



# International Day of the Girl

11 October 2019

"GirlForce:  
Unscripted and Unstoppable"

GWI Advocacy Toolkit



Empowering women and girls through lifelong education for leadership, decision-making and peace. GWI, formerly IFUW, is in special consultative status with ECOSOC since 1947 and is an NGO maintaining official relations with UNESCO and ILO.

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# About the Toolkit



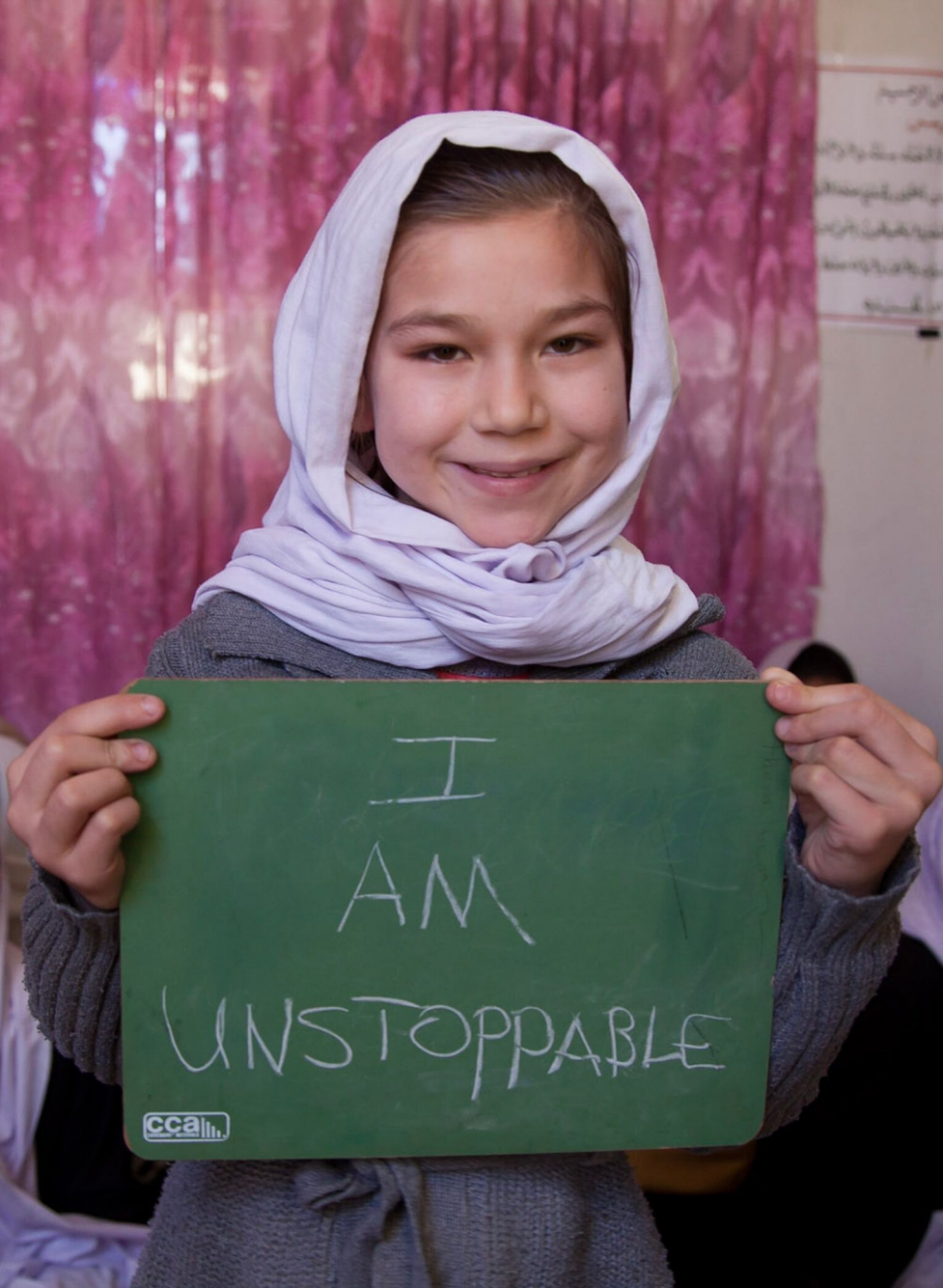
Graduate Women International (GWI)



## All you need to know about International Day of the Girl and how to get involved!

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Graduate Women International (GWI) is an organisation who advocates for quality and safe girls' education. This toolkit provides facts and statistical data on what has been achieved for girls in our society in terms of education since the adoption of the Beijing Declaration and Platform for Action in 1995. Alongside, the toolkit offers GWI's International Day of the Girl social media campaign, press release and advocacy ideas. Hereby, it serves our members and followers as a reminder of what has been achieved, further action required and how to do it.



