

Gender Equality eLearning Programme

> Module 6: Advocating for Gender Equality



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The contents of this eLearning Programme has been developed by the **Division for Gender Equality** in the Bureau of Strategic Planning throughout the implementation of UNESCO's "Capacity Development and Training in Gender Mainstreaming Programme" launched in September 2005.

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We gratefully acknowledge content input provided by Maitrayee Mukhopadhyay, Franz Wong and Lina Abouhabib (Royal Tropical Institute - KIT) and Prof. Dr. Aung Tun Thet (United Nations System Staff College) in the first cycle (2005-2007) of the implementation of the "Capacity Development and Training in Gender Mainstreaming Programme"

Navigating through the Programme





After completing this module, you will...



- Strengthen your advocacy skills.
- Renew your commitment to advocate for Gender Equality.

A word from...

"Investing in women's educational, social, economic, and professional opportunities in the pursuit of gender equality is not an 'extra' handout. It is a matter of justice and human rights and a development imperative of the highest order."

Koïchiro Matsuura, Director-General of UNESCO International Women's Day 2008



Why do we need to advocate for Gender Equality?



Inequalities between women and men are systemic and endemic.

There is progress in some areas, such as education, political participation, etc.

In others, inequalities are getting more serious. Notably, the gap between policy and practice is growing larger.

New areas with significant inequalities are emerging, including violence against women, HIV and AIDS, and women in conflict and post-conflict settings.

Renewed commitment: UN and UNESCO



In 2005, governments and international organisations reaffirmed their commitment to achieving international development goals, including Gender Equality (MDG3).

Empowering women is necessary to achieve all MDGs and EFA Goals.



UN's Millenium Development Goals



United Nations Educational, Scientific and Cultural Organization In UNESCO's Medium-Term Strategy for 2008-2013, Gender Equality has been designated as one of two Global Priorities of the organisation.

Myths and Challenges to Gender Equality



"We first have to address other, more pressing issues such as poverty."



"I just don't have the skille to mainstream (337 × 119) (x:44: y.sender."



"I'm really sorry but theme is nothing more I can allocate from my budget."



"Women's empowerment and Gender Equality are women's issues. Women have to discuss and resolve those issues among themselves."



"l am already oษฐกังที่กรุlmed, l can't เซลเล อาลาบ more!"



"I know Gender Equality is a Global Priority, buts well, I'm not sure where it s inportant in my job."

Click each image above to learn more about each myth or challenge.



How to respond: Myth/Challenge



"We first have to address other, more pressing issues such as poverty."

- Gender Equality is a goal in and of itself.
- But it is also a necessary condition for the achievement of all other internationally agreed development goals.
- Gender Equality is a key component for growth and poverty reduction as well as for sustainable peace.
- A majority of the world's absolute poor are women. Hence, poverty reduction strategies will not be effective unless they address the gender dynamics.

How to respond: Myth/Challenge



"I just don't have the skills to mainstream gender."

- · You do not need to be an expert!
- The objective of training is to provide you with the necessary skills so you can ask the right questions and find the right resources for help.
- Ask for help there are many resources available for you in the organisation:
 - BSP/GE
 - Gender Focal Points
 - Gender Equality Website and Tools



Gender Equality Website and Tools

How to respond: Myth/Challenge



"I'm really sorry but there is nothing more I can allocate from my budget."

- You can consider pooling your existing resources.
- If you apply Gender Responsive Budgeting you will be using tools that increase your efficiency and allow you to be more resourceful.

How to respond: Myth/Challenge



"Women's empowerment and Gender Equality are women's issues. Women have to discuss and resolve those issues among themselves."

- The "root" word in "empowerment" is "power." It is only logical that any examination of empowerment needs to analyze "power dynamics" in all social, political, and cultural relations among women and men.
- Women's relative lack of power does not stem from lack of education, health or other skills/assets but rather from the existing unequal power structures.
- Gender Roles are socially constructed and include both female and male roles. Hence, inequalities between the genders is a concern not only for women but also a concern for men and a task for society as a whole.

