

YOU ARE INVITED TO BECOME
AN ACTION COALITION
**COMMITMENT
MAKER**



**GENERATION
EQUALITY**



26 YEARS AFTER THE FOURTH WORLD CONFERENCE ON WOMEN, TOO LITTLE HAS CHANGED

Public rhetoric on gender equality has not been matched by action, financing or implementation.

More than **640 million** women aged 15 and over **have experienced physical and/or sexual violence** at the hands of their intimate partner

190 million women who wanted to avoid pregnancy **did not use any contraceptive method** [1]

[1] Refers to women of reproductive age. UN Women (2020). Gender equality: Women's rights in review 25 years after Beijing

Women do **3x** more **unpaid care work** than men [2] and less than **2/3** of women **are in the labor force**, compared to 90% of men, which remains largely unchanged for the last 3 decades [3]

[2] UN Women. 2019. Progress of the World's Women: Families in a Changing World

[3] UN Women (2020). Gender equality: Women's rights in review 25 years after Beijing

19% of girls are married **before the age of 18** [4]

[4] UN Women (2020). Gender equality: Women's rights in review 25 years after Beijing.

[5] World Economic Forum (2021). Global Gender Gap Report 2021.

It's estimated that - based on current progress - **women will not achieve pay or leadership equity with men** for at least another **135.6 years** [5]

Less than **1%** of global DAC aid for gender equality and women's empowerment goes to women's rights organizations [6]

[6] Aid to gender equality and women's empowerment - A snapshot of current funding and trends over time in support of the implementation of the Beijing Declaration and Platform for Action, OECD DAC network on Gender Equality, July 2020

COVID-19 HAS EXACERBATED THE GENDER EQUALITY CRISIS



Investment in gender equality is essential to re-building post COVID, with reports of **rising violence against women**^[7], as well as **higher adverse economic impacts** caused both by increased unpaid care work responsibilities and the fact that women typically earn less and work in more insecure and informal jobs than men^[8]. Women make up 39% of global employment but account for 54% of overall job losses due to the COVID-19 crisis^[9].

Government responses have been insufficient during the pandemic, with only a small fraction of social protection, labor market and fiscal policies assessed as gender-sensitive^[10].

[7] There has been an overall increase in the number of women calling helplines and reporting violence, across different countries. UN Women (2020). COVID-19 and violence against women and girls: Addressing the shadow pandemic.

[8] Globally and across all regions and country income groups, women have been affected by employment loss to a greater extent than men. At the global level, the employment loss for women stands at 5.0 per cent in 2020, versus 3.9 per cent for men. In absolute numbers, an estimated 64 million women globally became economically inactive in 2020 - not engaged in paid work, but also no longer looking and/or available to start work. ILO (2021). ILO Monitor: COVID-19 and the world of work. Seventh edition.

[9] COVID-19 and gender equality: Countering the regressive effects, McKinsey, July 2020

[10] UNDP and UN Women (2021). Global Factsheet: COVID-19 Global Gender Response Tracker, March 2021.

BY DOING MORE FOR GENDER EQUALITY, EVERYONE WINS

Gender equality is critical to the survival of the planet and the rebuilding of more sustainable and thriving economies, societies, and political ecosystems.



Photo: UN Women/
Volodymyr Shuvayev

It is estimated that **intimate partner violence** costs economies between **1.2-2.1% of GDP** [11]

Investments in **quality childcare services** have the potential to increase women's employment rates up to **10 percentage points** and promote decent care jobs. Increased tax receipts and social security contributions can partially off-set the costs of such services. [12]

[11] UN Women (2019). Progress of the World's Women: Families in a changing world.

[12] These findings are based on a costing analysis for childcare services in South Africa and Uruguay, which found that women's employment rates could increase by between 3.2 (less ambitious scenario in Uruguay) to 10.1 (more ambitious scenario in South Africa) percentage points. Between 36% to 52% of investment fiscal cost can be recuperated through the additional workers' taxes and social security contributions. See UN Women. 2019. Progress of the World's Women: Families in a Changing World.

