



For sexual and reproductive health and rights



Healthy Entrepreneurs



OXFAM IBIS



TWITTER STORM

Gender Equality by 2030: Urgency and Action

10–14 July 2017

#FlowNL #HLPF2017 #SDG5

Members of the Funding Leadership and Opportunities for Women (FLOW) community invite you to participate in **a week-long Twitter storm** to elevate the urgency of – and accelerate progress toward – **Sustainable Development Goal 5 (SDG 5): Achieve gender equality and empower all women and girls.**

This social media event will take place during the **United Nation's 2017 High-Level Political Forum (HLPF) on Sustainable Development.** Each day of the storm will be hosted by one or more FLOW members and will have a specific theme.

HOW TO PARTICIPATE

- Each day during the Twitter storm (10–14 July 2017), **tweet out the suggested messages** on the following pages – or create your own!
- Keep in mind **each day's specific theme** when posting your messages.
- Post tweets **at any time throughout the day** during the week of the Twitter storm.
- Include **hashtags #FlowNL** and **#HLPF2017** in your tweets, as well as hashtag **#SDG5**.
- For maximum impact, mention the **handle of the co-host** who is leading each day of the storm.
- Mention **key target handles**, including those target member states who are under voluntary review: <https://sustainabledevelopment.un.org/hlpf#vnrs>
- Feel free to use the **accompanying social media graphics** in your posts to sustain the momentum of the Twitter storm, and invite others to join in this collaborative effort.
- For more information, contact Anjani Abella, Rutgers (a.abella@rutgers.nl); Nina Ford, Promundo (n.ford@promundoglobal.org); and Wessel van den Berg, Sonke Gender Justice (wessel@genderjustice.org.za).



BACKGROUND

From 10 to 19 July, government and civil society representatives will convene in New York for this year's High-Level Political Forum (HLPF) on Sustainable Development. Titled "Eradicating Poverty and Promoting Prosperity in a Changing World", the forum will review six Sustainable Development Goals (SDGs). Among these, Goal 5: Achieve gender equality and empower all women and girls, and its specific targets, best resonate with the FLOW community's vision of a gender-just society.

For those of us who are unable to attend these high-level meetings, we turn to the power of social media, to lend our support and our voices to elevate the urgency of – and accelerate progress toward – SDG 5.

TWITTER STORM GOALS

1. Elevate the urgency of achieving SDG Goal 5: Achieve gender equality and empower all women and girls.

Strategies include: highlighting pervasive, existing inequalities and their consequences; highlighting the benefits for women, children, men, and societies when gender equality is achieved.

2. Provide innovative, evidence-based solutions for accelerating progress towards the achievement of SDG Goal 5.

Strategies include: highlighting evidence, promising approaches (programmatically and with regard to policy change) that have contributed to advancing gender equality, women's rights, and the well-being of women, children, men, and societies.

TWITTER STORM THEMES

Each day of the Twitter storm will focus on a specific target or aspect of SDG 5 and will be led by one of the storm's co-hosts:

Monday 10 July

Theme: Women's Economic Rights Advance Economies, Sustainable Development, and Improve Livelihoods

Host: Simavi, Solidaridad, and Healthy Entrepreneurs

Tuesday 11 July

Theme: Men and Women Ending Gender-Based Violence

Host: Prevention+ Consortium (Rutgers, Promundo, and Sonke Gender Justice)

Wednesday 12 July

Theme: Looking Through the Mirror: A Global Review of SDGs

Host: Hivos

Thursday 13 July

Theme: Addressing Unpaid Care Work to Enable Women's Economic Empowerment

Host: ActionAid

Friday 14 July

Theme: Achieving the SDGs Through Holistic Approaches

Host: Women for Women International

DAY 1: MONDAY 10 JULY

Women's Economic Rights Advance Economies, Sustainable Development, and Improve Livelihoods

Hosted by: Simavi @SimaviNL

Healthy Entrepreneurs @HealthyEntrepren

Solidaridad @solidaridad_nl @Solidaridadnetw

SUGGESTED TWEETS

KEY MESSAGES

Gender-specific social & economic barriers that women & girls face have a significant impact on their health & well-being #FlowNL #HLPF2017

