



# Strategic Plan

April 2025 –  
March 2028



We can create a Scotland where all women are respected, equal, and thrive. But currently, too many women experience harassment, sexual violence, and abuse. As Scotland's experts in primary prevention, we know that the key to ending men's violence against women and girls lies in addressing its root cause: gender inequality.

Our 2025-28 strategy utilises our three decades of experience, is shaped by Scotland's evolving political and social context, and is rooted in evidence of what works. The priority themes reflect our commitment to practising our values, a recognition that men must be part of the solution, and an understanding of the compounding effects different inequalities have on how women experience sexism, misogyny, and men's violence.

By implementing this strategy, we will be closer to a Scotland where all women and girls are free from men's violence.

**Vision:**

**A Scotland free of men's violence against women and girls.**

**Mission:**

**to create profound change to end VAWG in Scotland.**



# Priority themes

From 2025 to March 2028, we will focus on three priority themes. While we may work on other causes as need and opportunity arise, these three themes will direct the majority of our work.

1.

## **Inclusive Primary Prevention**

Men's violence affects all women and girls, but marginalised women are often at higher risk, and experience violence in distinct ways. To ensure we end violence against all women, we must meaningfully include marginalised women and girls – including disabled, minority ethnic and LGBT+ women – in primary prevention work.

2.

## **Engaging men and boys in ending VAWG**

It is crucial that more men and boys, particularly men in positions of power, actively engage in preventing VAWG. Men and boys need to understand how gender equality benefits us all, and take action to increase equality and challenge men's VAWG.

3.

## **Feminist Leadership for primary prevention**

Feminist leadership is a transformative approach to leading which dismantles power hierarchies and inequalities, whilst creating new inclusive ways of working. Effective primary prevention work requires feminist leadership: we cannot end gender inequality if we don't develop new ways of leading that have diverse women at the centre of decision making.



# Priority themes

We will achieve change  
across these themes  
in the following ways:

# 1.

Raise public and political awareness of the root cause of VAWG (gender inequality) and call for action.

# 2.

Challenge and support key institutions to embed primary prevention of VAWG in their work.

# 3.

Advance and share the evidence base on preventing VAWG.

# Our values



We are

**bold**

We will build a Scotland free from men's violence against women and girls.

We have

**integrity**

We are open, frank, and honest as we follow our principles and constantly learn how to do better.

We practise

**inclusive  
feminism**

We share power, collaborate, and care for our team in our pursuit of equality and rights for all women and girls.



# How we will work

## **Ambitiously:**

- Believing fundamental change is possible.
- Focussing our resources on activities that will have the most impact.
- Taking informed risks.

## **Inclusively:**

- Foregrounding the needs and voices of marginalised women.
- Reviewing and monitoring our tools, materials, and communications to ensure they are inclusive.

## **In partnership:**

- Sharing expertise.
- Combining resources to maximise impact.
- Working with larger organisations to increase our influence.
- Amplifying the voices of smaller organisations, particularly those representing minority ethnic women.

# How we will work



## Grounded in evidence:

- Building in time to research and plan activities.
- Building in time to evaluate our work thoroughly and learning from this.
- Regularly reviewing the evidence on 'what works'.

## Sustainably:

- Demonstrating impact.
- Strengthening our brand.
- Diversifying income.
- Investing time in our professional learning and development.
- Continually working to diversify our organisation and the groups and individuals we work with.



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