economicand environmental resources; social and legaldiscrimination against women and girls and other marginalised groups; theirdisproportionate burden of unpaid or underpaid work; andespecially violence against women, which is not onlya violation of basic rights but also hinderswomen’s economic and political empowerment.These challenges hold back progress in ensuring just and democraticsocieties.

Special attention should be particularly given to the new development agenda for 2030 based on guiding principle of leaving no-one behind and strategic goal of ending marginalisation and exclusion as a human right priority and basis for sustainable development.

**The Gender EqualityStrategy 2016-2019:Mission and approach**

Although gender equality is establishedin international, regional and national human rights, norms and standards, the fulfilment of all human rights, including women’s, especially economic andsocial rights, is yet to come. This fulfilmentis central to the SRH Serbiamission and vision and is vital toachieving choice free, non-discriminative and diverse world.

TheSRH Serbiais implementing a dual approach to gender mainstreaming: SRH Serbia supports the empowermentof women, girls and other marginalised groups, throughgender-specifictargeted interventions and also addressesgender concerns in planning, developing, implementing and evaluating all its`policiesand programmes.

The SRH Serbia approach to implementing theGender Equality Strategy 2016-2019, includesspecial attention for women and girls facingmultiple and intersecting forms of discrimination due to age, ethnicity, disability, economic ormigratory status. It reliesheavily on learning and cooperation, by fostering knowledge and best practices sharing, and by facilitating innovative methods andexchanges of experiences amongstaff, outreach workers, volunteers, partners and stakeholders.

SRH Serbia is paying special attention to engaging men and boysin supporting gender equality advocacy andall of its actionstaken. This critical strategic approach SRH Serbia will especially use as a response to preventing sexual and gender-based violence.SRH Serbia recognizes that achieving progresson gender equality and all marginalised groups empowerment,requires working collaboratively withother actors. SRH Serbiawill continuepartnering withall relevant stakeholders, especially with the Parliamentary Group for Reproductive Health, Gender Issues and HIV; Health and Family Committee of the National Assembly; Ministry of Health; Ministry of Labour, Employment, Veterans and Social Affairs; Ministry of Education, Science and Technological Development; Commissioner for Protection of Equality, Protector of Citizens, provincial and local stakeholders, NGO sector, media and all interested public and privateentitiesintheir formulation of policies, standardsand norms in order to reflect gender equality. Also, SRH Serbia will network and built new partnerships with all the necessary and important partners and stakeholders in order to achieve it`s strategic goal of reaching equality for all. SRH Serbia will continue to provide ongoing support to all partners and stakeholders toimplement gender equality standards and will keep responsible for its` own commitments to genderequality in all of its` activities.

**SRH Serbia comparative advantagesfor achieving gender equality**

The Gender Equality Strategy 2016-2019, builds on the SRH SerbiaGender Mainstreaming Policy 2005, 2006, revised 2012, and service provisions, achievements and lessonslearned from the 14 years of workfocused on creatinga discrimination free, inclusive, gender equal and pro-choice environment in which young people are able to develop, prosper and make informed decisions regarding various aspects of life, including sexual and reproductive health.

SRH Serbiacomparative advantages in achieving genderequality results include:

(a) A full membership and support of the International Planned Parenthood Federation – IPPF, which is a global leader in providing reproductive health and rights services existing since 1952 and operating in 152 countries worldwide, due to proven commitment, devotion and organisational ability and knowledge to be engaged in such a capacity;

(b) Recognition as being a leader in its` specific area of work, and experienced actor and advocator for gender equality in NGO sector,ableand willing to act as a facilitator of a dialogueamong diverse actors;

(c) The ability tobuild, foster and further strengthenpartnerships withkey stakeholders, parliamentary bodies, government and independent bodies at all levels, and to advocate for legal and policy reforms that eliminatehegemonic approach to gender equality, structural barriers to gender equality, bring changes in social norms and behaviours andput in place policies to empower women, girls and other marginalised groups;

(d) The drive, motivation and readiness to engage civil society,groups specialising in gender issues and other non-governmentalactors to take part in gender related decision taking, and policy-making and transformative changingprocesses with national authorities.

**The structure of the Gender Equality Strategy 2016-2019**

The Gender Equality Strategy 2016-2019, provides strategic guidance to SRH Serbiamain and regional office to mainstream broader notion of gender as theyoperationalize the SRH Serbia Strategic Plan for 2016-2019. This strategic plan provides outputs and indicatorsfor gender equality for each of its`four outcomes.

The Gender Equality Strategy2016-2019goes a step further than the SRH Serbia StrategicPlan, by providing detailed strategic entrypoints for integrating gender equality intoeach outcome area.

Rather than offering one-size fits-all prescriptive priorities, the strategy relies on aset of parameters for programme development,within which regional offices will designtheir Gender Equality Action Plans.

