

A large, light blue, stylized letter 'K' graphic that serves as a background for the main title. The 'K' is composed of three main parts: a vertical stem on the left, a diagonal bar extending from the top right to the middle of the stem, and another diagonal bar extending from the middle of the stem to the bottom right. The text is centered within the negative space of the 'K'.

**KVINFO
STRATEGY
2021-2024**



Equality through knowledge about gender

Gender equality is a fundamental principle in Denmark and one of the values of the Danish Culture Canon. Gender equality is also highly prioritised in Denmark's international efforts. Gender equality remains a key global issue as well; the EU was founded on a set of values that include gender equality, which is also one of the 17 UN Sustainable Development Goals. In spite of the considerable progress we have achieved already, there is still much to be done before we have a truly free and equal society. KVINFO helps promote gender equality, both in Denmark and abroad.

Gender equality gives everyone the opportunity to participate on an equal footing in society. It also allows society to benefit from all its human resources. Both the individual and society in general stand to benefit from greater equality between genders.

Gender must not limit an individual person's free choice of education or vocation. Everyone should have equal access to decision-making forums, including through involvement in politics, organisations and businesses. Norms and stereotypes must not prevent individuals from living out their full potential.

The MeToo movement is a recent and clear demonstration of the fact that the need for a freer and more equal society remains an extremely relevant and crucial issue in today's world. The movement has revealed how every society still faces challenges with gender equality. KVINFO's role is to contribute to the vision of gender equality with current and relevant knowledge that can help bring about the change that is needed.

KVINFO's 2021-2024 strategy outlines the organisation's overall strategic framework for the next four years. The strategy focuses on the changes that KVINFO seeks to help drive in the direction of freer and more equal societies. The purpose of the strategy is to formulate an overarching direction for KVINFO's efforts and to prioritise these efforts.

About KVINFO

KVINFO is Denmark's research centre for gender and equality.

KVINFO is a self-governing institution with its own board.

KVINFO is funded through a budget grant under the Danish Ministry of Culture. In addition, KVINFO is a strategic partner in the Danish-Arab Partnership Programme (DAPP) under the Danish Ministry of Foreign Affairs and operates a mentor network funded by the Danish Ministry of Immigration and Integration. KVINFO's other activities are funded by foundations and institutional donors.

KVINFO operates at the intersection between knowledge, policy and practice. As a research centre for gender and equality, we create an overview of research and knowledge in the field and ensure it is used to inform decision-makers, media outlets, companies, organisations and the public at large in Denmark and abroad. We transform knowledge into change by developing tools and solutions to specific challenges related to gender.

We see it as our obligation to create public value, for instance by highlighting and responding to important societal challenges that directly relate to gender and equality or where knowledge about gender is key to bringing about change



EXAMPLES OF KVINFO'S EFFORTS OVER THE PAST STRATEGY PERIOD:

KVINFO PRODUCES AND SHARES KNOWLEDGE

On behalf of the IT trade union PROSA and well before the second wave of MeToo, KVINFO conducted research-based surveys on sexual harassment and sexism in IT workplaces and IT-related places of study. Among other things, the surveys revealed a link between well-being and sexual harassment, and the findings sparked public debate. With a view to bringing about norm and culture change, the surveys were followed up by a *GenderLAB* workshop at one of the places of study, along with other initiatives.

KVINFO FORMULATES RECOMMENDATIONS BASED ON STUDIES

KVINFO supports civil society organisations in the Middle East and North Africa fighting for gender equality. For example, KVINFO contributed to the first nationwide study on the extent and causes of child marriages in Morocco, a practice that remains widespread despite being banned. This knowledge informs the population and decision-makers about the personal and societal cost of child marriages and that the practice violates the human rights of children. On the basis of that data, a Morocco-based partner identified loopholes in the country's legislation and practice and formulated specific recommendations to decision-makers on how to stop child marriages.

KVINFO DEVELOPS AND USES TOOLS

KVINFO works to ensure that women with an ethnic minority background living in social housing areas get the opportunity to participate on equal footing with others in the labour market and society in general. KVINFO's mentor network complements employment efforts in social housing redevelopment plans and job centres with a unique and award-winning mentoring tool. The mentoring intervention contributes to clarifying the competences of the women, preparing them for the labour market and bringing them into the labour market.