Women's political representation and high levels of participation can also lead to an **increase on health, education spending, and more gender-responsive laws** and higher disbursements of foreign aid. [13]

More women in parliaments has also been found to increase the strength of climate change policies, which lead to **lower CO2 emissions** per capita. [14]

[13] Bhalotra and Clots-Figueras, 2014; Mavisakalyan, 2014; Svaleryd, 2009; Clots-Figueras, 2012; Chattopadhyay and Duflo, 2004; Clots-Figueras, 2011; Hicks et al., 2015, 2016, as cited in Mavisakalyan and Tarverdi (2019). Gender and climate change: Do female parliamentarians make difference?. European Journal of Political Economy, Volume 56.

[14] Mavisakalyan and Tarverdi (2019). Gender and climate change: Do female parliamentarians make difference?. European Journal of Political Economy, Volume 56.)

GENERATION EQUALITY FORUM IS TURNING WORDS INTO ACTION

The Generation Equality Forum is a **landmark global initiative**, driving commitments that embed gender equality as a **central component of Building Back Better** from COVID-19 and fuel a significant and lasting change for generations to come.

The Generation Equality Forum Action Coalitions are the **world's roadmap for gender equality**. These innovative, multi-stakeholder partnerships are focused on the most critical areas in gender equality to achieve concrete change for women and girls worldwide.

This is the most critical moment in a generation to invest in gender equality, halt roll-backs in rights and accelerate momentum for women's safety, leadership and economic opportunity.



Photo: UN Women/Pornvit Visitoran

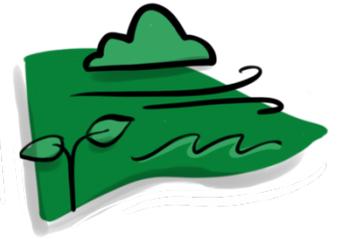
DELIVERING CONCRETE RESULTS IN SIX THEMATIC AREAS

The Action Coalitions have shared blueprints for the actions they view as critical to creating gender-equal societies as the world rebuilds post COVID-19.

Commitments are essential to accelerating investment in and implementation of these actions to catapult progress on gender equality. They will be included as part of an overall Action Coalitions tracking and accountability framework.



**BODILY AUTONOMY AND
SEXUAL & REPRODUCTIVE
HEALTH & RIGHTS**



**FEMINIST ACTION
FOR CLIMATE JUSTICE**



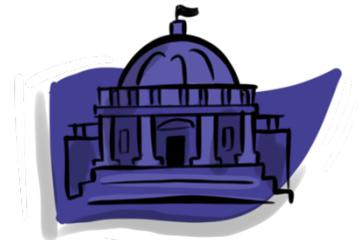
**GENDER-BASED
VIOLENCE**



**ECONOMIC JUSTICE
AND RIGHTS**



**TECHNOLOGY & INNOVATION
FOR GENDER EQUALITY**



**FEMINIST MOVEMENTS
AND LEADERSHIP**

TRANSFORMATIVE PROCESS OF THE ACTION COALITIONS



Generation Equality Action Coalitions seek **transformation – of structures, systems and power** – both in terms of concrete change and also in terms of overall ways of being and working.

In so doing, **the Action Coalitions seek to build a collective vision** through dynamic approaches of co-creation, centering on dialogue and shared perspective. **Youth voices and leadership are critical** to the transformative vision of the Generation Equality Action Coalitions.

EXAMPLES OF WHAT WE CAN ACHIEVE TOGETHER

A GLOBAL RE-SET ON

CARE-WORK AND EQUAL PAY

Including policy efforts to recognize, reduce and redistribute unpaid care work, alongside the creation of an additional 80 million decent care jobs

(Economic Justice & Rights AC)

RADICAL STEPS TO

END VIOLENCE AGAINST WOMEN AND GIRLS

Including accelerated introduction and implementation of laws and policies prohibiting all forms of gender-based violence, protecting 550 million more women and girls worldwide

(Gender-Based Violence AC)

INCREASING RESOURCES FOR

FEMINIST, YOUTH-LED, AND GRASS-ROOTS WOMEN'S GROUPS

Including women's funds, by doubling the annual growth rate of funding to such organizations

(Feminist Movements & Leadership AC)

NOW IS THE TIME TO MAKE A BOLD COMMITMENT FOR GENDER EQUALITY

COMMITMENT MAKERS WILL:

Make bold and transformative commitments to one or several Action Coalitions

Play a catalytic role in supporting the implementation and monitoring of Actions

Mobilize other stakeholders around the Action Coalition theme and Blueprint



WHO CAN BECOME A COMMITMENT MAKER? EVERYONE!



