"A mother builds human history. A mother has an essential influence on the cultural, economic and social life of the family and society. Together with the father, she exercises the decisive role of education within the family.

It is vital that the role and mission of mothers in the world are supported, promoted and protected both in public opinion and effective legislation.

Extracts from the Mother’s Charter
Paris, 1947
Make Mothers Matter

Make Mothers Matter (MMM) is an international NGO created at UNESCO (the UN Educational, Scientific, and Cultural Organisation) in 1947. Its mission is to give a voice to mothers, to support and advocate for recognition of their essential role for social, economic and cultural development. The strength of MMM is that, despite the diversity of their circumstances and cultures, mothers around the world have many concerns in common.

MMM is an apolitical and non-denominational organisation, with more than forty grass-roots member organisations in twenty-eight countries. At this time, MMM is actively engaged in a process of expansion.

With permanent representatives at the European Union, the United Nations in Geneva, New York and Vienna, as well as at UNESCO in Paris, MMM voices mothers concerns at international level through its advocacy work.

The Work of the MMM Representatives at International level

Working with its member associations, MMM aims to influence policies to bring about positive and concrete changes in the lives of mothers. We are convinced that such changes will have a positive impact on their children, their family, and society in general.

As the Chinese proverb very nicely says, “women hold up half the sky”. If we estimate that about 80% of these women are mothers, we can assume that all the issues addressed at the UN, UNESCO and the EU affect mothers. However, unable to follow and contribute to all the debates, MMM has chosen three main areas which are relevant to all mothers:

ADVOCACY refers to the work we do to influence policies and actions at local, national and international levels to bring about positive changes in the lives of mothers. Promoting the interests of mothers requires research, political analysis, communication and public campaigns. Through its advocacy work, MMM asserts the importance and universality of the economic and social role played by mothers, and the need to recognise and support this role by ensuring that measures are adopted which give mothers the support they need.

Mouvement Mondial des Mères

Since its creation in 1947, Make Mothers Matter has been working to promote the essential role played by mothers and to ensure the recognition of this role in public opinion, through effective legislation and by public institutions.

We act as mothers, for mothers. Their role is important not only for each of their children and their family, but also for the communities in which they live. Mothers work in the world and shape the world. They are important agents for development.

In 2014, the “Mouvement Mondial des Mères” became “Make Mothers Matter” to encapsulate the essence of our mission and to ensure a more international image for our ongoing work.

In this Annual Report, you will find the activities of MMM teams at the UN, UNESCO and the European Union. In each of these international institutions, MMM gives a voice to mothers in order to promote supportive policies around the world.

The theme of “Women and the Economy” is an important one. How can we enable women who are mothers to take their place in national economies while at the same time attending to their unpaid family care responsibilities? MMM advocates ceaselessly to bring attention to this question, and participates in the development of solutions and recommendations, in partnership with our member associations.

I would like to express my deep gratitude to the teams of MMM, to our generous donors, to Françoise d’Andrémont, the graphic designer for this report, Shevani Murray and Jill Donnelly who provided the translation, to all those who support us, as well as to all those who through their actions and example, contribute to the recognition of the mothers that surround them.

Thanks to them, to our member associations and to our ever-growing networks, Make Mothers Matter can look forward to the future with confidence and enthusiasm.

Anne-Claire de Liedekerke
MMM President
• Mothers and the Economy, and in particular the challenges of reconciling work and family life and the issue of unpaid family care work. These are aggravated in developing countries where there is lack of infrastructures, public services are poor, and working mothers face many discriminations: all resulting in the feminisation of poverty.

• Maternal and Child Health, covering issues from maternal and child nutrition to maternal mortality and morbidity, including the stress resulting from an imbalance between the workplace and family life.

• Mothers as Educators and Agents of Peace, enabled by the creation of an environment which allows mothers to play this role and by the absence of all forms of violence against women: domestic violence, forced or child marriages, unequal rights…

Practical Recommendations for governments, the private sector and other stakeholders, proposed by MMM to improve mothers’ lives:

• Recognise unpaid family care work as a real and specific category of work, which should give access to political and social rights: social security, pension rights, education and training, etc.

• Promote and support equal sharing of care responsibilities between men and women

• Conduct surveys to measure the importance of unpaid family care work and its contribution to the market economy

• Develop and make accessible infrastructures and public services, including health and childcare services, particularly in rural areas

• Promote flexible working conditions

• Introduce a system for validating skills acquired while performing unpaid family care work

Democracy and transparency – MMM’s operational ethos

MMM teams meet very regularly, either in physical meetings once or twice a year or via Skype meetings. The Operational Team seeks advice from the Board of Governors and/or the MMM Officers when necessary. In 2014, the Board met six times (including two physical meetings), and the Officers met ten times.

At the MMM Annual General Assembly on the April 7th 2014 in Paris, elections took place to partly renew the Board and to elect the Officers, including a new President, Anne-Claire de Liedekerke, who had been leading the MMM European Delegation since 2008.

<table>
<thead>
<tr>
<th>OFFICERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>President: Anne-Claire de Liedekerke (Belgium)</td>
</tr>
<tr>
<td>Vice-Presidents: Jill Donnelly (UK) Nectar Nasr (Lebanon)</td>
</tr>
<tr>
<td>Secretary General: Marie-Liesse Mandula (France)</td>
</tr>
<tr>
<td>Deputy Secretary General: Florence Rentler (France)</td>
</tr>
<tr>
<td>Treasurer: Françoise Blin (France)</td>
</tr>
<tr>
<td>Valérie Bichelmeier, President of the UN Delegation (Switzerland)</td>
</tr>
<tr>
<td>Marie-Laure des Brosses, President of MMM France (France)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gabrielle de Milleville, MMM representative to UNESCO (France)</td>
</tr>
<tr>
<td>Laetitia Wolkonsky, MMM European Delegation representative (Belgium)</td>
</tr>
<tr>
<td>Aliette Abraham, President of Otitsara (Madagascar)</td>
</tr>
<tr>
<td>Carmen Quintanilla, President of AFAMMER (Spain)</td>
</tr>
<tr>
<td>Latifa Mayou, President of the Cameroonian Movement of Mothers (Cameroon)</td>
</tr>
<tr>
<td>Nicole Deigna, President of the NGO ‘Repères’ (Ivory Coast)</td>
</tr>
<tr>
<td>Patricia Heymans, Responsible for the preparation of MMM Belgium (Belgium)</td>
</tr>
<tr>
<td>Sophie Pelissié du Rausas, President of ‘Enfance sans Drogue’ (France)</td>
</tr>
<tr>
<td>Wafia Lantry, Moroccan League for the Protection of Childhood (Morocco)</td>
</tr>
</tbody>
</table>
Working with the Board, the President sets out MMM’s main organisational priorities for the coming years:

