

# 2014-2016 Biennial Goals Proposal

March 2014

"Across the globe,  
people are uniting in a  
common struggle:  
to participate freely in  
the events and  
processes that shape  
their lives"

Mahbuh ul Haq

Dear Zontians

Over the past decades, countries across the world have been converging towards higher levels of human development, as shown by the Human Development Index (HDI), which is a composite measure of indicators along three dimensions: life expectancy, educational attainment and command over the resources needed for a decent living.<sup>1</sup>

However, and despite much progress, gender inequality, remains among the greatest challenges of our times.

The changing global economy is creating unprecedented challenges and opportunities for continued progress in human development. Global economic and political structures change quickly as the world faces financial crises, worsening climate change and growing social differences.

As the awareness at the global and regional levels that the world is in transition increases, leaders, institutions and Non-Governmental Organizations (NGOs) need to focus principles and policy recommendations that can secure the next steps in creating a more just and sustainable world.

We Zontians, as an international NGO, play a major role in the field of international human development. Focusing on our mission – advancing the status of women worldwide through service and advocacy – we are strong contributors to the needed change that will ensure the achievement of equal rights for women and the development of women's full potential.

The proposed goals for next biennium focus on key challenges and position Zonta as one of the main players addressing women's issues. Living up to our mission with conviction, commitment and courage and strengthening every single link of our organization will ensure sustainability and long lasting impact in the lives of women around the world.

I hope you all embrace with me the theme for next biennium, CONVICTION – COMMITMENT – COURAGE, and I look forward to seeing you all at Convention.



Maria Jose Landeira Oestergaard  
2012-2014 President-Elect



<sup>1</sup> Human Development Report 2013, UNDP

## Biennial Goals 2014 – 2016

**Living up to our mission  
Conviction – Commitment – Courage**

### **Proposals to be presented and voted on at the ZI 2014 Convention**

Zonta International's Biennial Goals present the focus areas for the biennium.

District and clubs should develop their own biennial goals adapted to local conditions.

#### **BIENNIAL GOAL 1 – SERVICE**

**Zonta International selects the International projects among proposals from UN Agencies with focus on root causes.**

- **Delaying early marriage**
- **Prevention of violence through education**
- **Improving women's health**

Measures:

- o The 2014 Convention approves the proposed International Service Projects
- o The UN Agencies deliver on the project milestones

**Service and Advocacy are integrated parts of all Zonta International Service projects.**

Measure:

- o Specific advocacy goals are included in all International Service proposals

**Lasting impact is ensured through involvement of local and national governments and NGOs**

Measure:

- o All proposals specify the level of involvement of local and national governments and NGOs

**Local projects are in line with our mission and vision**

Measures:

- o 100 % of all local projects focus on women's and girls' issues.
- o Cooperative projects will be undertaken only with like-minded organizations

## BIENNIAL GOAL 2 – ADVOCACY

**All advocacy actions shall be in line with the strategic plan and shall have measurable impact**

Measures:

- Zonta International Board, districts and clubs report advocacy actions in line with Zonta's strategic plan.
- Mission focused statements are sent to governments
- The campaign “Zonta says No to Violence Against Women” is further developed to achieve local and national governmental and community commitment.

**The activity at the UN and Council of Europe levels is increased utilizing our consultative and participatory status.**

Measures:

- Zonta submits statements at the CSW and other UN forums when relevant
- Zonta is actively involved in the Beijing + 20 process.
- Zonta participates in the decision making process in the Council of Europe.

**Zonta International influences UN and Council of Europe documents and actions**

Measures:

- Zonta's role as leading organization in advancing the status of women is recognized at the UN in NY, Geneva, and Vienna, at UNESCO in Paris and at the Council of Europe.
- Zonta advocates at the CSW to include its priorities in agreed conclusions and resolutions.
- Zonta helps ensure that the Beijing Platform for Action is maintained and included in the Beijing +20 and in the UN Post-2015 goals.
- Zonta advocates for the UN Agencies to address root causes in their projects and programs.
- Zonta advocates for the implementation at the Council of Europe of the framework to prevent violence against women including trafficking in human beings.

**Districts and clubs initiate advocacy actions in cooperation with like-minded organizations when relevant.**

Measures:

- Training about the UN and if applicable the Council of Europe is conducted in all districts and regions.
- Governors report that more clubs participate in effective advocacy actions that have measurable impact than the previous biennium.
- Priority is given to actions related to Beijing + 20, the Post-2015 Agenda and the ratification of CEDAW where relevant.
- A list of like-minded organizations is updated continuously throughout the biennium

## BIENNIAL GOAL 3 – RESOURCES

### **Clubs recruit and retain committed and skilled members.**

Measures:

- One new club of committed members is chartered per District per year.
- The number of disbandment of clubs is decreased by 5%.
- Club presidents and governors report increased level of active member participation.
- Club presidents report that the necessary level of skills and competencies are represented in the club

### **Leadership skills and competencies are increased at all levels and at Head Quarters.**

Measures:

- Leadership training programs are conducted at club, district and International level and for staff.
- All manuals and governing documents are revised and published on the Zonta web within 6 months after Convention.
- Governors report that the Governing Documents and operational manuals and policies are understood by the District Board and club presidents.

### **The structure of Zonta International districts is optimized for mission achievement and vision fulfillment.**

Measure:

- A review of the number and boundaries of Districts is completed.

### **The reporting system at all levels is simplified and the use of the reports implemented.**

Measures:

- The information reported at all levels helps ensure progress in achievement of the biennial goals.

### **The communication, knowledge management, dues processing and donations platform is improved.**

Measures:

- A new website is launched within the first year of the biennium.
- Tools are available for actions at all levels.
- The new website facilitates membership list updates, dues payment and donations.
- Dues payments and donations are processed within 10 business days from the time of receipt at HQ.

### **Zonta International Foundation has sustainable resources and the sources of income are broadened.**

Measures:

- Donations to Zonta International Foundation increase by 5% from previous biennium.
- 3 Corporate sponsorships are signed.