I AM COMMITTED!

Tool Kit Instructions
# Table of contents

**I/ Presentation of the campaign JE M’ENGAGE! (I Am Committed!)**

**II/ The Generation Equality Forum (GEF)**

- The Generation Equality Forum (GEF)
  - How to commit to the initiatives of the GEF
  - The Action Coalitions and the Possible Commitments
    - 1. Gender-Based Violence
    - 2. Economic justice and rights
    - 3. Bodily autonomy and sexual and reproductive health and rights (SRHR)
    - 4. Feminist action for climate justice
    - 5. Technology and innovation for Gender Equality
    - 6. Feminist movements and leadership

**III/ The key asks of JE M’ENGAGE! (I Am Committed!)**

- Why these asks?

**IV/ Additional resources / support**

- Posters
- Stickers
- Collective commitment letter
- Individual commitment letter

**Social Media**

- Hashtags
- Posts
- Facebook decor / templates
- Invitation letters and email signatures

**V/ Useful information**
I. Campaign Presentation: I AM COMMITTED!
In 2021, for the first time in 26 years, a world conference on women’s rights is being held: the Generation Equality Forum (GEF). The forum kicked off in Mexico City in March and will finish in Paris in June of 2021.

To ensure the participation and active contribution of francophone actors, XOESE, the Francophone Women’s Fund has launched the JE M’ENGAGE! campaign alongside the Fund for Congolese Women.

The goal of this campaign is to mobilize local actors in Francophone Africa and Haiti to ensure that they make concrete commitments to support the Forum’s six Action Coalitions, alongside the Compact for Women, Peace and Security, and Humanitarian Action. These initiatives will work to catalyze collective action, new conversations locally and globally, increase public and private investment, as well as to delivering measurable and real impact.

This tool kit is intended to facilitate the work of the national advocacy groups.
II. The Generation Equality Forum
The Generation Equality Forum (GEF) is a global gathering focused on gender equality, organized by UN Women in partnership with the governments of France and Mexico and youth and civil society. The forum kicked off in Mexico City from March 29th to 31st, and it will wrap up in Paris from June 30th to July 2nd, 2021.

- To mitigate and solve the seemingly perpetual problem of gender inequality, the GEF will serve as a space for public and private actors across the globe to take account of the progress that has been made and discuss policies that will accelerate progress.
- The Forum will allow the launch of multi-stakeholder Action Coalitions whose objective will be to boost collective action, stimulate intergenerational dialogue at both global and local levels, stimulate public and private investment, and achieve concrete results to advance gender equality.

The six themes of the Action Coalitions:

- Gender-Based Violence
- Economic justice and rights
- Bodily autonomy and sexual and reproductive health and rights (SRHR)
- Feminist action for climate justice
- Technology and innovation for Gender Equality
- Feminist movements and leadership
How to become involved in the action coalitions?

Become a commitment-maker!

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, etc.)

What’s expected of a commitment maker? Make a commitment!
- Financial commitments
- Advocacy commitments
- Policy commitments
- Programmatic commitments

Commitments should be: Game-changing and ideally designed with other stakeholders
- Measurable

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

The Action Coalitions and Possible Commitments
Possible commitments:

1. More states and regional actors are ratifying international and regional conventions, and public institutions and private organizations are strengthening, implementing and funding laws, policies and action plans that have been proven to end gender-based violence against all women and girls. In doing so, 550 million more women and girls will live in countries where laws and policies prohibit all forms of gender-based violence against women and girls by 2026.

1. Accelerate the establishment and funding of prevention strategies that have proven their worth by public institutions and private organizations and women’s rights organizations to reduce gender-based violence against women and girls, adolescent girls and all young women, including in a humanitarian context. Thus, we hope to see an increase of 50% in the number of countries that include one or more prevention strategies against gender-based violence against women and girls in their national policies by 2026.

1. Accelerate the establishment and funding of comprehensive, quality, accessible and affordable services to support survivors of gender-based violence against all women and girls, including in a humanitarian context. In doing so, more women and girls will live in countries with multi-sectoral gender-based violence action plans that provide for the provision of police, justice, health and social services by 2026.

1. Strengthen support and increase accountability, as well as the quality and flexibility of funding provided by states, the private sector, foundations and other donors to empowering women’s and girls’ rights organizations working to end gender-based violence. Gender-based violence against women and girls in all their diversity. In doing so, we will gradually improve and increase international funding by 50% for women’s rights organizations, activists and movements, including those working to resolve gender-based violence against all women and girls in 2026.

The possible commitments depend on the type of actor.