## Celebrating **25 years** of progress for girls

In 2011, the UN General Assembly declared 11 October as the International Day of the Girl (IDOG). It is celebrated annually to recognise girls' rights and the unique challenges girls face around the world. Furthermore, it particularly highlights issues concerning gender equality.

This year is special because the Beijing Declaration and Platform of Action as well as the International Conference on Population and Development (ICPD) turn 25, whereas the Convention on the Rights of the Child (CRC) turns 30 this year. Let's celebrate these milestones together!





***“Girls are one of the most powerful change agents in the world and GWI continues to recognize their rights and uplift our collective voices so girls’ voices everywhere are heard. Educated girls help us drive positive change in their families, their communities, and the world over”.***

*Geeta Desai, GWI Past President 2016-2019  
(IDOG 2017)*

On IDOG 2019, GWI aims to celebrate the potential and vitality of girls worldwide by:

- Raising global awareness of the achievements on girls’ rights.
- Enhancing GWI National Federation and Association (NFA) engagement with GWI and each other.
- Creating NFA united ownership of GWI’s mission to advocate for girls’ empowerment, particularly in eliminating the barriers girls face when trying to acquire safe and quality education to meet current and future global needs and opportunities.

GWI and its NFAs are advocates for the safe access to quality girls’ education and women’s equality empowerment through access to secondary and tertiary education, and through training up to the highest levels. By sharing our togetherness in the fight for quality education, we demonstrate the dedication of our members and the efforts we put in for our cause. GWI considers that collective work will have a stronger impact in our communities.





# Milestones in girls' education

# 4

This is the number of international documents worth mentioning when speaking about the advancement in girls' rights.

Let's explore them together!

## Convention on the Right of the Child (1989)

This revolutionary treaty set out the idea that children are not merely objects belonging to their parents but rather individuals with their own rights. It has since become the world's most widely ratified human rights treaty in history (source: UNICEF & OHCHR).

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## ICDP (1994)

This document was adopted at the World Conference on Women in Beijing. It constitutes the most progressive blueprint ever for advancing the rights of girls, and calls for a world where every girl and woman can realise all her rights (source: UNICEF).

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## Beijing Declaration and Platform of Action (1995)

At this groundbreaking conference, 179 governments recognised that reproductive health, women's empowerment and gender equality are key to sustainable development (source: UNFPA).

.....



## Dakar Framework for Action (2000)

At the World Education Forum in Dakar in 2000, 164 governments pledged to achieve education for all and identified six goals to be met by 2015, with particular emphasis on girls' education. In that respect is the *GWJ Education for All Manifesto* stipulating that 100% of girls and women should achieve quality education beyond primary school. Find the Manifesto [here](#).

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## Sustainable Development Goals (SDGs) (2015)

These are a collection of 17 goals that aim at "leaving no one behind". The SDGs are an urgent call for action by all countries - developed and developing - that recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. The SDGs are at the heart of GWI's advocacy.



Graduate Women International (GWI)

# GWI Celebrates the Vitality of Girls Everywhere



The overarching theme for 2019, "GirlForce: Unscripted and Unstoppable", is of significant relevance to GWI primary mission of promoting the right to quality and lifelong education for girls and women at all levels and of enabling girls and women to apply their knowledge and skills in all aspects of their public and private lives.

This year, GWI draws attention to the strength, vitality and potential of girls and underlines the progress and achievements made in the past 25 years towards reaching the SDGs. In particular, SDG 4 stipulates free, equitable and quality education for all whereas SDG 5 advocates for gender equality and the empowerment of all women and girls.

In order to build on progress made in advancing girls' rights, GWI, its NFAs and independent members call on states to fully invest in their girls and young women. To do so from our side, GWI offers this awareness-building IDOG toolkit to engage the global community to advance girls through education. The toolkit consists of this toolkit as well as social media posts and press releases.

# GW! advocacy for girls' empowerment



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Every year to celebrate girls everywhere on IDOG, GWI advocates for girl empowerment via a social media campaign, press release and an advocacy toolkit. We often offer surprises, too, such as the organised in 2016! Click [HERE](#) to view a video from one of GWI's Girls Choices Empowerment Workshops.