Investing in women's economic empowerment sets a direct path towards gender equality #FlowNL #HLPF2017 #SDG5

Women's economic rights, especially in relation to work & income, advance economies, sustainable development and improve livelihoods #FlowNL

Establishing and implementing gender strategies, under the #SDG framework, can empower women economically. #FlowNL #HLPF2017

Remove discriminatory legislation & provide positive policy & legal environment that supports women's economic empowerment #FlowNL #HLPF2017

Women earn 24% less than men for the same work. #FlowNL #HLPF2017

Globally, women perform 66% of the world's work, earn 10% of the world's income & own less than 1% of the world's property #FlowNL #HLPF2017

When women can access work environments where they're accepted & treated equally, they can better contribute and benefit #FlowNL #HLPF2017

Empowering women economically can reduce the risk of violence #FlowNL #HLPF2017 #SDG5

Denying women's economic rights is a form of violence against women. Empower women to end #VAWG #FlowNL #SDG5 #HLPF2017

Women state economic empowerment as being the single most important and desired intervention to address domestic violence #FlowNL #HLPF2017

We need to achieve gender equality and empower all women and girls to achieve #Agenda2030 #leavenoonebehind #SDG5 #FlowNL #HLPF2017

When women are economically empowered the whole country will benefit. Gender equality strengthens national economies #FlowNL #HLPF2017 #SDG5

#Agenda2030 should deliver gender equality and empower all women and girls #SDG5 #FlowNL #HLPF2017 #womensrights

There is no greater indicator of an innovative culture than the empowerment of women #FlowNL #HLPF2017



DAY 2: TUESDAY 11 JULY

Men and Women Ending Gender-Based Violence

Hosted by: **Prevention+ Consortium #PreventionPlus**
Rutgers @RutgersNL
Promundo @Promundo_US
Sonke Gender Justice @SonkeTogether

SUGGESTED TWEETS

KEY MESSAGES

We must address men’s role in preventing future gender-based violence in order to achieve #SDG5. #FlowNL #HLPF2017 #PreventionPlus

A culture based on equality & respect for women’s rights leads to inclusive societies. Time to work together #FlowNL #calltoaction #SDG5

1 in 3 women experiences physical or sexual violence, often by an intimate partner. All of us must work to #endGBV. #FlowNL #HLPF2017 #SDG5

133 to 275 million children witness violence at home each year. Let’s work together to stop the cycle of #GBV. #FlowNL #HLPF2017 #SDG5

Approx. 3.7% of GDP is lost due to #GBV—more than 2x what governments worldwide spend on education. #FlowNL #HLPF2017 #SDG5

To achieve #SDG5, ALL of us need to be partners in the process of ending gender-based violence. #FlowNL #HLPF2017 #PreventionPlus

Engaging men as equitable, involved fathers can reduce #GBV. Program P is one promising approach. <http://bit.ly/1cNtkEa> #FlowNL #HLPF2017

Program H works to #endGBV by encouraging young men to transform rigid norms related to gender. <http://bit.ly/1QWcaG1> #FlowNL #HLPF2017

Counselling can help promote more respectful relations in couples who experience intimate violence <http://bit.ly/2shKXDP> #FlowNL #HLPF2017

Programs that transform gender norms prompt men to practise equitable relations <http://bit.ly/2e23nCm> #FlowNL #HLPF2017 #PreventionPlus

There is a wealth of MenCare+ #evidence to #endgbv. Govts must act now <http://bit.ly/2rK4f5z> #FlowNL #calltoaction #SDG5 #PreventionPlus

#SexEd for boys must go beyond sexuality & health, and include lessons on #genderequality <http://bit.ly/2rXnFUB> #FlowNL #HLPF2017

Gender-based violence #GBV occurs when persons/groups are targeted on the basis of their gender or sex #PreventionPlus #FlowNL #HLPF2017



More involvement by dads in the care of their children can reduce #GBV #FlowNL #HLPF2017 #PreventionPlus