How to respond: Myth/Challenge



"I am already overwhelmed, I can't take on any more!"

- · Gender Analysis is not an add-on.
- Gender Analysis is a tool to be used in regular planning as an integral part of planning.

How to respond: Myth/Challenge



"I know Gender Equality is a Global Priority, but...well, I'm not sure where it's important in my iob."

- · Gender Equality is part and parcel of all jobs at UNESCO, directly or indirectly.
- When you are confronted with low levels of commitment and interest, you can build a
 case to present a compelling and rational argument for Gender Equality.
- Continue through the module to learn how you can build a case for Gender Equality.

Check your Understanding!

True or False: Inequalities between women and men are systemic and endemic.

- A) True
- B) False

No...that's incorrect. This statement is TRUE.

Please click HERE to continue.

Review Area (357 x 87) (X:23; Y:418)

Submit

Check your Understanding!

True or False: MDGs and EFA Goals can be achieved without addressing Gender Equality.

- A) True
- B) False

No...that's incorrect. This statement is FALSE.

Please click HERE to continue.

Review Area (357 x 87) (X:24; Y:380)

Check your Understanding!

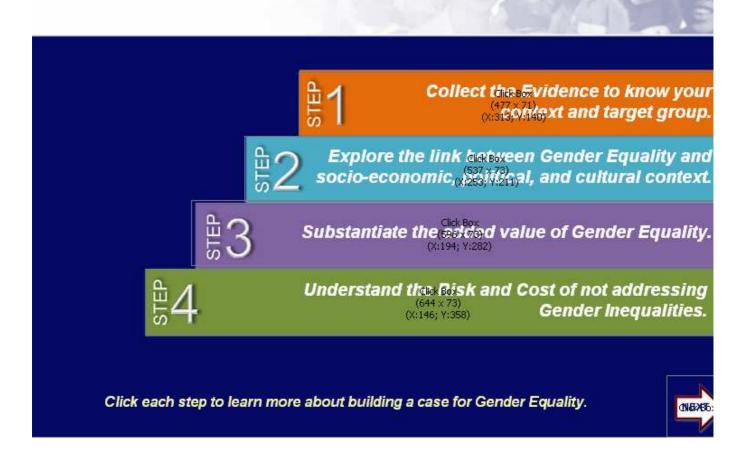
True or False: You must be an expert to know how to mainstream gender.

A) True

No...that's incorrect. This statement is FALSE.

Please click HERE to continue.

Steps to Building a Case for Gender Equality



Steps to Building a Case for Gender Equality



Collect the Evidence to know your

£2

Explore the link between Gender Equality and socio-economic, Sectional, and cultural context.

8 8 8

Substantiate the (556/75d value of Gender Equality.

#4

Understand the Bisk and Cost of not addressing
(644 × 73)
(x:146; Y:358) Gender Inequalities.

Click each step to learn more about building a case for Gender Equality.



Step 1: Collect the Evidence



Collect the Evidence to know your context and target group.



Using a Gender Analysis will help you:

- Know how to gather facts and data to support your case.
- Understand issues, opportunities, challenges, and appropriate responses.

Step 1: Collect the Evidence - Representation



Collect the Evidence to know your context and target group.



Women represent 18.4% of elected parliaments from 9.7% in the Arab States to 41.4% in the Nordic countries.

(Source: Inter- Parliamentary Union as of 28 February 2009.)

Step 1: Collect the Evidence - Economy and Education



Collect the Evidence to know your context and target group.



- Women provide 70% of agricultural labour and produce over 90% of food, but have very limited representation in budget deliberations.
- (Source: Snapshot of women worldwide: Facts and figures, United Nations Global Compact, UNIFEM, International Trade Centre, 5 March 2009.)
- Women comprise only 10% of the world's economy in terms of asset holding and own less than 2% of the land and real estate. (Source: Snapshot of women worldwide: Facts and figures, United Nations Global Compact, UNIFEM, International Trade Centre, 5 March 2009.)
- About 2/3 of an estimated 776 million adults lacking basic literacy skills are women.
 (Source: EFA Global Monitoring Report 2009 - Overcoming inequality: why governance matters.)

Step 1: Collect the Evidence - Health

STEP

Collect the Evidence to know your context and target group.



50% of people living with HIV (PLHIV) worldwide are women and girls. (Source: UNAIDS 2008)

- 60% of PLHIV are in sub-Saharan Africa are women and girls.
- 40% of women living with HIV live in only 10 countries in southern Africa. (Source: UNAIDS, UNDP 2008)
- Girls are 4.5 times more likely to become infected with HIV than boys in southern Africa. (Source: UNICEF)

Step 1: Collect the Evidence - Security

STEP

Collect the Evidence to know your context and target group.



Gender-based violence is on the increase.

- In many countries, rape is not considered a crime and goes unpunished.
- Rape continues to be used as a weapon of war.
- 1 in 3 women experiences physical or sexual violence by an intimate partner in her lifetime. (Source: UN, 2008, UNite to end Violence against Women fact sheet)
- Violence against women is a major public health issue, it entails immediate and long term health outcomes and contributes to women's vulnerability to HIV infection. (Source: WHO Mutti-country Study on Women's Health and Domestic Violence against Women)



Step 2: Explore the link - Promoting Gender Equality



Explore the link between Gender Equality and socio-economic, political, and cultural context.



Promoting Gender Equality means challenging elements of socio-economic, political, and cultural contexts that oppress women and reinforce gender inequalities.

Step 2: Explore the link - Socio-economic, Political, and Cultural Context



Explore the link between Gender Equality and socio-economic, political, and cultural context.



Gender is a constituent element of socio-economic, political, and cultural contexts.

- · Gender identities are critical elements of societies.
- Expectations about attitudes and attributes appropriate to women and men are shaped by cultural contexts.
- Harmful cultural practices such as early marriage, female genital mutilation, and widow inheritance negatively impact women's empowerment and Gender Equality.

Step 2: Explore the link - Culturally Alien and Politically Illegitimate

£2

Explore the link between Gender Equality and socio-economic, political, and cultural context.



Arguments are made that women's empowerment and Gender Equality are culturally alien or politically illegitimate.

- Cultures, traditions and political systems change over time.
- Gender Roles shaped by socio-economic, political, cultural contexts also change, so they need not remain unquestioned or unchallenged.

Step 2: Explore the link - Not a Geographic Issue



Explore the link between Gender Equality and socio-economic, political, and cultural context.



Gender Equality is not a Western / Northern issue.

- Promoting Gender Equality does not mean imposing Western/Northern values.
- Labelling Gender Equality as a Western/Northern concern marginalizes vibrant women's movements and actions of national governments.
- Gender Equality has been valued and recognized in numerous cultures throughout history, only names and labels change.
- 185 countries over 90% of the members of the UN have signed the CEDAW.
- 189 countries have signed the Beijing Platform for Action.

Step 2: Explore the link - Constructive and Innovative Dialogue



Explore the link between Gender Equality and socio-economic, political, and cultural context.



To eliminate the perception of Gender Equality as a Western/Northern issue, it is necessary to establish constructive and innovative dialogue wiith all countries through a gender-sensitive and culturally appropriate language.

Step 2: Explore the link - Understanding Resistance



Explore the link between Gender Equality and socio-economic, political, and cultural context.



Why is there Resistance to Gender Equality?
Gender Equality is a radical socio-political concept. Its achievement will transform existing power dynamics.

- · Few -if any- people will not be affected.
- Power dynamics within class, caste, race, and religion will also shift.
- An individual's or group's comfort zone may be threatened.

