


STRATEGIC DIRECTION FOR KVINFO

2015 2016 2017





WE STRIVE
TO MAKE
EQUAL OPPORTUNITIES
REGARDLESS OF GENDER
A COMMON AND
ENGAGING MATTER,
NATIONALLY AS WELL AS
INTERNATIONALLY.



GENDER EQUALITY IS ESSENTIAL

Gender equality is essential: To the individual person's opportunities to fully realise their potential as well as to a modern society that insists on everyone's potential being realised.

Gender equality is a topic that evokes feelings. The debate is fraught with stereotypes: From women's libbers to career women, from quiet girls to male losers. It makes the headlines when issues of gender equality become concrete, but often the concrete examples are both oversimplified and caricatured representations that distort the debate. As a defining value in our society, the gender equality debate is central. That is why we need knowledge, analyses, and research.

Nationally and internationally speaking, gender equality is a matter of common concern. It is not only about women and men, but about equal opportunities regardless of gender. De facto gender equality can only be accomplished if both genders participate. The contemporary discourse on gender equality unites and addresses the challenges pertaining to the opportunities and rights of the individual human being. Gender, sexuality, and ethnicity must

never limit the access to formal and actual rights.

Gender equality does not come by itself. KVINFO was launched to make a difference, nationally as well as internationally.

We are proud of our achievements, our collaboration and partnerships with people who have something to contribute, with inspiring scholars and artists, and with ambitious associations and organisations. The progressive solutions and concrete results are a transnational inspiration, and the obstacles and lack of opportunities call for action that bridges continents and generations.

This strategy will show the way. It is to guide and inspire us, our customers, and collaborators. It outlines our strategic goals and thus shapes the course for KVINFO's work during the next three years.

Nina Groes
Director, KVINFO

VISION

KVINFO'S VISION IS
A FREE, EQUAL AND
DIVERSE SOCIETY.

WE STRIVE TO MAKE
EQUAL OPPORTUNITIES
REGARDLESS OF GENDER
A COMMON
AND ENGAGING MATTER,
NATIONALLY AS WELL AS
INTERNATIONALLY.

MISSION

KVINFO IS
DENMARK'S KNOWLEDGE
AND DEVELOPMENT CENTRE FOR
GENDER, EQUALITY
AND DIVERSITY.
WE PROVIDE A GATHERING POINT FOR
CONTEMPORARY DISCUSSIONS
ON GENDER EQUALITY.

WE ACHIEVE OUR OBJECTIVES BY:

- COLLECTING AND GENERATING INFORMATION
- ACTIVATING KNOWLEDGE AND FINDING NEW WAYS TO ACHIEVE
DE FACTO EQUALITY
- ENTERING INTO DIALOGUE AND PARTNERSHIPS

VALUES

OUR RESULTS MAKE A DIFFERENCE

WE MAKE A
CONCENTRATED EFFORT
TO PROMOTE GENDER EQUALITY
IN DENMARK AND ABROAD.

WE FOCUS ON QUALITY

WE ARE THOROUGH
AND FOCUS ON
QUALITY AND PROFESSIONALISM
– ONLY THUS WILL WE BE ABLE
TO UPGRADE THE DEBATE ON
AND EFFORTS TO
ACHIEVE GENDER EQUALITY.

WE ARE COURAGEOUS

WE ARE SHARP AND CAPABLE OF ACTION.
WE TAKE THE DISCURSIVE LEAD AND DOCUMENT
HOW SOCIETY CAN BECOME MORE
FREE, GENDER-EQUAL, AND DIVERSE.

WE HAVE A VISION

WE CHALLENGE THE NORMS, ARE CURIOUS AND
LOOK TO OUR NEIGHBOURS FOR INSPIRATION.
WE LISTEN TO EVERYONE
– ALSO THE ONES WHO CONTRADICT US.

WE WORK TOGETHER

WE CREATE DIALOGUE AND THINK TRANSVERSELY,
INVITE IN, AND REACH OUT.
WE JOIN HANDS AND CREATE A PLEASANT
WORKPLACE CENTRED ON RESULTS.

