



serene
communications

Winter
Newsletter

2007

Message from the Director...

Dear Friends and Colleagues,

Welcome to our winter 2007 newsletter.

Well it's raining outside – again, but I am lucky enough to have an office window that faces onto a beautiful Cotswold scene, so even when it's raining – it's still an inspiration. This year has been full of interesting and inspiring work and we look forward to another year of exciting enterprise. We wish you well for the forthcoming year and hope that all you desire for comes to fruition.

Serene Communications

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

Inside this issue...

- **Top Story: Bahamas**
- **NGOs and Intenational Instruments**
- **Diversity training in Iraq, Kurdistan and Burma**
- **Orange Training continues**
- **Advocacy**
- **Regional issues**
- **Useful information**
- **Ethical Outlook**
- **What we can do for you**
- **Contact Us**

Serene Communications Summer Newsletter '07



Top Story...



Serene Communications sent its Director Zarin Hainsworth to the Caribbean Crisis Center's conference in the Bahamas earlier this year. She was the key note speaker and appeared on a wide range of media including a variety of newspapers, radio and TV.



International Representation...

Research on NGOs and international instruments

The conference highlighting our research and report on how NGOs use international instruments in their local work takes place in Leicester on 17 January at De Montfort University. This work has been undertaken in collaboration with the Fatima Women's Network and Oxfam. It has been a wonderful opportunity to be in contact with voluntary and community organisations working for women the world over. The report will be published later this year and launched at the UN Commission on the Status of Women at the end of February.

Women in Iraq and Burma

Serene continues to work for justice for women in Iraq and Burma through contracts with the Global Justice Centre and coordinating the work of the International Coordination for Gender Justice in Iraq. The results of the training for Iraqi judges are already being seen with rape being included in the prosecutors' comments at the Anfal trial. This is a great step forward for justice for women in the Middle East. For the first time it was recognised that Kurdish women had suffered crimes of sexual violence as part of the genocidal campaign. More training took place in Kurdistan with the federal government celebrating this work for gender justice through the statement of the Foreign Minister at the opening of the training.



Train, facilitate & implement...

Training:



“ ”

10 out of 10

Orange Participant

Serene Communications created and delivered four of the ten courses for Orange and undertook the training of trainers in India earlier this year. Now three more courses are ready and the training in India will take place in January.

The evaluations from the first roll out have been very positive. Comments from the pilots of the second phase have been even more positive than phase one. Participants have used phrases such as “excellent”, “10 out of 10”, “I didn’t even realise the time”, “there was a 70% improvement of skills”. The leadership development courses look set to achieve their objectives and it is very rewarding to help organisations enable their people to develop.



Police Diversity Trainers Network

Serene provided the key note speaker at the national conference of police diversity trainers.



Advocacy...



1. *Urges Member States to ensure increased representation of women at all decision-making levels in national, regional and international institutions and mechanisms for the prevention, management, and resolution of conflict*



1325

Serene continues to support the work on United Nations Security Council Resolution 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. Serene is also a member of GAPS – the network of organisations working for 1325 in the UK.

Regional Business...

South West of England Regional Development Agency

Women's Enterprise Ambassadors South West

Serene Communications was asked to put forward their Director, Zarin Hainsworth, as a Women's Enterprise Ambassador in the summer. She has been developing this role and will also be taking part in an event at the United Nations Commission on the Status of Women on the theme of women entrepreneurs.

Serene Communications Summer Newsletter '07



Useful Information...

Orange Business Services

provides telecommunications solutions to business. <http://www.orange-business.com/uk/index.html>

The Women's Enterprise Ambassadors Network

was set up by Margaret Hodge MP (then Industry Minister). Margaret Hodge said: "These ambassadors can encourage and support new female entrepreneurs, boosting the number of women in business - if we had the same rate of entrepreneurship among women in the UK as they have in the USA, we would have 700,000 more businesses in Britain today."

<http://www.gnn.gov.uk/environment/fullDetail.asp?ReleaseID=294307&NewsAreaID=2&NavigatedFromDepartment=True>

Police Diversity Trainers Network

The aims of the network are to: Offer guidance and support to Trainers, Practitioners and Managers working in the field of Diversity and facilitate the exchange of information, good practice and topical updates in order to develop and enhance their skills; offer the opportunity to meet, network and establish working partnerships between practitioners within the police family and the communities they serve without prejudice or exception; maintain and further develop established links with Police staff Associations, the Home Office, APA, HMIC, ACPO and the NPIA through consultation and engagement.

<http://www.pdtn.co.uk>

FATIMA Women's Network

is dedicated to bringing about positive change in the lives of women and in particular, women from diverse communities and disadvantaged backgrounds.

<http://www.fatima-network.com>

UNIFEM UK

UNIFEM is the women's fund at the United Nations. It supports projects that promote women's economic security, human rights and status. The role of the UK National Committee for UNIFEM (UNIFEM UK), the organisation representing UNIFEM in the UK, is to: Raise awareness of women's issues across the world, raise money to fund UNIFEM projects and lobby the UK Government in support of UNIFEM

<http://www.unifemuk.org>



Useful Information continued...

Global Justice Center

The mission of the Global Justice Center is to work with women leaders on the strategic and timely legal enforcement of international equality guarantees.

<http://www.globaljusticecenter.net>

Bahamas Crisis Center

The Crisis Centre is a non-profit, ideologically independent organization primarily pledged to respond to the needs of all victims of sexual, physical and psychological abuse. The Centre also advocates for legislative and societal protection of survivors and raises public consciousness through education and information.

<http://www.bahamascrisiscentre.org>

Luxembourg Association of Baha'i Women (Union Luxembourgeoise des Femmes Baha'ies)

Fondée en 1986, elle fut constituée en asbl en 1991. Ses membres viennent d'une grande diversité de milieux culturels et de couches sociales. Son but est de promouvoir l'égalité de chances des femmes à tous les niveaux de la société et de les encourager à développer leurs facultés intellectuelles, matérielles et spirituelles. Pour atteindre ce but, elle organise périodiquement, seule ou avec d'autres organisations féminines, des conférences, des ateliers de travail, des activités culturelles etc., qui sont également ouverts aux hommes. Elle participe de même aux débats d'orientation sur des questions touchant l'intérêt des femmes qui sont organisés par le Parlement luxembourgeois.

<http://bci.org/luxembourg/institutions/ULFB/page17.html>

Trafficked Free Zone

This is a project to enable businesses and organisations play a part in stopping trafficking of people. For more information go to www.facebook.com/group.php?gid=3145885365

Ethical Outlook...

UNIFEM UK

Director, Zarin Hainsworth, continues work as President of UNIFEM UK through a variety of engagements. Recently she was the key note speaker at the Human Rights Day event organised by the Ministry of Women Luxembourg in collaboration with the Association of Baha'i women of Luxembourg.

Serene continues to participate in a variety of human rights activities and supports the Trafficked Free Zone project for businesses wanting to assist in ending human trafficking.

Serene Communications Summer Newsletter '07



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.

Contact Us

Tel: +44(0)1453 756675

Email: info@serenecomunications.com

Website: www.serenecomunications.com



serene
communications