The Gender Equality Strategy2016-2019, is organized as follows:

(a) Section I provides the context, missionand approach of the strategy, SRH Serbiacomparative advantages and thedocument structure;

(b) Section II presentsglobal and SRH Serbia commitments togender equality;

(c) Section III explains how gender equalitywill be integrated into each outcome oftheSRH SerbiaStrategic Plan for 2016-2019;

(d) Section IV outlines the institutionalarrangements supporting integrationof gender equality considerations intoSRH Serbia activities;

(e) Section V addresses the SRH Serbia coordinationrole and itscollaboration with key partners and stakeholders; and

(f ) Section VI describes how SRH Serbia will report onand evaluate the Gender Equality Strategy 2016-2019.

**II. Mandate**

**Global commitmentsto gender equality**

All major global commitments today addressgender equality in the context of theirthematic concerns, as have a range of international,regional and national norms, standards and commitments. The principal global commitmentsguiding SRH Serbia efforts to advance genderequality include: the Convention on the Eliminationof all Forms of Discrimination AgainstWomen (CEDAW); the Beijing Declaration and Platform forAction; the UN Millennium Declaration and Millennium Development Goals and Sustainable Development Goals; the United Nations Declarationon the Elimination of Violence Against Women;the International Conference on Populationand Development; the United Nations GenderAssembly resolutions addressing genderequality issues; United Nations Security Councilresolutions on women, peace and security; theUnited Nations Framework Convention onClimate Change; the Hyogo Framework forAction; and arrange of regional commitments **(see Box 1)**

**SRH Serbia commitments to gender equality**

Since the launch of the first SRH Serbia Gender Mainstreaming Policy2005, 2006, revised 2012, the SRH Serbia has strengthened its` commitments to advancing gender equality and empowermentof women girls and other marginalised groups in all its` work. In 2016, the SRH Serbia had employed Antidiscrimination and Gender Equality Expert to provide support in coordination and accountability for gender equality results across the organization.

SRH Serbia has both top-down and bottom-up approach in working towards gender equality achievement (adoption of international documents, and development of M&E mechanisms for its implementations) targeting and establishing cooperation with relevant stakeholders with the aim to improve local and national legislative framework and its implementation, while working directly with marginalized groups, as well as educating youth and train the professionals on SRHR and gender equality topics.

**SRH Serbiaorganizational action plan**

With new strengthened, capacity, SRH Serbia has developed the new Gender Equality Policy 2016-2019 for achieving gender equality and women’s, girls’ and other marginalised groups,empowerment. With the approval of the Executive Director, a common understanding about the standard requirements for mainstreaming gender equality and marginalised groups empowerment has been achieved in the following six areas: accountability, results-based management, oversight, human and financial resources, capacity, and coherence, knowledge and information management. SRH Serbiais in the process of ensuring that it complies with these standard requirements.

**box 1. Key Global and Regional Commitments to Gender Equality**

The Convention on the Elimination of All Forms of Discrimination Against Women. The 1979 Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) provides a comprehensive framework to guide all rights-based action for gender equality. Under this treaty, gender inequality is understood to be the result of discrimination against women. CEDAW defines discrimination and the range of steps that states must take to eliminate it, affirms women’s rights in specific areas, and makes provisions for ratification, monitoring, reporting and other procedural matters.

The Beijing Declaration and Platform for Action. The 1995 Beijing Declaration and Platform for Action is “an agenda for women’s empowerment” signed by all governments that is seen as a “necessary and fundamental pre-requisite for equality, development and peace.” The Platform for Action includes gender analysis of problems and opportunities in 12 critical areas of concern, and clear and specific standards for actions to be implemented by governments, the UN system and civil society, including, where appropriate, the private sector. The Platform provides the first global commitment to gender mainstreaming as the methodology by which women’s empowerment will be achieved.

The Sustainable Development Goals.At the United Nations Sustainable Development Summit on 25 September 2015, world leaders adopted the [2030 Agenda for Sustainable Development](http://www.undp.org/content/undp/en/home/presscenter/pressreleases/2015/09/24/undp-welcomes-adoption-of-sustainable-development-goals-by-world-leaders.html), which includes a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030.The SDGs otherwise known as the [Global Goals](http://www.undp.org/content/undp/en/home/presscenter/pressreleases/2015/09/03/global-goals-campaign-2015.html), build on the [Millennium Development Goals](http://www.undp.org/content/undp/en/home/sdgoverview/mdg_goals.html)(MDGs), eight anti-poverty targets that the world committed to achieving by 2015. The MDGs, adopted in 2000, aimed at an array of issues that included slashing poverty, hunger, disease, gender inequality, and access to water and sanitation. Enormous progress has been made on the MDGs, showing the value of a unifying agenda underpinned by goals and targets. Despite this success, the indignity of poverty has not been ended for all. The new SDGs, and the broader sustainability agenda, go much further than the MDGs, addressing the root causes of poverty and the universal need for development that works for all people with guiding principle of leaving no-one behind.