• Strengthening the MMM network of international and national members and partners
• Improving external and internal communications
• Fundraising

The International General Secretariat: the pivot of MMM work

Four volunteers run the MMM General Secretariat in Paris. This Operational Team ensures the on-going administrative management of the association, particularly:

- The organisation and preparation of MMM statutory meetings
- The leadership and coordination of the MMM networks
- The co-ordination of MMM internal and external communications
- The administrative work required by MMM for its work representing mothers at international institutions and organisations
- The support required for member associations to realise the objectives set by the Board
- The management and update of the MMM website
- The editing, promotion and diffusion of MMM products and publications

The MMM UN Delegation

At the UN, the member states commit to peace and security, social development and progress, the improvement of living conditions, and the respect of human rights. The role of the MMM UN Delegation is to use our General Consultative Status to ensure recognition and support for the participation of mothers in this mission.

‘General Consultative Status’ is the highest Consultative Status at the UN, and is granted to international NGOs whose interests cover the majority of the agenda of the UN Economic and Social Council (ECOSOC). These organisations are able to address the delegates, disseminate statements of up to 2000 words, and add points to the agenda. Every 4 years, they must provide a report on their contributions to the work of the UN.

As of 1st September 2014, 4,045 NGOs were listed as having a consultative relationship with ECOSOC. Among them, MMM is one of about 150 NGOs granted General Consultative Status.

“General Consultative Status” is the highest Consultative Status at the UN, and is granted to international NGOs whose interests cover the majority of the agenda of the UN Economic and Social Council (ECOSOC). These organisations are able to address the delegates, disseminate statements of up to 2000 words, and add points to the agenda. Every 4 years, they must provide a report on their contributions to the work of the UN.

As of 1st September 2014, 4,045 NGOs were listed as having a consultative relationship with ECOSOC. Among them, MMM is one of about 150 NGOs granted General Consultative Status.

‘General Consultative Status’ is the highest Consultative Status at the UN, and is granted to international NGOs whose interests cover the majority of the agenda of the UN Economic and Social Council (ECOSOC). These organisations are able to address the delegates, disseminate statements of up to 2000 words, and add points to the agenda. Every 4 years, they must provide a report on their contributions to the work of the UN.

As of 1st September 2014, 4,045 NGOs were listed as having a consultative relationship with ECOSOC. Among them, MMM is one of about 150 NGOs granted General Consultative Status.

“We face multiple challenges in our changing world, but one factor remains constant: the timeless importance of mothers and their invaluable contribution to raising the next generation. By rewarding their efforts and enhancing their living conditions, we can secure a better future for all.”

Bank Ki-Moon: Secretary General of the UN
Unpaid family care work responds to the material, educational and emotional needs of the members of a family, notably children, but also people affected by disability, illness or old age. This work is indispensable for the well-being of individuals, their community and society as a whole. Globally, 2/3 of this work is undertaken by women, notably mothers. This responsibility and its resulting time poverty, limits women’s ability to participate fully in economic life, particularly in developing countries where they must also face poor infrastructures and public services (water, energy, transport, health care, nurseries, etc.). As they lack time to engage in earning activities, women often stay home in secondary positions and suffer disproportionally from poverty.

In its advocacy work, MMM calls upon UN member states to recognise the value of this unpaid family care work, not only through evaluating its monetary value and its inclusion as an indicator in GDP satellite accounts, but also by giving unpaid caregivers access to certain social rights from which other workers benefit (such as social security, training and pension rights). MMM also speaks for the adoption of policies to reduce and redistribute this unpaid work (notably by developing infrastructures and public services, by adopting measures to redress the balance between commitments in the home and in the workplace, and encouraging more involvement on the part of fathers).

In one of her reports, the UN Special Rapporteur on Extreme Poverty, Magdalena Sepúlveda confirms that unpaid family care work could represent between 10-50% of GDP, if its monetary value could be evaluated. This shows just how important it is and that it is imperative to take unpaid care work into account, when formulating economic and social policies.

According to the ILO, Social Protection Floors (SPFs) are « nationally defined sets of basic social rights and benefits which create favourable conditions and reinforce the capacity of all members of a society to have access to a minimum of goods and services, and which could be promoted by any society at any time ». Areas covered by Social Protection Floors are:

- Social security
- Basic benefits in cash or in kind for disadvantaged groups, which include people in situations of poverty, migrants, children, women, young people, older persons and people living with a handicap
- Health
- Education
- Water and sanitation
- Sufficient nutrition
- Housing

MMM Work in the UN in 2014

MMM is a member of several NGO committees, which are strategic platforms for NGO advocacy work at UN level. MMM representatives are specifically active in the NGO Committee for Social Development (New York), the Commission on the Status of Women (New York and Geneva), the Committee on the Family (New York and Vienna), and finally in the Committee on the Environment (Geneva).

In New York.
Sabine de la Villemarqué and Sabine Huet.

• Commission for Social Development (CSocD)

MMM made a written statement to the 2014 session of CSocD to focus the attention of member states on the vulnerability of mothers and the increased risk of poverty and isolation they are exposed to, particularly widows and single or divorced mothers. In its Statement, MMM therefore calls on member states to increase mothers’ access to social protection, by recognising their unpaid family care work as “work”. MMM considers that the concept of ‘Social Protection Floors’ put forward by the International Labour Organisation (ILO) is particularly relevant for mothers.

