

I AM COMMITTED!

—
Tool Kit Instructions



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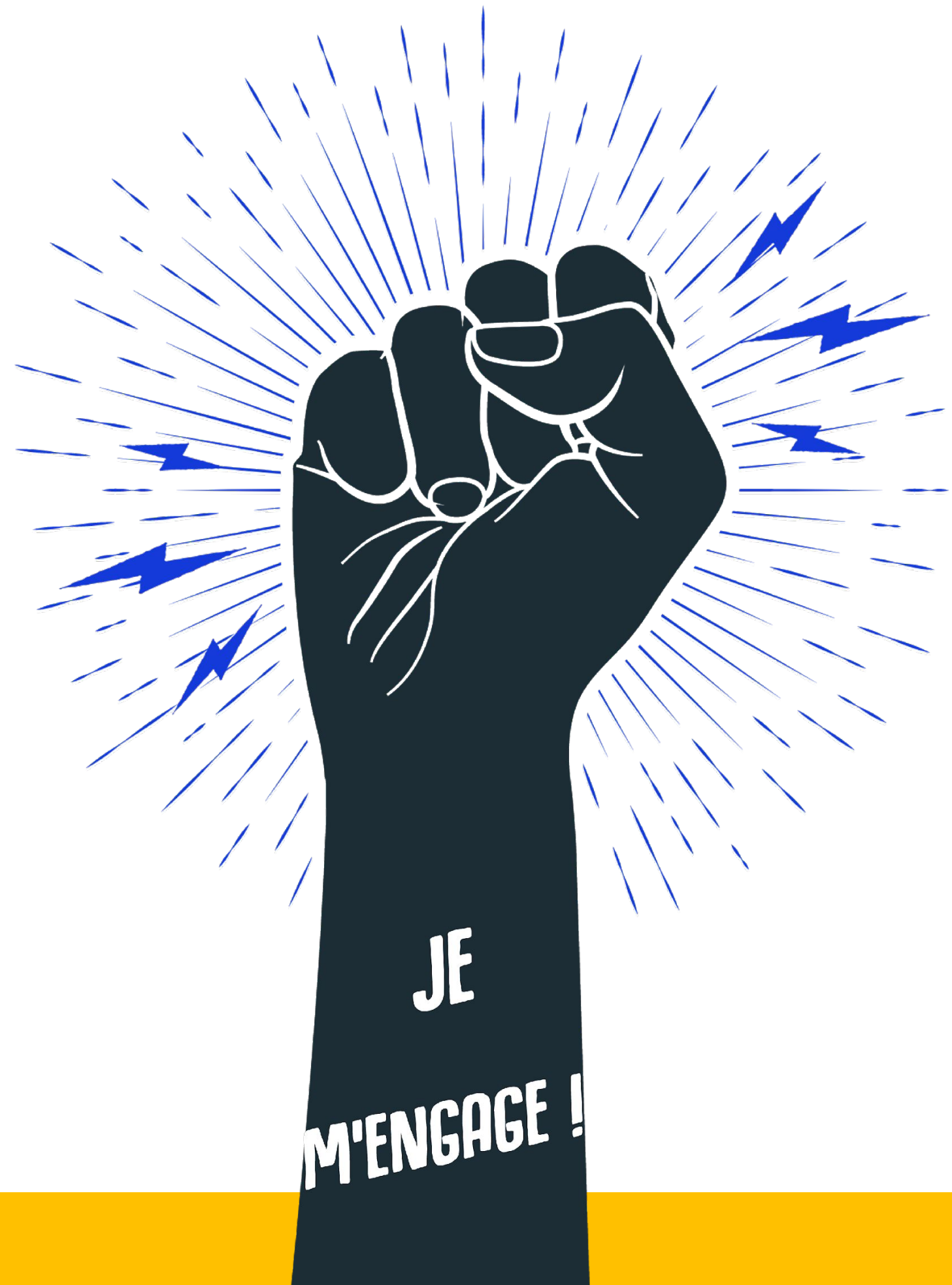
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I. Campaign Presentation : I AM COMMITTED!