UN Declaration on the Elimination of Violence Against Women. The 1993 Declaration on the Elimination of Violence against Women, the first international human rights instrument to exclusively and explicitly address violence against women, affirms that the phenomenon violates, impairs or nullifies women’s human rights and their exercise of fundamental freedoms. The Declaration states that gender-based violence takes many different forms and is experienced in a range of crisis and non-crisis settings. It is deeply rooted in structural relationships of inequality between women and men.

The International Conference on Population and Development. The 1994 International Conference on Population and Development (ICPD) in Cairo was a milestone in the history of population and development, as well as in the history of women’s rights. ICPD delegates reached a consensus that the equality and empowerment of women is a global priority. This issue was approached from the perspective of universal human rights, and as an essential step towards eradicating poverty and stabilizing population growth. A woman’s ability to access reproductive health and rights is a cornerstone of her empowerment and is critical to sustainable development.

Women, Peace and Security Framework and Commitments. The UN’s guiding documents for women, peace and security are Security Council Resolutions 1325 (2000) and 1889 (2009) on women, peace and security and 1820 (2008), 1888 (2009), 2106 (2013) and 2122 (2013) on sexual violence in armed conflict. These resolutions have laid the foundation for the efforts of the UN community to expand the role of women in leadership positions in every aspect of prevention and resolution of conflicts, including peacekeeping and peace building efforts, and to improve protection of women and girls within a framework of rule of law and respect for human rights.

UN Framework Convention for Climate Change.The Cancun Agreements emerging out of the UN Framework for Climate Change COP-16 in 2010 were the first global climate change policy to include multiple references to gender equality. Since then, more gains have been made to foster women’s participation in negotiations and entrench gender equality in UNFCC outcome documents as well as in the Green Climate Fund, the Adaptation Fund and Climate Investment Funds. At COP-18 in Doha in 2012, a decision was adopted promoting gender balance and improving the participation of women in UNFCCC negotiations and in the representation of Parties in bodies established pursuant to the Convention or the Kyoto Protocol.

The Hyogo Framework for Action. The 10-year 2005 Hyogo Framework for Action (HFA) is the first plan to explain, describe and detail the work that is required from all different sectors and actors to reduce disaster losses. The HFA provides a tool for integrating a gender perspective in all forms of disaster-risk management, including risk assessments and early warning mechanisms.

Aid Effectiveness Commitments. Through the 2008 Accra Agenda for Action, which built on the 2005 Paris Declaration on Aid Effectiveness, developing countries and donors commit to ensure that their respective development policies and programmes are designed and implemented in ways consistent with their agreed international commitments on gender equality, human rights, disability and environmental sustainability. The Busan Partnership for Effective Development Cooperation endorsed in 2011 agreed to accelerate and deepen efforts to address gender equality and women’s empowerment in all aspects of development efforts, from accountability mechanisms to peace building and state building.

Other regional commitments.Numerous regional commitments also underscore the importance of and uphold gender equality, including the 2011 European Convention on Preventing Violence against Women and Domestic Violence (Istanbul Convention).

**III. Integration of gender equality in Strategic Plan 2016-2019, outcomes**

**SRH Serbia strategic plan drivers and gender equality**

The SRH Serbia Strategic Plan for 2016-2019, outlines five main strategic drivers that needs addressingin the next four years: (a) political and legal framework;(b) continual education; (c) human rights and gender equality; (d) reproductive health, and (e) fundraising.

*Political and legal framework advancement*

The current poor political and legal framework with respect to the reproductive health and rights, focused more on supporting families to have more children rather than on modern family planning and protection of human rights, provides ample opportunities for its advancement to address inequalities and reshape policies to empower women and girls as well as other marginalized groups in all their rights and diversity. The plans to draft and adopt a national SRHR strategy have been discussed for several years only to end up abandoned in 2015. Instead of it, the focus is now on the National Programme for Population Development, a national initiative that will include reproductive health and rights among other developmental themes, but with a clear priority on improving biological reproduction indicators in Serbia.

The National Strategy for Fight Against HIV/AIDS has expired in 2015, with no replacement in sight. The situation of concern is also the National Public Health Strategy which has expired in 2013, and only just after 3 years, a new one is under way.

*Continual education*

Stereotypes and prejudices are the root causes of the discrimination and violations of all human rights, including SRHR. They are widespreadamong the vast variety of groups, including general population, beneficiaries of SRHR activities, school pupils and students, as well as medical professionals. In this field there is also insufficient knowledge of reproductive health, SRH rights, available resources and other important aspects of reproductive health and general wellbeing among general public, but also among decision-makers, beneficiaries and media professionals.