OUR OBJECTIVE

KVINFO IS THE OBVIOUS FIRST CHOICE WHENEVER THERE IS A DEMAND FOR KNOWLEDGE ON GENDER, GENDER EQUALITY, AND DIVERSITY.

THE OUTSIDE WORLD IS FAMILIAR WITH AND APPLIES THE KNOWLEDGE WE HAVE TO OFFER. WE REACH NEW TARGET GROUPS IN TERMS OF AGE, GENDER, GEOGRAPHY, AND SOCIOECONOMICS.

WE CREATE AN OVERVIEW AND CLARITY AS REGARDS RESEARCH, ANALYSES, AND DOCUMENTATION. WE DELIVER NEW KNOWLEDGE ABOUT GENDER, GENDER EQUALITY, AND DIVERSITY, NATIONALLY AS WELL AS INTERNATIONALLY.

WE COLLECT AND GENERATE INFORMATION

OUR METHOD

We collect and advise on the most recent national and international research, documentation, and information on gender. Similarly, we communicate the cultural heritage of women's and gender history in Denmark. We do this by means of systematic research and enhanced collaboration with research, educational, and cultural environments. We employ a comprehensive concept of knowledge, which comprises research, analysis, and documentation as well as art, culture, and tendencies.

We generate knowledge. We map gender equality deficiencies, document areas of concern, and point to new results and progressive steps towards increased equality and diversity on a national and an international level. We create

clarity and synthesis with regard to research, analyses, and documentation.

We apply a user perspective in our work. We meet the users on their turf and offer an engaging, relevant, and vibrant service. We work systematically to reach our target groups by blazing the trail of targeted communication.

We invite in, but we also reach out. Our knowledge is available for teaching, learning, development, and research into gender, equality and diversity. We use rapidly advancing technology as a vehicle to communicate our gender equality agenda and make knowledge accessible physically as well as digitally.

OUR OBJECTIVE

KVINFO PROMOTES
AN UNBIASED AND KNOWLEDGE-BASED
DEMOCRATIC
DIALOGUE AND DEBATE ON
GENDER, EQUALITY, AND DIVERSITY.

WE TRANSFORM KNOWLEDGE INTO
TOOLS OF GENDER EQUALITY,
DEVELOP NEW DIDACTIC SPACES,
AND SUPPORT CAPACITY-BUILDING
CONCERNING GENDER
AND EQUALITY, NATIONALLY AS WELL AS
INTERNATIONALLY.

WE ACTIVATE KNOWLEDGE AND FIND NEW WAYS TO ACHIEVE DE FACTO EQUALITY

OUR METHOD

Knowledge alone does not bring about a gender-equal world. That is why we activate knowledge. We do this on three different levels: In the national debate, when we address decision-makers, and institutionally.

We activate new knowledge about gender and equality, nationally as well as internationally. We do this on web-based platforms, in social media, and public debates.

We support the integration of gender, equality, and diversity as active constituents of knowledge, development, and learning on an institutional level, nationally as well as internationally. We do this by developing new didactic spaces for children, young people, and

students, and by making knowledge and tools available to teachers.

We find new ways to achieve de facto gender equality, nationally and internationally speaking. We communicate fact-based knowledge to decision-makers. We present potential courses of action that convert legislation into practice.

We develop methods and launch activities in order to promote equality and diversity. We support capacity-building, training, and knowledge-sharing in public and private institutions and enterprises. We contribute expert knowledge and experience to the affairs between Denmark and our international partner states and support transnational collaboration and development.

OUR OBJECTIVE

KVINFO ENTERS INTO
CLOSE COLLABORATION AND
PARTNERSHIPS WITH A VIEW
TO EFFECT EQUALITY PROGRESS,
NATIONALLY AS WELL AS INTERNATIONALLY.

WE ENSURE A VIBRANT EXCHANGE OF
EXPERIENCES BETWEEN DENMARK
AND THE WORLD AND INTRODUCE
INTERNATIONAL KNOWLEDGE INTO A
DANISH CONTEXT.