THE UN COMMISION FOR SOCIAL DEVELOPMENT was established by ECOSOC in 1946. Since then, the Commission is mainly in charge of following up on the commitments made at the World Summit for Social Development that took place in Copenhagen in 1995. The Commission meets once a year in New York, normally in February, where it reviews the central themes of social development that were discussed in Copenhagen. In 2014, the main theme was “Promoting the empowerment of people in achieving poverty eradication, social integration and full employment and decent work for all.”
In its written statement to the 2014 CSW focussing on the Millennium Development Goals (MDGs), MMM denounced the lack of progress in the reduction of maternal mortality and morbidity. Nearly half a million women die each year from complications linked to pregnancy or childbirth. In most cases, these deaths are preventable. Moreover, maternal mortality affects mothers in developing countries fifteen times more than in developed countries, which is one of the most unacceptable inequalities between the North and the South. “It is inconceivable that citizens of poor countries should be punished, by losing their life, for having accomplished the one and only task that everyone recognises to be essential for human development.” (Extract from the MMM statement, CSW 2014)

We were also invited to participate in a panel discussing maternal health organised by the World Organization of Prenatal Education Associations (OMAEP), a member of MMM. Our former President, Florence von Erb, stressed the need to make the eradication of maternal mortality a global priority. At this same session, MMM member association, AFAMMER, and MMM, together with the Permanent Mission of Spain to the UN, organised a panel on the feminisation of poverty in rural areas. Chaired by Florence von Erb, this panel highlighted the importance of including the human rights of rural women in the post-2015 agenda and presented projects financed by Spain as examples of good practices for the empowerment of rural women.

The Millennium Development Goals (MDGs) refer to the 8 goals that were included in the UN Millennium Declaration in 2000. These were adopted by the UN member states, who committed to achieve them by 2015:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

The results have been mixed, with insufficient progress in the improvement of maternal health for instance. The third objective is also far from being achieved as “nearly 15 years after the adoption of the MDGs, no country managed to establish equality conditions for women and girls” (conclusions of the 58th Commission on the Status of Women). For the post-2015 development goals, an ambitious sustainable development programme for the planet and humanity is being prepared, which integrates the three dimensions of economic, social and environmental development. This post-2015 agenda includes 17 Sustainable Development Goals (SDGs), whose targets are still being negotiated by member states. The new development agenda should be adopted at the UN Sustainable Development Summit in September 2015 during the General Assembly in New York.

ECOSOC Annual Ministerial Review

MMM presented a written statement on “Gender Equality, unpaid care work and poverty in the development programme”. Again, this Statement points to one of the fundamental structural causes for inequality between men and women: the fact that women, especially mothers, are largely responsible for domestic tasks and the education and care of children and other dependant people. This unpaid care work, which is not yet recognised as ‘real work’, remains unremunerated – which, therefore, places them in a subordinate position and constitutes a major obstacle to their participation in political and economic life on an equal footing with men.
The HUMAN RIGHTS COUNCIL (HRC) was created in 2006 by the UN General Assembly, with the mandate to address situations of human rights violations and issue recommendations. The HRC also oversees the Universal Periodic Review (UPR), which evaluates the situation of human rights in each of the 193 UN member States, as well as the mechanism of Special Procedures, which address situations specific to countries (currently 14) or at global thematic human rights issues (38) such as extreme poverty, the right to water and sanitation, discrimination against women, the right to food, etc.

In Geneva

Valérie Bichelmeier

In Geneva, MMM essentially works at the Human Rights Council, which meets in three sessions of several weeks every year. MMM participates in debates during these meetings, through written and oral statements.

- On the occasion of the publication of the annual report of the working group dealing with discrimination against women in law and in practice, MMM made a statement stressing the importance of taking into account the time poverty experienced by mothers who try to reconcile work and family life. We also spoke in a panel on the protection of children’s rights, where the importance of the time given to children and the family was once again highlighted.

- MMM pursued its commitment to the right to peace, by co-signing several statements made by other NGOs regarding the focus of the working group on the right to peace, which was established in 2012 under the auspice of the Human Rights Council. MMM promotes the idea that peace education starts in early childhood within families, and that mothers thus play a major role for the prevention of violence and the promotion of peaceful conflict resolution.

MMM also follows the work of other UN entities based in Geneva, notably the International Labour Organisation - ILO, which recently highlighted the various discriminations experienced by mothers at work, the World Health Organisation – WHO (maternal and child health, nutrition, non-communicable diseases...), the Economic Commission for Europe (statistics and time use surveys), and finally the International Organisation for Migration (issue of mothers’ migration).

In Geneva, MMM is also a member of Child Rights Connect, a network of NGOs working for the promotion of children’s rights, which contributed to the development of the Convention of the Rights of the Child. MMM is part of the working group that promotes Universal Birth Registration, an important step for the future life of the child, for which mothers can play a key role.

In Vienna

Irina Palffy

In Vienna, MMM regularly contributes to the quarterly bulletin of the NGO Committee on the Family, with Irina Palffy representing our organisation. These bulletins are the perfect occasion to periodically share information on MMM activities and its main statements regarding all topics that relate to the family.

2015 Perspectives For The MMM UN Delegation

2015 is an important year at the UN, with the 70th anniversary of the institution, the Beijing+20 global review, and above all the conclusion of the Millennium Development Goals, and their transition towards a “Post-2015 Agenda”.

Through its many statements, MMM has regularly highlighted the need to include the issue of unpaid family care work in this new development agenda, with an indicator measuring the average time spent on unpaid work in different parts of the world, broken down according to sex, age group, marital status, number of children, and type of work. Such an indicator would clearly show the extent of this work and the inequality in its distribution. The evolution of this indicator would also serve to monitor the impact of reduction policies (through the development of infrastructures and services) and redistribution policies (measures to reconcile work and family life, notably maternity leave). MMM will therefore continue this advocacy work in favour of such an indicator, notably by getting involved in the “High-level political forum on sustainable development under the auspices of ECOSOC” which was created following the UN Conference on Sustainable Development, Rio+20.