Often, communities and societies have power structures that favour a status quo built on gender bias.

Step 2: Explore the link - Power Relations

2

Explore the link between Gender Equality and socio-economic, political, and cultural context.

Power Relations are impacted by many dynamics.

Development Projects

Culture, Tradition, Religion

Labour Market and Economy

Armed and Political Conflict

Political Context

Globalization

Science and Medicine

Technology

Environment

Step 3: Substantiate the Added Value - Economics

B3

Substantiate the added value of Gender Equality.

"Societies that discriminate on the basis of gender pay a significant price in greater poverty, slower economic growth, weaker governance, and a lower quality of life."

- Andrew Masc

Gender Equality is "smart economics:" Economies that narrow the gender gap and improve the status of women, grow faster. (Source: The World Bank)

To promote economic growth and attain MDGs, it is essential to focus on women's empowerment.

Women's empowerment does not benefit just women but society as a whole because empowered women are more likely to:

- · Achieve their full potential
- · Invest in their family, community, and society

A woman or girl will reinvest 90% of her income into her family whereas a man will reinvest 30 to 40%.

Step 3: Substantiate the Added Value - Societal Development and Progress



Substantiate the added value of Gender Equality.

"Social progress can be measured by the position of the female sex..."

- Karl Marx



- Children of educated and empowered women are healthier and more likely to go to school.
- Gender Equality is a powerful tool to achieve positive development outcomes such as:
 - Improved family health and well-being
 - · Better trained and educated workforce
 - Improved and sustainable environmental management
 - · National development with social and gender justice
- MDGs are dependent on women's empowerment and full participation.

Step 4: Understand the Risks and Cost - Education



Understand the Risk and Cost of not addressing Gender Inequalities.



 Despite encouraging news with regard to EFA goals, 122 out of 181 countries for which we have data did not achieve gender parity in primary and secondary education in 2005; they must meet 2015 EFA Goals. (Source: EFA Global Monitoring Report 2009 -Overcoming inequality: why governance matters, UNESCO, Oxford University Press)

Step 4: Understand the Risks and Cost - Potential Impact of a Financial Crisis

£4

Understand the Risk and Cost of not addressing Gender Inequalities.



- Gains in women's human rights and women's empowerment made to date could be lost; violence against women will increase in some countries.
- Girls most often bear the brunt of economic shocks; yet, girls' education has a multiplier effect on development, so keeping girls at school during a downturn is a matter of social justice as well as good economics.
- Women exist in informal markets where they develop "survivor" strategies that they apply in times of crisis thus operating as a social safety net by giving assistance to maintain their society and family.

From Words to Action

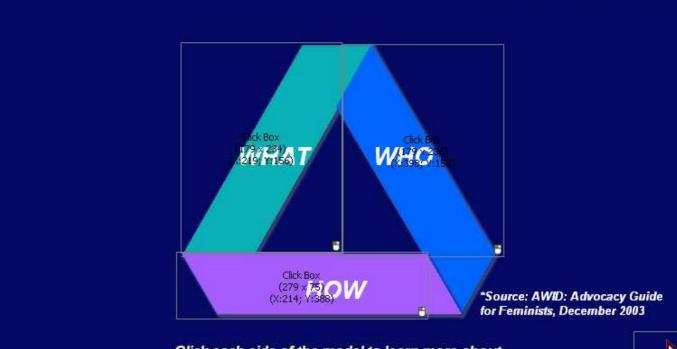


United Nations Educational, Scientific and Cultural Organization To move from words to action, UNESCO is providing various tools - that allow you to easily integrate Gender Equality concepts in your daily responsibilities, including programme development.

Accountability Tools:

- Budgets: Implement Gender Responsive Budgeting.
- Results: Use Results-Based Management to develop Gender Responsive or Transformative Expected Results.
- Monitoring and Evaluation: Through SISTER, evaluation, and impact assessments.