WE ENTER INTO DIALOGUE AND PARTNERSHIPS

OUR METHOD

KVINFO's efforts are based on dialogue, cooperation, and partnership. We listen to everyone, and respect the individual. We enter into close collaboration with relevant partners in order to boost efficiency and contribute to a society characterised by increased freedom, equality, and diversity.

Through our international efforts we support democratic reform as regards gender in the Middle East and in Africa and work to ensure formal and de facto gender equality. We generate dialogue and networks – across the Arab countries and between Denmark and the region. Together with our collaborators, we advocate for and educate about women's and men's social, financial, political, and legal

rights. We incorporate our experiences from our international work into the Danish integration and gender equality efforts.

We generate and create knowledge in collaboration with gender equality players in the Nordic region and in the rest of Europe as well as multilateral organisations such as the UN. We communicate information about international tendencies vis-à-vis gender-equality efforts, research, and results.

We cooperate comprehensively with research and educational institutions, public institutions, private and cultural enterprises, civic society and interest organisations, networks, and individuals.



WE ALWAYS WORK WITH A PERSPECTIVE OF DIVERSITY

KVINFO's work is informed by an intersectional and norm-critical perspective. Gender cannot stand alone. Age, socioeconomics, race, ethnicity, geography, sexuality, religion, and other markers of difference also affect people's lives and make a difference. It is called intersectionality. We are critically observant of the

ways in which norms make a difference and potentials are realised.

During this strategic period we have had a special focus on four transversal priority areas which are all linked to gender in our work.

GIRLS, BOYS, MEN, AND WOMEN

De facto gender equality can only be accomplished if both genders participate. The contemporary discourse on gender equality unites and addresses the challenges pertaining to the opportunities and rights of women, men, girls, and boys. We cannot separate the issues – nor should we.

Gender equality requires an awareness of the many different kinds of men and women, girls and boys, and of the plethora of different masculinities and femininities. To KVINFO, boys and men are not only a target group or a field of interest. They are also important actors in the efforts to achieve gender equality in Denmark and abroad.

CHILDREN AND YOUNG PEOPLE

In the lives of children and young people, at home and in the nurseries and kindergartens, in school and among friends, gender is usually very significant, but often in new and surprising ways. Children and young people are both inheritors and creators of gendered culture, norms, and expectations. This is where our future society is forged.

KVINFO intends to centre the lives, opportunities, and rights of children and young people. Together with them, we will inform and spark debate about gendered stereotypes and gender equality in Denmark and abroad.