National educational system pays insufficient attention to reproductive health (and almost completely ignores sexual rights) and there is no sexual education in school curricula. Reproductive health in schools is presented incursory manner so pupils usually do not acquire knowledge that provides them either with comprehensive understanding of human sexuality, its` health, social and human rights aspects or even with the up to date information related to family planning, sexually transmitted infections and the like. Although the situation is improving with introduction of optional curricula on reproductive health and rights in some schools, there are still strong taboos associated with this subject across society. Even in situation, where relevant information and knowledge are made available, the transition to new or changed behaviors is slow.

Likewise, modern family planning and reproductive health topics are scarce during university medical education and almost completely absent from the continual education of medical professionals.

*Human rights and gender equality*

Holders of legal entitlements i.e. present and prospective beneficiaries are generally poorly informed about their rights and ways to exercise them. In addition, they usually do not know where they can get information about their rights or how to protect them, which is an extension of a wider problem of badly functioning judicial system in the country and information lacking related to human and legal rights.

Difference between prescribed normative framework and real-life everyday practice is significant. Normative framework without an effective supporting implementation mechanism faces numerous obstacles: old habits and “tradition”, lack of incentive for behavioral change, low motivation of public/municipal employees as well as of those working in the national health system, and general lack of knowledge about human rights and gender equality.

Legal instruments to ensure full protection and exercise of human rights and gender equality are lacking due to executive branch having disproportional power in comparison with the other two branches, and the atmosphere of perpetual crisis that is being maintained by executive authorities in order to preserve the status quo.

*Reproductive health*

Reproductive health is not comprehensively regulated by legislation and often is considered in general context. Existing legislation does not sufficiently cover sexual health of vulnerable groups and international recommendations are not systemically integrated.

Right to choice in reproductive health is limited, especially among vulnerable groups. The market presence of modern contraceptive methods is poor with lack of demand on the part of users and lack of comprehensive knowledge on the part of health professionals. In practice, abortion is used by many as the primary method of contraception rather than the last option. There is no pre/post-abortion or safe abortion counseling in medical institutions. Access to services related to reproductive (and general) health is difficult and complicated in some cases and areas – either for logistical and geographical reasons or due to the administrative inefficiency and corruption in health. As for the male/ boys population, reproductive health services are modest and insufficient. Youth counseling services are not offered comprehensively.

In general, awareness of health professionals, education professionals, decision makers and general population about the full spectrum of reproductive rights can be assessed as insufficient. At national level, there is significant discrepancy between the obligations accepted through signing of international conventions and declarations related to reproductive health and human rights, and the actual work done along these lines. Serbian authorities have committed themselves to number of treaties such as United Nation [2030 Agenda for Sustainable Development](http://www.undp.org/content/undp/en/home/presscenter/pressreleases/2015/09/24/undp-welcomes-adoption-of-sustainable-development-goals-by-world-leaders.html)and the 1995 Beijing Declaration and Platform for Action, however the ministries in charge of these processes are either late with activities or ignore them altogether.

*Fundraising*

Leading global donors often do not take into account differences between countries in respect to their developmental level, geographic location, key issues etc. Since the struggle to stay financially healthy is happening at a shrinking market, with Serbia being recently designated as a middle income country, donors are fewer and criteria for donations higher. NGOs and CSOs often end up adjusting their interests to correspond with present donors and their priorities, rather than pursuing their own core values and program goals. This creates a donor driven market that does not necessarily correspond with the actual needs of the society. In addition, market oriented way of thinking, considering own unique selling proposition and competitive advantages, is not attributive or inherent to majority of NGOs in Serbia.

NGO sector in Serbia lacks systems and capacity and their organizational capabilities are often exaggerated when managing of larger projects is discussed with potential donors or partners. Likewise, management of received funds can be sometimesless than transparent, as for many organizations it can be more about survival than about reaching project objectives. In a broader context, Serbian CSOs should be better integrated and involved with relevant international processes, especially the ones that Serbia has pledged to fulfill.

**Outcomes (1-4) of the SRH Serbia Strategic Plan for 2016-2019**

This section of the Gender Equality Strategy provides entry points for advancing gender equality and women`s, girls’, and other marginalized groups empowerment in each outcome of the strategic plan

outcome 1

***The Republic of Serbia’s institutions respect, protect and fulfill sexual and reproductive rights and gender equality.***

***Outcome 1 is about enhancing national and local governments’ knowledge, capacities and understanding of the SRHR and gender equality issues in order to adopt SRHR gender sensitive legislation and mechanisms for its` implementation including adequate gender balanced budgeting and monitoring systems.***

