



WOMEN DELIVER 2019 MOBILIZATION CANADA

MOBILIZATION TOOLKIT

OVERVIEW

The Women Deliver 2019 Conference will take place 3-6 June 2019 in Vancouver, Canada and will be the world's largest conference on gender equality and the health and wellbeing of girls and women in the 21st century. The fifth triennial Women Deliver global conference comes at a time when the global terrain for girls and women continues to shift and as progress in health, education and economic and political participation of women is urgently needed.

In the last year, global movements for gender equality have galvanized world attention, and captured the headlines and gender equality is a central theme under Canada's G7 Presidency.

It is against this backdrop that we can and must seize the opportunity that the Women Deliver 2019 Conference presents. This is much more than a single event or moment for Canadian and international delegates to gather. It is a motivating platform to advance the conversation and the public's engagement around gender equality and the health, rights and wellbeing of women and girls.

Women Deliver 2019 Mobilization Canada is a rallying cry for girls and women's empowerment. The mobilization provides partners, allies and supporters greater visibility for their work and action, as well as opportunities to expand their networks and connect with coalitions and stakeholders from various sectors and backgrounds. It facilitates cross-issue dialogue, understanding and collaboration to strengthen advocacy agendas and policy recommendations.

"Women Deliver 2019 is a chance for all of us to come together, step up, and do our part to make gender equality a reality"

- The Right Honorable Justin Trudeau, Prime Minister of Canada



WHY NOW?

The evidence is clear. When you invest in girls and women, there is a ripple effect that reaches families, communities and nations. Whether it's enacting laws to protect against gender-based violence, recognizing the central role sexual health and rights play in health equity, increasing the representation of women in politics or encouraging their participation in the economy, we must close the gaps that still exist around the world. Here in Canada, even though we have made significant progress, we cannot realize our country's full potential without the full participation of *everyone*.

Accelerating progress toward gender equality is not only imperative for a healthy and just society, it also delivers a growth dividend for everyone. According to the McKinsey Global Institute (MGI), fully closing gender gaps in work would add up to \$28 trillion in annual GDP by 2025 and Canada could add \$150 billion in incremental GDP by 2026.

Now is the time to be aspirational.

WHAT CAN YOU DO?

KEY MESSAGES

- Canada will be the host country for the Women Deliver 2019 Conference - the world's largest conference on gender equality and the health, rights and wellbeing of girls and women in the 21st century.
- More than 6,000 world leaders, parliamentarians, royals, private sector executives, civil society leaders, young people, advocates, academics, activists, and journalists from over 160 countries will gather in Vancouver from 3-6 June 2019. More than 100,000 more will participate online and in satellite sessions across the globe before, during, and after the event.
- Women Deliver 2019 Mobilization Canada is a motivating platform that provides an opportunity to advance the conversation and the public's engagement around gender equality and the health, rights and wellbeing of women and girls.
- From CEOs to artists to government officials to non-profit leaders to athletes to teachers to parents - everyone has a role to play to make the world a better place for girls and women.
- When women and men do not have equal access to resources or equal opportunities to take part in decision-making, there are direct economic and social costs.

This toolkit is for anyone who believes passionately in the power of movements and the rights, health and wellbeing of women and girls. We hope this toolkit will support you to carry out your own mobilization efforts.



- Canadians are stepping up. They are organizing from coast to coast to coast to get the whole country to participate in events, discussions and activations leading up to the conference, and beyond.
- To power progress for girls and women, diverse groups must work together to make change. By seizing the global spotlight that comes with serving as host country, Canadians from all walks of life are actively creating a more gender equal world. Canada is a leader when it comes to gender equality, but there is still work to be done.
- According to a 2017 report from the McKinsey Global Institute, progress toward gender equality has actually slowed in Canada over the last 20 years. In fact, at current rates, gender gaps could take 30 to 180 years to close in the country. For example, it would take 30 years to close the wage gap, 140 years to close the STEM (science, technology, engineering and mathematics) occupation gap, and 180 years to close the gap in entrepreneurship. Fully closing the #GenderGap in work would add up to \$28 trillion to the global GDP by 2025.
- Make this the year that all Canadians, across all sectors, step up for girls and women across the country and around the globe.

COMMUNICATIONS

There are many ways to raise awareness about women and girls' health, rights and wellbeing and gender equality, influence decision-makers and contribute to lasting change. The examples of activities listed below can be combined or new ones can be created depending on interests and your network's capacity and experience.

NEWSLETTER ARTICLE

Use the template below to include an article on the mobilization efforts in your next newsletter:

Women Deliver 2019 Conference is coming to Canada! More than 6,000 world leaders, parliamentarians, royals, private sector executives, civil society leaders, young people, advocates, academics, activists and journalists from more than 160 countries will gather in Vancouver from 3-6 June, 2019.

The Conference is much more than a single event or moment. It is a motivating platform to advance the conversation and, across Canada, organizations and individuals are mobilizing to spread awareness about the health, rights and wellbeing of women and girls. By seizing the global spotlight that comes with serving as host country, Canadians can actively contribute to creating a more gender equal world.