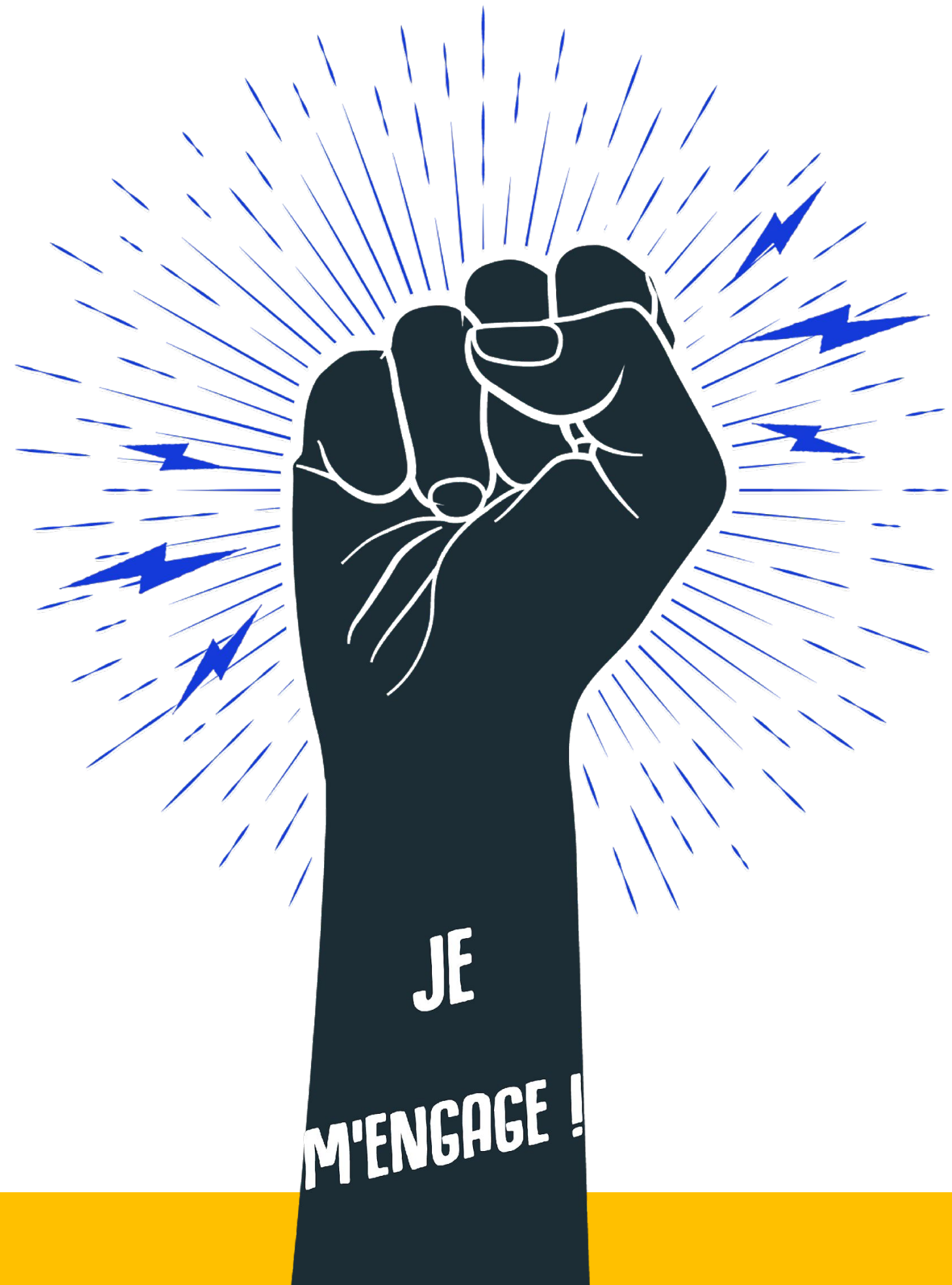
Presentation of *I AM COMMITTED!*

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

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.

- The GEF is the first world conference on women in 26 years, as the last was in Beijing in 1995. The last conference in Beijing marked an important turning point in the global gender equality agenda, with the implementation of the Beijing Declaration and Platform for Action. Despite the commitments made in Beijing to ameliorate problems of gender inequality, as well as the progress made during the last 26 years, no single country can claim today to have achieved equality between women and men.
- 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

MEASURABLE

and ideally designed

WITH OTHER STAKEHOLDERS

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

The Action Coalitions and Possible Commitments

Gender-based Violence

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. **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.**
2. **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.**
3. **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.**
4. **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.**



Economic Justice and Rights

The possible commitments depend on the type of actor.

States, public services and institutions:
1,2,3,4

Private sector : 2 ,4

Civil society:3



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.**
- 2. 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.**
- 3. 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)

Possible commitments:

1. Expand holistic sexuality education in and out of school to reach 50 million more children, adolescents and youth by 2026.
2. 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.
3. 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.
4. 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.

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



Feminist Action for Climate Justice

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.
2. 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.
3. 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.
4. 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.

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



Technology and Innovation for Gender Equality

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.
2. 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
3. By 2026, double the proportion of women working in technology and innovation by setting up new networks and benchmarks to transform innovation in ecosystems
4. 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.

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



Feminist Movements and Leadership

The possible commitments depend on the type of actor.

