

Introduction

Platform for Gender Equality (hereinafter Platform) was created on 19 June 2015. The Platform was created with aim of bringing together civil society organizations and individuals that collectively with advocate for adoption of gender quota, namely for adoption of bill nr.180.¹ In connection with this, the Platform has assumed and fulfilled a series of activities that led to the set goal. Thus, the bill no. 180 was passed in the second reading and became law no.71. The Platform managed to become a recognizable name in the field of gender equality in short period of time and this attracted a relatively large number of members. Currently the Platform is formed by 28 members, NGOs, informal groups and individuals. The impact of activities undertaken by the Platform and their positive results prompted the initiation of the consultation process on the development of this strategy as way of securing Platform's continuity for the period 2016-2018.

Vision: Creating a fair and egalitarian society in terms of gender equality and human rights.

Mission: Promote gender equality in Moldova by improving the legal framework and ensure its proper implementation.

Values:

Gender equality – creating equal opportunities for women and men in all life spheres

Human rights - fundamental freedoms guaranteed to all human beings from birth.

Equity - ethical and legal principle underlying the regulation of all social relations in the spirit of justice, equality and fairness, cooperation and mutual respect.

Solidarity - unitary action, spirit of understanding and community of ideas, feelings and interests.

Integrity - appropriation to be honest; honesty, probity; incorruptibility.

Strategic objectives:

- Ensure gender equality in implementing the Sustainable Development Goals in Moldova
- Promote gender equality in the security and defense field in the context of international standards
- Ensure gender equality in the education system in Moldova
- Promote the balance between family life and professional life, and the principle of equal pay for equal work
- Ensure a society free of gender violence

The strategic objectives serve as milestones in the development of new programs and activities of the Platform.

¹ The bill no.180 was drafted by the Government of Moldova with the support of civil society. It was voted in first reading in July, 2014. In the second reading was passed nearly two years later (April 2016) as a result of advocacy work done by the Platform for Gender Equality and other relevant civil society actors.

The Strategy Goal is to strengthen the capacity of members of the Platform for Gender Equality in promoting and achieving gender equality in Moldova. The goal will be reached by implementing the general and specific objectives.

Summary

The strategy is structured in three parts that reflects three components: advocacy, communication and fundraising. First part reflects Platform's objectives regarding the implementation of the gender quota of 40% required by law no.71 in the formation of electoral lists and the Government, political parties establishment leadership and management of the Broadcasting Council. Second part reflects Platform's commitments on improving and developing mechanisms for internal and external communication. Third part reflects Platform's goals on diversifying funding opportunities with the goal of sustainability and increasing the number of activities. General and specific objectives of each component and key performance indicators are as following:

I. Advocacy

General Objective: Ensure proper implementation of the gender quota of 40% in the formation of electoral lists and the Government, political parties establishment leadership and management of the Broadcasting Council.

Specific objectives:

1. Monitoring the implementation of the gender quota of 40% by political parties (in the formation of electoral lists and establishment of Government, and in the formation of political parties) for the new election cycle in 2018 (parliamentary elections) and new Government mandate.
2. Raise awareness among policy makers on the implementation of the gender quota of 40% required by law no.71 in the formation of the electoral lists, in establishing the leadership of political parties and Government.

Key performance indicators:

- Total number of political parties monitored;
- Total number of political decision makers-sensitized;
- Total number of women registered on the electoral lists and total number of women being members of the government;
- The percentage of women involved in politics compared to previous election elections when the provision of gender quota of 40% was not included in the law.

II. Communication

General Objective: Improve internal and external communication.

Specific objectives:

1. Develop and implement at least two mechanisms of internal communication during 2016 - I sem. 2017.
2. Increasing the visibility of Platform's activity by using at least two external communication mechanisms.

Key performance indicators:

- The number of internal communication mechanisms developed;
- The number of internal communication mechanisms used by the members of the Platform;
- The number of "Facebook likes";
- The number of website visitors;
- The number of opening of Platform's documents and news;
- The number of events attended by the members of the Platform;
- The number of new members of the Platform compared to the previous mandate.

III. Fundraising

General Objective: Ensuring the sustainability of the Platform.

Specific objectives:

1. Write and submit at least 2 projects in the period 2016-2018.
2. Develop international cooperation with at least one network of organizations in the period 2016-2018.

Key performance indicators:

- The number of written projects;
- The number of donors identified;
- The number of submitted applications;
- The number of international networks identified;
- The number of established collaborations;
- The number of new members of the Platform compared to the previous mandate.
- The number of implemented activities compared to the previous mandate.

Methodology

There were organized three consultation meetings with members of the Platform for Gender Equality and two sessions of consultation with particular constituents, namely with the observer members, East-European Foundation and UN Women in Moldova. Also, the conclusions from two previous meetings organized by the Ministry of Labor, Social Protection and Family were integrated in the Strategy.

Consultation meetings were held from 6 to 25 July, 2016. They were organized based on four guides which have been developed and distributed to members of the Platform two days before the actual meetings. The guides were structured according to the three components included in the Strategy: advocacy, communication and fundraising. First guide contained also questions about the assessment of the necessity, specific nature and performance of the Platform for the past year. The responses to these questions are found as well in the SWOT analysis which served as the basis for organizing consultation meetings on aspects related to communication and fundraising components.

Members who were unable to attend the consultation meetings were invited to provide their input in written via email. The questions included in those four guides were designed to identify and highlight the opinions, expectations and ideas of the members of the Platform regarding its future activities developed in line with the three components included in the Strategy. All conclusions of the consultation meetings were summarized and sent to members of the Platform. Also, they have been attached to this strategy (see ANEX3 for consultation conclusions).

In total, 16 members participated in the consultation process either through e-mail, or direct participation at meetings.