Governments (Global South and North)

Private sector entities and philanthropic organizations

Youth-led organizations

Women's and feminist organizations, movements, and civil society actors (Global South and North)

UN agencies and other international or regional organizations

Other institutions (Media and local governments, academia, university and research associations etc.)



WHAT'S EXPECTED OF A COMMITMENT MAKER? MAKE A COMMITMENT!

Financial commitments

Advocacy commitments

Policy commitments

Programmatic commitments

COMMITMENTS SHOULD BE:

GAME-CHANGING

MEASURABLE

and ideally designed **WITH OTHER STAKEHOLDERS**

Commitments should reflect the principles of the Action Coalitions: **Intersectional, feminist leadership and transformation**

WE NEED A STRONG COMMITMENT FROM YOU

Action Coalition Commitments must fulfill key criteria:

POTENTIAL FOR IMPACT

A strong commitment aims to achieve **significant, transformative change** in service of an Action

Impact = Transformative change in women and girls' lives **AND** within an organization/ government / company

FINANCIAL RESOURCES

A strong commitment is resourced by **new** and **scaled** funds (clearly expressed and integrated into budgets)

HIGH-LEVEL ENDORSEMENT

A strong commitment is endorsed at the **highest level** (including high-level representation in Paris)

MULTI-STAKEHOLDER

A strong commitment is **collective** across multiple stakeholders

New or Scaled initiative

Co-designed by Leaders & Commitment-Makers (at least 3)

Aim: Drive progress on a key Action

A 'strong' commitment is **s**pecific, **m**easurable, **a**ttainable, **r**elevant and **t**ime-bound

Be part of a transformative process of feminist co-creation

Photo: UN Women/
Dzilam Méndez



THREE CATALYTIC COMMITMENTS ANNOUNCED AT THE MEXICO CITY FORUM



\$25M+ Ford Foundation, the Equality Fund, and the Government of Canada

This strategic partnership announced a commitment highlighting the importance of feminist funding in achieving gender equality including: a \$15M commitment from Ford Foundation to the Equality fund; plans to initiate a multi-stakeholder Global Alliance for Sustainable Feminist Movements; and a \$10M commitment from Canada to the UN Trust Fund to End Violence Against Women.



\$100M Women Moving Millions

The global network of individual philanthropists made a commitment to raise \$100M by Paris to support the entirety of the Action Coalition agenda



Policy commitment: Mexico's National Institute for Women (INMUJERES)

INMUJERES, in partnership with UN Women, launched an initiative for an Alliance for Care Work in a bold effort to confront the care burden that impedes women's economic opportunity, and which has risen due to the pandemic.

*all amounts in USD

BENEFITS OF BECOMING A COMMITMENT MAKER

The Generation Equality Action Coalitions represent a unique opportunity to make concrete change for million of women and girls across and accelerating results on the Sustainable Development Goals (SDGs). By joining the Action Coalitions, you will be able to:



Participate in the Paris Forum and see your transformative commitments showcased alongside Head of States, CEOs and Executive Representatives of major international organizations and UN Agencies. Showcase progress on your commitment after Paris through Generation Equality annual status reports and at key global and regional events.



Join a dynamic, multi-stakeholder community of practice dedicated to turbocharging global change on gender equality and the rights of women and girls. Share best practices, innovations and learnings to extend impact.



Be recognized globally as a Generation Equality Commitment Maker and a game changer in Gender Equality globally.



Influence others to advance concrete change—in partnership with governments, philanthropies, women's rights organizations, youth-led organizations, international organizations and the private sector.



Photo: UN Women/Amanda Voisard

PATHWAY TO **PARIS**



16 APRIL 2021

Launch of the
Commitment
Makers platform

[Click here to apply](#)



31 MAY 2021

Leaders and
Commitment
Makers
gathering



17 MAY -
15 JUNE 2021

Commitments
submission



30 JUNE -
02 JULY 2021

Paris **Forum**

THE GENERATION EQUALITY PARIS FORUM WILL FOCUS THE WORLD'S ATTENTION ON GENDER EQUALITY



The Mexico Forum served as the official opening of the Generation Equality Forum journey. It was an **energizing and successful** public call for global action. 13,000 participants tuned in, including 250 speakers from 85 countries.

The upcoming Paris Forum will be a critical moment for Member States and major companies and philanthropies to **step forward and leave a lasting legacy of equality**. It will convene Heads of State, governments, international organizations, civil society, youth, the private sector and activists from around the world to make **concrete, ambitious and sustainable commitments** towards achieving gender equality.

