

# SIE Strategy



2019-2025 (mid-term)  
strategic objectives based  
on the vision & mission of  
Soroptimist International  
and the UN SDGs

## Vision SI and SIE

Women and girls will achieve their individual and collective potential, realize aspirations and have an equal voice in creating strong, peaceful communities worldwide

## Mission SI and SIE

Soroptimists transform the lives and status of women and girls through education, empowerment and enabling opportunities

## Principles SIE (New Constitution)

The principles of Soroptimist are to strive for:

The advancement of the status of women;

High ethical standards;

Human rights for all;

Equality, development and peace through the advancement of international understanding and goodwill

## SIE Areas of Focus

We focus on the following areas:

- Education
- Women's empowerment
- Violence against women
- Health & food security
- Sustainability

## SIE mid-term Strategy

Advocacy is the overarching and leading principle. SI has a seat at the table of major UN organisations because of the combined strength of the Programme and Advocacy work of its members, i.e. the Federations.

## Motto

We stand up for women by promoting education and by eliminating gender-based violence (in line with SDGs 4 & 5).

4 QUALITY  
EDUCATION



5 GENDER  
EQUALITY



### How?

- By project work at Union and Club levels to achieve SDGs 4 & 5
- By providing scholarships for the education and training of girls and women
- By mentoring girls and women
- By providing female leadership training

### Implementation through Advocacy

- UN with the SIE's consultative status at ECOSOC
- European Women's Lobby
- OSCE
- Council of Europe
- Active participation in national and international debates and discussions
- Union Advocacy Coordinators



### Promote SIE through Communication

- Communicate with one strong voice, with one message to be easily recognized across the SIE region
- Consistency in the way we present ourselves.
- More standardization across Unions and SC using the same Corporate Identity (logos, templates)
- Modern and updated website including the use of social media

### Strengthen SIE's Work through Co-operations with Other Organizations

- To enhance the impact of project and initiatives, SIE collaborates with other organizations, when needed

### Strive to Be an Attractive Organization

- Advocating in the forefront of women's issues
- For personal growth and development
- For partnership and global understanding

### Have Active, Dedicated and Enthusiastic Members

- By identifying "experts" within our areas of focus
- By offering officers/members training sessions (Union Presidents, Programme Directors, Union Advocacy Coordinators)
- By sharing knowledge and skills
- By recruiting new, younger members

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