States, public services and institutions: 1,2,3,4

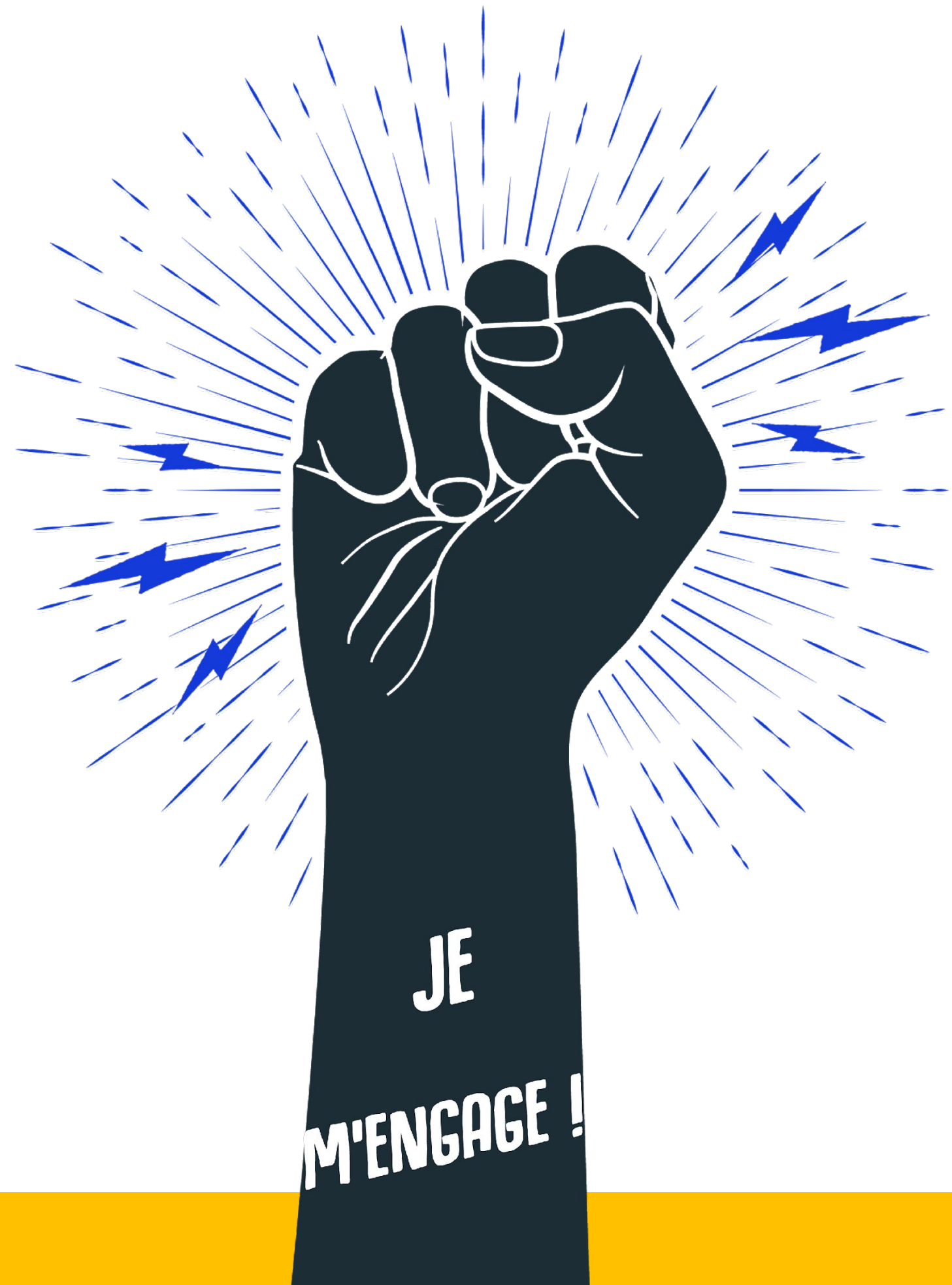
Private sector : 1, 2 ,4

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.
2. 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.
3. 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.
4. 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!