FORUM GÉNÉRATION ÉGALITÉ

PARIS 2021



Dates: June 30 - July 2, 2021



Location: Hybrid, via online platform supporting up to 100,000 participants



Speakers: High level speakers including heads of government, agencies, private sector CEOs and CSOs



Format: The program will include high-profile opening and closing ceremonies as well as around 100 events. Keynote speakers and celebrity guests and moderators will set the tone and boost the profile of the Paris Forum.

GENERATION EQUALITY IS REACHING THE WORLD

The Forum will be supported by a robust PR outreach led by the global PR agency Ogilvy. The new campaign phase **#ActforEqual** will amplify and celebrate commitment makers and encourage the global public to take action for gender equality. Key statistics include:

2.1 B People reached by
 #GenerationEquality in
 English alone

70M People reached by
 #ActForEqual so far

ACT FOR EQUAL

OUR PROPOSAL?

**END CHILD MARRIAGE
 BY 2030**

WHEN THE WORLD LOCKS DOWN

**EQUALITY
 STANDS UP**

**433 MILLION
 WOMEN LEFT ON MUTE
 LET'S HEAR THEIR VOICE**

50% OF THE POPULATION DESERVE
50% OF THE POWER

GENERATION EQUALITY AMPLIFIERS

This is an opportunity to **join forces** with major amplifiers, global leaders, youth and civil society members and anchor Generation Equality in your country.



Photo: UN Women/Elma Okic

“No one can wait any longer. With the driving energy of a new vast and diverse population of feminists across multiple sectors, **we can and must achieve gender equality in our generation.** The Forum will help us turn the promise of the Beijing Platform for Action into a lived global reality through smart, targeted and financed actions that deliberately break the old barriers and cumulatively entrench human rights.”

Phumzile Mlambo-Ngcuka,
Executive Director UN Women



Photos to left:
UN Women/
Ryan Brown



Photo: UN Women/Paola Garcia

“Women in our country are free and **every day that goes by we hope for the end of inequality.** We want to live in a truly human society, struggling daily to achieve the ideal, the utopia for which French revolutionaries dreamed since the 18th century: freedom, equality, and fraternity.”

Andrés Manuel López Obrador,
President of Mexico

“We have seen, when adversity has struck, that women have been in the front line, but have not received the symbolic and material recognition they deserve. **We know that, without resolute action, the current crisis could end up exacerbating**

inequalities, with millions of more girls out of school, with millions of women losing access to family planning. Also, with millions of women sinking into poverty, sometimes starvation, because they are over-represented in the informal economy, which has been the hardest hit by the pandemic and its repercussions.”



Photo: UN Photo/Cia Pak

Emmanuel Macron,
President of the French Republic

“ WHAT PEOPLE ARE SAYING ”



Photo: UN Women/Paola Garcia

“This is an urgent global agenda made even more pressing by the roll-backs in our rights we are seeing due to COVID-19. Youth all over the world are watching and waiting. **We are tired of hearing words and commitments without immediate actions - now is the moment for action.**”

Elvira Pablo,
 Generation Equality Youth Task Force



Photo: UN Women

“I’ve seen firsthand what we can do when we bring women-led grassroots organizations and major companies to the table. **We can accomplish much more together than we ever could alone.**”

Eva Longoria,
 Actor and activist



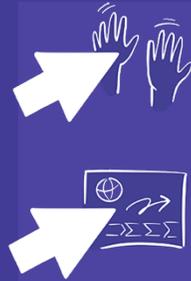
Photo: UN Women/Dyan Hananto Putra

“We must take decisive, collective, urgent and transformative action to ensure that our daughters and sons – and our grandchildren – realize equality, development and peace across all of our nations.”

Sharon Bhagwan Rolls,
 Generation Equality Forum
 Global Civil Society Advisory Group

MAKE 2021 A LANDMARK YEAR FOR GENDER EQUALITY AND GET INVOLVED AS A COMMITMENT MAKER

By making a commitment and joining an Action Coalition as a Commitment Maker, your government will be at the forefront of one of the world's most innovative and timely initiatives to advance equality worldwide.



[Apply here](#) to join the Generation Equality Action Coalitions as a Commitment Maker.

Check out our **Global Acceleration Plan** [here](#).

Join these Action Coalition leaders:

