OUR VOICE MAKES A DIFFERENCE:

Civil society advocacy on Women, Peace & Security Toolkit
# Introduction

Commission on the Status of Women (CSW)

- Tips: Side & Parallel Events at the CSW
- Tips: Targeted Advocacy Meetings at the CSW
- Tips: Media Campaigns, Information & Communication Outreach
- Cue Cards

Goals & Activities

- Goals & Activities Worksheet
Introduction

The Commission on the Status of Women (CSW) is the main global intergovernmental body exclusively dedicated to the promotion of gender equality and women’s empowerment. Member States, women’s rights organizations and other civil society groups as well as UN entities gather at the UN headquarters in New York every year to discuss progress and gaps in the implementation of the 1995 Beijing Declaration and Platform for Action including emerging issues that impact on the attainment of gender equality and the empowerment of women.

After the adoption of the 2030 Agenda for Sustainable Development in 2015, the Commission also contributes to the follow-up to the 2030 Agenda for Sustainable Development in order to accelerate the realization of gender equality and women’s empowerment (ECOSOC resolution 2015/6).

The Global Network of Women Peacebuilders (GNWP) considers the CSW session as one of the key advocacy platforms for the advancement of the women and peace and security agenda. GNWP regularly organizes panel discussions, workshops and meetings during the CSW sessions featuring women’s rights and peace activists from different countries including especially local communities. GNWP’s advocacy work is rooted in its mission, to amplify women’s voices for a more sustainable and inclusive peace.

This publication, “Our Voice Makes A Difference: Civil Society Advocacy Toolkit on Women, Peace and Security,” was developed by GNWP, with support from Cordaid, to aid women’s advocacy efforts during the CSW sessions. It provides women’s rights and peace activists with information and insights on how to navigate global policy spaces such as the CSW to effectively advocate on issues they care about.

The toolkit, provides practical tips and advice on how to formulate a cohesive and effective advocacy strategy during the CSW. It also presents checklists to help CSW participants prepare for panel discussions, workshops and meetings as well as evaluate their progress in their advocacy.
COMMISSION ON THE STATUS OF WOMEN

INTRODUCTION

- Principal global policy-making body dedicated exclusively to gender equality and the advancement of women
- Functional commission of the United Nations Economic and Social Council (ECOSOC)
- Meets annually for 10 working days (February-March) at UN HQ in New York

CSW MEMBERS & COMPOSITION

45 UN Member States, elected on the basis of equitable geographical distribution:
- 13 from Africa
- 11 from Asia-Pacific
- 9 from Latin America & Caribbean
- 8 from Western Europe & other States
- 4 from Eastern Europe

Members are elected for a period of 4 years.
CSW BUREAU & CHAIR

- 5 CSW members, serving for 2 years
- Headed by CSW Chair
- Facilitates preparations for the CSW annual meeting
- Ensures successful outcomes

WHY THE CSW?

- Promote equality, development & peace
- Monitor implementation of measures to promote the advancement of women
- Evaluate progress made at all levels
- Identify challenges & emerging issues
- Set global standards
- Mainstream gender in UN activities
WHY THE CSW? Continued...

- Formulate concrete policies to promote gender equality and women's empowerment worldwide
- Regularly review critical areas of concern in the Beijing Declaration & Platform for Action
  - Outcome document of the Fourth World Conference on Women held in Beijing, China (1995)
  - Most comprehensive international agenda on women's empowerment, women's rights and gender equality

CSW THEMES

- Priority Theme
- Review Theme
- Emerging Issues
CSW PRIORITY THEME

The priority theme is informed by the different issues affecting women globally and becomes the focus of discussion for the year.

REVIEW THEME

The review theme is informed by the Agreed Conclusions of previous CSW sessions and supports the priority theme.
Following the adoption of the 2030 Agenda for Sustainable Development in 2015, the Commission also contributes to the follow-up to the 2030 Agenda for Sustainable Development in order to accelerate the realization of gender equality and women's empowerment.

**Sustainable Development Goals**

Emerging issues are trends and new approaches to issues affecting women or gender equality.
WHAT ARE THE AGREED CONCLUSIONS?

- Main “output” of the CSW
- Focus on Priority Themes each year
- Negotiated by all Member States
- Include assessment of progress, gaps and challenges, and recommendations for action by:
  - Governments
  - UN entities
  - Intergovernmental bodies & other institutions
  - CSOs at the international, national, regional and local level

WHY PARTICIPATE?

The active participation of CSOs is a critical element in the work of the CSW.

- Shape the current global policies on women’s empowerment and gender equality
  - The Beijing Declaration and Platform for Action (1995 Fourth World Conference on Women)
  - The Sustainable Development Goals particularly Goal 5 on Gender Equality and Goal 16 on Peace and Justice Strong Institutions
- Hold international and national leaders accountable for commitments in the Platform for Action
WHERE DO CSOs FIT IN?

- BEIJING FOLLOW-UP & REVIEW OF THE SDGs
- CSO PARTICIPATION
- GENERAL ASSEMBLY
- ECOSOC
- CSW

THE ROLE OF UN WOMEN

- Supports all aspects of the Commission's work
- Facilitates the participation of civil society representatives
  - ECOSOC-accredited non-governmental organizations (NGOs)
ECOSOC-ACCREDITATION

- Non-governmental, non-profit, public or voluntary organizations can apply to obtain consultative status with ECOSOC:
  - Article 71 of UN Charter & ECOSOC Resolution 1996/31

- Organizations with ECOSOC status can:
  - participate in meetings of ECOSOC & subsidiary bodies, including functional commissions like the CSW

- NGO Branch of the UN Department for Economic and Social Affairs (DESA) manages accreditation process

The ROLE OF THE NGO CSW/NY

- Supports the work of the Commission, along with UN Women
- Collaborates with the NGO CSW in Geneva and Vienna
- Supports the implementation of international instruments that promote women's rights and gender equality
  - Beijing Platform for Action
  - UN Security Council (UNSCR) 1325
  - Convention on the Eliminate All Forms of Discrimination Against Women (CEDAW)
  - 2030 Agenda for Sustainable Development
The ROLE OF THE NGO CSW/NY Continued...

- Organizes NGO Consultation Day
- Facilitates NGO parallel events during the CSW
- Facilitates NGO collaboration through caucuses, joint statements and language input for the Agreed Conclusions

HOW TO PARTICIPATE?

ECOSOC CSOs are sent an invitation to participate in the CSW

They pre-register their representatives online.

They retrieve confirmation letters online.

CSOs may submit written statements to the Commission

Source: Diagram adapted from UN Women
**Slide 19**

**How to Participate? Continued...**

- **During the CSW Session**
  - CSOs organize and attend parallel events held outside UN premises.
  - CSOs make language suggestions to Member States to strengthen drafts of the Agreed Conclusions.

- **Space for limited number of CSOs to attend the open (public) meetings of the Commission**
- **CSOs attend side events organized by UN entities and government missions to the UN**
- **Limited number of ECOSOC NGOs deliver oral statements to the Commission on behalf of caucuses or coalitions**

*Source: Diagram adapted from UN Women.*

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**Slide 20**

**Thematic and Regional Caucuses**

**Thematic Caucuses**
- Human Rights
- Health
- Women peace and security/violence against women
- Trafficking and Migration
- Sustainable development
- Climate change/environment
- Intergenerational conversations & other issues

**Regional Caucuses**
- Africa
- Arab States
- Asia/Pacific
- Latin America/Caribbean
- North America/Europe

*Source: Diagram adapted from UN Women.*
IN SUMMARY, YOU CAN:

- Influence the Agreed Conclusions
- Attend public (open) meetings of the CSW (ECOSOC-status)
- Deliver oral statements to the CSW on behalf of caucuses or coalitions (ECOSOC-status)
- Co-organize and/or attend side events organized by Permanent Missions, other CSOs & UN entities
- Organize and/or attend parallel events organized by CSOs
- Take part in targeted Advocacy Meetings
- Participate in Media Campaigns
TIPS: SIDE & PARALLEL EVENTS AT THE CSW

**Side events** are activities organized outside of the official CSW program. Side events are typically organized by Member States and UN entities, sometimes with the participation of civil society.

