

## **Abstract**

Issues related to women's rights, and specifically the right to abortion, belong to the range of central topics that every modern society must deal with and that signal the degree of its liberalization. For the same reason, the given issue is thematized by global and local conservative actors, who have been disseminating the concept of so-called "genderism" in the last decade, which they have used to cover issues of abortion and other social changes considered from their perspective as negative and degrading the "natural order" of Western civilization. They have decided to take an active stand against such changes and to advocate for a political and social return to traditional values. In this context, an important example is Poland, where under the rule of the conservative populist Law and Justice party between 2015 and 2023, there was a clear trend towards this value shift, in which conservative non-governmental organizations played a significant role. A typical example of such an entity is the Ordo Iuris Foundation, which has managed to establish itself as a major actor in the fight against artificial termination of pregnancy and other related issues in a short time horizon. The aim of this thesis was to map how the agenda of Ordo Iuris fits into the goals set by the global anti-gender movements, what methods it uses in this context, and what lies behind its relative success. The conclusions of this analysis indicate that the key to Ordo Iuris's success lies mainly in the way of its argumentation, which is mainly based on legal and scientific foundations, the way it presents itself as a professional entity, or its focus on the professional public and political actors.