Whilst taking into account the issues discussed by member associations, the calendar and thematic of UN events, the UN Delegation pursues its advocacy work on our 3 main topics: mothers and the economy, maternal and children health, and mothers as educators and agents for peace.
Preparation of the “Beijing+20” review

MMM holds the position of Vice-President of the NGO Committee on the Status of Women in Geneva. Its representative, Valérie Bichelmeier, therefore played a pivotal role in the organisation of the NGO Forum that took place in Geneva in November 2014, in relation to the regional review of “Beijing+20” for the UN Economic Commission for Europe (UN ECE). Nearly 700 participants from about 50 countries and representing about 300 NGOs met at the Palais des Nations in Geneva to review the implementation of the commitments made by UN member states at the 4th World Conference on Women of 1995 in Beijing.

The Beijing Declaration and Platform for Action, adopted by 189 member States of the UN at the occasion of the 4th World Conference of Women in 1995 in Beijing, is a landmark document for the advancement for women’s rights. This programme is still a reference framework today, covering 12 critical areas:

1. Women and Poverty
2. Education and Training of Women
3. Women and Health
4. Violence against Women
5. Women and armed conflicts
6. Women and the Economy
7. Women in Power and Decision-making
8. Institutional mechanisms for the advancement of Women
9. Women’s Fundamental Rights
10. Women and the Media
11. Women and the Environment
12. The Girl-child

Whilst involved in the logistical organisation and communication tasks of this Forum, MMM also contributed to the major discussions, by organising a roundtable on “Women and the Economy”, where MMM President, Anne-Claire de Liedekerke, reminded those present that 20 years after Beijing, the unpaid family care work performed by mothers is still not recognised, and that maternity is still too often an obstacle to finding employment. She therefore called for the recognition of unpaid family care work, not only through the monetary evaluation of this work, but also through the development of infrastructures and public services, the development of measures and effective policies to reconcile work and family life, as well as the promotion of a better distribution of domestic tasks between men and women.

Thanks to this contribution, these points have been integrated in the Forum outcome document, the Declaration and Recommendations of NGOs of the UN ECE Beijing+20 regional review, which was presented at the intergovernmental meeting that followed, and then at the 59th Session of the Commission on the Status of Women in March 2015 in New York.

The review of Beijing+20 was an opportunity for MMM to reflect on the policies of governments which favour a better recognition of the economic and social role of mothers, and to issue concrete recommendations (see page 4).
The 20th Anniversary of the International Year of the Family

Many events marked the 20th anniversary of the International Year of the Family in 2014. They served as a reminder of the fundamental role played by families for society and for development. Throughout the year, MMM also celebrated the family and the essential role that mothers play.

- **In New York** in February 2014, MMM was invited to participate in a panel looking at the well-being of families, organised as a side event of the Commission for Social Development by the UN Department of Economic and Social Affairs (UN DESA). In her intervention, Florence von Erb valued the importance of unpaid family care work for the well-being of families, whilst highlighting the problems associated with it: inequality, poverty, absence of social status… She also presented MMM’s concrete recommendations (see page 4).

- **In Vienna**, the NGO Committee on the Family, updated a study conducted in 2004 regarding the “contributions of civil society organisations to the well-being of families” where the workshops for mothers developed by MMM France were presented.

- **In Brussels**, on March 24th 2014, the European Delegation co-organized with the European Federation of Parents and Carers at Home (FEFAF), the European Women’s Forum and the non-profit association Tetra, a conference on “Genetically modified child: what kinship?”. Moderated by MMM member association, “Femme, Homme et Foyer” (Women and Men in the Home), this conference turned into a passionate dialogue between a psychologist and a legal expert specialising in family rights, about the impact of these new situations on children and on Belgian legislation.

- **In Doha**, on April 16th and 17th 2014, MMM participated as a speaker in a conference organised by the Doha International Family Institute (DIFI): “Empowering Families: A Pathway to Development”. Representatives of governments and civil society debated the central role of families in societies and issued a ‘Call for action’ to the attention of the General Secretary of the UN, intended to be largely disseminated. Anne-Claire de Liedekerke gave a presentation about the necessity to take maternity into account in measures to reconcile work and family life. Periods of nurturing and education of children are real and necessary contributions to society; they should be recognised as professional skills, and valued as such.

**Concerted actions on May 15th 2014, International Day of the Family**

- **In Doha**, on April 16th and 17th 2014, MMM published a statement on time poverty experienced by many families in various media. This statement reminds us that time is essential for families, and suggests the adoption of measures to reconcile work and family life.

- This shortage of time was also highlighted by MMM during a seminar organised on the same day at UNESCO in Paris, on the theme: “Family: world patrimony of humanity?” The hundred NGOs present, including MMM, reflected on the difficulties that they meet when speaking about the family in international forums, notably at the UN.

- **At the European Union**, the MMM European Delegation participated as a speaker in the conference organised by the Federation of Catholic Family Associations in Europe (FAFCE) at the European Economic and Social Committee. Olalla Michelena, Secretary General of the European Delegation, made concrete proposals for what Europe can do for mothers (see page 4).
MMM Representation at UNESCO

How does MMM work at Unesco

Gabrielle de MILLEVILLE and Pauline AMBROGI are MMM representatives at UNESCO.

UNESCO is one of the 15 specialised agencies of the UN (along with ILO, FAO, WHO, IMF or World Bank…). According to the UN Charter, they are autonomous intergovernmental organisations and they have their own budget, secretariat, executive and legislative councils, as well as their own membership conditions. They collaborate with the UN and with each other at intergovernmental level, thanks to ECOSOC, to which they report regularly.

UNESCO benefits from an official partnership with UNESCO, holding a consultation status.

UNESCO is the only UN agency that has created National Commissions with its member states as direct links between them and civil society. There are currently 198 National Commissions, which form a truly worldwide family. Established by their respective governments, National Commissions operate on a permanent basis, for the purpose of linking the work of UNESCO with that of national governmental and non-governmental bodies competent in issues such as education, sciences, culture and communication. An exemplary partnership was established in 2014 with MMM member association, AJAD, based in Ivory Coast (see page 20).

MMM work at UNESCO in 2014

International NGO Conference

The conference was held from 15th to 17th December in Paris, with about 120 NGOs in official partnership with UNESCO and about 340 participants. Collective actions of NGOs in 2013 and 2014 were reviewed, and the major components for collective cooperation in 2015-2016 were adopted.