**Parallel events** often refer to events organized by civil society, often through the NGO CSW. These are usually held outside of the UN Headquarters and can take place at the same time—in parallel—as the official sessions of the Commission at UN HQ. Member States and UN entities are sometimes co-organizers or co-sponsors of parallel events.

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**WHY TAKE PART IN SIDE & PARALLEL EVENTS?**

Side & parallel events offer civil society representatives the opportunity to:

- **Discuss CSW themes, WPS issues and other important gender equality topics**
  - With policymakers and other WPS actors, with a focus on finding solutions to implementation gaps

- **Bring attention to civil society’s key advocacy messages and recommendations**
  - During panel presentations
  - During interventions from the floor
  - In conversations with organizers, other panelists and audience members before and after the event

- **Build and/or strengthen relationships**
  - With other panelists, organizations, UN entities and Member States in attendance

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**HOW TO PARTICIPATE IN SIDE & PARALLEL EVENTS?**

Civil society representatives participate in side & parallel events by:

- **Co-organizing and facilitating the events**
  - In partnership with government missions to the UN, other civil society organizations and UN entities

- **Being panelists in the events**

- **Making interventions from the floor**
  - During the Question and Answer (Q&A) portion of the event
  - Event organizers sometimes plan to have interventions from the floor from specific civil society members, before the Q&A begins. Therefore it is a good idea to contact the organizers or the moderator before the panel begins that you would like to make an intervention to ensure that you are given an opportunity to speak.

- **Asking questions during the Q&A**
PREPARE TO PRESENT IN AN EVENT AS A PANELIST

✓ Carefully read the event concept note or description
  ▶ Know the event’s thematic focus, intended audience and format
  ▶ Ask the organizers how many minutes you have for your presentation

✓ Draft your speaking points
  ▶ Use clear and simple language
  ▶ Come up with 2 to 3 clear statements or declarations
  ▶ Use facts and numbers to show the validity of each statement and rationale for action
  ▶ Include very brief real life stories and quotes from your local context
  ▶ End with calls for action and recommendations
  ▶ Thank donors, partners and hosts

✓ Practice your presentation out loud (at least 3 times)
  ▶ Time yourself speaking slowly and clearly
  ▶ Practice using a strong, confident voice! Remember, you know the most about WPS issues in your local context
  ▶ Drink lots of water and rest up before the event

ORGANIZE AN EVENT

Early preparation and collaboration with other organizations is key. If there are too many events on similar topics, it will be difficult to draw a large and influential audience.

✓ Identify a CSW theme and WPS focus in need of urgent attention

✓ Reach out to civil society partners and UN and Member States allies to co-organize a parallel or side event
  ▶ Jointly develop an event concept note with event objectives, desired outputs and outcomes
  ▶ Identify panelists and facilitators
  ▶ Choose a strategic date, time and venue (for CSW parallel events, register the event on the NGO CSW website)

✓ Send and post targeted invitations and event reminders
  ▶ Invite relevant UN representatives Security Council Members, Member States, civil society and other stakeholders
  ▶ Post event flyer on email lists, Facebook, Twitter, etc.
BEFORE THE EVENT

✓ Make sure to RSVP to the events you want to attend!
  ▶ In some cases, only those who RSVP to meetings will be allowed to enter the venue
  ▶ If you are a panelist and do not have a UN pass, the organizers should obtain a pass for you and escort you in

✓ Double check the date, time and location
✓ Prepare advocacy documents and promotional materials
✓ PANELISTS, send the organizers
  ▶ A short biography (1 paragraph) with your name, organization and a brief description of your WPS work to date
  ▶ Your final presentation (printed speaking points or PowerPoint)

REMEMBER TO BRING...

