

FEMINISTS WANT SYSTEM CHANGE



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PRESS FILE



Make
Mothers
Matter

www.makemothersmatter.org

A WORD FROM THE PRESIDENT

Mothers shape the future, support development, and drive societal progress. Yet their contributions too often remain invisible. Since 1947, Make Mothers Matter (MMM) has been fighting for mothers to be recognised, supported, and valued, so they can balance motherhood, professional life, and personal aspirations.

It is urgent to talk about mothers...

... because the early years of life are crucial, and it is most often mothers who lay the foundation. Protecting mothers means protecting the future.

... because motherhood is an economic, social, and cultural force. Mothers must be recognised as key agents of change and progress.

... because being a mother shapes a way of seeing the world — a sensitivity to the most vulnerable, a capacity to care. Motherhood brings a unique perspective that our society urgently needs in order to grow in a balanced and sustainable way.

... because even today, motherhood exposes women to injustices. MMM amplifies mothers' voices and takes action to end the discriminations they face.

It is also urgent to talk about “care,” because recognising the value of care is essential to ensuring it is more equally shared — and to building societies that are more just, more peaceful, and more equal.

Together, MMM and the media, must ensure that motherhood is no longer a blind spot in public debate, but a powerful driver of social transformation.

Anne-Claire de Liedekerke



01 WHO WE ARE

Make Mothers Matter is driven by a strong belief: mothers are agents of change and have the power to make the world a better place.

As the first educators of their children, mothers play a foundational role in their development. They also possess unique skills that are valuable to society and public life.

In this light, mothers who are heard, supported, and informed are powerful drivers of change and key partners for peace and development.

OUR VISION

We work for a world where women who are mothers are supported by the society they live in, and where they can, without being penalised, balance their responsibilities as mothers with their lives as women, while contributing to sustainable development and peace.

OUR MISSION

To advocate for women who are mothers and to amplify their voices.



OUR OBJECTIVES

Shift society's perception of the role of mothers and the value of "care" around the world

Address the specific challenges that mothers face

Advocate for laws and public policies that support mothers

Promote the potential of mothers as agents of change

Build a community of support and engagement for mothers

OUR KEY FOCUS AREAS

Unpaid family care work

The "motherhood penalty"

Maternal mental health

Work-life balance

Early childhood development

Mothers living in poverty

Girls' education



MORE THAN 75 YEARS STANDING WITH MOTHERS

A Legacy of Action

Paris, 1947. At UNESCO, 29 countries gathered around a groundbreaking idea championed by hundreds of mothers: Motherhood is not just private — it's a civic, social, and economic force. A silent driver of peace.

From this historic moment, the World Movement of Mothers was born — now known as Make Mothers Matter (MMM). They drafted the Mother's Charter, declaring a simple but powerful truth: Mothers are the first builders of human society.

Post-war France was in ruins. Cities shattered, thousands of men lost. Women — especially mothers — stepped in: they worked, they fed, they healed, they led. Yet, their contributions went unrecognised. Their resilience, unnoticed. If societies held together, it was thanks to women — but no one talked about them.

MMM has spent over 75 years bringing mothers' voices to the forefront — on every continent, in every arena — advocating for motherhood to be acknowledged as a central issue in social progress, peace-building, and policy-making.

Why Mothers Matter More Than Ever

In today's world of overlapping crises — economic, health, environmental — mothers continue to carry the weight: they absorb shocks, provide care, rebuild communities.

When the UN adopted the Sustainable Development Goals, MMM reminded the world: many of these goals depend on mothers — from health and education to poverty reduction. The unpaid domestic and care work represents between 10% and 40% of GDP depending on the country and is mostly carried out by women — especially mothers.

Our Belief: Support Mothers, Strengthen the World

Since 1947, Make Mothers Matter has stood by one core conviction:
When a mother is heard, informed, and supported — families grow stronger, children thrive, economies prosper, and peace becomes possible.

The Time Is Now.

The fight for mothers is urgent.

Because if we want to change the world, we must support those who carry it.

OUR ECOSYSTEM

A Global Network of Member Associations to Listen to Mothers on the Ground and Represent Them



Collaborative groups and strategic alliances to maximise impact

- Social Platform, EurofamNet, DisQo, the Alliance for Investing in Children, the EU Long-Term Care Alliance.
- The Global Alliance for Care, the Wellbeing Economy Alliance, the Early Childhood Peace Consortium, Child Rights Connect, and the Global Coalition for Social Protection Floors at the global level.
- MMM is also involved in the NGO Committee for Social Development and the NGO Committees on the Status of Women in New York and Geneva, which are active at the UN.

“Working within alliances amplifies our voice, expands our reach, and ensures that issues affecting mothers are prioritised in public policies at both the EU and the United Nations.”

We are also supported by committed volunteer teams in many countries, contributing to both international and national advocacy efforts.



02 HOW WE'RE DRIVING CHANGE

International and National Advocacy

We advocate for the recognition of mothers' roles and the value of care work at the United Nations, the European Union, UNESCO, and with national governments.