States, public services and institutions: 1,2,3,4
Private sector : 2, 3 ,4
Civil society: 2, 4
Possible commitments:

1. Increase the number of countries that have a comprehensive set of measures in place by 2026, including investing in quality health care services in the public and private sectors that promote gender equality, reforms and the creation of up to 80 million decent jobs in the care sector, to recognize, reduce and redistribute unpaid care work, and reward and represent paid care by ensuring the rights of female workers in the health sector.

1. Create a favorable legal and political environment and involve women in the development of decent working conditions in the formal and informal economy to reduce the number of women living below the poverty line by 2026.

1. Expand women’s access and control over productive resources by increasing access and control over land, gender-sensitive financial products and services, and the number of women-owned businesses by 2026. 
   In doing so,
   - Secure access to ownership and control of land and housing is increased for 7 million women;
   - The gender gap in the financial inclusion of women is reduced to 6% by increasing formal and informal financial inclusion;
   - The number of national programs for the economic empowerment of women integrating digital financial services and participation through gender-sensitive platforms is increased by at least 50%;
   - The number of businesses owned by women is increased by 25%.

4. Design and implement macroeconomic plans, budget reforms and gender-sensitive stimulus plans so that the number of women and girls living in poverty is reduced by 85 million, notably through public bases and systems. quality social protection by 2026.
Bodily Autonomy and Sexual and Reproductive Health and Rights (SRHR)

The possible commitments depend on the type of actor.

States, public services and institutions: 1, 2, 3, 4
Private sector: 2, 3, 4
Civil society: 2, 3, 4

Possible commitments:

1. Expand holistic sexuality education in and out of school to reach 50 million more children, adolescents and youth by 2026.

1. In a comprehensive program for sexual and reproductive health and rights (SRHR), increase the quality and access to contraception for 50 million additional adolescent girls and women, support emancipation against the policies of restriction and legal barriers, to ensure an additional 50 million adolescent girls and women live in jurisdictions that provide safe and legal access to abortion by 2026.

1. By changing gender norms and developing awareness of their rights, 260 million additional girls, adolescents and women in all their diversity are called upon to emancipate themselves in order to dispose of their bodies, their sexuality and their reproductive rights in 2026; enact legal and policy changes to protect and promote self-governing body and SRHR in at least 20 countries.

1. By increasing the accountability, participation and support of feminist and empowered women's organizations (including girl-led and indigenous organizations), women human rights defenders and peacemakers strengthen organizations, networks and movements working for the promotion and protection of bodily autonomy and SRHR.
Feminist Action for Climate Justice

The possible commitments depend on the type of actor.

States, public services and institutions: 4
Private sector: 1, 2, 3, 4
Civil society: 2, 3, 4

Possible commitments:

1. By 2026, increase the percentage of financial flows for global climate change, public and private solutions, favorable to gender equality, climate and social justice, especially at the local and rural level, including by increasing to 65% the proportion of bilateral and multilateral funding for climate policies towards gender equality.

1. Increase the proportion of women and girls who take part in decisions and leadership of environmental governance and sectors involved in the transition to a circular, green and regenerative economy in 2026.

1. Enhance and leverage the capacity of millions more women and girls to build resilience to climate impacts and disaster risk, their ability to mitigate climate change, and address loss and damage, including through improved access to land, land rights and community cooperative models.

1. By 2026, in 19 countries, demonstrate an increase in the political use cases of gender statistics by creating an enabling environment and producing more gender statistics.
Technology and Innovation for Gender Equality

The possible commitments depend on the type of actor.

States, public services and institutions: 1, 2, 3, 4
Private sector: 1, 2, 3, 4
Civil society: 3

Possible commitments:

1. By 2026, halve the digital divide between men and women across all generations by increasing access to digital technologies and universal digital skills.

1. By 2026, increase investment in technology and innovation for women by 50% to support women's leadership in innovation and better meet the urgent needs of women and girls.

1. By 2026, double the proportion of women working in technology and innovation by setting up new networks and benchmarks to transform innovation in ecosystems.

1. In 2026, a majority of countries and large companies have demonstrated their ability to implement policies and solutions against gender-based violence and discrimination online and fostered by the use of technology.
Feminist Movements and Leadership

The possible commitments depend on the type of actor.

States, public services and institutions: 1,2,3,4
Private sector: 1, 2 ,4
Civil society: 2

Possible commitments:

1. By 2026, double the annual growth rate of funding to feminist movements, organizations and funds in all their diversity, including those led by trans, intersex and non-binary people.

1. Promote, expand, protect civic space in all areas, including online, and support the efforts of women and women’s rights defenders and peacebuilders (including trans, intersex and non-binary) - to defend civic space and eliminate barriers to feminist actions, organizations and mobilizations in all their diversity.