▶ UN Pass and a valid ID
▶ A pen and notebook or a laptop to take notes
▶ Business cards
▶ Advocacy documents
▶ (CO)ORGANIZERS, bring your organizational banner
▶ PANELISTS, bring your printed speaking points and/or a flash drive with your PowerPoint presentation

DURING THE EVENT

PANELISTS

✓ Enjoy presenting. Be proud and confident
✓ Take detailed notes during other presentations and interventions from the floor
  ▶ You will be able to draw parallels with others’ concerns, advocacy points and recommendations
✓ Respond to questions from the audience and take note of particularly good questions
✓ Reach out to those who asked good questions after the event and exchange business cards
✓ Distribute advocacy materials and exchange business cards
  ▶ Ask event organizers to point out individual audience members that represent governments, UN agencies and organizations that are the primary targets of your advocacy efforts
AUDIENCE MEMBERS MAKING INTERVENTIONS FROM THE FLOOR

✓ Take detailed notes
  ▶ You will be able to draw parallels with others’ concerns, advocacy points and recommendations

✓ Make interventions from the floor
  ▶ Organizers might have asked you to prepare an intervention or you may choose to make an intervention during the Q&A
  ▶ Prepare your intervention ahead of time
    ▶ State your name, organization and country
    ▶ Thank panelists and organizers for the event
    ▶ Draw a parallel between your main advocacy point and something that was said by the panelist(s) during the event
    ▶ Stick to one main advocacy point and 1-2 strong recommendations
    ▶ Follow your intervention with a question to the panelists if relevant, and if there is time

ALL AUDIENCE MEMBERS

✓ Take detailed notes

✓ Post on social media via Twitter, Facebook and other platforms, using CSW/WPS hashtags (#WPS #CSW61)
  ▶ Highlight stand-out points from panelists
  ▶ Share your reactions (both positive and negative)

✓ Ask a question
  ▶ State your name, organization and country
  ▶ Thank panelists and organizers for the event
  ▶ Ask your question
  ▶ Compare or contrast something that was said during the event with your own experience, as introduction to your question

✓ Introduce yourself to others, exchange business cards and share advocacy materials
  ▶ Ask partners in attendance to point out representatives from your targeted governments, civil society groups, UN entities and organizations

AFTER THE EVENT

✓ Write press release, blog or article
  ▶ Include your reactions (both positive and negative) and analysis of the event

✓ Share your press releases, blogs and article on social media, via email, with the press

✓ Follow up with people you met at the event
  ▶ Schedule meetings while you are in New York and send advocacy materials via email
TIPS: TARGETED ADVOCACY MEETINGS AT THE CSW
Targeted advocacy meetings are the best way to speak directly to policymakers, UN entities, civil society partners and donors during the CSW.

WHY TAKE PART IN TARGETED ADVOCACY MEETINGS?
Targeted advocacy meetings are a way to:

✓ Ensure that targeted policymakers and other WPS actors hear and act on civil society’s concerns, calls for action and recommendations

✓ Make language suggestions to Member States that will strengthen the CSW Agreed Conclusions
  ▶ Especially strong language on WPS

✓ Build and/or strengthen partnership, collaboration and trust among WPS actors
  ▶ Among different civil society organizations
  ▶ Between governments and civil society
  ▶ Between UN entities and civil society
  ▶ Between donors and civil society

WHAT IS THE FORMAT OF THESE MEETINGS?
Targeted advocacy meetings can be large or small, formal or informal. For example:

✓ A group of 3 civil society representatives from South Sudan meet members of the troika (UK, US and Norway) at the US Permanent Mission

✓ A group of 10 civil society representatives meet with UN Women Latin American section at the UN Women office

✓ 2 members of a Libyan CSO have coffee with a representative of Amnesty International

PLAN A MEETING

✓ Call or email people you meet at the event to schedule a meeting while you are in New York
  ▶ Be polite but persistent

✓ Reach out to allies in UN entities, governments, the media and civil society
  ▶ Ask well-connected allies in New York to help you plan a meeting
  ▶ The Global Network of Women Peacebuilders regularly arranges targeted advocacy meetings for its members and partners. If you are part of other networks with offices in New York, you may request this too.
  ▶ Send allies a list of WPS actors that are your advocacy targets
  ▶ Share objectives for advocacy and key advocacy points
BEFORE A MEETING

✓ Know who you will meet
  ▶ Do online research, check personal and organizational websites, LinkedIn, Twitter and Facebook profiles
  ▶ Learn about their experiences, priorities, values, concerns

✓ Set clear meeting objectives
  ▶ What do you hope to achieve by attending the meeting?
  ▶ What do you want the person you are meeting to learn from you?
  ▶ What do you hope to learn from them?

