

Agenda Item: 7. IPPF and its IDENTITY (R)EVOLUTION

Summary:

As part of our strategic direction defined in Pillars 2 and 3 that sees us standing up and speaking out, IPPF is operationalising three interconnected initiatives that span both internal and external work to build a network of tools and communities that place IPPF as an instigator for transformation:

The Identity Initiative (Rebrand and Charter) looks into the heart of who IPPF is and wants to be, and will face out into the world with a new brand that represents and advances our work.

IPPF's LGBTQIA+ Opposition effort was approved at the last BoT to ensure we were better placed to act and work across movements to both resist current and immediate threats to LGBTQIA+ rights, and to build a well-resourced and well-funded movement for the defence and advancement of SRHRJ;

Additional initiatives (Sex Work and a Gender Policy) is proposed in Agenda Item 5.

IPPF has also spoken out to condemn violence against all civilians and to highlight the humanitarian crisis in Gaza. PFPPA's only health site was destroyed on 8 October when an Israeli airstrike targeted an adjacent building. About 50,000 pregnant women in Palestine are in dire need of maternal health care. Pregnant women are miscarrying because of the trauma and fear. IPPF launched an appeal and a microsite to keep members and external partners apprised of the crisis, and has expanded its response to ensure cross regional humanitarian action and messaging.

Action Required:

- The Board to note the progress, findings and linked strategic aims of the interrelated initiatives.

We are at a new tipping point, one that will determine how IPPF shows up in the world and the role we play in another global shift. We lay in the cross hairs of the opposition and our Member Associations – who are rooted in place and community are at the mercy of increasing violence and a humanitarian crisis. IPPF must commit to engineering change and resourcing, meeting this moment to face the many-headed monster of patriarchal violence which manifests itself in bedrooms, court rooms, clinics, classrooms and battle fields. We must also keep building our desired future, one that embraces the right to fulfilling our reproductive destiny, which includes the right to safe abortion. We demand freedom from SGBV, gender affirmation, sexual freedom, and freedom from state and inter-state violence.

The decisions of small groups of men are none more evidenced than through the killing of civilians in Israel and Palestine, a state still under occupation. All IPPF colleagues in both locations experienced the loss of someone in their family. The repercussions of the escalating violence has rippled through IPPF. IPPF has spoken out to the impact on its service sites and disruption to SRHRJ services.

East African legal systems continue threaten the lives of all LGBTQIA+ Africans, European elections handing power to the far-right, and American courtrooms where the stripping of abortion access goes hand-in-hand with denying LGBTQIA+ youth access to affirming education and health care, and in the media where powerful men's extended campaigns of sexual violence come to light and often go unpunished. IPPF has been deliberate in building understanding between these seemingly separate issues as an intertwined phenomenon and recognises the systemic interconnection of oppression, recognising the struggle unites us all.

Responding to this need, IPPF is updating the BoT on progress against operationalising the interconnected initiatives that span both internal and external work that locates IPPF as an instigator for interconnected transformation.

Identity Initiative:

The Charter of Values – defined by MAs and the Federation – expresses who IPPF is at its core, and what beliefs motivate its work; it is defining the “heart” and moral courage of IPPF. The IPPF Rebrand expresses clear concepts to better express how we show up.

Consultation has occurred widely to ensure a set of aspirational values and our southern star. Both processes are moving into the drafting phase at the end of 2023, after an extended consultation period. The first three quarters of 2024 will be dedicated to testing and redrafting the Charter of Values and the Global Rebrand, with the final draft expected to be completed by October 2024. We propose to go for final approval at the 2025 General Assembly, following the development of materials and a period of acclimatisation.

Charter of Values:

The charter consultations have prioritised cross-movement solidarity and the role that IPPF has to play in advancing rights beyond SRHRJ. There is a strong sense that our work requires moral courage through strategic and context sensitive action and resistance to threats to our work and people. Through the consultations, MAs and federation staff have grappled with what the values will look like in practice and how they need to be applied to difference contexts and functions.

While there has been broad consensus on most values, the extent to which IPPF is seen as “brave” has varied across regions, and MAs prioritise having the space to implement the charter in their own contexts. Volunteerism – an existing IPPF value – has proven to be controversial. There is a significant portion of the federation who believe that volunteerism as it operates now is exploitative and inherently exclusive. There is an equally strong proportion who view

volunteerism as the very basis of IPPF and therefore essential to include in fundamental values.

Across the Federation there is a feeling that trust and stability need to be rebuilt, and an accountability mechanism for the values is inclusive of the Secretariat and MAs.

The Charter of Values is understood to be aspirational, but every MA must believe it to be achievable in their contexts.

Rebrand:

The rebrand must balance the need to maintain the legacy and gravitas of IPPF with celebration of and struggle for new futures. MAs have reflected that the use of multiple brand identities – MA's own and IPPF's unified – serve specific purposes. MAs use their own brand in local and service delivery contexts and the IPPF brand in fundraising and international contexts. The dual brand also allows MAs to take certain risks and be outspoken when using the IPPF brand and to be pragmatic and risk-averse using their MA brand.

Demonstrable from the formative research is that there is a stronger expression of sentiments by the MAs of retaining the naming IPPF, due to heritage and the recognition of the brand. There were some suggestions for using the acronym as opposed to the whole name. Some young people expressed that they feel the name is not fit for our work and is itself homophobic, but that it would be too great a risk to change the name at this time. The feeling in ACRO were particularly strong, where MAs had fought in court for IPPF's right to continue to use the name and current brand.

LGBTQIA+ Response

KALAVAI: The Global Sexuality and Gender Justice Initiative (SGJI):

A vital tool under development for IPPF to deliver across intersectional aims is KALAVAI: The Global Sexuality and Gender Justice Initiative (SGJI), a consortium of partners with the shared mission to **spark excitement, foster collaboration and bring to scale an inclusive, effective, intersectional movement** that drives social, legislative, and political change at the community, national and global level.

- To build a bigger movement of SRHRJ, LGBTQIA+ and Gender Justice actors united on human rights.
- To build a cross-sectoral united front against forces that attack the rights of LGBTQIA+ and all women (LBTQIA+ and cisgender heterosexual) across the globe.
- To increase current and new resource investment into our human rights and gender justice work across our sectors
- To increase and amplify our collective voice.

Long-term outcomes

1. Powerful, visible moments where political and business leaders stand together with the LGBTQIA+, SRHRJ and GE movements, providing strength and hope.
2. Activation and maintenance of an 'operations room' where we work towards building political events while building cross-movement trust, long-term bridges, and shared strategies.
3. Collectively mobilised and pooled financial resources that get channelled to grassroots and regional organisation to aid the response and create synergy rather than competition.
4. Unbranded communications and unified rights-based story-making frameworks that organisations across the sectors adapt and make theirs, countering the opposition with our own authentic narratives; and win hearts and minds. Positive, aspirational messaging strategies that are contextualised.
5. Grants and cross-sectoral support provided to regional and grassroots LGBTQI+ organisations, ensuring they can work on the better environment created through cross-movement collaboration.
6. More agile access to and use of information, intelligence and critical strategies and ensure organisations and individuals are well equipped to manage the heightened risk resulting from these attacks.

Annexed documents:

Identity Initiative Update Report and Timelines

LGBTQIA+ Concept Note