Targets and Demands

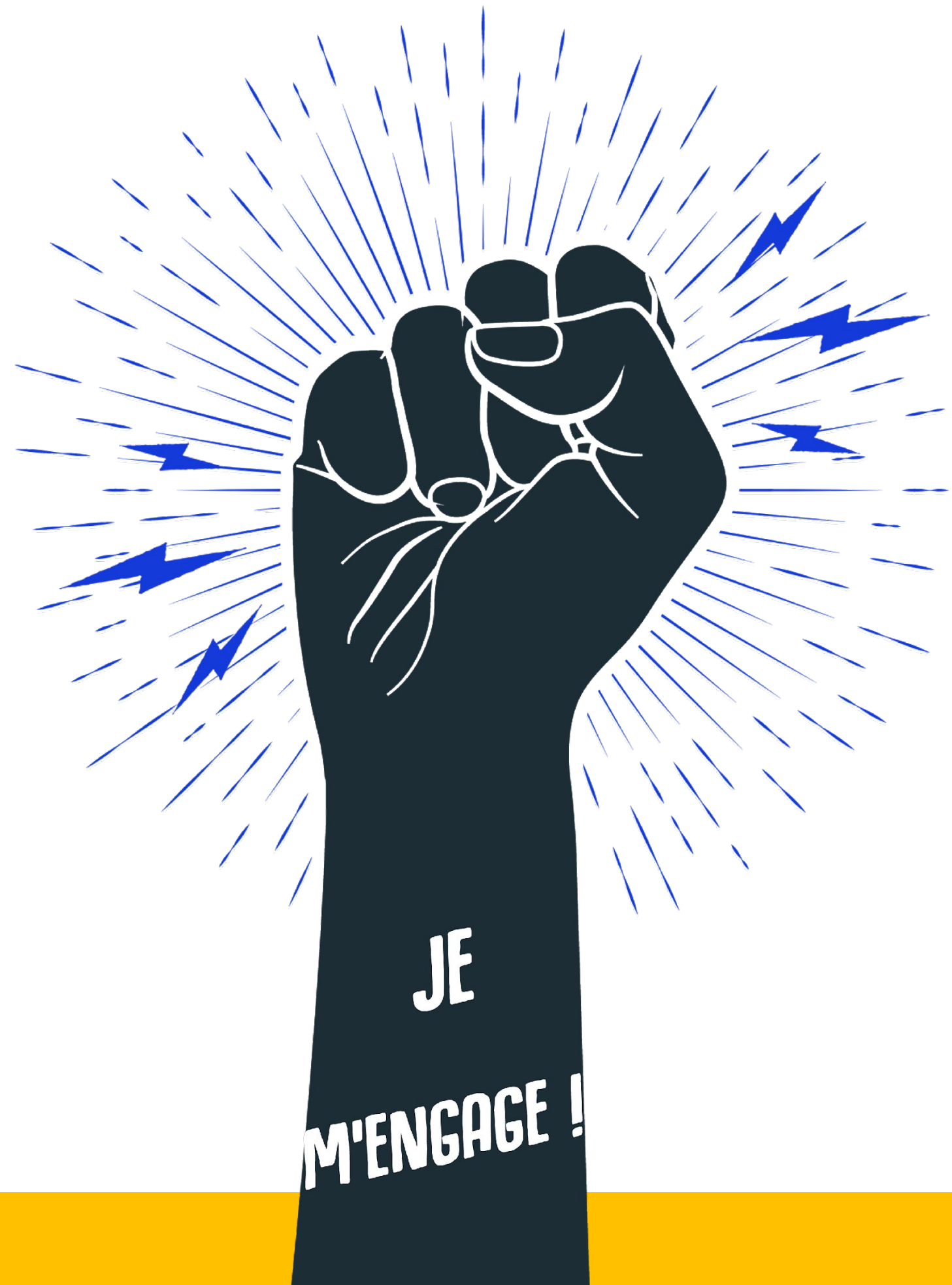
- 1. Public institutions**
 - a. Provide financial support to women's groups by devoting 2% of the national budget to their initiatives
 - b. By 2026, allocate at least 10% of funding dedicated to gender equality directly to Women's Funds which distribute grants to women's and young women's organizations and movements
- 2. Private sector**
 - a. Allocate 2% of revenue to fund women's rights and the Action Coalitions initiatives
- 3. Media**
 - a. Amplify the voice, issues and outcomes of women's groups and young women/girls' groups initiatives
- 4. Territorial communities (Heads of canton, villages, ...)**
 - a. Provide financial and non-financial support to initiatives by women's groups in their communities
- 5. Religious authorities**
 - a. Provide financial and non-financial support to initiatives by women's groups in their communities
- 6. All**
 - a. Provide non-financial support to support women's rights and the Action Coalitions initiatives: meeting room, plane tickets, tax and VAT exemption
 - b. Provide technological packs/tools (computers, internet connections, etc.) for women's groups
 - c. Support institutional expenses (provision of buildings/meeting room/public offices, health insurance, vehicles; exemption from telephone costs, internet, etc.) of women's groups

Why these asks?

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!

Campaign Posters

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.

Poster “Engagements personnels”

JE M'ENGAGE!

RESPECTER LE DROIT DES FEMMES <small>www.xoese.org</small>	NE PAS BATTRE MON ÉPOUSE <small>www.xoese.org</small>
NE PAS BATTRE MON ÉPOUSE <small>www.xoese.org</small>	LAISSER MA FILLE FINIR SES ÉTUDES <small>www.xoese.org</small>
ENVOYER MA FILLE À L'ÉCOLE <small>www.xoese.org</small>	NE PAS MARIER PRÉCOCEMENT MA FILLE <small>www.xoese.org</small>
LAISSER LA FEMME DÉCIDER D'ELLE MÊME <small>www.xoese.org</small>	RESPECTER MON EPOUSE <small>www.xoese.org</small>
LAISSER MA FEMME TRAVAILLER <small>www.xoese.org</small>	RESPECTER LE REFUS D'UNE FEMME A AVOIR DES RAPPORTS SEXUELS <small>www.xoese.org</small>
NE PAS HARCELER LES FEMMES <small>www.xoese.org</small>	RESPECTER LES DÉCISIONS DES FEMMES <small>www.xoese.org</small>
FINANCER LES INITIATIVES DES FEMMES <small>www.xoese.org</small>	FACILITER L'ACCÈS À LA TERRE AUX FEMME <small>www.xoese.org</small>
ACCORDER LES MÊMES CHANCES AUX FILLES ET AUX GARÇONS <small>www.xoese.org</small>	FACILITER L'ACQUISITION DE LA TERRE PAR LA FEMME <small>www.xoese.org</small>
PARTICIPER AUX TÂCHES DOMESTIQUES <small>www.xoese.org</small>	NE VIOLENTER AUCUNE FEMME <small>www.xoese.org</small>
NE DÉVALORISER LE CORPS D'AUCUNE FEMME <small>www.xoese.org</small>	CONSIDÉRER LES COMPÉTENCES, PAS LE SEXE <small>www.xoese.org</small>
NE PAS BATTRE MON ÉPOUSE <small>www.xoese.org</small>	NE PLUS BATTRE MON ÉPOUSE <small>www.xoese.org</small>

Poster “JE M’ENGAGE!”