***Strategic entry points:***

1. SRH Serbia will engage with the All-Party Parliamentary Group (APPG) to advocate for SRHR legislative changes with gender consideration, using the opportunities provided by the European Parliamentary Forum (EPF),
2. SRH Serbia will build alliances with the international organizations, particularly the UN and EU, to advocate for the implementation of ratified international agreements (e.g. the SDGs, and Human Rights agreements, CEDAW etc.), with particular focus of SDG 3, on good health and SDG 5,on gender equality,
3. SRH Serbia will collaborate with Human Rights independent bodies to issue recommendations to the government on SRHR commitments, in view ofwomen`s, girl`s, men`s, boy`s and other marginalized groups, rights, prevention of discrimination and sexual and gender based violence,
4. SRH Serbia will influence the key ministries in charge of SRHR legislation to priorities SRHR in budget allocation, create a gender sensitive budgetand to develop M&E mechanisms which will take into account gender aspects and impact on gender relations, with CSO involvement, particularly the ones with gender issues and gender equality in focus,
5. SRH Serbia will ensure commitment of national authorities to create SRHR and gender sensitive accountability mechanisms in the SDG implementation process with relevant CSO participation,
6. SRH Serbia will coordinate efforts between the Ministry of Public Administration and Local Self- Government andthe local administrations to reinforce commitment to SRHR and gender equality at local level, including gender- sensitive budgeting and M&E mechanisms,
7. SRH Serbia will engage with the Standing Conference of Towns and Municipalities (with mayors and local MPs) in prioritizing SRHR and gender equality issues, including the use of best practices piloted with relevant CSO,
8. SRH Serbia will develop collaborations with municipal Health Councils in supporting provision of gender sensitive SRHR services and developinggender-sensitive budget allocation and M&E mechanisms for SRHR legislation, focusing on women`s, girl`s, men`s, boy`s and other marginalized groups rights, prevention of discrimination and gender based violence,
9. SRH Serbia will enhance collaboration between AP Vojvodina Provincial Secretariats to reinforce efforts in provision of gender sensitive SRHR in order to feed their experience into the national level,
10. SRH Serbia will influence the network of Institutes for Public Health to support local level activities related to SRHR, with special focus on women`s, girl`s, men`s, boy`s and other marginalized groups rights, prevention of discrimination and gender based violence,
11. SRH Serbia will use the established collaboration with Serbian-based donors to reinforce the local authorities’ commitment to legislation and funding for SRHR, with gender equality in focus, and
12. SRH Serbia will establish cooperation with the local networks of Ombudsman to strengthen gender-sensitive M&E mechanisms on human rights and gender equality issues.

outcome 2

***Majority of SRH Serbia’s services beneficiaries are empowered and strengthened to act freely on their sexual and reproductive health and rights, and right to non- discrimination.***

***Outcome 2 is about advocating for the increase of SRHR and gender equality knowledge and skills amongprofessionals working with various target groups, among young boys and girls and youth by introduction of comprehensive sexuality education (CSE) in school system, and among CSOs by increasing the capacities of CSOs to actively and in a coordinated way advocate for gender sensitive SRHR related legislation, budgeting and monitoring at national and local level.***

1. SRH Serbia will advocate for advancement of SRHR and gender equality knowledge and skills among professionals that are dealing with various target groups, especially with vulnerable groups, both at national and local level,
2. SRH Serbia will support partners at national and local level to ensure gender responsive provision of SRHR services through trainings and IECmaterial (information, education, communication) provision of information,and will ensure gender sensitive expansion of services including health, social services, protection of humanrights and gender equality to underserved and under-privileged groups,
3. SRH Serbia will advocate for introduction of gender sensitive, comprehensive sexuality education (CSE) in school system to relevant government austeritiesand will provide to them necessary training, expertise and technical assistance,
4. SRH Serbiawill continuouslysupport partners for smooth integration of gender sensitive CSE education into school system, by organizing periodical meetings with the Ministry of Education (MoE), the Ministry of Youth and Sports (MoYS), the Ministry of Finance (MoF), and the National Education Council (NEC),
5. SRH Serbia will strengthen and support community members in promotion of SRHR and gender equality in order to promote health and enhance change among their peers byconducting training and providing information, which will influence their values and behavior change, as they are sharing similar social backgrounds and life experiences, and
6. SRH Serbia will engage with media and public figures as promoters, in order to promote human rights, democratic values,gender equalityandequal access of all to SRHR and services. Proper and ethical media representation of marginalized groups and their rights, with the special focus on their SRHR, will be insured by continual educational trainings and seminars for media representatives.

outcome 3

***Citizen expectations for service provision of gender equal, sexual and reproductive health services are met as quality integrated.***

***Outcome 3 is about advocating for comprehensive medical education (CME) in the area of reproductive health, reproductive rights and gender equality, and for gender-sensitive procedures within the institutions delivering sexual and reproductive rights related services.***

