



serene
communications



Summer
Newsletter | **2007**

Message from the Director...



So much positive work is being undertaken the world over and it seems that concepts such as human rights, for which people fought for in the past are now becoming readily accepted as the norm. There are still challenges of course, but for us at Serene Communications it is inspiring to work with others also trying to make a difference. This is true in business, the public sector or community and voluntary groups. A really encouraging trend is the rise of social enterprise.

Serene Communications

'helping you communicate better...
a fresh approach'

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Associates' Forum Growing...

The number of consultants in our forum increases, offering clients a diverse spectrum of talents and skills from which to choose. We are planning for our Forum events and will keep you posted on the details.

If you have a background in consultancy and would like to work with us as a gender consultant, contact us at on 01453 756675 or email us for an informal discussion.



Ethical Outlook...

Director, Zarin Hainsworth, was elected President of UNIFEM UK in May and was guest speaker on behalf of UNIFEM at the Commonwealth Institute in June in addition to other engagements on behalf of UNIFEM UK.



United Kingdom National Committee for UNIFEM

WORKING FOR WOMEN'S EMPOWERMENT
AND GENDER EQUALITY

Serene continues to support the work of the National Alliance of Women's Organisations (NAWO) through the active participation of employees in their work. Zarin continues as Chair of NAWO.



Website...

Our fresh approach website is currently being updated.

Here is the link to the existing website so you can find out more about us and see case studies from clients.

www.serenecommunications.com

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International Representation...

Research on NGOs and international instruments

Serene is currently organising the conference to launch the report on NGOs and their use of international instruments in lobbying especially for marginalised groups. This will take place in Leicester at the end of the summer in collaboration with the Fatima Women's Network and Oxfam. Serene was supported by Fatima and Oxfam to undertake this exciting research.

International Coordination for Gender Justice in Iraq

Serene continues to assist the ICGJI with its work for justice for women in Iraq and is working to raise awareness of the situation for women in Iraq and highlight the amicus brief to the Iraq High Tribunal. Serene presented a statement to the Iraq Commission based on our work with Iraqi women.

International Consortium

Serene is working with a number of international consortia on a variety of projects relating to human rights for women and men, women entrepreneurs and stopping violence against women.



Train, facilitate & implement...

Training



Orange

Serene has been commissioned by Orange Business Solutions to provide 10 courses for personnel that will be rolled-out globally. The courses include team building skills, conflict resolution, employee motivation, communications skills, time management, decision making, presentation, delegation, coaching and culture and behaviour.



GCHQ

GCHQ commissioned Serene to provide an inspirational workshop on United Nations activities on women, peace and security. This took place on 18 June.

Advocacy



Serene continues as an active member of the NGO network on United Nations Security Council Resolution 1325 – GAPS (Gender Action for Peace and Security) and represented GAPS at a strategy meeting on the National Action Plan at the Foreign and Commonwealth Office.

Serene supports the work on 1325 through membership of the Associate All Party Group on women, peace and security, acting as the civil society focal point and provides personnel to coordinate the Sub-group on gender training of peace keeping troops.

Regional business

Serene Director, Zarin Hainsworth, is one of 30 women chosen by the South West Regional Development Agency to represent the region as a Women Entrepreneur Ambassador. She represented Serene at a launch in London on 25 June.



Serene continues to support the Stroud Businesswomen's network through membership of the committee and attending the launch of the South West Business Support for Women Directory on behalf of the SBN.

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Useful Information...

- International Coordination for Gender Justice in Iraq works to help women in Iraq, Iraqi women in the Diaspora and raising public awareness on the situation of women in Iraq. ICGJI are setting up a website and we will forward this in our next newsletter. Serene is acting as the communications address at present so if you would like more information feel free to contact us at info@serenecommunications.com
- UNIFEM UK works to raise awareness of the situation around the world and on the work of UNIFEM – the United Nations Fund for Women. They also raise funds for the Trust Fund for Women and other UNIFEM funds working to increase equality and stop all abuses against women and girls. More information can be found at: www.unifemuk.org
- The UN Security Council passed a watershed resolution in October 2000 which is known as UNSCR 1325. This relates to women, peace and security. More information can be found at: www.peacewomen.org/un/sc/1325
- GAPS (Gender Action for Peace and Security) is a network of organisations and gender consultants working in the UK to assist in the implementation of UNSC1325. Coordinator contact at: gaps.uk@googlemail.com
- For all the details of the local business women's network please go to: www.stroudbusinesswomen.org.uk



What we can do for you...

Attached to this edition of our newsletter, we have presented a summary of some of our further services in Consultancy and Development.

We would love to hear your feedback and would be happy to discuss with you our products and services aimed at helping you realise your

Why Choose Serene Communications?

Our customer testimonials confirm our belief that our solutions are unique, because they are:

- Tailor-made
- Practical
- Provide skills that can be implemented immediately
- Timely delivered
- Provide results
- Transfer knowledge
- Build on the existing talents and skills of your people
- Draws upon many years of our experience in this field.

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