

Gender

SDG 16 Participation

Conflict

Combat Violence

Values

Empowerment

SDG 5 Status

Influence

Victims of Violence

#Planet5050

Dignity Agenda

Sensitization

Peer mentoring

Representation

Development Security

Impact 2030 Leadership

Inclusion

Eliminate disparities

Protection

Sustainable Development

Representation

Justice

Gender Equality

Equip **Enable**

Reconciliation

Governance Economic empowerment

Decision Making

Harmful cultural practice

UN Resolution 1325

International



gender agenda international

Peacebuilding

Networking

National Action Plan

Diversity

Protection

Representation

Justice

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International

Background

Since its launch in 2001 Ellie Bird and Jane Townsley have been responsible for the development of Gender Agenda and instrumental in defining its ability to influence across communities and organisations.

In 2001 Gender Agenda 1 provided a framework within which chief officers could maximise the contribution of women within policing. Defining five Long Term Aims it focused on the engagement of women in policy forum, their representation in specialist roles and ranks, the suitability of uniform and equipment and the conditions of service defining the working environment and career opportunities.

With the support of the UK Government Gender Agenda 1 was adopted by every police force across the UK. Over the coming years as the representation of women in policing and the engagement of women in communities improved, many communities saw a reduction in crime as well as increased satisfaction, trust and confidence with local policing.

In 2001 many of the large banking, audit and consultancy as well as public sector organisations faced similar challenges in enhancing the status of women. As Ellie Bird presented Gender Agenda to women's networks around the UK, many large international companies adopted the concept to support the development of women within their own organisations. Gender Agenda provided the flexibility to address local issues and priorities and provide credible mechanism for delivery.

In 2006 Ellie Bird facilitated an extensive schedule of workshops across England, Scotland and Wales to develop Gender Agenda 2. In reviewing progress and identifying best practice she was able to develop a practical manual of reference for guidance to line managers whilst defining strategic objectives to move forward the role of women in policing for the next eight years.

Gender Agenda 2 was the catalyst for transforming the role of female police staff who whilst highly visible within the organisation, occupied the lowest grades and salary bands within policing. Challenging the use of police powers and redefining skills and competencies provided opportunities for highly professional and competent women to take on even more challenging and rewarding roles.

As the adverse impact of conflict and natural disaster on women around the world became more apparent and a realisation of how the status of women in communities determines their safety and well being, Ellie Bird and Jane Townsley developed Gender Agenda International.

Drawing on their experience enhancing the status of women within law enforcement they developed a holistic overview, mapping out the correlation of educating, empowering and equipping girls and women with the skills to establish their role in peacekeeping, to secure meaningful leadership roles in communities and equipping adolescent girls with the confidence to define their future.

Resilient and effective networks provide women with a safe means by which they can seek support and guidance, share good practice and work together to bring about change. Gender Agenda International has the ability to extend that network across specialist roles, culture and tradition, geographical areas as well as critical issues.

Adolescent girls who have the confidence to define their future and are supported to take on leadership roles within their families and communities have the chance to protect themselves from violence and eradicate harmful cultural practices. The status of women determines health, well-being and economic empowerment within families.

Delivery of Sustainable Development Goals is critical to securing safety and wellbeing of women and girls. National Action Plans under UN Security Resolution 1325 are sparse particularly in countries where the issues for women are most critical.

Gender Agenda International believes that women are one of the most powerful and influential resources to bring about sustainable change. Working with law enforcement, military, public organisations, communities, NGO's and businesses we work to develop leadership across boundaries and authority, defining and enabling the achievement of common goals.

Gender Agenda International brings together a credible and effective framework for maximising the potential of women across multi disciplines and within diverse communities,

We believe the status of women in law enforcement and governance reflects the status of women in communities. Their status determines the ability of governments and leaders to effectively respond to conflict and natural disaster and their ability to succeed in achieving challenging local and international development goals.

Success is defined by opportunities for women to define solutions, to lead activities and their trust and confidence in governance.

Gender Agenda International is delivered by women who have worked at the heart of diverse and challenging environments with cultural and traditional difference inspiring confidence amongst marginalised communities. They recognise the critical role of men and the need to engage.

With an informed understanding of the issues we can develop programmes for governments and leaders, equip local women with the skills to define effective and meaningful solutions developing their ability to undertake leadership roles in their community and within organisations.