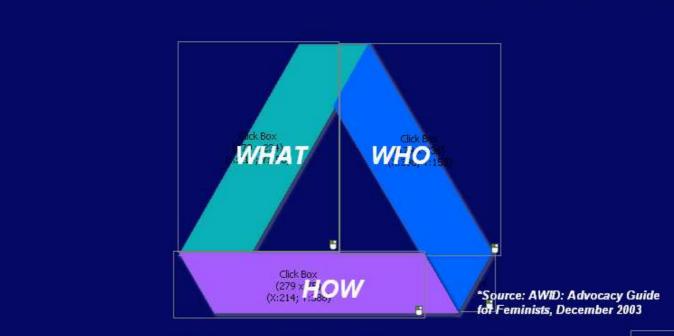
Implementing Advocacy Strategies and Campaigns



Click each side of the model to learn more about implementing advocacy strategies and campaigns.



Implementing Advocacy Strategies and Campaigns



Click each side of the model to learn more about implementing advocacy strategies and campaigns.



Implementing Advocacy Strategies and Campaigns



Conduct advocacy to:

- · Identify clearly Gender Equality issues in every context.
- Identify women not only as victims, but more importantly as change agents.
- Provide space for women's voices.
- Provide space for women to express themselves in a language they choose and they feel comfortable with.
- Demonstrate how policies, laws and other processes affect women and men differently.

Implementing Advocacy Strategies and Campaigns



Advocating to influence:

 Governments, international community, policy-makers, decision makers, budget officers, etc.

We conduct advocacy:

- At the individual level: in family and the workplace as individuals and/or groups within the Organisation.
- As an Organisation, through policy dialogue with our partners.

Implementing Advocacy Strategies and Campaigns



1. Build the case.

2. Form Alliances.

- · Identify champions who can drive change.
- · Be personally convinced of the value of Gender Equality.
- · Be persuasive and committed instead of aggressive to win people over.

3. Get Men Involved.

- Understand the Gender Equality journey must include men
- Identify:
 - Men's role and responsibilities as advocates.
 - · Cultural norms about men's role.
 - Challenges to men's active involvement in promotion and advocacy.
 - · Effective strategies to overcome these challenges.

4. Think Strategically.

Continue through the module for details.

Think Strategically About Advocacy



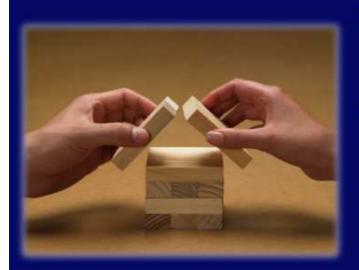
What is the focus of your strategy?

What is the desired impact of your strategy?

Who are your target audiences and how can they contribute?

What are the structures that you wish to change or influence with your advocacy strategy?

Your Advocacy Strategy



To choose a strategy - must decide:

- · Focus effort on one specific issue or
- Address issue as one step in an ongoing push for Gender Equality

To build a campaign - must decide:

- · What is the campaign advocating?
- Is it supported at many levels and aligned with everyday concerns?
- What are the issues to address?
- · Will it raise people's awareness?
- Will it contribute to a change in gender power relations?

Your Advocacy Strategy



To impact your audience:

- Structure strategies and messages.
- Vary messages by audience (a general audience with no knowledge on the topic, policy-makers who support the action; people opposed to your issue, etc.)