Vision and mission

VISION

KVINFO's vision is a free and equal society.

By free is meant a society in which structures, norms and stereotypes about gender support individuals in living out their full potential.

By equal is meant equal opportunities and rights to participate on equal footing in society, irrespective of gender.

MISSION

KVINFO's mission is to operate on a foundation of knowledge to qualify societal discourse and change and promote gender equality in a contemporary context, both nationally and internationally. We contribute to norm, cultural and structural changes through the development and use of tools, knowledge dissemination and advocacy.

KVINFO's understanding of gender

KVINFO's work is based on knowledge about gender and the many ways in which gender affects society and individuals. KVINFO promotes knowledge about gender to serve as the basis for political decisions and insists that gender is an important perspective to understand and include in societal discourse and change.

KVINFO regards gender as a fluid concept and considers the significance of gender to be dependent on the context in which different masculinities and femininities become relevant. The significance of gender also depends on other factors such as ethnicity, age, sexual orientation, socioeconomic background, functional ability and nationality. KVINFO's efforts are premised on this intersectional starting point, and we see interplays between gender and issues such as racism and sexism. Both nationally and internationally, KVINFO advocates that gender considerations should be incorporated into efforts relating to democracy, human rights, poverty and welfare.

KVINFO understands gender as an interplay between the human body, socioeconomic structures and norms that partially consist of expectations and stereotypes associated with different gender identities. These structures and conditions are made up of preconceptions such as a binary understanding of gender, resulting in a restrictive framework that serves as an obstacle to real inclusion where people can live out their full potential and be their true selves. Gender is not locked into a biologically determined binary gender system. The freedom to be who you are is precisely one of the things that can help do away with restrictive gender categories.

KVINFO's objectives

KVINFO's goal is to help drive change in the direction of more equal and free societies in Denmark and abroad. Among other things, our goals are to work with:

- »» **TOOLS.** Develop research-based tools that can effect changes in norms and culture with a view to promoting gender equality. For example, this could include methods to transform a sexist culture or counteract stereotypical gender socialisation in school.
- »» **STUDIES AND ANALYSES.** Increase KVINFO's internal production of studies and analyses that focus on issues such as fatherhood, changes in perceptions of masculinity or the spread and significance of the second MeToo wave in the Middle East and North Africa.
- »» **RESEARCH-BASED SERVICES.** Expand our research-based services in the form of studies and tools to more actors and across more countries. This includes investigating the extent of sexism and sexual harassment in a given environment or context or holding *GenderLab* workshops to identify positive cultural and norm changes that could be implemented. These services contribute to knowledge building within KVINFO and should be built upon and offered to more organisations.
- »» **RESEARCH COLLABORATIONS.** Strengthen research collaborations, for example through facilitating events and other forms of knowledge dissemination and in close dialogue with gender research environments on how research-based knowledge can be transformed into gender equality policies and practical change.
- »» **GENDER ANALYSIS.** Strengthen our efforts related to gender analyses in broader societal challenges, such as by highlighting how gender considerations may be a relevant part of the solution.
- »» **INTERNATIONAL CIVIL SOCIETY.** Strengthen the capacity of civil society organisations working with gender equality in other countries, for instance through partnerships that allow us to make use of our competencies in relation to aspects such as the economy and labour market, migration and radicalisation and the prevention of sexism and discrimination.
- »» **SYNERGI.** Ensure reciprocal relevancy in our international and national knowledge-related work, such as by sharing knowledge and learning from KVINFO's work in Denmark and abroad.
- »» **DOCUMENTATION.** Further substantiate existing programmes with knowledge, for example through documentation of good practices from KVINFO's international programmes, where we exchange knowledge and experiences and learn together with local partners. This may also include substantiating our work in social housing areas on ethnic minority women's participation on equal footing in the labour market and society with more knowledge.

As always, KVINFO will also continue to seize and respond to current issues in society.

KVINFO's priority themes

In Denmark and abroad, KVINFO seeks to set the agenda in the following thematic areas:

SEXISM AND SEXUAL HARASSMENT: BUILDING SOCIETIES THAT ARE FREE FROM SEXISM AND SEXUAL HARASSMENT

KVINFO will work to combat sexism and sexual harassment.

