



XOΕΣΕ POUR LA CAMPAGNE GÉNÉRATION ÉGALITÉ



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XOΕΣΕ  
The Francophone Women's Fund  
Le Fonds pour les Femmes Francophones

# I am committed! (JE M'ENGAGE!)



## Context

The Generation Equality Forum (GEF) is a global gathering for equality between women and men, organized by UN Women and co-chaired by France and Mexico, in partnership with civil society. It was launched in Mexico City from 29 to the 31 March. The Forum will culminate in Paris from 30 June to 2 July 2021.

The GEF marks the 26th anniversary of the Fourth World Conference on Women. Held in Beijing in 1995, the Fourth World Conference on Women marked an important turning point in the global agenda for gender equality with the adoption of the Beijing Declaration and Platform for Action.

Despite the commitments made in Beijing, and the progress made since, no country today can claim to have achieved gender equality.

The GEF will take stock of the progress made and drive concrete actions to accelerate progress towards gender equality.

At the heart of the commemoration is UN Women's multi-generational advocacy campaign: "Generation Equality: Realizing women's rights for an equal future". To achieve this goal, actors of all ages, genders and sectors must be involved.

Currently, the involvement of Francophone actors in this process is insufficient. For this reason, XOΕΣΕ and its partners have decided to launch "Je m'engage!". The goal of the campaign is to mobilize local actors in Francophone Africa and Haiti to make concrete commitments in support of the Action Coalitions and the Compact for Women, Peace and Security and Humanitarian Action, which will be launched during the Paris Forum.

## Goal of the *I am committed!* campaign

- Mobilize the commitment of local actors (technical and financial partners, private sector, ministries, local and religious authorities...) for Generation Equality in order to ensure that they actively participate and contribute - including financially - to the actions and initiatives of the Action Coalitions and the Compact that will be launched during the Paris Forum.

## Actors

The main actors of the campaign are:

- **The Campaign Coordination Team** (composed of XOESE, other Women's Funds and the « Nos Voix Comptent » initiative ) will coordinate the overall process and provide technical and financial support to national advocacy groups, including the creation of a toolkit to support partner organizations in their advocacy work.
- **Advocacy Groups.** XOESE strongly encourages organizations to form advocacy and lobbying groups that will coordinate activities in each country.

### JOIN US!

Participation in advocacy groups is open to all women's and young women's organizations and associations willing to make a substantial contribution to this initiative.

## Launch meeting of the *I am committed!* campaign

Date : Wednesday 12 May 2021

Time: 2:00 pm - 4:00 pm GMT

Venue: Zoom

Registration link: <https://us02web.zoom.us/meeting/register/tZlsf-Gvrz0sGtBIMl2616XEXRJzdepPrgQ->

To participate in the campaign or for more information, please e-mail us at [jemengage@xoese.org](mailto:jemengage@xoese.org)

## Advocacy Groups

Participants of the launch meeting will be responsible for:

- ❖ Spreading the word about the campaign with the objective of mobilizing other women's and young women's organizations in their countries to join them in forming national advocacy groups
- ❖ Organizing a first meeting to set up the national advocacy group
- ❖ Creating an office to coordinate the activities of the group (composed of X members)
- ❖ Establishing terms of reference for the group:
  - Scheduling future meetings
  - Activities to be conducted:
    - Contacting local stakeholders,
    - Creating/adapting and getting local stakeholders to sign commitment forms,
    - Developing reports of group and stakeholder meetings,
    - Mobilizing resources for the campaign,
    - Adapting advocacy documents and communication tools provided by the Coordination Team,
    - Promoting the campaign.