ETHNICITY AND RACE

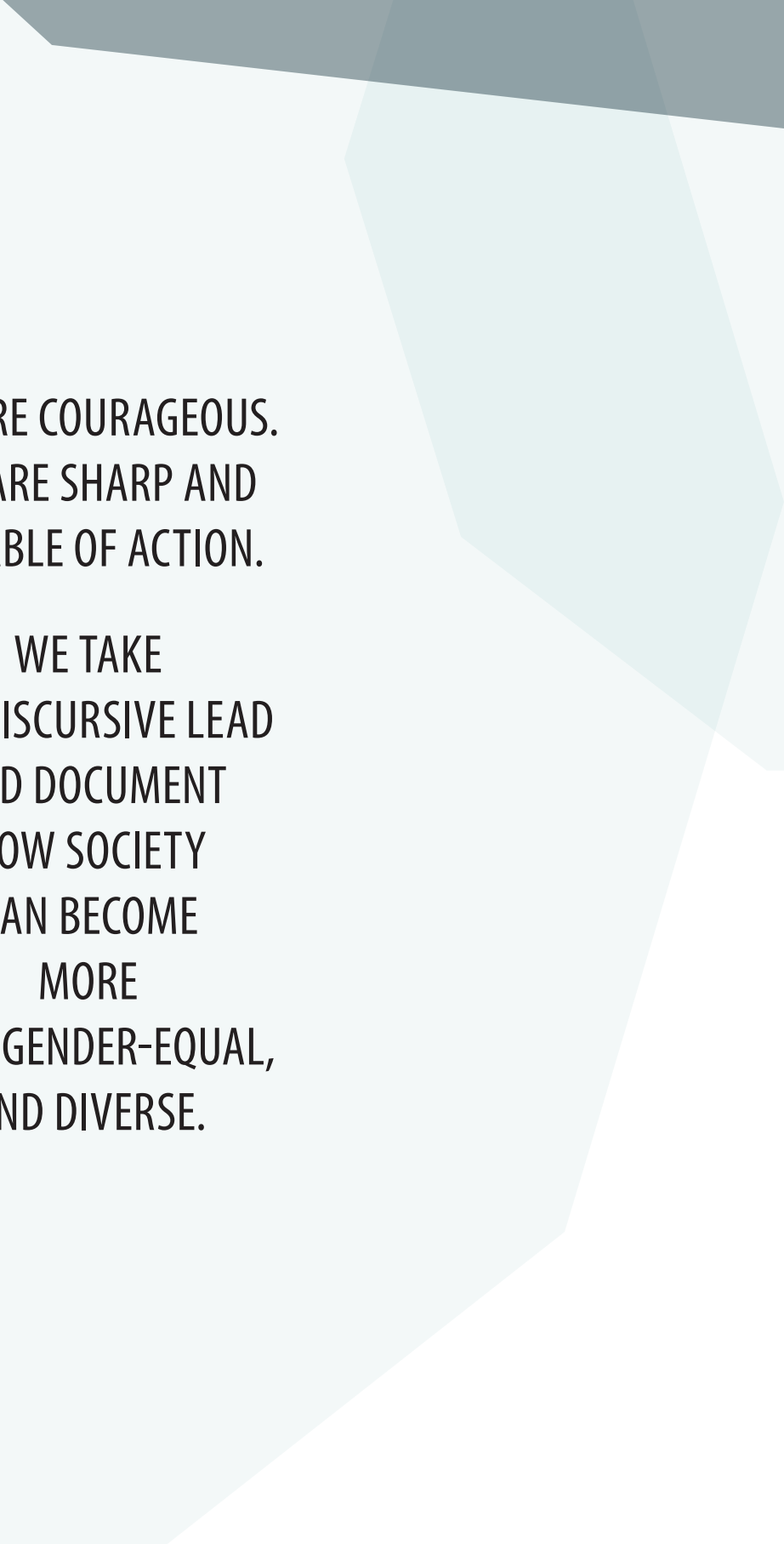

The question of gender equality is constantly being challenged by societal development. Gender is interwoven with other markers of identity and difference, such as race and ethnicity. At KVINFO, we wish to challenge the norms and prejudices vis-à-vis the significance of gender to minority groups as well as the majority. Through our awareness of and work with gender diversity, race, and ethnicity, KVINFO strives to make a concrete difference in order to drive society in a more progressive and diverse direction.

KVINFO wishes to help ensure that everyone - regardless of gender, race, and ethnicity - may realise their life potential and participate in society on equal terms without having prejudice and negative expectations hamper personal fulfilment, influence, or autonomy.

SOCIOECONOMICS AND GEOGRAPHY

The gender equality debate is not reserved for the privileged or well-educated population. KVINFO strives to make gender equality efforts relevant and engaging in all of Denmark and to all social segments.

Targeting the areas that hold the biggest gender equality challenges is a central value that also informs KVINFO's international endeavours.



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WE ARE SHARP AND
CAPABLE OF ACTION.

WE TAKE
THE DISCURSIVE LEAD
AND DOCUMENT
HOW SOCIETY
CAN BECOME
MORE
FREE, GENDER-EQUAL,
AND DIVERSE.



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KVINFO
GENDER ■ DIVERSITY
INFORMATION
EQUALITY
THE DANISH CENTRE FOR RESEARCH
AND INFORMATION ON GENDER,
EQUALITY AND DIVERSITY