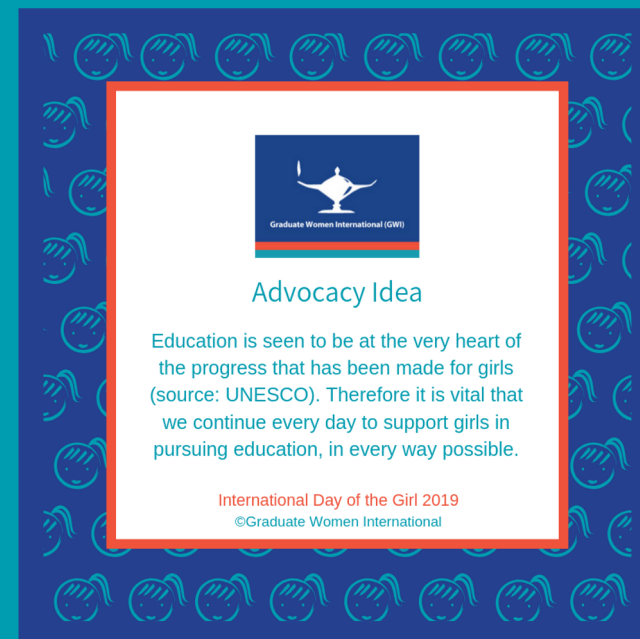
## GW! & NGOCSW Flashmob Dance

For IDOG 2016, GWI partnered with NGO Commission on the Status of Women (NGOCSW Geneva) to organise a flashmob dance on the Place des Nations in Geneva, in front of the UN campus. As Kate Gilmore, Deputy High Commissioner for Human Rights, expressed it: "We need to celebrate this one true natural resource we have, which is the unique ability and talent of girls. Without it, the world suffers. With it, the world has hope." Find the video of the flashmob [HERE](#).



## GW! Press Release

Ahead of IDOG 2019, GWI has released an exclusive press release reflecting on 25 years of progress for girls. Simultaneously, GWI celebrates the Convention on the Rights of the Child turning 30 this year. Click [HERE](#) to read the full press release and [HERE](#) to access the Press Release's NFA template.



## GW! Social Media Campaign

Beginning 9 October, GWI encourages all members, partners and friends to celebrate IDOG by FOLLOWING, PARTICIPATING and SHARING the GWI social media campaign offers three daily posts for Facebook, Twitter and LinkedIn each aimed to eliminate taboos, educate, galvanize support, and advance the status of girls worldwide. Click [HERE](#).



# Check out these other IDOG activities



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Every year, girls around the world are active on 11 October to advocate for social and political change. Here comes an overview of their events. Have you asked yourself how you can contribute? Have a look at the events, follow them on social media and spread the word!



## Girls Takeover

On every IDOG, Plan International organises Girls Takeover, where girls from all over the world step into leadership roles to demand equal power, freedom and representation for girls. This year's Girls Takeover challenges stereotypes reinforced by media and entertainment under the hashtag #RewriteHerStory. Find the video of last year's event [HERE](#).



## Girls Speak Out

Girls Speak Out Summit takes place every IDOG at the UN in New York. Girls from all around the world gather together to speak about the obstacles they face in everyday life. Find 2018 UN broadcast [HERE](#). Following the same spirit, the European Union (EU) organised a Girls Speak Out event in the European Parliament in Brussels on 9 October 2019.



## Girls Get Equal

On last year's Global Girls' Summit, the world's biggest girl-led global campaign for gender equality was launched by Plan International: Girls Get Equal. They hereby call out for girls to freely speak their mind, since every second girl feels like her view is not taken seriously.



*"Even in countries where the women's liberties are severely restricted, we found that girls are outperforming boys in reading, mathematics, and science literacy by age 15, regardless of political, economic, social or gender equality issues and policies found in those countries."*

David Geary, Professor of Psychological Sciences, University of Missouri



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Currently, girls lead boys in global academic achievement.



The majority of girls worldwide complete primary schools nowadays. Also, girls are longer in schools than ever before.



In developed countries, the average attendance rate went from 11.5 years to over 17 years today.



In the least developed countries, school life expectancy for girls jumped from 2.8 years in 1970 to 8.9 years today.



In Northern Africa and Western Asia, school life expectancy went from 5.3 to 12.7 years and in sub-Saharan Africa from 3.3 to 8.8 years.



The global average indicates recently girls attend school for more than 12 years, whereas it was only 6.7 years in 1970.

### **This progress achieved in girls' education is said to influence other positive achievements in girls' lives:**



In most countries, the gender pay gap is falling and gender-equal inheritance systems are becoming the norm.



Over the past 50 years, the global fertility rate has dropped by 50% and stands today at below 2.5 children per woman.



Female life expectancy has increased from a global average of 60 years in 1970 to around 74 years today. High-income countries pushed it to almost 84 years, whereas the least developed countries rose female life expectancy from 45 years to 66 years today.

Source: UNESCO

## **Fact Sheet: Progress on girls' education**

Despite challenges, girls around the world never cease to overcome barriers and express their limitless potential:  
Read on to learn more!



Around 130 million girls between 6 and 17 do not go to school.



15 million girls of primary school age will never enter a classroom.