Sexism and sexual harassment not only have negative consequences for those who are subjected to it. Workplaces and society in general are also negatively impacted by this form of discrimination. We regard sexism and sexual harassment as a way of exercising power over others in such a way that prevents participation on equal footing in democracy, the workplace and places of learning.

KVINFO will work to identify the nature, extent and consequences of sexism and sexual harassment and contribute tools that facilitate changes in norms and culture. We will investigate the effectiveness of methods and measures while also being engaged in advocacy efforts to establish the best possible environment for combating sexism and sexual harassment.

GENDER SOCIALISATION: STEREOTYPICAL NOTIONS OF GENDER MUST NOT RESTRICT FREE CHOICE

KVINFO will work to eliminate biased and stereotype-based gender expectations for children and young people in education systems and other institutions.

In the gender-segregated labour market with horizontal and vertical divisions of labour, the genders are systemically distributed into industries and sectors and unevenly in the job hierarchy in workplaces. Restrictive notions on gender are established in childhood. The consequence of such notions is untapped potential among individuals as well as society in general; that work performed by different genders does not have the same value; an unequal distribution of chores at home; an unequal distribution of parental leave and care responsibilities; unequal pay and pension and finally, unequal opportunities for individuals.

KVINFO's advocacy efforts will be aimed at building a framework that combats gender stereotypes and strengthens diverse and inclusive places of study and work. Further, KVINFO will create an overview of and test methods for combating stereotype-based gender socialisation and barriers, such as men with ethnic minority backgrounds and women encounter in educational systems and other institutions.

CONTEMPORARY SOCIETAL ISSUES: GENDER AS A CONTRIBUTION TO TACKLING CHALLENGES

KVINFO will use its knowledge about gender to explore and uncover the role that gender plays in broad societal challenges and how gender considerations can be a relevant part of how to tackle them. In this and other aspects of our work, we recognise the UN Sustainable Development Goals as an important driver for sustainable development. We contribute to the goals, sub-goals and indicators that are relevant to gender equality across 17 goals and specifically goal 5 on gender equality.

Depending on the possibility of funding and opportunities that present themselves, KVINFO will select one of the following areas:

The development and testing of new technology, IT software, safety equipment and medicine is often premised on a young male physique as being the norm. Research can help determine the impact this has on safety and usability for the population as a whole.

Gender analyses in the field of **health** can help reveal blind spots in disease prevention, research and treatment of diseases. For example, we can see that Covid-19 has a gender dimension.

Understanding norms and expectations associated with the masculine and feminine can help prevent and reduce **radicalisation and violence**. Shedding light on the different roles of the genders, both as radicalised individuals and as persons that can spot and prevent radicalisation and violence, can contribute to de-radicalisation and violence prevention efforts.

Knowledge about gender in relation to how stereotype-based gender roles affect decisions on **migration** and how migration conversely contributes to breaking gender-specific behavioural patterns and positions of power can contribute to generally improving the effectiveness of migration-related efforts.

Studies clearly show the positive results that arise from women participating in **peace agreements and peacekeeping processes**. This means that women's involvement in peace negotiations should be ensured. They should have a seat at the table when peace is negotiated, and they must be co-signatories. This would result in better and more sustainable peace agreements.

We know that the **climate crisis** has a gender dimension. By investigating and shedding light on this dimension of climate adaptation and climate change mitigation, interventions can become more effective and include people who feel the effects of the climate crisis on their own everyday lives.

Gender bias in harassment, threats and physical and digital violence poses a threat to **democracy and civil society's scope of action**. Activists, politicians and organisations working with gender equality, women's and LGBT+ persons' rights are particularly vulnerable to harassment and threats and that such threats relate to their gender. With a deeper understanding of the causes behind this form of violence and the potential setback for gender equality it poses, we can become better at preventing (and protecting individuals from) digital violence, protecting freedom of speech and increasing participation in public and political debates for all.



KVINFO's understanding and application of knowledge

KVINFO'S UNDERSTANDING OF KNOWLEDGE

KVINFO seeks to help drive change towards freer and more equal societies through a research-based approach. As Denmark's knowledge base on gender, we bring this knowledge into application in ways that can result in change at the political and practical level.

