# MAKE YOUR COMMUNICATION ENTRY TO ACCELERATE GENDER EQUALITY



### **REALIZING WOMEN'S RIGHTS FOR AN EQUAL FUTURE**

**GOUVERNEMENT** Liberté Égalité Fraternité





In partnership with civil society and youth

### IT'S TIME FOR AMBITOUS GLOBAL ACTION TO ADVANCE GENDER QUALITY

### **PRE-COVID-19**



**COVID-19** exacerbated gender divides, reversing gains from recent years:

54

of global employment is made up by women

of the overall job losses due to the COVID-19 crisis. mothers in the US have considered leaving the workforce or downshifting their careers because of COVID-19.

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Women earned **2%** less than men.

And the effects-both at work and at home-are **WORST FOR WOMEN IN EMERGING ECONOMIES**.

GENERATION EQUALITY FORUM **THE POTENTIAL** of more than half our population **REMAINS UNTAPPED**. Acting now to improve gender equity could add **\$13 TRILLION** to global GDP.

# THE GENERATION EQUALITY FORUM IS TURNING WITO ACTION





The Generation Equality Forum is a once-in-a-decade opportunity to catalyze long-term change for women and girls around the world.



The Generation Equality Forum is hosted by the governments of Mexico and France and convened by UN Women in partnership with youth and civil society.



The Paris Forum will bring together business, youth leaders, feminist activists, civil society, governments and philanthropic organizations to create action and accountability.



Demonstrate your leadership to employees, ESG investors, consumers and governments by joining together with thousands of other commitmentmaking organizations.

# PRIVATE SECTOR GLOBAL LEADERS ARE PRIVATE SECTOR GLOBAL LEADERS ARE Microsoft GUCCI PayPal Cock Salesforce KERING Cue

Make your commitment to gender equality in critical areas of women's empowerment and **GAIN GLOBAL RECOGNITION AND EXPOSURE** 

among peers and stakeholders. Join this group and announce your bold, fresh commitment to the world.



# THE BENEFITS





### JOIN A DYNAMIC, MULTI-STAKEHOLDER COMMUNITY OF PRACTICE

dedicated to turbo-charging global change on gender equality and the rights of women and girls. Share best practices, innovations and learnings to extend impact.



### **BE RECOGNIZED GLOBALLY**

by having your transformative commitment showcased across a range of high-profile events and validated by heads of states, CEOs and executive representatives of major international organizations and UN agencies.

### INFLUENCE OTHERS TO ADVANCE CONCRETE CHANGE

in partnership with governments, philanthropies, women's rights organizations, youth-led organizations, international organizations and the private sector.

# A GLOBAL CAMPAIGN FOCUSES THE WORLD'S ATTENTION





The **#ACTFOREQUAL** campaign–developed by Ogilvy PR– will amplify and celebrate Commitment Makers

# THE THRESHOLD FOR PARTICIPATION IS MAKING A COMMITMENT

### Your commitment can be **PROGRAMMATIC, POLICY-DRIVEN, OR PHILANTHROPIC**.

### You can design and implement your commitment **ON YOUR OWN OR TOGETHER** with other companies.

### There are **NO MINIMUM FINANCIAL REQUIREMENTS**, though you must assign a cost to your commitment.

### Resources are available to you to help **GUIDE YOU THROUGH THE PROCESS** and shape your commitment.

### We can **CONNECT YOU WITH COMPANIES** that have already made commitments.



# A MENU OF BASELINE COMMITMENTS TO HELP YOU GET STARTED



Implement rigorous and transparent safe workplace policies.



Provide paid sick leave and family leave, and encourage men to utilize it.



End the use of gender stereotypes and diminishment in all advertising.



Finance, measure and close gender pay gaps at all levels.



Measure and commit to equal gender representation at all levels.



Put in place preferential procurement for womenowned businesses.



Increase STEM education, training and access for women and girls.



Increase corporate philanthropy that benefits women and girls, with a focus on grass-roots activity.

### We're here to help you **CUSTOMIZE** and **PLUS UP** your commitment.

These commitments will support the world's **MOST SIGNIFICANT PLAN TO ACCELERATE GENDER EQUALITY** that has ever been developed in the past **25 YEARS**.

# YOU'LL BE PART OF AN ONGOING COALITION OF CHANGE MAKERS....

# ...BECAUSE WE KNOW THIS WON'T BE SOLVED IN A DAY.

Making a commitment grants you inclusion in one or more global, multidisciplinary Action Coalitions. With other like-minded leaders, you will share best practices, innovations and learnings to extend impact.



Gender-Based Violence



Economic Justice & Rights



Feminist Action for Climate Justice



Feminist Movements & Leadership



Bodily Autonomy and Sexual & Reproductive Health & Rights



Technology & Innovation for Gender Equality



# GET INVOLVED AS A COMMITMENT MAKER





### **JOIN THESE ACTION COALITION LEADERS**