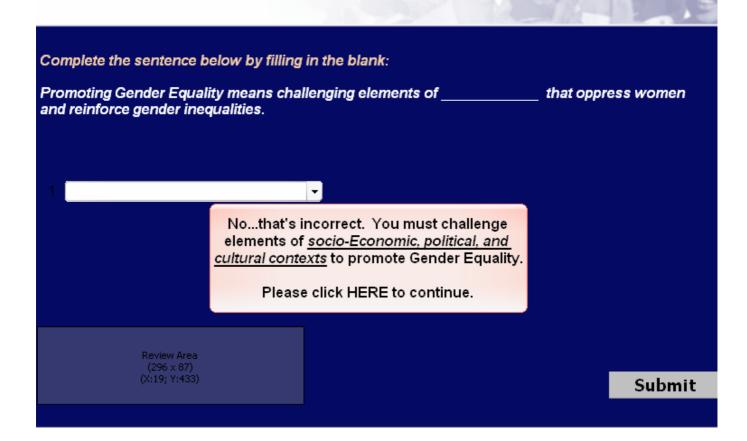
To measure the success:

- Outline expected outcomes of the advocacy strategy in advance.
- Measure the results against whether the objectives set were achieved.

Check your Understanding!

Complete the sentence below by	filling in the blank:
is one of the four s	steps for building a compelling case for Gender Equality.
T	
	Nothat's incorrect. "Collect the Evidence"
	is the step related to building a compelling case for Gender Equality.
	Please click HERE to continue.
Review Area (286 × 87)	
(X:29; Y:428)	Submit

Check your Understanding!



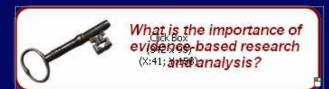
Check your Understanding!

Complete the sentence below by filling in the blank: Accountability tools such as allow you to easily integrate Gender Equality concepts in your daily responsibilities, including programme development that will help move UNESCO from words to action.					
Nothat's incorrect. It is <u>Gender Responsive</u> <u>Budgeting and Results-Based Management</u> that allows you to integrate Gender Equality into your daily responsibilities.					
Please click HERE to continue.					
Review Area (315 x 87) (X:22; Y:432)	Submit				

Check your Understanding!

			110	
Complete the :	sentence below by filling in th	ne blank:		
You should co context and	nduct advocacy campaigns to	o clearly identify Gen	der Equality issues	in every
1			-	
	Gender Equal	ct. In addition to clea lity Issues, you shou low policies, laws and	ld also	
	processes affect	t women and men di	fferentl <u>y</u> .	
	Review Area (371 × 87)			
	(X:23; Y:438)			Submit

Key Messages





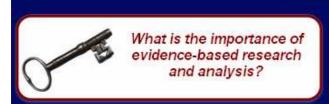




Click each of the buttons above for more information on the key messages.



Key Messages



Importance of evidence-based research and analysis

- Solid factual information is crucial.
- It provides a comprehensive review of policies and decision-making processes in place.

Key Messages



Strong partnerships are essential

- Align key stakeholders to commit and sponsor the campaign.
- Maintain frequent, direct, and action-based communication with decision-makers (i.e., applying pressure).

Key Messages



Alliance-building is key to success

- The more people involved, the stronger the advocacy efforts.
- Participants must include a broad section of stakeholders and those impacted by the change.

Key Messages



Effective and targeted communication is imperative.

- Simple messages meaningful and concrete examples and illustrations.
- · Communication must show the impact and change.

Final Exercise: A Conversation about Gender Equality



Begin on the next screen by reading a discussion between three colleagues at UNESCO about Gender Equality.

Once finished, you'll be asked to answer a few questions about the discussion.

Click here to complete your final exercise.

Final Exercise: A Conversation about Gender Equality

Stephan: Say what do you think about these Expected Outcomes for our Sector for promoting Gender Equality?

Valerie: I think they are fine but I just don't see how it connects in any way to my job.

Fred: I agree - besides we aren't Gender Equality experts -how can we be expected to do all this extra work!

Stephan: Well, I spoke to my Director and he mentioned that there is going to be an online training programme to give us an idea of how to mainstream gender in our daily tasks.

Valerie: Well that's a start but seriously, isn't poverty a much more important issue?

Final Exercise: A Conversation about Gender Equality

Fred: Exactly - besides this Gender Equality or Women's Empowerment or Gender Empowerment whatever they are calling it now - this is for women to resolve not men!