***Strategic entry points:***

1. SRH Serbia will support relevant CSOs to increase their capacities to actively and in a coordinated way advocate for SRHR and gender- sensitive related legislation, budgeting and monitoring at national and local level,
2. SRH Serbia will expand the existing NGO Forum to include other national and local level CSOs, and will work on building their common agenda for SRHR and gender equality advocacy, including SRHR and gender equality joint actions around specific events and opportunities provided by the Serbia EU accession process,
3. SRH Serbia will support the CSOs capacity building in their advocacy and participatory efforts to bring SRHR and gender equality perspective into policy and decision making processes, and in their endeavor to monitor the state international commitments fulfillment,
4. SRH Serbia will,in coordination with other CSOs explore and develop strong,gender-specific evidence-based arguments to address challenges related to sensitive SRHR topics such as infertility, surrogacy, migrants, IVF, pro or to anti-choice groups,
5. SRH Serbia will support the creation of informal Local Expert Groups made of representatives from CSOs, civil servants and other relevant stakeholders to coordinate local advocacy efforts, collect good practices and ensure their replication in other parts of the country through networking,
6. SRH Serbia will engage the media and opinion leaders in promoting SRHR and gender equality,
7. SRH Serbia will explore all relevant informal channels to influence key decision makers at national and local levels regarding SRHR and gender equality, and
8. SRH Serbia will advocate for comprehensive medical education (CME) in the area of reproductive health, reproductive rights and gender equality and for gender-sensitive procedures within the institutions delivering the sexual and reproductive rights related services.SRH Serbia will create and support delivering of CME comprehensive programs, gender- sensitive procedures and monitoring and evaluation (M&E) mechanism.

outcome 4

***Quality of deliveredSRH Serbia operational standards monitored and maintained in line with IPPF and gender equality standards.***

***Outcome4 recognizethat to achieve and protect SRHR and gender equality, it is necessary that achieved SRHS Serbia operationalstandards are constantly monitored and the quality of their implementation maintained in line with IPPF standards, by improving standards of implementation and publicly promoting their results.***

***Strategic entry points:***

1. SRH Serbia will work on maintaining and incorporating of IPPF business standards in SRH Serbiadaily work by constant monitoring of their implementation, and will always take into consideration gender equality,
2. SRH Serbia will prepare the internal gender sensitive monitoring and evaluation procedure and train SRH Serbia’s staff in application of the monitoring and evaluation procedures, and
3. SRH Serbia will measure achieved results in providing gender sensitive operational standards,promote them publicly and advise all partners and key stakeholders about the achieved results by disseminating them broadly.

**IV. Institutional effectiveness for gender mainstreaming**

Since the launch of its` first Gender Mainstreaming Policy2005,2006, revised 2012, SRH Serbiahas been developing and investing in its` organization and institutional capacities to ensure gender equality results andto bring gender analysis into all areas of its` work. SRH Serbia is adapting and aligning its`policies and procedures with gender equality standards and is taking specific measures to increase accountability and oversight for mainstreaming gender equality and ensuring gender equality results.

**Policy and planning**

SRH Serbia is currently reviewing all its policy and procedural documents and ensuring that all strategic outcomes envisaged in 2016-2019 Strategic Plan are taking into account gender equality and that all its` documents are reflecting and have integrated gender equality perspective, including the use of gender sensitive language. Adoption of Gender Equality Strategy 2016-2019 is a step forward towards SRH Serbia stronger promotion of gender equality and women`s, girl`s, and other marginalized groups rights empowerment policies and procedures and further commitment of equal representation of men and women within the organization.

SRH Serbia is also committed to mainstreaming gender in the organizational annual business plans, integrated work plans and all other programme documents. All SRH Serbia programmes will include specific measures to address gender inequalities and gender (and sex) disaggregated indicators, which the respective programme manager will monitor.

SRH Serbiawill ensure that gender concerns are integrated at all stages of the programme/project cycle, starting from the design phase. Clear guidance for gender mainstreaming in the programme/project cycle will be included in the SRH Serbia quality assurance tool, the screening checklist including specific questions related to the project’s gender equality impact and engagement with women.

**Accountability and oversight**

SRH Serbia gender equality results will be supported by its accountability framework, which includes regular reporting to the SRH SerbiaExecutive Director and Management Board.

SRH Serbia management is responsible for devising and implementing strategies to achieve the Gender Diversity Objectives(GDO), monitoring the representation of women at all levels of the organization and assessing the progress against measurable GDO.

The measurable GDO are to:

*foster an diverse culture* - involving both women and men in fostering an cultural diversity;

* *improve talent management* - embedding diversity initiatives into our broader talent management processes with respect to promotion, training or other developmental opportunities, in order to support the development of all talent, and to increase the representation of women in management roles;
* *enhance recruitment practices* - hiring the best person for the job, especially keeping in mind gender which requires the consideration of a broad and diverse pool of talent; and
* *ensure pay equity* - ensuring equal pay for equal work across to our workforce, with strategies in place to manage pay equity.