1. By 2026, increase the meaningful participation, leadership and decision-making power of women leaders (girls, women and feminists), including trans, intersex and non-binary people, by striving to: (1) Advance gender parity gender in all aspects of public and economic decision-making, including the private sector, civil society, international organizations, political and governmental institutions, including executive and legislative positions (2) Promote and expand laws and feminist, gender transformative and inclusive policies.

1. Dedicate specific, flexible, financial, technical and other resources to adolescent girls and young feminist leaders and their movements and organizations in order to strengthen them and create safe and inclusive spaces for their meaningful participation in decision-making processes.
III. Key Asks
Key asks of the I AM COMMITTED! CAMPAIGN

To support the "Feminist Movements and Leadership" Action Coalition, ask local actors to provide financial and non-financial support to women's and young women's movements and organizations!

Asks for specific actors

1. **Public institutions**
   a. Provide financial support to women's groups by devoting 2% of the national budget to their initiatives
   b. By 2026, allocate at least 10% of funding dedicated to gender equality directly to Women's Funds which distribute grants to organizations and movements of women and young women

1. **Private sector**
   b. Allocate 2% of revenue to fund women's rights and the Action Coalitions initiatives

1. **Media**
   b. Amplify the voice, issues and outcomes of women's groups and young women/girls' groups initiatives

1. **Territorial communities (Heads of canton, villages, ...)**
   b. Provide financial and non-financial support to initiatives by women's groups in their communities

1. **Religious authorities**
   b. Provide financial and non-financial support to initiatives by women's groups in their communities

1. **All**
   b. Provide non-financial support to support women's rights and the Action Coalitions initiatives: meeting room, plane tickets, tax and VAT exemption
   c. Provide technological packs/tools (computers, internet connections, etc.) for women's groups
   d. Support institutional expenses (provision of buildings/meeting room/public offices, health insurance, vehicles; exemption from telephone costs, internet, etc.) of women's groups
The lack of funding for women's and young women's organizations and movements creates a major gap in the promotion of gender equality.

Globally, various autonomous feminist movements are the most effective drivers of change for gender equality, yet less than 1% of global Development Assistance Committee (DAC) support for gender equality and women's empowerment goes to women's organizations.

In order to convince local actors to make commitments and to support the movement financially and technically, talk about your achievements to demonstrate the importance of our work!
IV. Additional Resources and Support!
These posters contain information about the campaign such as goals, types of commitments or key asks. They can be printed in A0, A1, A2, A3, A4 format to be distributed to members, partners and/or targets of your advocacy actions so that they better understand the campaign and your demands.
Stickers

Sticker 1, available in: red, orange, blue, green

Round sticker, available in: red, orange, blue, green, yellow, sky blue

Rectangle sticker 1, available in: blue

Rectangle sticker 2, available in: red, orange, blue, purple, sky blue
This collective engagement letter can be printed as a sticker and on a hard white paper.

It can be used to collect commitments from multiple people from one or more organizations.

Photos from these sheets will be used later for the report.

PS: Encourage targets to sign their pledge with their name but don't make it mandatory.
This individual engagement letter can be printed as a sticker and on a white paper.

It can be used to take pictures with actors who agree to engage in any way for the Generation Equality Campaign.
These commitment stickers are to be detached and pasted on the commitment form.
Social Media

Advocacy actions can also take place online or be amplified through social media.

Don’t hesitate to use them for better visibility of your actions!
Hashtag your posts to expand your reach!

#JeMengagePourGE
#GénérationÉgalité
Examples of topics to communicate on:
- Talk about what Generation Equality is;
- The commitments made by your organizations or members of your organizations;
- Actions carried out by advocacy groups;
- Your targets and their commitments.

Remember to set up a content schedule and vary the content.
Facebook Templates / Decor

This Facebook profile picture decor is accessible through the link:

www.facebook.com/profilepicframes/?selected_overlay_id=1207467359696606

Invite members and supporters of your organizations to apply it to their profile photos in order to create a collective movement on the web.
Invitation

Letter

Email

Signature

Letter Models:

Modèle de lettre - Institutions publiques
Modèle de lettre - Médias
Modèle de lettre - Secteur privée

Insert in your email signatures

jemengage@xoese.org
Since the launch of the campaign, 13 national advocacy groups have been formed to carry out actions in their respective countries:

Benin,
Cameroon,
Burkina Faso,
Mauritania,
Niger,
Senegal,
Haiti,
Ivory Coast,
Togo,
DRC,
Burundi,
Mali.

More teams from other countries are still being created.
V. Other useful information on the campaign!
The tools presented in this document are just examples, feel free to create new ones and share them with us.

Need help?
Reach out to us here: jemengage@xoese.org

Useful links
Generation Equality Forum Website
https://forum.generationequality.org/

XOESE Website:
LET’S STAND TOGETHER FOR A MORE EQUAL FUTURE