✓ Prepare concise advocacy documents
  ▶ Develop a 1-page summary of your key advocacy points and recommendations targeted to the policymaker or WPS actor you will meet

✓ Confirm the time, date and location of the meeting

DURING A MEETING

✓ Shake hands or greet in a culturally appropriate manner

✓ Introduce yourself
  ▶ State your name, organization and country
  ▶ Thank the person for making time to meet

✓ Present your key advocacy points
  ▶ Keep it short (1-2 points)
  ▶ Present facts, number and examples to support your points

✓ Call for action and make specific recommendations
  ▶ Highlight how the person/government/organization/agency can best support your work in moving the WPS agenda forward (collaboration, funding, etc.)
  ▶ Listen to comments and responses

✓ Exchange business cards and advocacy materials

✓ Make concrete plans to keep in touch
  ▶ Let them know what you will be emailing them

REMEMBER TO BRING…
  ▶ Your UN Pass and valid ID
  ▶ A pen and notebook or a laptop to take notes
  ▶ Business cards
  ▶ Advocacy documents. This can also be your organization’s brochure, statement on a particular issue, or a publication
AFTER THE MEETING

✓ Keep in touch
  ▶ Send a thank you email and attach any relevant additional advocacy materials

✓ Follow-up on possible partnership or collaboration discussed during the meeting
  For example:
  ▶ Suggest co-organizing an event during the next CSW or Anniversary of UN Security Council Resolution (UNSCR 1325)
  ▶ Inquire about the next funding opportunity with a potential donor
  ▶ Join international civil society networks and coalitions
  ▶ Invite civil society representatives to regional, national or local events, meetings or workshops
TIPS: MEDIA CAMPAIGNS, INFORMATION & COMMUNICATION OUTREACH

WHY TAKE PART IN MEDIA CAMPAIGNS & INFORMATION & COMMUNICATION OUTREACH?

Media campaigns, as well as information and communication outreach around the CSW are a powerful way to:

✓ Raise awareness and knowledge of women, peace and security (WPS) issues and how they relate to CSW themes

✓ Demand greater accountability
  ▶ From governments, UN entities, regional organizations and fellow civil society actors to honor their commitments to the Beijing Platform for Action and their obligations under the UN Security Council Resolutions (UNSCR) on WPS

✓ Transform the depiction of women in conflict settings
  ▶ From victims to peacebuilders, decision-makers and change agents

✓ Widen your network of like-minded organizations and activists

✓ Make your advocacy agenda and recommendations visible to all WPS stakeholders

✓ Get in touch with and motivate a broader base of potential supporters and donors

PLAN & JOIN MEDIA CAMPAIGNS
(Adapted from Edwin Dearborn, nonprofitinformation.com)

✓ Get everyone in your organization on board
  ▶ Staff, volunteers, Board Members, partners, coalitions members, like-minded organizations

✓ Develop Your Own Unique message and #Hashtag For Your Campaign
  ▶ Hashtags should reflect the spirit and purpose of your campaign.

✓ Be engaging
  ▶ Tell interesting, powerful, compelling stories. They are the stories that drive our work.

✓ Add some variety, but be recognizable always
  ▶ Look for different angles and nuances within your stories.

✓ Use Multiple Social Media Channels
  ▶ Twitter, Facebook, Instagram, Google+
✓ Don’t forget email, radio and television
  ▶ These are still the best ways to reach very large portions of the population.
  ▶ Send out regular email blasts, featured testimonials, key advocacy points articles, pictures, and campaign #hashtag.

