



# Equality Starts at Home Strategic Plan 2021 - 2023

## Share the Care

An outline of our vision, mission, and goals  
for the next two years



@EqualHome

[www.equalitystartsathome.com](http://www.equalitystartsathome.com)





A world in which  
equality at home is  
a reality for all

# Contents

---

<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>05</b>
Introduction / UN Sustainable Development Goals	Our vision and mission	Our strategic and enabling goals	Our beliefs and approach	Strategy map

# Introduction

Equality Starts at Home is a unique not-for-profit campaign that aims to address inequality in the home.

The global COVID-19 pandemic resulted in people spending more time at home including with family members. This laid bare some stark inequalities that exist within the home space. The impact of the pandemic meant that women were more likely to be forced out of the workforce; disproportionately furloughed, and made redundant.

Many women found themselves shouldering homeschooling responsibilities in addition to an existing unequal share of household tasks

According to stats obtained from Oxfam, the value of unpaid care work globally is \$10.8 trillion per year, which is 3x the size of the tech industry. The World Economic Forum's Global Gender Gap Report found that due to the pandemic, in just 12 months the estimated time to close the gender pay gap grew by 36 years.

At Equality starts at home, we are committed to becoming a champion of change to challenge perceptions, start valuable conversations and ultimately change behaviours.

This two-year strategy sets out **our vision** (our ultimate hope for the world) **our mission** (what we set out to achieve), **our values** (our core belief systems that inspires our actions), and **our goals** (specific objectives we want to achieve in order to fulfil our mission).

Our responsive and collaborative approach means we constantly adapt and learn from a diverse range of communities and organisations.

We support the UN Sustainable Development goals particularly goal: 5 (gender equality), but ultimately we believe equality in the home supports many of the goals. Examples include good health and well being, reduced inequalities, education and partnership for the goals.

# The 17 Sustainable Development Goals



# SHARE THE CARE



## **Our Vision**

A world in which equality at home is a reality for all.



## **Our Mission**

To shift mindsets and change behaviours to enable a greater sharing of the care, emotional and domestic responsibilities.



## **Our Approach**

We fulfill our vision and mission through campaigning, partnering and innovating.

# Our Values

**C**

ollaboration

Collaboration with a wide range of people and organisations to achieve common goals.

**A**

ction

Action; we seek practical solutions to tackle inequalities in the home

**R**

espect

Respect: We appreciate differences and seek to build common ground. We strive for greater diversity and inclusion and recognise all households.

**E**

mpowerment

Empowerment: We build confidence, belief and provide resources to enable people to find transformative solutions

# Strategic & enabling goals

We deliver these through campaigning, partnering and innovating.

## Our strategic goals

We aim to challenge, shift mindsets and change behaviours to improve equality in the home through our three interdependent strategic goals.

These three goals will be enabled by a fourth goal.

01

Create a movement for change

02

Change systems and practices that perpetuate inequalities

03

Empower people to create equality in their homes

04

Effective organisation

# Goal #1

## Create a movement for change

**We will act as a convener and bring together key stakeholders to challenge and raise the profile of issues around inequality in the home sphere.**

Through calls to action, pledges, petitions, polls, and questionnaires we will create and collate tools for people to take action for sustainable change.

**We will seek to grow our movement through our social media channels underpinned by our social media strategy.**

**We will explore key avenues and partnerships to globalise our movement for change.**

**We will raise awareness of – and challenge gender stereotypes.**

By delivering four digital campaigns, we will focus on the impact gender stereotypes can have on household responsibilities.

**In time we will explore community membership options.**

**We will know when we have made progress when...**

- We have a clear understanding of the best methods and actions needed to galvanise a movement
- Analytics show increasing engagement



# Goal #2

## Change systems and practices that perpetuate inequalities

### Understand political landscape and target decision makers

By understanding the landscape and targeting key decision-makers we will host discussions and build partnerships that will contribute to systems change.

---

**We will be responsive to societal changes in order to address gender inequality - in the home space.**

---

**We will influence the inclusion of the home space into other organisations' agendas.**

---

**We recognise inequalities in the paid work sphere impact on inequalities at home and we will work with others to improve equality within organisations**

**We will amplify relevant calls to action of others specifically in areas we believe it will leverage change within the home.**

Examples of this include:

- Flexible working for all
- Equal parenting
- Flexible and affordable childcare
- Gendered issues around COVID and long COVID.

---

**We will know when we are making progress when we:**

- Build strong relationships with at least 10 key stakeholders in our first 12 months
- When individuals and organisations start reaching out to us

# Goal #3

## Empower people to create equality in their homes

**We will work with key stakeholders to ascertain the needs of all households.**

This includes youth, professionals and marginalised groups, and where we can have greatest impact.

---

**We will develop relevant training materials to equip people with the capability, skills and tools to tackle inequalities in the home sphere**

**We will develop a 'one-stop digital hub' to signpost our own resources and those from partner organisations**

Our digital hub will include, human library, podcasts, videos, tool-kits, research, advice, guidance and quizzes.

---

**We will know we are making progress when:**

- We build up our resource centre and there is evidence of demand and usage
- Our digital hub is underpinned by a sustainable business model

# Enabling Goal #4 Effective Organisation

We value the unique strengths and abilities of our people and recruit in support of our strategic goals.

---

We live our values through everything we do.

---

We are open and transparent.

---

We will deepen our understanding of how to change attitudes and behaviours in the home and develop a Theory of Change.

We pledge to learn by doing, reflect and evolve.

---

We will investigate then decide what entity we should become by the end of 2021.

---

We will develop a measurement framework and evaluate the impact of all of our campaigns and outputs by Autumn 2022.

---

We will raise income and seek ways of mobilising resources so we can deliver our strategic goals.

# Our beliefs and approach

**We will deliver our strategic goals through campaigning, partnering, and innovating.**

**We recognise that inequality in the home sphere impacts everyone.**

We actively seek to understand ALL household setups.

We realise that the expectations of who carries out household responsibilities and care, including of older family members are gendered.

Women tend to be the carers rather than cared for.

We actively seek to work with men to create meaningful change.

**We recognise that inequality and discrimination cuts across all areas of life and is reinforced in the home, work and public spheres.**

Therefore we work holistically to tackle the root causes of inequality and recognise that multi-stakeholder and multi-sector solutions are needed.

**We believe that gendered stereotypes damage men too – for example constraining men and boys to particular roles they may not feel comfortable with.**

So we work inclusively to find sustainable solutions to inequality in the home.



COVID exposed and increased inequalities within the home

This has impacted more negatively on women

Inequality in the home is detrimental to a kinder, fairer, and economically fruitful society



**Why**



**Our Values**

- Collaboration
- Action
- Respect
- Empowerment



**OUR VISION & MISSION**

Create a movement for change

Change systems and practices that perpetuate inequalities in the home

Empower people to create equality in their homes.

Effective Organisation



**Goals**



**Enabled by**

- Campaigning
- Partnering
- Innovating



**Thanks for reading.**



@EqualHome

[www.equalitystartsathome.com](http://www.equalitystartsathome.com)