JE M'ENGAGE! POUR GÉNÉRATION ÉGALITÉ

CONTEXTE
Pour relever le défi de l'autonomisation des femmes, les acteurs de tous âges, de tous sexes et de tous secteurs doivent s'impliquer. L'engagement des acteurs francophones dans la campagne de sensibilisation multi-générationnelle lancée par ONU Femmes : « Génération Égalité: Pour les droits des femmes et un futur égalitaire » est insuffisant. C'est pourquoi XOESE et le Fonds pour les Femmes Congolaises (FFC) ont décidé de lancer la Campagne « JE M'ENGAGE! ». Le but de la campagne est de mobiliser les acteurs locaux en Afrique francophone et Haïti afin qu'ils prennent des engagements concrets pour soutenir les Coalitions d'Actions et le Mécanisme pour les femmes, la paix et la sécurité et l'action humanitaire, qui seront lancés à Paris (30 juin au 2 juillet 2021).

OBJECTIFS DE LA CAMPAGNE

- Mobiliser l'engagement des acteurs locaux (partenaires techniques et financiers, secteur privé, ministères, autorités locales et religieuses...) pour la Génération Égalité
- s'assurer qu'ils prendront part et contribueront activement - y compris financièrement - aux actions et initiatives des Coalitions d'Actions et le Mécanisme qui seront lancés pendant le Forum de Paris.

GROUPES NATIONAUX DE PLAIDOYER :
Pour mener les actions de plaidoyer, plus de 13 groupes de plaidoyer constitués de 250 organisations se sont formés dans les pays suivants: BENIN, BURKINA FASO, BURUNDI, CAMEROUN, CÔTE D'IVOIRE, RDC, HAÏTI, MALI, MAURITANIE, NIGER, SENEGAL, TOGO etc.

LIENS UTILES

- Pour télécharger la boîte à outils (Toolkit) de la campagne : <https://cutt.ly/YnReEDz>
- Pour avoir plus d'informations sur la campagne : <https://cutt.ly/gnRem3w>
- Pour être porteur d'engagement : <https://cutt.ly/0nRex88>
- Pour participer au Forum de Paris : <https://forum.generationequality.org/Xfr>

REJOIGNEZ-NOUS !
Pour contribuer à la campagne, créez ou rejoignez un groupe national de plaidoyer pour mener des actions ensemble dans le but de mobiliser les acteurs locaux.
Pour plus d'informations, envoyez nous un mail sur JEMENGAGE@XOESE.ORG

Poster “Demandes clés”

DEMANDES CLÉS POUR GÉNÉRATION ÉGALITÉ

- Apporter un appui financier et non-financier aux Fonds de Femmes qui allouent des subventions aux organisations et mouvements de femmes et jeunes femmes**
www.xoese.org
- Allouer 2% de mon chiffre d'affaire pour financer les initiatives des droits des femmes et des Coalitions d'actions**
www.xoese.org
- Mettre à disposition des packs/outils technologiques (ordinateurs, connexion internet) pour les groupes de femmes**
www.xoese.org
- Soutenir les initiatives des droits des femmes et des Coalitions d'actions par des appuis non-financiers tels : la mise à disposition de salle de réunion, billets d'avion ou de bus, exonération d'impôts et TVA**
www.xoese.org
- Apporter un appui financier aux groupes de femmes en consacrant 2% du budget national à leurs initiatives**
www.xoese.org
- Amplifier la voix, les questions et les résultats des initiatives des groupes de femmes et de jeunes femmes/filles**
www.xoese.org
- Prendre en charge de dépenses institutionnels pour les groupes de femmes: mise à disposition de bâtiments /salle de réunion / bureaux publics, assurances maladies, véhicules, exonération de coûts de téléphonie, internet etc.)**
www.xoese.org

Stickers



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



Rectangle
sticker 1,
available in:
blue



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



Rectangle
sticker 2,
available in:
red, orange,
blue,
purple,
sky blue

Collective Commitment Letter

www.xoese.org jemengage@xoese.org

JE M'ENGAGE! PAYS
POUR GÉNÉRATION ÉGALITÉ

LOGO

NOM/
SIGNATURE

ENGAGEMENT



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.

Individual Commitment Letter

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.