KVINFO provides a systematic overview of research and knowledge on gender and on equal, diverse and inclusive communities and societies. KVINFO's efforts are strategically focused and generate insightful knowledge in the areas where we seek to effect change.

KVINFO seeks to work closely with research environments and knowledge institutions and participates in research and knowledge networks. KVINFO points to areas that we require further knowledge and research on.

KVINFO produces studies and analyses and develops tools. To ensure the quality of

KVINFO's own knowledge production and tools, we prioritise dialogue with relevant partners, researchers and institutions, test our methods and results and adapt them to the given context.

KVINFO regards diversity in knowledge and research as well as among researchers to be a strength and key quality parameter. We attach importance to interdisciplinarity and combining methods.

KVINFO employs source criticism and considers everything from research to experience-based testimonies to be important sources of knowledge.

KVINFO'S APPLICATION OF KNOWLEDGE

KVINFO uses knowledge to create change in the following ways:

Knowledge dissemination

KVINFO communicates results and insights gained from knowledge and research via the media and our own communication channels, and we are also initiators of dialogues and debates. KVINFO also refers individuals and organisations to experts in the field.

Advocacy

KVINFO's operations are characterised by an interplay between knowledge and practice. KVINFO converts knowledge to policy proposals and monitors the implementation of legislation.

Tools

KVINFO develops tools based on knowledge and research which can contribute to changes in norms and culture.

KVINFO's target group for its knowledge dissemination, advocacy and tools is especially actors in various areas that are instrumental to change.

Communication

Knowledge, research, experiences and internal/external recommendations make up the core content of KVINFO's communication. We communicate to get more people engaged in working for free and equal societies and to provide additional nuance and knowledge to societal discourse and change.

KVINFO seeks to consolidate its position as the central institution in Denmark for knowledge on gender and equality.

Additionally, KVINFO seeks to be a distinctive public actor that clearly and credibly stands out in political discourse on gender and equality as well as broader societal issues where gender-related aspects may be a key part of the solution. Among other things, this is reflected in our continually increasing participation in public discourse.

KVINFO's communication is especially aimed at agents of change for the issue in question and the part of the general public that wants to or can be influenced to effect changes towards freer and more equal societies.

KVINFO communicates constructively and inclusively and experiments with formats, platforms and communication partnerships to make knowledge about gender and equality available to a broad and diverse audience.

Fundraising

KVINFO supports its mission and vision with fundraising through strong partnerships to develop projects and test tools with a view to converting knowledge into practice.

KVINFO develops a consolidated fundraising strategy for the whole institution in order to secure a solid and continuous funding base.

KVINFO seeks to ensure, through differentiated fundraising, that we have the funds and independence to contribute knowledge that can result in positive change towards freer and more equal societies. KVINFO accordingly aims to strengthen its partnerships with its current donors: The Danish Ministry of Foreign Affairs, the Danish Ministry of Culture, the Danish Ministry of Immigration and Integration, the EU and companies and foundations in Denmark and abroad. We wish to further differentiate our funding revenue to expand our geographical reach.

KVINFO internally

In order to deliver on the strategy, KVINFO's internal organisational work will touch on the following areas:

KVINFO strives to be a good and attractive workplace. We want to be effective and strong and make use of our employees' gender-related fields of expertise. We want to cultivate and generate knowledge, for instance through participation in conferences.

KVINFO strives to seek funding for the conversion of the former library so that it can support our ambition to be an interdisciplinary and inclusive hub for studies and discourse on gender.

In general, KVINFO will be an open and inclusive institution, among other things working to ensure diversity in the composition of the board and among employees. In addition, KVINFO wants to introduce norm-critical management practices that entail working on dismantling individual and institutional blind spots.

KVINFO wants to invest in digital solutions that strengthen, streamline and support KVINFO's work.

KVINFO wants to exercise consideration for the climate through its policies (including procurement and travel policies), and we mainstream climate considerations into all our current projects at home and abroad.

KVINFO wants to make use of new insights from the Covid-19 pandemic to rethink a flexible workplace and strengthen collaborations both nationally and internationally through digital tools.



KVINFO

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