✓ Always Include A Call-To-Action
  ▶ Ask people on social media channels and in your emails to “Please share” or “Please Retweet” or “Join our campaign.”

✓ Join media campaigns of other like-minded organizations.
  ▶ Re-tweet. Share. Amplify others’ voices and raise your own.

AFTER THE CSW

✓ Talk about your CSW experience and follow-up actions
  ▶ On all media outlets and platforms in your home country

✓ Keep in touch with your contacts
  ▶ Send messages, continue to re-post and share your contacts’ post, tweets, and articles that reinforce your own work

✓ Continue to be an active voice and presence on as many media outlets as possible

INFORMATION & TECHNOLOGY OUTREACH AT THE CSW

✓ Post on social media via Twitter, Facebook and other platforms
  ▶ Use CSW/WPS and organizational hashtags & handles (#WPS, #CSW61, @GNWP_GNWP, @UNWomen)
  ▶ Highlight stand-out points from panelists in real time during side and parallel events
  ▶ Share your reactions (both positive and negative) on the events, and the draft/final versions of the CSW Agreed Conclusions
  ▶ Post calls for action and make specific recommendations

✓ Meet the press
  ▶ Share your briefs, blogs and articles with press outlets, and social media
  ▶ Volunteer and/or agree to be interviewed on by TV networks, newspapers, UN entities, and CSOs

✓ Follow and share
  ▶ Follow other CSOs, UN entities, and UN Permanent Missions on Twitter, Facebook, Instagram
  ▶ Re-tweet and share important information posted by your contacts
1.1 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

PREPARE TO PRESENT IN AN EVENT AS A PANELIST

✓ Carefully read the event concept note or description
  ▶ Know the event's thematic focus, intended audience and format
  ▶ Ask the organizers how many minutes you have for your presentation

✓ Draft your speaking points
  ▶ Use clear and simple language
  ▶ Come up with 2 to 3 clear statements or declarations
  ▶ Use facts and numbers to show the validity of each statement and rationale for action
  ▶ Include very brief real life stories and quotes from your local context
  ▶ End with calls for action and recommendations
  ▶ Thank donors, partners and hosts

✓ Practice your presentation out loud (at least 3 times)
  ▶ Time yourself speaking slowly and clearly
  ▶ Practice using a strong, confident voice! Remember, you know the most about WPS issues in your local context
  ▶ Drink lots of water and rest up before the event

1.2 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

PREPARE TO ATTEND A SIDE & PARALLEL EVENTS BEFORE THE EVENTS

✓ Make sure to RSVP to the events you want to attend!
✓ Double check the date, time and location
✓ Prepare advocacy documents and promotional materials
✓ PANELISTS, send the organizers

REMEMBER TO BRING...
  ▶ UN Pass and a valid ID
  ▶ A pen and notebook or a laptop to take notes
  ▶ Business cards
  ▶ Advocacy documents
  ▶ (CO)ORGANIZERS, bring your organizational banner
  ▶ PANELISTS, bring your printed speaking point and/or a flash drive with your PowerPoint presentation
### 1.1 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

**PREPARE TO PRESENT IN AN EVENT AS A PANELIST**

Speaking point #1:

Speaking point #2:

Speaking point #3:

Name of donors and hosts:

Additional notes:

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### 1.2 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

**PREPARE TO ATTEND A SIDE & PARALLEL EVENTS BEFORE THE EVENTS**

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<th>Time</th>
<th>Date</th>
<th>Location</th>
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1.3 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

**AFTER THE EVENT**

- ✓ Write press release, blog and article
  - Include your reactions (both positive and negative) and analysis of the event
- ✓ Share your press releases, blogs and article on social media, via email, with the press
- ✓ Follow up with people you met at the event
  - Schedule meetings while you are in New York and send advocacy materials via email

3.1 TIPS: MEDIA CAMPAIGNS, INFORMATION & COMMUNICATION OUTREACH

**PLAN & JOIN MEDIA CAMPAIGNS**
(Adapted from Edwin Dearborn, nonprofitinformation.com)

- ✓ Develop Your Own Unique message and #HashtagforYourCampaign
- ✓ Add variety, but be recognizable
- ✓ Use Multiple Social Media Channels
- ✓ Support other like-minded organizations
1.3 TIPS: SIDE & PARALLEL EVENTS AT THE CSW