We participate in consultations, publish policy recommendations, and contribute to the development of more equitable public policies

Awareness and Mobilisation

We work to shift mindsets around motherhood, unpaid family work, and gender equality. Our actions include public campaigns, conferences, and amplifying the voices of mothers in public discourse.

Research and Knowledge Production

We conduct research and surveys to document the realities of mothers worldwide and to provide evidence-based data to inform policy and advocacy.

Support and Coordination of Local organisations

We bring together more than 40 member organisations globally, helping to strengthen their capacities and improve their access to funding.

Promoting Family-Friendly Work Environments

Through our co-founded initiative, Be Family®, we encourage companies and institutions to adopt inclusive policies that enable mothers to balance work and family life.



General Consultative Status at the United Nations

WINS BY NUMBERS - 2024



AWARENESS & INFLUENCE

- **17** official statements (written and oral) at the United Nations
- **14** joint policy briefs
- **7** responses to official UN calls for contributions
- Over **4,000** policymakers engaged
- **1** UN resolution on “care” adopted — a major political victory



EXPERTISE & RESEARCH

- **9,600** mothers surveyed across **12** European countries
- **49** published web articles



NETWORK & OUTREACH

- **44** member organisations
- **33** events and conferences organised
- Advocacy actions across 5 continents
- Over **100,000** contacts reached through digital communications



PROJECTS & INITIATIVES

- **1** survey and report: “**The State of Motherhood in Europe 2024**”
- **7** European projects underway

The European projects we participate in go beyond simple advocacy — they contribute to sustainable change within civil society.

03 OUR IMPACT

Concrete Progress in Recognising the Role of Mothers

Through consistent advocacy, **we have advanced the cause of mothers at the highest levels of European and international institutions.** In recent years, our actions have helped spark **an unprecedented awareness:** motherhood is often a source of discrimination, and urgent action is needed.

Historic Recognition

In 2025, a major international resolution officially recognised for the first time the injustices directly linked to motherhood. This milestone marks a turning point: discrimination against mothers is no longer a blind spot in public policy but a central issue of social justice.

UN Resolution on Care — February 2024

MMM contributed to a UN resolution on Care adopted in February 2024, which emphasises that member states have a duty to support parents in their educational role.

This text affirms a long-ignored truth: care work — largely carried out by mothers — is essential to the well-being and development of people and societies and must be recognised, valued, and supported.

Tangible Influence on European Policies

In 2022, the **European strategy** on women's poverty incorporated the recommendations from our policy paper on the specific precarity faced by mothers. Our analyses helped deepen understanding of the factors leading to mothers' impoverishment, often while shouldering multiple responsibilities alone.

The 2022 European directive on pay transparency reflects our engagement. Thanks to our participation in the European Commission's consultation and dialogue with MEPs, the situation of mothers was explicitly acknowledged. This directive provides women — especially mothers — with tools to achieve pay equality.

The 2019 European directive on work-life balance, a product of collective effort including active MMM participation, strengthens the rights of parents and caregivers by promoting better reconciliation between family and professional life.

The Voice of Mothers in Major European Reports

MMM also **contributed to the 2021 report by the European Institute for Gender Equality (EIGE)**, which focused on the links between health and gender equality.

We brought special attention to **maternal mental health**, long neglected, placing it at the center of expert debates.

Changing the Narrative: Putting Mothers Where They Were Missing

For too long, the word “mother” was absent from official texts, often subsumed under broader terms like “women,” “parents,” or “caregivers,” thereby making invisible the specific realities faced by mothers.

Through our advocacy work, **we are shaping political and institutional narratives by explicitly introducing the word “mother” into resolutions, directives, and reports.** This ensures recognition of mothers’ specific roles, particular needs, and the discrimination women face precisely because of motherhood.

This is a fundamental shift: **to name is to recognise.** By gradually restoring a visible place for mothers in public discourse, we are paving the way for fairer, more targeted, and truly inclusive policies.

04 OUR NEWS

A Major Survey Across 12 European Countries

“Motherhood in Europe: State of Play 2024”

In collaboration with Kantar, MMM conducted a large-scale survey of 9,600 mothers across 12 European countries.

The findings revealed persistent injustices — economic, social, and health-related — that are often invisible, and still widely ignored or unaddressed.



🔗 Learn more: makemothersmatter.org – [*State of Motherhood in Europe 2024*](#)

Be Family® – Supporting Parenthood in the Workplace

In 2024, we co-founded Be Family®, an innovative initiative designed to promote inclusive and family-friendly practices in the workplace.

The ambition is to reverse the current logic: It's no longer just families who must adapt to the needs of companies — companies, too, must adapt to the realities of families.



PRESS OFFICE

Media Centre

Download visuals, logos, press releases and publications

<https://makemothersmatter.org/media-centre/>

Communications Lead

Shahnaz Pakravan

shahnaz@makemothersmatter.org

☎ +44 7 543 823391 (UK)

🌐 Website: <https://makemothersmatter.org/>

OUR SUPPORTERS



mmm.makemothersmatter



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