Gender Agenda International puts women at the heart of the issue and equips them to influence change and to lead those around her.

Our Vision

Our vision is that women, free from exploitation and abuse are at the heart of defining and delivering effective solutions - ensuring their safety and well being and that of their families and communities.

Our Mission

Our mission is to maximise the contribution of women across multi disciplines and within diverse communities to bring about change. For women to be empowered to develop the skills and the status to be decision makers and leaders.

Our Approach

Explore

- To understand the issues through engagement, review and assessment
- To understand the environment of cultural and traditional practice within which we seek to bring about change
- To understand the status of women in the community and in key organisations and public bodies
- To establish baseline survey data of participants to inform priorities and critical issues.

Review

- Current performance against critical objectives
- Define and recognise good practice, early and critical success factors
- The role of women in leadership roles, decision making and consultation

Engage

- To understand the drive and commitment to bring about change
- To become a part of the challenge and commitment to succeed
- With critical groups and stakeholders define need, priorities and solutions
- With business to identify their role in defining and delivering success

Facilitate

- Bringing together multi agency organisations and community groups to map the challenge
- Engagement with marginalised and under represented women
- Defining multi participant roles and responsibilities
- A collaborative approach to define resources, capacity and capability

Develop

- Framework of objectives and performance measures to complement existing priorities
- Action Plan to deliver and monitor performance against newly defined objectives
- Gender Agenda International Action Plan to maximise the contribution of women

Enable

- Empowerment; developing a syllabus to equip young women with the skills and confidence to make informed decisions and a meaningful contribution
- Leadership; leading beyond the authority of any one organisation to deliver against specific objectives
- Coaching, provide support to those key individuals critical to success
- Networking; provide support to develop and maintain critical networks



Jane Townsley Bsc; Dip; Cert;

Jane has 30 years' experience in policing in a wide spectrum of operational, strategic and planning roles. Jane retired at the rank of Chief Inspector and runs her own company targeting human rights, diversity & gender, establishing proactive networks, writing and delivering bespoke training including leadership, specifically aimed at Women. In 2003 she initiated the establishment of a female network within the British Transport Police specifically to progress the Gender Agenda. As a member of the BAWP committee she was one of a group of committee members who had responsibility for each of the aims within Gender Agenda 2.

As the President of the International Association of Women Police (IAWP), between 2009 and 2015 Jane led an association with members in 69 countries and advised on women's policing issues, delivering at a range of international law enforcement conferences including the Republic of Georgia, Bangladesh, Serbia, Kyrgyzstan, Indonesia, Pakistan, India and Kosovo.

Jane has a proven track record working within tight time frames and budgets, as evidenced in her role as project manager and lead operational planner for the British Transport Police (BTP) Olympic and Paralympics project, a five year project with a total budget of £24.9 million.

She is currently registered on the UNWomen experts roster in the Western Balkans as a gender advisor.

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Ellie Bird MBA, BA, FRSA

Ellie completed thirty four years operational policing experience in the UK working at operational and strategic levels in uniform and investigative roles as well as policy, project management, media and marketing, human resource management and inspectorate functions. Ellie has considerable experience engaging and working with government, political and military bodies as well as diverse and marginalised communities.

As Commander Ellie initiated an ambitious change programme working in a culturally tribal environment to address discrimination and corruption. Despite significant challenges, Ellie was courageous in her stance demonstrating strong ethical values, leadership and integrity in delivering all of the short and long term objectives.

Ellie has developed and implemented policy and operational practice ensuring accessibility to professional investigation, support and justice for victims particularly those most vulnerable as well as improving the recording and investigation. Across an International landscape Ellie has worked with vulnerable women within communities ensuring access to rights and justice.

Ellie now lives in Kenya where she performs a voluntary role as Patron of Vision Africa. Ellie is passionate about tackling harmful and traditional cultural practice, policy and physical environments that inhibit young people from maximising their potential and their contribution to society. Experienced in developing respectful and meaningful tactics to engage with community and tribal elders whilst developing leadership ability within young people to define and deliver change themselves Ellie uses her leadership and innovative skills to define effective solutions and interpersonal skills and mentoring to encourage young people to set personal goals and to have the confidence to define their own future.

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