AFTER THE EVENT

Outcomes of Event #1:

Outcomes of Event #2:

Outcomes of Event #3:

Additional Notes:

3.1 TIPS: MEDIA CAMPAIGNS, INFORMATION & COMMUNICATION OUTREACH

PLAN & JOIN MEDIA CAMPAIGNS (During the CSW)

Campaign hashtag #1:

Campaign hashtag #2:

Campaign hashtag #3

Social media used during campaign (check media outlets used)

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<th>Facebook</th>
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<th>Email Blast</th>
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3.2 TIPS: MEDIA CAMPAIGNS, INFORMATION & COMMUNICATION OUTREACH

INFORMATION & TECHNOLOGY OUTREACH AT THE CSW

✓ Post on social media
  ► #WPS, #CSW(Session #) ex. #CSW62, @GNWP_GNWP, @UNWomen
  ► Highlight stand-out points from panelists in real time
  ► Share your reactions of events
  ► Post calls for action and make specific recommendations

✓ Meet the press

AFTER THE CSW

✓ Talk about CSW and follow-up actions
✓ Keep in touch with your contacts
✓ Continue to be active on social media
### 3.2 TIPS: MEDIA CAMPAIGNS, INFORMATION & COMMUNICATION OUTREACH

**DURING A MEETING**

Contact information of persons met:

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<th>Name of organization/individual</th>
<th>Twitter handle or facebook username</th>
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**Social media message #1:**

**Social media message #2:**

**Social media message #3:**
The following section provides worksheets to help CSW participants outline their goals and objectives for participating in the CSW session. This enables them to carefully plan their events and/or choose other events they will attend. They enable participants to make short and long-term goals; assess their audiences; and identify follow-up steps in their advocacy for the full and effective implementation of the women and peace and security resolutions.

Overall, this section will enable the CSW participants to reflect on their experience and advocacy efforts during the CSW, and provide them with a blueprint that can be utilized in subsequent years and in different international advocacy spaces.
OUR VOICE MAKES A DIFFERENCE:
Civil society advocacy on Women, Peace & Security

GOALS & ACTIVITIES WORKSHEET

WHY A CSW GOALS & ACTIVITIES WORKSHEET?

✓ Reflect on why you are participating
✓ Identify your goals
✓ Keep track of your activities
✓ Assess whether you met your goals
✓ Identify concrete next steps

You may fill out the worksheet as an individual or as an organization.
CSW REFLECTION

- Why is it important for you to attend the CSW?
- What specific information or insights will you gain from the CSW that you will not gain anywhere else?
- How will your lobbying and advocacy during the CSW impact on your work in your country or region?
- Is it the right time to do this lobbying and advocacy? Why?

SETTING YOUR GOAL(S)

Goals should be SMART:

- **Specific:** Who, what, when, why, how?
- **Measureable:** When will you know when it’s done? How much? How many? Dollars, number, volume, time, experience…
- **Achievable:** Can you actually make this happen?
- **Relevant:** How does this fit into you work on women, peace and security (WPS)? Is it the right time?
- **Time-bound:** When will you achieve this goal? What is your timeline/deadline?
ACTIVITIES

✓ CSW Official Meetings at the UN
✓ CSW Side/Parallel Events
✓ Targeted advocacy meetings
✓ Media, Information & Communication Outreach

SELF-ASSESSMENT

Goal assessment
Do you feel you have successfully achieved your goal?
✓ If yes, how so? Why do you think you were successful?
✓ If not, what are the factors that prevented you from achieving your goal(s)?

Next steps
✓ Identify follow-up steps in your WPS work, related to each of your CSW goals
CSW GOALS & ACTIVITIES WORKSHEET

This worksheet will help you identify your CSW goals and keep track of your activities in order to achieve these goals. You may fill out this form as an organization or as an individual.

