



## **Recommendations for NGOs, Women's Organisations and Activist Groups**

To be effective you will need to consider:

### **Using CEDAW and other international and regional frameworks**

- Use UN and regional policy and rights frameworks to guide interventions on gender stereotypes. Also use other Conventions relating to discrimination including the Universal Declaration of Human Rights, and the Convention on the Rights of Persons with Disabilities, in conjunction with CEDAW and the BpfA.
- Advocate for international and regional policies to address gender stereotypes such as the UN Global Compact, and call for the UN Regional Commissions to take up these issues.
- Draw attention to gender stereotypes in NGO Shadow Reports to the CEDAW Committee and encourage government to deal directly, and in more detail, with their efforts to tackle gender stereotypes in their reports.
- If international and regional frameworks have not been ratified, campaign for their ratification, in particular of CEDAW and its Optional Protocol to ensure more protection for citizens facing discrimination through gender stereotyping. If Reservations are in place, campaign for their removal so that the full strength of CEDAW can be brought to bear when violations occur.

## **Holding institutions to account**

- Hold institutions to account for their commitments on gender stereotypes – for example, governments for their obligations to the above issues as well as media professionals for their obligations under codes of conduct on stereotyping in messages and images.
- Given that CEDAW makes governments accountable for the actions of non-state actors, governments need to be held accountable if businesses, charities, private schools, media enterprises and so on fail to eliminate stereotyping.
- Holding institutions to account may require the need to audit and monitor policies, legislation and institutional practices. This may result in a need for formal regulatory mechanisms and self-regulation such as: codes of conduct, supporting legal ‘test’ cases, using the Optional Protocol to CEDAW, or awareness-raising campaigns to communicate breach of regulations by the media.

## **Building the evidence base for action on gender stereotypes**

- Undertake or support research to further develop the evidence base on how limiting stereotypes persistently undermine the achievement of gender equality and women’s empowerment. This understanding can feed into the design of better interventions. Collaboration with research and academic institutions may be fruitful.
- Audit and monitor gender stereotypes in national legislation, policy and practice to provide an evidence base for action and a baseline from which to measure progress.

## **Undertaking and evaluating interventions to tackle gender stereotypes**

- Address the issue of gender stereotypes through research, policy analysis, practical action, awareness-raising or advocacy – Lesson Three outlined a wide range of these productive interventions.
- Provide or collaborate with capacity building measures such as gender-sensitisation programmes for journalists, curriculum adaptations in media training, development guidance for judges and training health workers.
- Undertake advocacy with other institutions such as government ministries, UN entities, broadcasters, teacher-training institutes, or fund this work through partner organisations.
- Introduce systematic monitoring and evaluation processes, ensuring baselines are established to measure the extent of change. In evaluation approaches there should be a focus on ongoing learning, which would benefit any community of practice working on gender stereotypes.

## **Building alliances and a community of practice**

- For organisations already addressing gender stereotypes, it would be beneficial to develop partnerships with Governments and other actors (such as academia and the private sector) in identifying and addressing gender stereotypes. This would ensure continuous dialogue and exchange of experiences, lessons learned and good practices. To further these goals it may be useful to also build alliances with those working on other types of stereotypes such as those relating to indigenous populations, widows, disability and ethnicity.
- Develop international, regional and national communities and networks to further the necessary work on gender stereotypes; advocating for their importance in policy action and practical intervention at all levels. This will enable actors to learn from each other, develop best practice, and initiate collaborative interventions. Systematic documentation of interventions and their effectiveness is essential, possibly in collaboration with research institutions.

- Develop a body of knowledge on what has been successful, using collaborative research on developing methodologies and evaluations. It may be useful to explore how existing tried and trusted methodologies such as Stepping Stones could be adapted and streamlined to focus on reflecting on and deconstructing gender stereotypes within groups of girls and boys, women and men. In addition you may explore how innovative evaluation tools could be adapted for other work that explicitly addresses gender stereotypes.