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In 2015, GWI issued a Policy Paper in relation to safe access to education for all girls and women, which identified the most important barriers to a safe access to education for girls. These barriers are:



Armed conflict



Crime, extremist ideologies and or corruption



Families keeping their girls at home



Significant distance to the nearest school



Social and economic barriers



Bullying



Sexual harassment or aggression

The complete Policy Paper can be found [HERE](#).

**However, challenges remain...**

# Time for Action!



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Even with the many recent achievements to promote girls' education, there is still much more to be accomplished. So get active and support the girls in your community! If you need inspiration, follow GWI on social media and follow the events of girls activists around the world. Let's get active together!





# IDOG Advocacy Ideas

## Get involved with GWI:

- Advocate for girls' rights by joining forces with a GWI affiliate in your area.
- Subscribe to the **GWI Update newsletter**.
- Follow, Like and Share GWI on Facebook, Twitter and Instagram and LinkedIn. We post daily and run comprehensive gender campaigns.

## What can you do in your community?

- Create a group to promote gender-friendly environments in your neighbourhoods and local schools.
- Encourage girls to actively participate in safe social networks where their collective voices can be heard.
- Initiate and mobilise girls' education campaigns for the marginalised areas of your community; disadvantaged girls need you.
- Volunteer at local schools to make classrooms more girl-centred and gender-sensitive and rooted in the life and environment of the community.
- Run a fundraising campaign so more girls can participate in sports; involvement in sports contributes to gender parity in education.
- Volunteer to translate school materials into languages needed to reach refugees.
- Encourage and enable young mothers to return to school.
- Gather gender-specific education statistics and present to national school leaders as awareness building for change.
- Work with local child specialists to support girls who are marginalised to social environments beyond their immediate families.
- Form a group who will ensure girls have a safe journey to school, free from violence.



***“Further action is needed to support girls because they continue to face a range of barriers throughout their lives. These include technical barriers such as a lack of proper facilities in schools to help managing menstruation, economic barriers such as the cost of childcare, and cultural barriers such as denial of education due to gender”.***

*Terry Oudraad, GWI President  
(IDOG 2019)*



# Advocate to your government

GIRLS JUST  
WANNA HAVE  
FUNDAMENTAL  
HUMAN RIGHTS



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## Local, National and International Advocacy Ideas

- Advocate for teachers trained in gender sensitivity and child rights.
- Campaign to eliminate gender bias from textbooks and learning materials.
- Urge for local language classes for refugees.
- Create a local Anti-Bullying Task Force to eliminate bullying and sexual aggression from schools.
- Create a community awareness program to raise awareness about
  - the socio and economic benefits of quality-educated girls to the girls, their families
  - and communities; include human rights education on the school curricula.
- Urge for alternative education to attract girls who have dropped out of school, work or live in a conflict area.
- Advocate to make schools a safe environment from within and surrounding.
- Create a group to appeal for adequate, safe water and sanitation in schools.



# Upcoming **Key Events** and **Days of Observance**



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- **11 October 2019** – International Day of the Girl; digital movements and events globally, including Working Group on Girls Speak Out event at New York, Plan International's Girls Takeover; Release of UNICEF's report on 25 years of progress for girls
- **26-30 October 2019** – Futurizing Beijing and Europe Regional Beijing 25+ Consultation
- **12-14 November 2019** – The Nairobi Summit on ICPD25: Accelerating the promise
- **20 November 2019** – World Children's Day: 30th Anniversary of CRC
- **25 November - 10 December 2019** – International Day for the Elimination of Violence against Women 16 Days of Activism
- **8 March 2020** – International Women's Day
- **9-20 March 2020** – 64th Commission on the Status of Women: 25th Anniversary of the Beijing Declaration and Platform of Action
- **15-30 September 2020** – UN General Assembly



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## About **GW**I

GW I is a membership-based international non-governmental organisation located in Geneva, Switzerland, with presence in some 60 countries with our NFAs and independent members. Founded in 1919, GW I is the leading girls' and women's global organisation advocating for women's rights, equality and empowerment through access to quality education and training up to the highest levels. GW I is in special consultative status with the UN Economic and Social Council (ECOSOC) since 1947 and maintains official relations with the UN Educational, Scientific and Cultural Organisation (UNESCO) as well as International Labour Organisation (ILO).

GW I operates with a small yet dedicated staff consisting of an Executive Director, a Junior Office Administrator, and a host of committed interns and volunteers. Additionally, our work is possible with the support of our tireless Board of Directors.

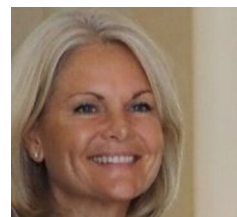
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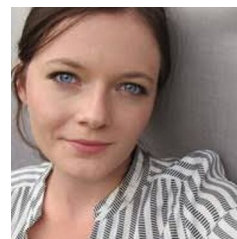
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