In 2014, MMM focused on two topics, in collaboration with some of its member associations, in relation to mothers’ concerns:

• The NGO commitment for the promotion of quality education in the post-2015 agenda
• Water and sustainable development: “From raising awareness to making decisions”.

Quality education for all

MMM participated in the organisation of the International Literacy Day at UNESCO on September 8th 2014 and in the drafting of a recommendation on the following themes: education from infancy as a prerequisite for successful literacy, literacy for women and girls, and literacy and education lifelong learning for all. At this occasion, MMM presented the work of “La Maison pour Tous” (The House for Everyone), which works in collaboration with MMM France.

“La Maison pour Tous” in Argenteuil, is a social centre that works with people from diverse origins, mostly women, who face problems with integration, successful education of their children, and access to employment.

The International Conference of NGOs meets every 2 years with all of UNESCO’s official partners. The objective is to review the status of cooperation with UNESCO and to facilitate cooperation between organisations sharing a common interest at UNESCO. The President of the Conference and the NGO-UNESCO Liaison Committee is elected at this International Conference.
A CALL FOR PEACE

Extract of a ‘Call for Peace’ handed to Madam BOKOVA by MMM and other NGOs during the International Conference of NGOs:

“NGO partners of UNESCO are convinced, with UNESCO, that “since wars begin in the minds of men and women, it is in the minds of men and women that the defences of peace must be constructed”. They urge member States, at this dangerous time, to better assume all their obligations according to international law: i.e. to respect, protect and fulfil Human Rights through concrete measures written in positive laws”.

Just as it did at the Human Rights Council in Geneva, MMM is promoting the idea that peace is taught from childhood within families and that mothers play a major educative role for the prevention of violence and the promotion of peaceful conflict resolution.

CULTURE

In 2014, MMM signed the UNESCO declaration for the inclusion of culture in the sustainable development goals.

“Culture is who we are. It shapes what we do and how we see the world. It is also a force for dialogue, building bridges of respect and mutual understanding between people and communities”

Irina BOKOVA, Director General of UNESCO

WATER AND SUSTAINABLE DEVELOPMENT : THE YAMOUSSOUKRO APPEAL (IVORY COAST)

Example of a partnership between UNESCO, a government and an NGO, member of MMM.

MMM invited a member association from the Ivory Coast, ‘Aide à la Jeunesse Africaine Défavorisée’ (AJAD – Help for Disadvantaged African Youth) to represent MMM at the Forum on access to water in Africa. This Forum took place on July 30th and 31st 2014 in Yamoussoukro, and was organised by UNESCO and the government of Ivory Coast. The forum resulted in the Yamoussoukro’s Appeal: “Things must change! Turn promises into actions!” This forum falls within MMM’s mission because mothers are the ones responsible for fetching water in Africa and often make long and tiring journeys to ensure water provision.

AJAD’s general objective is to improve the living conditions of teenage mothers and to secure the well-being of children without fathers or those who are abandoned and vulnerable (see page 33).

- The President of AJAD, Mr Bolly KOUASSI, created the Network of UNESCO NGOs of Ivory Coast (RONUCI). Through this network, Ivory Coast became the leading country in the monitoring of the implementation of the objectives set during the forum.
- This network is recognised by the Ivory Coast government and presided by AJAD.
- RONUCI developed a strategic plan and a situational analysis of access to water in Ivory Coast and was in charge of assisting the government in the implementation of measures that will be adopted. As a consequence, it will be able to rely on funds from the Ivory Coast authorities.

EXTRACTS FROM THE YAMOUSSOUKRO APPEAL

- A minimum of 20L of free clean water per day per person
- Call on states to effectively implement the right to safe water for all
- Call on the entire civil society to support this appeal, by raising awareness among local stakeholders and actively contributing to the implementation of these objectives
- Include in the post-2015 goals binding commitments to be respected by States and overseen by NGOs
2015 Perspectives for the MMM UNESCO team

- Forum on the role of women in the struggle against poverty

MMM is participating in the organisation of this NGO forum in collaboration with the NGO-UNESCO Liaison Committee. It will take place at UNESCO headquarters in Paris on 29th and 30th of June 2015. MMM will contribute on the theme of Women and the Economy, with a focus on reconciliation between work and family life, which is rarely discussed at UNESCO. It will be the occasion to reflect on a major challenge of the 21st century: the importance of time in the lives of mothers and families.

- Evaluation of the 2011 NGOs-UNESCO directives

In 2015, MMM will participate in the analysis and evaluation of the implementation of partnership directives between UNESCO and NGOs, and particularly of the bilateral cooperation between NGOs/Sectors and NGOs/member States.

- Participation in the general conference

In November 2015, MMM will participate at the different Commissions of UNESCO’s 38th General Conference (Education, Sciences, Human Sciences and Social Sciences, Culture, Communication and Information) in order to voice mothers’ concerns.

- Africa: pursuit of the projects to implement easy access to water in Africa

MMM will, of course, continue to support African mothers by intensifying its partnership with AJAD, RONUCI and the Ivory Coast Government, to promote access to water for all by acting closely with African populations. These actions are also expected to be replicated in other African countries: Guinea and Uganda, for instance, are interested in the implementation of Yamoussoukro’s Appeal.

 MMM European Delegation

How does MMM work with the authorities of the European Union

Olalla Michelena, Paloma Alonso, Françoise de Bellefroid, Catherine Couplan, Marie-Claude Hayoit de Termicourt, Adina Inescu, Véronique de Vaumas, Laetitia Wolkonsky represent MMM at the European Union.

The European Union adopts legislative and non-legislative initiatives that have a direct impact on the lives of European citizens. Our work complies with the Transparency Register of the European Parliament and the European Commission where we are registered. It is an entity open to the general public, where interested representatives disclose information concerning their advocacy work at the European level.

In order to fulfil our mission of supporting mothers, the European Delegation continues to work based on the results of the MMM survey “What Matters to Mothers in Europe”, which was conducted in 2011 with the participation of 10,000 mothers across Europe.

The main results show that European mothers lack time for their family, real choices and recognition of their role as mothers.