Valerie: Wait a minute there, I have enough to do already - don't give me more work just because I am a woman!

Fred: Okay, okay! But seriously - adding this Gender stuff is going to hit my budget and just can't allocate another dollar!

Stephan: Well let me sign up for the training and see what I can find out - maybe there are resources to help us that we don't know about!

Quiz Question #1

Do you think the conversation you just read reflected an appropriate response to any myths or challenges about Gender Equality?

- A) Yes
- B) No

No, that's incorrect. The responses are inappropriate since they perpetuate the myths and challenges about Gender Equality.

Please click HERE to see if you can resolve this.

Review Area (357 x 87) (X:24; Y:432)

Submit

Quiz Question #2

What could Stephan have done differently?

- A) Nothing at all. He should recognize that there are some beliefs he simply cannot change.
- B) He should have said that it doesn't matter what they think they have to promote Gender
- C) Review the section in this module, entitled Myths and Challenges, to get a clearer
 understanding of how to respond.

No...that's incorrect. Stpehan should review the Myths and Challenges section in this module to get a clearer understanding of how to respond to his colleagues.

Please click HERE to continue.

Review Area (357 x 87) (X:24; Y:432)

Quiz Question #3

Read the excerpt from the conversation below and choose the better response:

"I agree - besides we aren't Gender Equality experts -how can we be expected to do all this extra work!"

- A) "You can check out the website to see all the tools available to help you."
- B) "You do not need to be an expert."
- C) Both of these

No...that's incorrect. Both of these choices would have been a better response.

Please click HERE to continue.

Review Area (357 x 87) (X:24; Y:432)

Submit

Quiz Question #4

Read the excerpt from the conversation below and choose the better response:

- "... but seriously, isn't poverty a much more important issue?"
- A) "While Gender Equality is important, reducing poverty is a necessary condition for the achievement of all other internationally agreed development goals."
- B) "Yes, it's true, poverty reduction is key to both growth and sustainable peace."
- C) "A majority of the world's absolute poor are women. Hence, poverty reduction strategies will not be effective..."

No...that's incorrect. Of the options listed, the best response would be "A majority of the world's absolute poor are women. Hence, poverty reduction strategies will not be effective unless they address the gender dynamics."

Review Area (357 x 87) X:24; Y:432)

Please click HERE to continue.

Quiz Question #5

Read the excerpt from the conversation below and choose the better response:

"...Gender Equality or Women's Empowerment or Gender Empowerment whatever they are calling it now - this is for women to resolve not men!"

- A) "Women's lack of power stems from existing unequal power structures not their lack of skill or education. To challenge these socially-constructed gender dynamics both women and men must participate in creating change."
- B) "When you are confronted with low levels of commitment and interest, it's better to just refer
 people to the Gender Equality website and let them learn more there."
- No...that's incorrect. Of the options listed, the best response would be "Women's lack of power stems from existing unequal power structures not their lack of skill or education. To challenge these socially-constructed gender dynamics both women and men must participate in (357 × 87) (X:24; Y:432)

Please click HERE to continue.

Submit

Quiz Question #6

Read the excerpt from the conversation below and choose the better response:

"Okay okay! But seriously - all this extra Gender stuff is going to hit my budget and I just can't allocate another dollar!"

- A) "Then wait for the next biennium."
- B) "If you apply Gender Responsive Budgeting you will be using tools that increase your efficiency and allow you to be more resourceful."
- C) "Promoting Gender Equality doesn't cost anything because it is only about making sure you
 use gender-neutral language in all of your documents."

No...that's incorrect. Of the options listed, the best response would be "If you apply Gender Responsive Budgeting you will be using tools that increase your (357 x 874)fficiency and allow you to be more resourceful." (24; Y:432)

Please click HERE to continue.

Want to Learn More?



Module Completed



Module Completed