Harmful gender norms can only be eradicated if men and boys, women and girls work TOGETHER #FlowNL #HLPF2017 #PreventionPlus

FACT: When children witness violence at home they are more likely to grow up to become victims or perpetrators of abuse #endGBV #FlowNL #HLPF2017

Gender-based violence is a human rights violation. Young and adult men: work WITH women to stop the cycle of #GBV! #FlowNL #HLPF2017 #SDG5

To achieve #SDG5 the social norms that enable #GBV must be transformed to respect & equality. #FlowNL #HLPF2017 #PreventionPlus



DAY 3: WEDNESDAY 12 JULY

Looking Through the Mirror: A Global Review of SDGs

Hosted by: Hivos @hivos

SUGGESTED TWEETS

KEY MESSAGES

Since 1990 preventable child deaths declined by over 50% globally. Maternal mortality also fell by 45% worldwide. #SDG3 #FlowNL #HLPF2017

Women's participation in single/lower houses of national parliaments reached 23.4% in 2017, 10% higher than in 2000. @wipsuzim #FlowNL #SDG5

REVIEW OF SDG 3

More than 6 Mil children still die before their 5th birthday annually. #SDG3 #FlowNL #HLPF2017 @hivos @unzimbabwe

16000 children die daily from diseases such as measles & tuberculosis, avoidable through prevention, treatment & education #HLPF2017

#SDGs make a bold commitment to end the epidemics of AIDS, tuberculosis, malaria and other communicable diseases by 2030. #FlowNL #HLPF2017

#AIDS is now the leading cause of death among teenagers in sub-Saharan Africa—a region still severely devastated by the HIV epidemic #FlowNL

How can we best strengthen health systems to address #NCDs? #SDG3 #FlowNL #HLPF2017 @zadhrdoctors @drdparirenyatwa

REVIEW OF SDG 5

#Gender inequality persists worldwide, depriving women and girls of their basic rights and opportunities. #SDG5 @wcozimbabwe #flowNL

#ChildMarriage is declining, but not fast enough. #SDG5 #FlowNL @wcozimbabwe @tagalife @unzimbabwe @hivos

Available data indicate time spent on domestic chores accounts for a large proportion of the gender gap in unpaid work. #FlowNL #HLPF2017

Women are more likely to live in poverty than men due to unequal access to paid work, education and property @wipsuzim #FlowNL #SDG5

In the majority of 67 countries with data from 2009-15, <1/3 of senior and middle management positions were held by women. #FlowNL @hivos

Gender equality and the empowerment of women and girls will require more vigorous efforts, including legal frameworks #FlowNL @wolrec @hivos

Deeply rooted gender-based discrimination often results from patriarchal attitudes & related social norms. @panos_psaf @hivos #FlowNL #SDG5

DAY 4: THURSDAY 13 JULY

Addressing Unpaid Care Work to Enable Women's Economic Empowerment

Hosted by: ActionAid @ActionAid

SUGGESTED TWEETS

KEY MESSAGES

Women farmers' unequal burden of #UnpaidCareWork = little time to learn about + practice sustainable productivity #FlowNL #HLPF2017 #SDG5

#UnpaidCareWork is recognised in SDGs but often not at community or national government levels. This must change. #FlowNL #HLPF2017 #SDG5

Jamila, Bangladesh "It is very difficult for me to manage extra time for producing vegetable after #UnpaidCareWork." #FlowNL #HLPF2017 #SDG5

POWER baseline from @actionaidrwanda – women do 3 x amount of household/care work that men do #UnpaidCareWork #FlowNL #HLPF2017 #SDG5

Our approach of #ClimateResilientSustainableAgriculture can be a tool to reduce #UnpaidCareWork #FlowNL #HLPF2017 #SDG5

POWER baseline from @ActionAidGhana: 90%+ use firewood for cooking – reducing this reduces #UnpaidCareWork and helps env #FlowNL #HLPF2017

#ViolenceAgainstWomen restricts women's movements and limits economic empowerment. It must be considered in all our work #FlowNL #HLPF2017