We therefore decided with other MMM delegations to work on the improvement of the reconciliation between work and family life, and to communicate the importance of the role of mothers not only for their children but also for society in general.

What Matters to Mothers in Europe

Survey of Mothers in Europe

2011 results

By MMM Europe (Mouvement Mondial des Mères-Europe)

Time use preference

I prefer full-time employment

I prefer some combination of part-time employment and family care duties

I prefer to take full-time care of my family

The General Conference outlines UNESCO priorities. It decides on a programme and a budget for UNESCO for the following two years. It elects the members of the Executive Council and nominates, every 4 years, the Director General.
MMM actions at the European Union

Reconciliation of Work and Family Life

MMM was among the NGOs that joined the Confederation of Family Organisations in the European Union (COFACE) to promote 2014 as the “Year of Reconciliation of Work and Family Life in Europe”. This collaboration led to the drafting of the ‘European Reconciliation Package’ (ERP), published in several languages, which offers concrete solutions to improve the quality of life of mothers and families.

European Reconciliation Package 2014: Year of Reconciliation Work and Family Life in Europe

- Recommendation on the recognition of family and informal carers and for the adoption of provisions recognizing their legal status in Member States.
- Recommendation to adopt a coherent legislative package including maternity, paternity, parental and carers’ leaves, to promote a more equal share of care responsibilities between women and men.
- Recommendation to promote the role and rights of informal carers and to develop policies and services that support their work.
- Recommendation to ensure the availability of suitable childcare services.
- Recommendation to develop and promote policies and practices that support the reconciliation between work and family life.
- Recommendation to develop and promote policies and practices that support the reconciliation between work and family life.

MMM Recommendations for a Better Reconciliation Between Work and Family Life:

- Flexible working conditions
- Development of a better legal framework supporting chosen and quality part-time work
- Validation of skills acquired and developed when performing unpaid family care work in order to facilitate the re-entry into the labour market
- Inclusion of unpaid family care work in the calculation of pensions to prevent poverty in old age
- Time Use Surveys to show the importance of unpaid family care work and its contribution to the market economy

In Brussels, MMM took part in several conferences on the balance between work and family life at the European Economic and Social Committee and at the European Parliament, by explaining the initiatives that Europe could be taking to have a positive impact on the lives of mothers and families.

In Vilnius, during the meeting organised by the European Institute for Gender Equality (EIGE), MMM presented the EFR certificate, developed by MMM member association, Fundacion Mas Familia, (see page 35). This certificate is granted to family-friendly businesses that promote the reconciliation between work and family life within their organisations.

DORIAN

We continued our activities in the area of maternal health, as part of the European project DORIAN, which conducts research on the impact of Mothers’ obesity during pregnancy on the health of their children throughout their lifetime.

MMM participates in the dissemination of the project results in collaboration with the European Association for the Study of Obesity.

DORIAN (Developmental Origins of Healthy and Unhealthy Ageing)

The European Delegation of MMM was selected in 2012 to participate in a research project called DORIAN (2012-2014), funded by the 7th Research framework programme of the European Union. This project, focused on the impact of maternal obesity, aimed to identify the necessary measures for improving health and ensuring good quality of life, and to evaluate if maternal obesity can independently lead to illness (such as cardiovascular diseases, diabetes) and to premature ageing (cognitive decline and age frailty).

The study concluded that because of the long-term harmful consequences of obesity on mothers and their children, preventive strategies need to be developed urgently that target girls and women of child-bearing ages in order to prevent the emergence of maternal obesity. www.dorian-fp7.eu
Europe 2020

The European Delegation participated in the public consultation of the European Commission on its Europe 2020 strategy, highlighting the difficult reality many mothers face, as well as the increase of child poverty. MMM suggested that the Commission Recommendation “Investing in children” should be included in the European Semester in order to bring a more social orientation to the 2020 Strategy.

2015 Perspectives for the European Delegation

Advocacy

A new five-year legislative term started in July at the European Parliament and the European Commission was renewed in November 2014. 2015 offers opportunities to defend the interests of mothers based on new European legislative initiatives. We approach these from the standpoint of women who are mothers, and to integrate the motherhood dimension in order to reach substantive equality between women and men.

Maternity directive

This directive was not adopted in the previous legislative term because of the heavy costs for Member States of a 20-week long and 100% paid maternity leave, among others. Since 2010, it has been blocked at the Council of Ministers, but with the new legislative term, we hope to help reactivate the discussions and to gather the conditions to allow the extension of the current 14 weeks maternity leave at European level.

Working time directive

With the idea of improving the flexibility of working conditions for a better reconciliation between work and family life, MMM wishes to work with this directive, which is currently being reviewed and will be subject to a public consultation where MMM will participate.

Women on Boards directive

The Commission proposes a 40% objective of women in non-executive board member positions in publicly listed companies. This directive has been blocked at the Council of Ministers. If the discussions were to be reactivated, MMM would reaffirm that motherhood must not be an obstacle to high level careers for women.

European strategy for gender equality post-2015

The 2010-2015 strategy which establishes the programme of work of the Commission to promote gender equality in all its policies needs to be renewed. One of its thematic priorities is equal economic independence for men and women. In April 2015, the Commission has planned to launch a public consultation to collect opinions of stakeholders for the drafting of a new strategy on gender equality after 2015. MMM will contribute to bring the perspective of mothers.
We have intensified our communication activities:

- Creation of a Twitter account @MMMM4Mothers. It allows us to follow debates around the world that concern mothers, and to identify stakeholders with whom to establish relationships.

- A new international page on Facebook. [https://www.facebook.com/makemothersmatter](https://www.facebook.com/makemothersmatter) was created, because this social network is used by many mothers and can therefore allow us to mobilise them more easily.

- The MMM portal website has continued to evolve throughout 2014. Its latest developments include:
  - The creation of an “Advocacy” section in order to improve the visibility of MMM actions at the UN, the EU and UNESCO
  - The revision of the “Press” section
  - The creation of a “Members” section, to improve the visibility of our network of associations

- The newsletter continues to be published in English and in French twice a year.

- News flashes have regularly been sent out, allowing us to directly inform our members and network of contacts about our activities at a global level.