NAME: ____________________________________________________________________________

ORGANIZATION: ___________________________________________________________________

DATE: ____________________________________________________________________________

Have you attended the CSW in previous years?  ☐ Yes  ☐ No
If yes, when?

CSW REFLECTION

Reflect on why you are participating in the CSW this year. Use the following questions to guide your reflections:

➢ Why is it important for you to attend the CSW?
➢ What specific information or insights will you gain from the CSW that you will not gain anywhere else?
➢ How will your lobbying and advocacy during the CSW impact on your work in your country or region?
➢ Is it the right time to do this lobbying and advocacy? Why?

SETTING YOUR GOALS

Summarize what you want to accomplish by participating in the CSW this year. Goals like to be SMART:

➢ Specific: Who, what, when, why, how?
➢ Measurable: When will you know when it’s done? How much? How many? Dollars, number, volume, time, experience…
➢ Achievable: Can you actually make this happen?
➢ Relevant: How does this fit into your work on women, peace, and security (WPS)? Is it the right time?
➢ Time-bound: When will you achieve this goal? What is your timeline/deadline?
**GOAL STATEMENT(S)**

<table>
<thead>
<tr>
<th>Goal 1</th>
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<th>Goal 2</th>
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<tr>
<th>Goal 3</th>
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* Use ADDITIONAL GOALS worksheet if you have more than 3 goals. However, focus on quality/achievability over quantity.
<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>TARGETS</th>
<th>TIMELINE</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
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<tbody>
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<td>What activities will you participate in to achieve your CSW goals?</td>
<td>Measurable desired outputs from each activity?</td>
<td>When? By When</td>
<td>What did you actually do?</td>
<td>What are the results from your activities?</td>
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</table>
## CSW SIDE & PARALLEL EVENTS

List your activities related to CSW Side & Parallel events.

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## MEDIA, INFORMATION AND COMMUNICATION OUTREACH

List the different means by which you will disseminate information and analysis of the CSW.

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## SELF-ASSESSMENT

Assess the degree to which you have accomplished your goal, and identify your next steps.

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<td>No</td>
</tr>
<tr>
<td>Goal 4 achieved?</td>
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<td>No</td>
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Civil society advocacy on Women, Peace and Security Toolkit
ADDITIONAL GOALS
But remember to focus on quality over quantity.

SETTING YOUR GOAL(S)
What do you want to accomplish by participating in the CSW? Goals like to be SMART:

➤ **Specific:** Who, what, when, why, how?
➤ **Measurable:** When will you know when it’s done? How much? How many? Dollars, number, volume, time, experience ...
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Goal __

Goal __

Goal __

Goal __
WORKSHEET EVALUATION

NAME: 

ORGANIZATION: ________________________________

DATE: ________________________________

Have you attended the CSW in previous years? □ Yes □ No

If yes, when?

1. On a scale of 1-3, how useful was this worksheet?
   □ Very Useful □ Somewhat Useful □ Not useful at all
   If the worksheet was very useful or somewhat useful, explain why. If the worksheet was not useful, why not?

2. What was/were the most useful section(s) of this worksheet? Why?

3. What was/were the least useful section(s) of this worksheet? Why?

4. How would you improve this worksheet? Please be specific. Thank you!
POWERPOINT AND TIPS SHEET EVALUATION

1. On a scale of 1-3, how useful was this worksheet?
   
   ☐ Very Useful ☐ Somewhat Useful ☐ Not useful at all
   
   *If the worksheet was very useful or somewhat useful, explain why. If the worksheet was not useful, why not?*

2. What was/were the most and least useful section(s) of the PowerPoint? Why?

3. What was/were the most and least useful section(s) of the worksheet? Why?

4. What was/were the most and least useful section(s) of the tips? Why?

5. How would you improve this toolkit? Please be specific. Thank you!
Like what we do? Support us!

Donate to support GNWP’s work! You can do it here.

Follow us on social media and help spread the word about the work we do!

Become a member – if you are an organization working on advocacy and action on the Women, Peace and Security agenda, and are interested in joining our member – apply today!