POWER baseline shows desire to avoid #ViolenceAgainstWomen can drive women to do #UnpaidCareWork "round the clock" #FlowNL #HLPF2017 #SDG5

#UnpaidCareWork is recognised in SDGs but often not at community or national government levels. This must change. #FlowNL #HLPF2017 #SDG5

POWER project baseline from @AABangladesh – only 8% of women have access to childcare centres #UnpaidCareWork. #FlowNL #HLPF2017 #SDG5

@actionaidrwanda POWER project addresses #UCW + promotes use of #ClimateResilientSustainableAgriculture for women farmers #FlowNL #HLPF2017

Women obtaining fuel wood plants in Pakistan POWER project to reduce burden of #UnpaidCareWork #FlowNL #HLPF2017 #SDG5

New water tap supported by @ActionAidGhana reduces time spent on #UnpaidCareWork: so more time for farming #FlowNL #HLPF2017 #SDG5

DAY 5: FRIDAY 14 JULY

Achieving the SDGs Through Holistic Approaches

Hosted by: [Women for Women International @womenforwomenuk](#)

SUGGESTED TWEETS

KEY MESSAGES

Stronger women build stronger nations! Marginalised women survivors of war can be supported to be agents of change. #HLPF2017 #FlowNL

Governments must invest more in holistic & long-term support for women affected by war. Learn more <http://bit.ly/2r0qVlg> #FlowNL #HLPF2017

Thanks to our work w/ @NLWomensrights 1,707 women completed our training on #genderequality in Afghanistan & Nigeria #HLPF2017 #FlowNL

Learn more about our commitments to the #GlobalGoals bit.ly/2r0qVlg #FlowNL #HLPF2017

Learn about the 3 key ways that we are contributing to #LeaveNoOneBehind & the #GlobalGoals <http://bit.ly/2r0qVlg> #FlowNL #HLPF2017

“Thank you for having brought light to our community” @BritaFS shares impact of #FlowNL in Nigeria bit.ly/2m1uIMa #HLPF2017

We’ve worked with over 15,000 men to become advocates for equality: bit.ly/2sV6MgJ @NLWomensrights #FlowNL #HLPF2017

Thanks to our work w/ @NLWomensrights, 45% of women served reported greater decision-making: vital for gender equality! #FlowNL #HLPF2017

How we are working w/ @NLWomensrights to support women to deliver the changes they want: <http://bit.ly/2tLDS0r> #FlowNL #HLPF2017

Implementers of #GlobalGoals must identify and invest in the most vulnerable #women. Learn more <http://bit.ly/2r0qVlg> #FlowNL #HLPF2017


21% of participants who graduated from our programme thanks to @NLWomensrights report increase in self-efficacy #FlowNL #HLPF2017

After our #FlowNL training for men in DRC, Nigeria & Afghanistan they report 34% increase in actions to support women’s rights. #HLPF2017

Graduates from our #FlowNL programme report a 13% increase in actions taken to tackle violence. #HLPF2017 @NLWomensrights

Basic health education enables women to best protect their family’s well-being [ht.ly/Yf9c30c0ua2](http://bit.ly/Yf9c30c0ua2) #FlowNL #HLPF2017

Globally, our graduates report avg daily personal earnings of \$1.07 compared to \$0.34 at enrolment bit.ly/WfWIOurImpact #FlowNL #HLPF2017



“I feel that I am a new person with new ideas and plans” – read Zhal’s inspiring story:
bit.ly/2r0F8P2 #FlowNL #HLPF2017

“I learnt that a man and woman have equal rights. This lesson has opened my eyes,”
Roseline bit.ly/2r0Hyxj #FlowNL #HLPF2017

Ghulum works to support the women in his community through our men’s engagement
programme bit.ly/2rzLjqt #FlowNL #HLPF2017

We envisage a world where all women determine the course of their lives & reach their
potential <http://bit.ly/2IFBIDt> #FlowNL #HLPF2017

Our commitments to help marginalised women build their capacity: bit.ly/2IFBIDt #FlowNL
#HLPF2017