- A new MMM presentation brochure was edited in French and English.

A UNESCO news report was published, targeting member associations in order to raise their awareness of UNESCO activities in areas that may concern them. Another objective was to invite them to research possible partnerships with UNESCO in their respective countries, and how MMM can help them. The first newsletter presented UNESCO and the role of its National Commissions with contact information for each country home to an MMM association.

2015 Projects

The objective of 2015 is to improve MMM visibility by developing a more visual communication: a first step is to create a YouTube channel where one will be able to find all of our filmed speeches, those of our members and a selection of videos of interest to mothers.

Another project is to reinforce MMM Facebook and Twitter activities, in order to grow a larger network of mothers, better disseminate our key messages and participate in discussions which are of interest to mothers.
Financial Report

Make Mothers Matter's revenue in 2014 was 24,370 euros, which includes member subscriptions (19%), cash and in-kind donations (79%) and financial products (2%).

Total expenses were 25,000 euros and include: premises and maintenance of facilities (40%), website (26%), communication and publications (22%), telecommunications (4%) and other costs (8%).

The European Delegation is independently funded. Its 2014 revenue was 107,784.56 €, and mostly results from fundraising to cover the operational costs of the period 2014-2015-2016. These donations and pledges of donations (some are spread between three years) permit the Delegation the expense of a salary for a Secretary General for three years. Olalla Michelena was given this post in March 2014.

The expense of 44,385.26 € is mainly attributed to the salary of the Secretary General (the only person within MMM who is not a volunteer) and to the DORIAN project (see page 25).

Here, we would like to thank our donors for their generosity and trust.

2015 Projects

For over 70 years, MMM has always relied exclusively on volunteers whose work and engagement is very professional. But volunteers are more and more difficult to recruit and to replace when they leave.

This is why MMM would like to increase the number of paid staff, as securing positions with a salary would allow us to engage in longer-term actions with confidence.

To this end, one of MMM priorities for the present and near future is to identify new funding resources.

MMM is looking for collaborations with financial partners: institutions, in particular the EU, as well as foundations and companies.

MMM also intend to develop a crowdfunding strategy, a new type of financing that would be very beneficial.
MMM network

With the election of our new President, MMM made one of its priorities the reinforcement of its network of member associations and partners.

In 2014, the following associations became members of Make Mothers Matter.

Volunteering matters

Previously ‘Community Service of Volunteers’ (CSV)

The vision of this organisation, created in 1962, is very ingrained throughout the United Kingdom: a society where all can contribute to make it stronger and with more solidarity. Its mission is to offer people of all ages and from all backgrounds the possibility to actively engage themselves in their neighbourhoods.

VM programmes aim to help people facing difficulties become autonomous.

‘Volunteers supporting families’ is the programme which is connected to the MMM mission and one that MMM would like to replicate in other countries considering its track record in the United Kingdom. It offers families whose children are potentially at risk the support of a volunteer who is trained by VM to accompany the key member of the family – most often the mother - in a personal and regular way.

Some mothers are indeed completely overloaded and discouraged and let things slide to the point where an intervention from social services is necessary. The friendly weekly guidance of a volunteer who has no decision power on her family and who advises her very simply and practically on small every day changes, can help a family live better and slowly become independent from social services.

This project includes training and supervising the volunteers who help families in vulnerable situations, in partnership with the local social authorities. An assessment of the project showed that volunteers can make a big difference in vulnerable situations.

VM and MMM complement each other on the support that they can offer to families. MMM is delighted by this sustained collaboration to promote such actions as best practices.

AJAD - Aide à la Jeunesse Africaine Défavorisée - (Help to disadvantaged african youth)

Created in Ivory Coast in 2008, the main mission of this association is to improve the living conditions of teenage mothers and the well-being of particularly vulnerable children: those without fathers or who have been abandoned. To respond to the many difficulties faced by young mothers and their children, AJAD developed a global approach not only in its objectives but also in its actions.

Its main objectives are:

- Fight the isolation experienced by adolescents who are affected by ‘social scourges’ (teenage pregnancy and maternity, prostitution)
- Gather, assist and educate immature mothers and children without fathers facing the problem of social adaptation
- Reduce stigmatisation and promote social insertion
- Reinforce the cohesion of communities around young mothers and their children

AJAD assistance to young mothers is done in a variety of ways, including a preventative approach to raise society’s awareness of the challenges of teenage pregnancies and on a large range of social issues that are linked to it: poverty, STDs/HIV/AIDS, abuse, violence and sexual exploitation.

Run by its President Bolly Kouassi, psychologist by training, the association’s activities range from prevention to welcoming, providing accommodation, providing psychological care and medical support, and educational, nutritional and economic support to mothers and their families.

AJAD is interested in an “umbrella” organisation such as Make Mothers Matter to promote its activities and make them more visible at the international level, with the aim of widening its operational field in terms of training and institutional support. AJAD also wishes to interest MMM in its research on the phenomenon of teenage pregnancy and reinforce its awareness-raising activities about the living conditions of young African mothers.

A sustained and fruitful collaboration with MMM was set up at the occasion of the Forum of Yamoussoukro organised by UNESCO on “Access to Water” which is described earlier in this report (see page 20).

www.makemothersmatter.org/membres
**Abantu Zambia**

Created in 2004, this association relies on a close collaboration between a Zambian village community and the Belgian members who put themselves at the service of projects, all initiated by the Zambian population itself. Indeed, the philosophy of Abantu Zambia, meaning ‘the people of Zambia’, is focused on sustainable and autonomous development of local rural populations, who highlight the problems they face and propose solutions. Abantu Zambia support them first in a process of listening and reflection, and then in project management as well as the development of new skills allowing them to become as autonomous as possible.

To ensure the sustainability of its actions in the sector of education, health and agriculture, the association participates in the construction of local infrastructures (schools, health centres, agricultural cooperatives, wells, shops) and invests equally in the projects that develop from there. Whether we are talking about education, health, including maternal health, or about their empowerment thanks to infrastructures, women are the very first to benefit from these projects, both for their own good and the well-being of their families.