SRH Serbia management will annually: set gender representation targets in relation to the SRH Serbia GDO and assess the SRH Serbia progress to achieving the gender representation targets and reviewing them accordingly.

**Gender architecture**

Serbia is devoted and promotes and fosters gender equality and diversity at its’ workplace. SRH Serbia is committed to creating a working environment free of bullying, harassment, victimisation and unlawful discrimination, and to promoting dignity and respect for all, where individual differences and the contributions of all staff are recognised and valued.

As detailed in the Strategic Plan for 2016-2019, the organization of SRH Serbia is flexible, multidisciplinary, issues-based, development solutions team, with anti-discrimination, diversity, passion, volunteerism, and accountability as its core values. The effectiveness of gender mainstreaming will depend on the ability of SRH Serbiato create multidisciplinary task teams for each project that include expertise in responding to the challenges of gender equality.

Within SRH Serbia, more than 80% of staff are women, and are well represented at all level positions, including senior.

**Capacities for gender mainstreaming**

All staff should have basic understanding of and adequate technical capacity in gender mainstreaming. To ensure this, SRH Serbia has developed the Basic Gender Equality and Antidiscrimination Course, required for all staff, outreach workers and volunteers.SRH Serbiawill continue to provide such specialised trainings and will endeavourto allocate sufficient funding so that concrete results regarding gender equality are achieved.

Recruitment procedures must ensure that staff, outreach workers, volunteers and consultants have gender core and functional competencies. All new personnel should possess the basic understanding, skills, experience and commitment required to work in a gender-sensitive manner. Lack of these attributes will be regarded as reason to reject a candidate for any SRH Serbia staff or consultancy assignment.

**Knowledge management and communications**

The SRH Serbia knowledge management function provides an opportunity to extract lessons learned and knowledge on what works or not and thereby helps to support partners and key stakeholders with different practices and lessons learned on SRHR and gender equality.

SRH Serbiawill increase the number of its external partners and will establish collaboration with specialized global knowledge networks. SRH Serbia will also use traditional and social media tools to advocate for SRHR and gender equality and promote results achieved.

SRH Serbia will maintain investing in national knowledge management platform and promoting local communities best practice sharing, through learning exchanges, dissemination of knowledge products and strengthening peer support mechanisms and learning.

**V. Coordination and partnerships**

**Coordination and partnership with state bodies, other NGOs and internationalorganizations and partners**

In order to achieve fulfilment of SRHR and gender equality,SRH Serbia will further invest in partnering with key institutions at all levels (e.g. relevant ministries and the All Party Parliamentary Group for RH, Gender Issues and HIV/AIDS in the Serbian National Assembly). SRH Serbia will also continue to build supportive networks among members of Serbian parliament, executive and independent bodies, NGOs and community.

As a responsible change maker and catalyst, SRH Serbia shall continue to cooperate with relevant CSOs and coordinate and lead community’s political advocacy in the field of reproductive and sexual health and rights, and gender equality. SRH Serbia recognizes the civil society partnerships as essential to implementing the organizations` commitments to gender equality.

SRH Serbia will continue to build and strengthenalliances with the international organisations, particularly the UN and EU, to advocate for the compliance and implementation of ratified international agreements (e.g. the SDGs, and Human Rights agreements), as well as to collaborate with independent state bodies in charge for protection and promotion of human rights, equality and non-discriminationto issue recommendations to the government on SRHR and gender equality commitments.

Special effort will be placed on influencing the key ministries in charge of SRHR legislation to prioritise SRHR in gender- sensitive budget allocation and to develop gender -sensitive M&E mechanisms with CSO involvement. SRH Serbia will give its` best to ensure commitment of national authorities to createaccountability mechanisms in the SDG implementation process with CSO participation.

SRH Serbia will continue to actively advocate for making space for CSOsat policy-making and decision-making tables, with a particular focus on engaging influential, experienced women’s organizations and networks that represent excluded and deprived groups, as key actors for deepening state accountability and tracking its`performance in implementing gender equality commitments, such as CEDAW and SDGs.

**Other important partners**

SRH Serbia will continue to workwith women’s and queer studies centres in developing innovative methods for tackling gender inequality and violation of SRHR.

SRH Serbia will continue to partner with mainstream, social and alternative media organizations, in order to engage younger men, women and other marginalised groups in advancing gender equality, as the media is critical in shaping attitudes and changing practices that perpetuate gender discrimination and inequality.

SRH Serbiawill also work with the private sector, which is increasingly important to efforts to link gender equality with inclusive growth and sustainable development. The private sector has been a major player in extending services to under-served, deprived and marginalized and for their economic empowerment.