FICHE D'ENGAGEMENT POUR GÉNÉRATION ÉGALITÉ

Pour un futur égalitaire, je m'engage à :

Noms et Prénoms : _____




Structure : _____

Contacts : _____

Signature: _____



jemengage@xoese.org www.xoese.org

FICHE D'ENGAGEMENT POUR GÉNÉRATION ÉGALITÉ

Pour un futur égalitaire, je m'engage à :


Donner 5000 francs CFA par mois pour soutenir les initiatives des groupes de femmes

Noms et Prénoms : *DIALLO Koffi*

Structure : *CARE*

Contacts : *70658769*

Signature: *Dlllooooo*



jemengage@xoese.org www.xoese.org

FICHE D'ENGAGEMENT POUR GÉNÉRATION ÉGALITÉ

Pour un futur égalitaire, je m'engage à :

ENVOYER MA FILLE À L'ÉCOLE

www.xoese.org

Noms et Prénoms : _____

Structure : _____

Contacts : _____

Signature: _____



jemengage@xoese.org www.xoese.org

Commitment Stickers

These commitment stickers are to be detached and pasted on the commitment form

[Stickers - engagements personnels](#)

JE M'ENGAGE!
À

RESPECTER LE DROIT DES FEMMES <small>www.xoese.org</small>	NE PAS BATTRE MON ÉPOUSE <small>www.xoese.org</small>
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[Fiche d'engagement](#)

www.xoese.org jemengage@xose.org

JE M'ENGAGE!
POUR GÉNÉRATION ÉGALITÉ

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www.xoese.org

NE PAS BATTRE MON ÉPOUSE
www.xoese.org

RESPECTER LE DROIT DES FEMMES
www.xoese.org

LAISSER LA FEMME DÉCIDER D'ELLE MÊME
www.xoese.org

Allouer 2% de mon chiffre d'affaire pour financer les initiatives des droits des femmes et des Coalitions d'actions
www.xoese.org



[Poster "Demandes clés"](#)

DEMANDES CLÉS
POUR GÉNÉRATION ÉGALITÉ

Apporter un appui financier et non-financier aux Fonds de Femmes qui allouent des subventions aux organisations et mouvements de femmes et jeunes femmes
www.xoese.org

Allouer 2% de mon chiffre d'affaire pour financer les initiatives des droits des femmes et des Coalitions d'actions
www.xoese.org

Mettre à disposition des packs/outils technologiques (ordinateurs, connexion internet) pour les groupes de femmes
www.xoese.org

Soutenir les initiatives des droits des femmes et des Coalitions d'actions par des appuis non-financiers tels : la mise à disposition de salle de réunion, billets d'avion ou de bus, exonération d'impôts et TVA
www.xoese.org

Apporter un appui financier aux groupes de femmes en consacrant 2% du budget national à leurs initiatives
www.xoese.org

Amplifier la voix, les questions et les résultats des initiatives des groupes de femmes et de jeunes femmes/filles
www.xoese.org

Prendre en charge de dépenses institutionnels pour les groupes de femmes:
mise à disposition de bâtiments /salle de réunion / bureaux publics, assurances maladies, véhicules , exonération de coûts de téléphonie, internet etc.)
www.xoese.org

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!



