



GEAR UP Join the Campaign!!

BUILDING A UNITED NATIONS THAT REALLY WORKS FOR ALL WOMEN

CAMPAIGN FOR STRONGER GENDER EQUALITY ARCHITECTURE REFORM (GEAR) AT THE UN

*Your contribution to advance the work of the Campaign is key.
We do not only want your signature, we want your ideas and actions!*

Suggested Actions:

Organize presentations and discussions with a variety of organizations and grassroots women on how to build a UN that really works to advance women's rights and gender equality in your country and regions.

Produce and disseminate materials that share information about your work and the connection with the Campaign, e.g. "How does having a stronger UN working for women impact your work?"

Prepare articles, editorials and contact your local media to disseminate news on the Campaign.

Plan a meeting (briefings) with the head of your National Women's Machinery and with relevant authorities from the Ministry of Foreign Affairs to present the Campaign and our key demands.

Share information about GEAR with other interested organizations in your country/region and encourage them to join the Campaign.

Speak with relevant UN agencies/missions and government officials in your country/region and present the key demands of the Campaign while exploring potential joint work that could be advanced.

Translate key Campaign material to other languages from your country or region and broadly disseminate these materials.

Design and develop your own Campaign materials to raise awareness in your national context.

Generate language that relates the Campaign to your own national context and work.

Create pop music or short stories to raise awareness in an interactive way.

Engage with bloggers or other opinion makers (both in formal and non-formal media) to publish (write) material about the Campaign on a regular basis.

Film short videos that could be circulated online (among women's rights organizations) about "what is at stake for women's rights and gender equality" in relation to the GEAR Campaign.

Incorporate the Campaign key demands and agenda in upcoming national and/or regional forums.

Collect and document stories that show ways in which UN agencies have actually worked for women on the ground.

Involve and mobilize mainstream media to address the Campaign's main concerns.

Remain informed about UN reform processes currently being implemented in different UN agencies to ensure the gender units and/or funding are strengthened and not weakened in the process.

TO JOIN THE GEAR CAMPAIGN, EMAIL gearcampaign@gmail.com