Why don't we experience more progress in gender equality with all the knowledge we have gained, and with all the institutionalised gender equality policy machinery we have? Three key pillars have been identified in the furthering of women's emancipation and equal opportunities, i.e. feminist research and women's studies in the academia; policy makers and the official EO policies; and the women's movement. The first two pillars have become institutionalised: the issue of equal opportunities and official EO policies have gained legitimacy in public administration and on the labour market as well. The same holds true for gender studies in the academia, which are now providing extensive knowledge and research. Despite this, there is an increasing concern among feminist scholars about slow progress. In the Nordic countries there are indications of stagnation or even backlash. This situation raises two kinds of questions: 1) the acceptance and the integration of gender-sensitive and feminist knowledge in EO policies. Gender impact assessment of EO policies point to a lack of gender awareness, a marginalisation or a superficial application of gender-sensitive knowledge, despite the fact that gender equality has become a legitimate political issue, 2) the integration and reconnection of the three pillars mentioned above, especially consolidation of the role of the women's movement in the project. In the paper these questions are discussed from the case of Iceland. Iceland has a long history of Equal Status Acts and EO policies but has, nevertheless, lagged behind the other Nordic countries. With the founding of the Feminist Association of Iceland in March 2003, more or less initiated by feminist scholars at the University of Iceland, the climate around gender issues in Iceland has dramatically changed. The Feminist Association made a strong impact on the election campaign in the spring 2003 and still affects heavily the media debate. It is suggested in the paper that the links between the three partners above have been bridged in Iceland, at least temporarily. The Icelandic experience points to the vital role of the women's movement, which can constitute the necessary pressure needed to move the EO policies from the stage of “lip service” and “alibi” to a successful, engaged project. The Icelandic case further underpins the crucial roles of academic feminist (i.e. feminist knowledge and feminist research) as the “glue” or an important factor in this bridge-building.