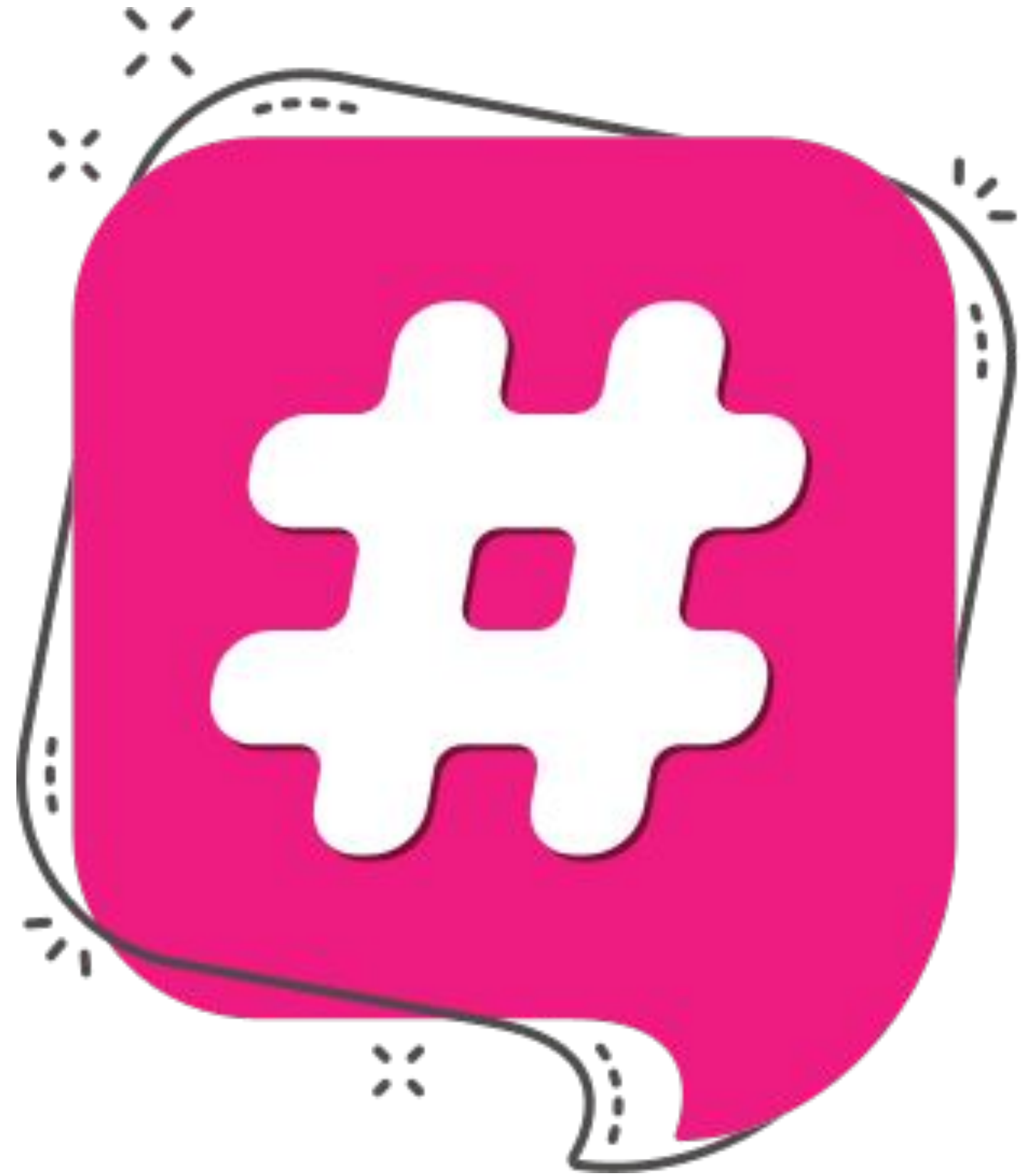
HASHTAGS



Hashtag your posts to expand your reach!

#JeMengagePourGE

#GénérationÉgalité

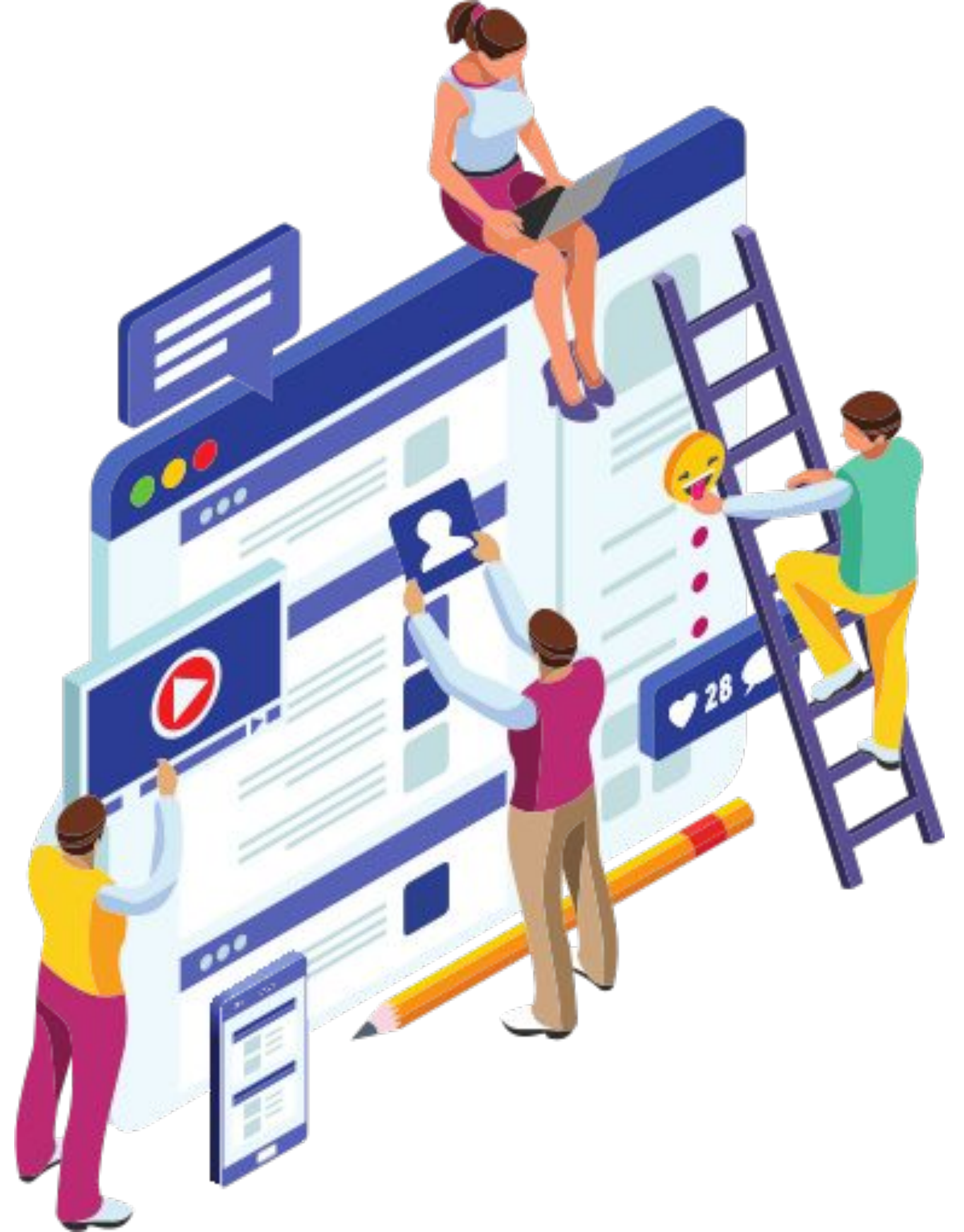


Posts

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

Letter Models:

[Modèle de lettre - Institutions publiques](#)

[Modèle de lettre - Médias](#)

[Modèle de lettre - Secteur privée](#)

Email Signature

Insert in [your email signatures](#)

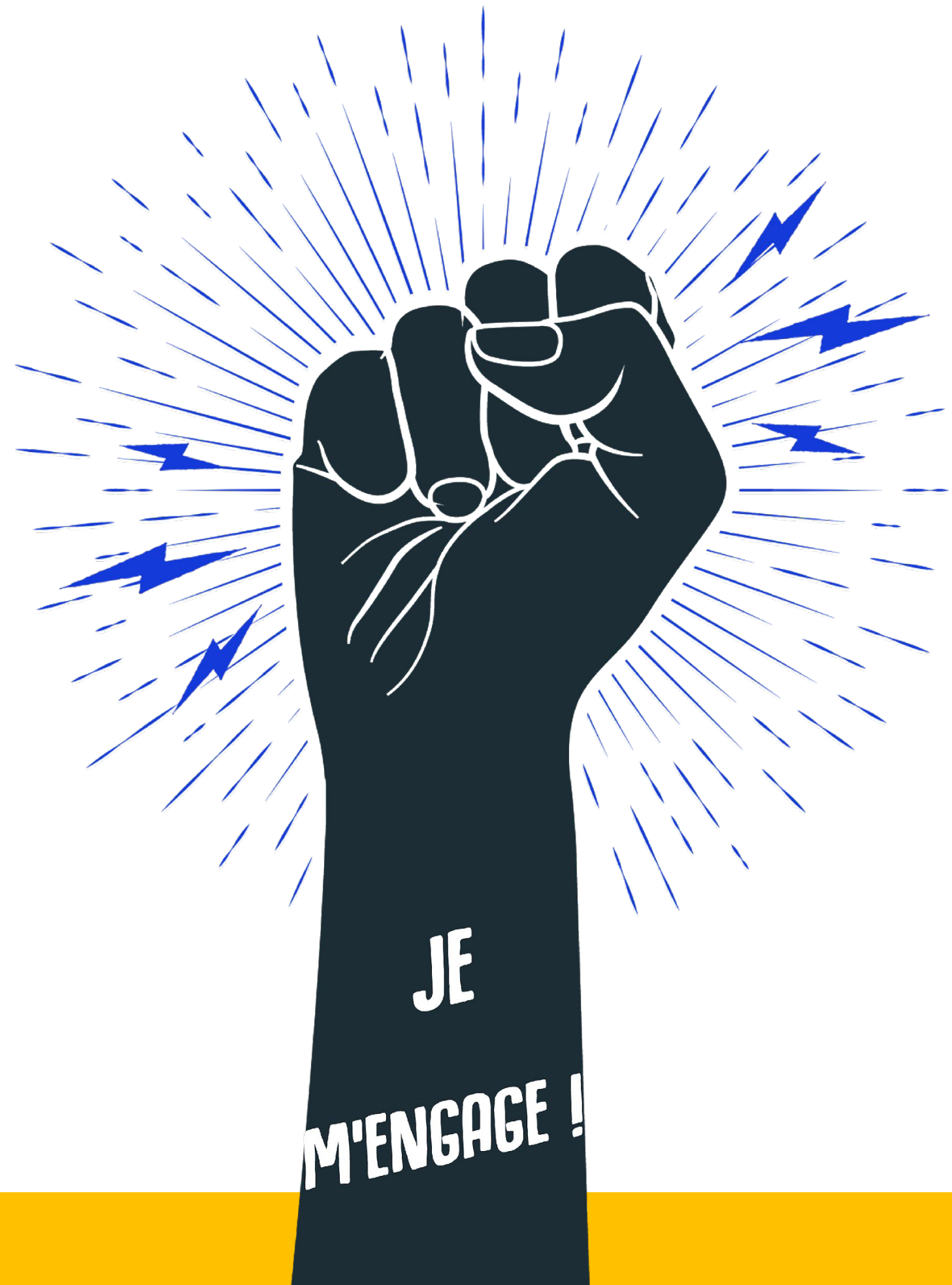


Country Groups

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!**



Useful Information

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:

<https://xoese.org/en/our-new-campaign-je-mengage/>



**LET'S STAND
TOGETHER
FOR A MORE
EQUAL
FUTURE**