**VI. Reporting on and evaluating the Gender Equality Strategy, 2016-2019**

This Gender Equality Strategy 2016-2019, is aligned with the SRH Serbia Strategic Plan for 2016-2019. As such, progress toward achieving the development results of the Gender Equality Strategy will be measured against the relevant outcomes, outputs and indicators of the SRH Serbia Strategic Plan.

SRH Serbia will conduct an evaluation of the implementation of the Gender Equality Strategy 2016-2019, upon its completion.

**Terminology Used in the Gender Equality Strategy**

***Gender***

“Refers to the social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys, as well as the relations between women and those between men. These attributes, opportunities and relationships are socially constructed and are learned through socialization processes. They are context/time-specific and change-able. Gender determines what is expected, allowed and valued in a women or a man in a given context. In most societies there are differences and inequalities between women and men in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities. Gender is part of the broader socio-cultural context. Other important criteria for socio-cultural analysis include class, race, poverty level, ethnic group and age.”1

***Gender Equality***

“Refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women’s and men’s rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration—recognizing the diversity of different groups of women and men. Gender equality is not a ‘women’s issue’ but should concern and fully engage men as well as women. Equality between women and men is seen both as a human rights issue and as a precondition for, and indicator of, sustainable people-centered development.”2

***Gender Mainstreaming***

“Mainstreaming a gender perspective is the process of assessing the implication for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It is a strategy for making women’s as well as men’s concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.

***Women’s Rights***

“The human rights of women and of the girl child are an inalienable, integral and indivisible part of universal human rights. The full and equal participation of women in political, civil, economic, social and cultural life, at the national, regional and international levels, and the eradication of all forms of discrimination on grounds of sex are priority objectives of the international community.”4

“As defined in Article 1, ‘discrimination against women’ shall mean any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.”5

***Women’s Empowerment***

“Women’s empowerment has five components: Women’s sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have the power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.”6

“The concept of empowerment is related to gender equality but distinct from it. The core of empowerment lies in the ability of a woman to control her own destiny. This implies that to be empowered women must not only have equal capabilities (such as education and health) and equal access to resources and opportunities (such as land and employment), they must also have the agency to use those rights, capabilities, resources and opportunities to make strategic choices and decisions (such as are provided through leadership opportunities and participation in political institutions. And to exercise agency, women must live without the fear of coercion and violence.

***Gender Parity***

“…equal numbers of men and women at all levels of the organization. It must include significant participation of both men and women, particularly at senior levels. Gender parity is one of several integrated mechanisms for improving organizational effectiveness

***Gender-based Violence***

“Gender-based violence is a form of discrimination that seriously inhibits women’s ability to enjoy rights and freedoms on a basis of equality with men…Gender-based violence, which impairs or nullifies the enjoyment by women of human rights and fundamental freedoms under general international law or under human rights conventions, is discrimination within the meaning of Article 1 of (CEDAW).”9

“…any act of violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.”10

“…any harmful act that is perpetrated against a person’s will and that is based on socially associated differences between males and females. As such violence is based on socially ascribed differences. (G)ender-based violence includes, but it is not limited to sexual violence.

While women and girls of all ages make up the majority of the victims, men and boys are also both direct and indirect victims. It is clear that the effects of such violence are both physical and psychological, and have long term detrimental consequences for both the survivors and their communities.

**Notes**

1. OSAGI, 2001, ‘Gender Mainstreaming: Strategy for Promoting Gender Equality Document’.
2. Ibid.
3. ECOSOC, 1997, ‘Report of the Economic and Social Council for 1997’, A/52/3, chapter IV ‘Special Session on Gender Mainstreaming.’
4. World Conference on Human Rights, 1993, Vienna Declaration and Programme of Action, A/CONF.157/23, paragraph 17.
5. CEDAW.
6. UN Secretariat, Inter-agency Task Force on the Implementation of the International Conference on Population and Development’s Programme of Action, ‘Guidelines on Women’s Empowerment’ [www.un.org/popin/unfpa/taskforce/guide/iatfwemp.gdl.html].
7. Millennium Project Task Force on Education and Gender Equality, 2005, Taking action: achieving gender equality and empowering women.
8. UNDP Gender Parity Report 2007.
9. Committee on the Elimination of All Forms of Discrimination against Women, 1992, General Recommendation 19 [www.un.org/ womenwatch/daw/cedaw/recommendations/recomm.htm].
10. DEVAW, Article 1.
11. ECOSOC Humanitarian Affairs Segment, 2006, ‘Addressing Gender-based violence in Humanitarian Emergencies, ‘Gender–based violence and the role of the UN and its Member States’ [www.un.org/docs/ecosoc/meetings/2006/ docs/Presentation%20Mr.%20Michel.pdf].