Through its partnership with MMM, Abantu Zambia is looking for fruitful exchanges and contacts that will allow it to learn from other positive experiences.

http://www.abantuzambia.org

**Masfamilia foundation**

Created in 2003, Masfamilia Foundation is an independent, non-profit and non-denominational organisation, whose mission is to promote and support families, promoting their interests at institutional and company levels. Masfamilia acts at political level through its consultative role on all subjects that concern the family, such as “Plan integral de apoyo a la familia” that the Spanish government plans to publish in 2015, or for the definition of social indicators in the calculation of GDP.

Masfamilia also addresses the economic sector promoting the reconciliation between work and family life. Through this work, the EFR certificate (Empresa FamiliaLEMente Responsable – or Family-friendly Company) was developed for companies and any other type of organisations. Companies must analyse their internal policies, the flexibility of their working hours, the support to the families of the employees, equal opportunities, etc. An improvement plan is developed, and if it is successfully implemented, the company can obtains the EFR certificate. Companies must pay a fee, allowing the Foundation to exist.

The Foundation shares MMM vision on the social role of mothers and families. Its pioneering work on the reconciliation between work and family life within companies fully justifies the presence of Masfamilia in MMM network.

www.masfamilia.org
A visit to RRF in Bangladesh

Anne-Claire de Liedekerke travelled to Bangladesh to visit long-term MMM member, the Rural Reconstruction Foundation (RRF), upon the invitation of its founders, Philippe and Rita Biswas. She funded this trip herself.

RRF aims to raise the awareness of targeted communities of the root causes of their poverty, and help them find solutions to improve their socio-economic status. These programmes not only bring self-sufficiency, but also dignity. The main beneficiaries of their programmes are women, children, the poorest and the elderly with no resources.

RRF works with the Bangladeshi government, banks and foreign charities, mainly Canadian ones. We were told that the government relies significantly on local NGOs to accomplish their programmes. RRF is active in the region of Jessore, in the West of the country.

Microfinance

The beneficiaries of micro credit programmes are 98% women who would otherwise never obtain a credit from banks. The micro credit system operates around a group of beneficiaries who ensure control through solidarity and the pressure it exercises on its members. The beneficiaries that generate cash can also join RRF savings programme.

This credit-savings combination has allowed 125,000 beneficiaries to date to work their way out of poverty and to take their lives into their own hands through the implementation of a profitable project. This ensures the subsistence of several hundreds of thousands of people.

Distributing snacks to schools

RRF collaborates with the Bangladeshi government and the World Food Programme on the distribution of biscuits in schools. The aim is to increase school attendance, prevent school dropout, improve health and improve learning abilities by providing indispensable nutrients for the development of young brains.

Education

RRF runs an education support programme for children in collaboration with a Canadian organisation, CHALICE. Payments are made, through the intermediary of RRF, into a bank account in the name of the mother responsible for the budget to be presented to RRF, withdrawing money in accordance to payment deadlines and for budgeted expenses. This money can only be assigned to the education of the child.

RRF faces a number of challenges. Among others, teenage marriages (which leads to school dropout of young married girls), extreme poverty (which makes child work a necessity) and the lack of interest for artisanal and technical education.

Meeting on the theme “Mothers’ role in the family and empowerment”

RRF organised a roundtable with representatives of local women organisations. The issue put forward was the lack of recognition of mothers’ work in a context of poor infrastructure and the importance of mothers’ unpaid care work for the Bangladeshi economy. This lack of recognition is linked also to violence against women.

Progress has been achieved in terms of legislation on violence against women, teenage marriages, dowries and human trafficking, but in the cultural context of the country, they are too often not applied.

We concluded that civil society really plays a crucial role. Their associations and activities can really make the situation of women in their country evolve, and MMM wants to help them.

We met the families of several beneficiaries: crafters of birds’ nests using coconut fibres and bamboo, fabric producers, goat farmers, etc.
**MMM members around the world**

**AFRICA**

Cameroon
- Mouvement Camerounais des Mères - (MCM)

Democratic Republic of Congo
- Association Congolaise d’Appui et de Développement Communautaire (ACADEC)
- En Avant Les Enfants (EALE)
- Fondation Boaz

Ivory Coast
- NGO Repères
- Association d’Aide à la Jeunesse Défavorisée (AJAD)

Madagascar
- Otisara
- Mali
- Association pour la Défense des Droits de l’Enfant (ADDEN Mali)

Mauritius
- Mouvement d’Aide à la Maternité (MAM)

Morocco
- Ligue marocaine pour la Protection de l’Enfance (LMPE)

Nigeria
- Women Initiative for Peace and Good Governance (WIPGG)

Rwanda
- Vivre Heureux Ycyemezo

Zambia
- Abantu Zambia

**ASIA**

Bangladesh
- Rural Reconstruction Foundation (RRF)

South Korea
- Truth and Reconciliation for the Adoption Community of Korea (TRACK)

**EUROPE**

Austria
- Fit for kids Erziehungsberatung und Fortbildung GmbH (ARGE)

Belgium
- En Avant Les Enfants (EALE)
- Femme Homme et Foyer (FHF)
- Chant d’Oiseau

France
- Association Nationale pour l’Éducation Prénatale (ANEP)
- Centre d’Éducation Pluridisciplinaire de la Personnalité
- Enfance sans Drogue
- Femmes Internationales Murs Brisés (FIMB)
- La Maison de Tom Pouce
- MMM France

Germany
- Verband Familienarbeit e. V

Great Britain
- Volunteering Matters
- Mothers at Home Matter (MAHM)
- MMM England

Greece
- World Organisation of Prenatal Education Associations (OMAEP International)

Italy
- Donneurope Federcasalinghe

Luxembourg
- Action Catholique des Femmes du Luxembourg (ACFL)

Spain
- Accion Familiar
- Asociacion de Familias y Mujeres del Medio Rural (AFAMMER)
- Fundacion Mas Familia

Sweden
- Haro

**MIDDLE EAST**

Lebanon
- MMM Lebanon

**THE AMERICAS**

Peru
- Ades Perou

USA
- Global Goods Partners

Uruguay
- Centro para la promotion de la Dignidad Humana (Centro para la PROMocion de la Dignidad Humana)