Let's make this the year that all Canadians, across all sectors, step up for girls and women across the country and around the globe! Find out how you and/or your organization can [join Women Deliver 2019 Mobilization Canada](#).

OP-ED / LETTER TO THE EDITOR

Contact your local newspaper and submit an op-ed or a letter to the Editor on the issue of gender equality and women and girls' health, rights and wellbeing. Click here to find contact information for Canadian Publications, from Informed Opinions, which is also a great resource to assist you with writing a good commentary.

BLOG POST

Write a blog post on your own blog or as a guest writer on someone else's blog. Use the Key Messages in this toolkit for inspiration.

MEDIA

Reach out to local media to inform them about your actions/about WD2019. Who knows, they may even want to interview you!

SOCIAL MEDIA:

HASHTAGS: #WeDeliver2019 #Délivrons2019
GRAPHICS FOR SOCIAL MEDIA – CLICK HERE

TEASER TWEETS

- The #WD2019 Countdown has begun! This is more than a moment in time, it's an opportunity for change. Join the #WeDeliver2019 mobilization efforts to spread awareness about women & girls' health, rights & wellbeing in #Canada and the world www.WeDeliver2019.ca
- #WeDeliver2019 on #genderequality and women & girls' health, rights and wellbeing in #Canada and around the world. Do YOU? Visit www.WeDeliver2019.ca to learn more & join the movement!

GENERAL TWEETS

- People from all over the world are coming to #Canada in 2019 to champion the health and rights of women & girls. We are calling on YOU to join us to ensure #WeDeliver2019! Learn more & join the movement: www.WeDeliver2019.ca
- Join #WeDeliver2019 and tell the world how YOU are delivering on #genderequality and supporting the health and rights of women & girls in #Canada around the world: www.WeDeliver2019.ca
- From CEOs to farmers, athletes to parents, people across #Canada are mobilizing to make the world a better place for girls and women! Find out how YOU too can join the #WeDeliver2019 movement: www.WeDeliver2019.ca

FACEBOOK POSTS

- The countdown has begun! In 2019, thousands of leaders, advocates, experts and youth will come together in Canada for the world's largest conference on gender equality and the health and rights of women & girls. Find out how YOU can join the movement and be a part of Canada's mobilization efforts to make the world a better place for girls and women everywhere #WeDeliver2019: www.WeDeliver2019.ca
- From CEOs to farmers, athletes to parents, people from all over Canada are mobilizing to advocate for the health and rights of women & girls everywhere! Find out how YOU too can join the #WeDeliver2019 movement: www.WeDeliver2019.ca

INSTAGRAM

Share a photo to demonstrate how/why/with whom you are participating in Women Deliver 2019 Mobilization Canada!

- From CEOs to farmers, athletes to parents, people from all over Canada are mobilizing to make the world a better place for girl and women! Find out how YOU too can join the #WeDeliver2019 movement: www.WeDeliver2019.ca
#Canada #WD2019 #women #girls #globalhealth #genderequality #rights #LeadOnCanada
- People from all over the world are coming to #Canada in 2019 to champion the health rights of women & girls. We are calling on YOU to join us to ensure #WeDeliver2019! Learn more and join the movement: www.WeDeliver2019.ca
#Canada #WD2019 #women #girls #globalhealth #genderequality #rights #LeadOnCanada

RECRUITING EMAIL TEMPLATE:

Women Deliver 2019 Mobilization Canada

We're/ I am excited to announce that Women Deliver 2019 Conference is coming to Canada! More than 6,000 world leaders, parliamentarians, royals, private sector executives, civil society leaders, young people, advocates, academics, activists, and journalists from more than 160 countries will gather in Vancouver from 3-6 June 2019.

This is much more than a single event or moment for Canadian and international delegates to gather. It is a motivating platform to advance the conversation and the public's engagement around gender equality and the health, rights and wellbeing of women and girls.

Women Deliver 2019 Mobilization Canada serves as a vehicle for action and is a rallying cry for unity in the name of gender equality and girls and women's empowerment. The mobilization provides partners, allies, and supporters with opportunities to expand their networks and connect with coalitions and stakeholders from various sectors and backgrounds.

As advocates for girls' and women's health, rights and wellbeing, we encourage you to join Women Deliver 2019 Mobilization Canada by organizing events, discussions and actions leading up to the conference and beyond.

Want to learn more? You can also:

Get more details at www.WeDeliver2019.ca
Like the Mobilization Campaign on [Facebook](#)
Follow the Mobilization Campaign on [Twitter](#)

Don't miss out on this great opportunity!

Warmly,

[insert your name here]

EVENTS:

Plan a local event to raise awareness and get more people involved in the Mobilization efforts. Some event ideas are listed below. Feel free to come up with your own!

- Panel discussions - Host a panel discussion and invite your colleagues, friends, and decision makers
- Sporting events, (bicycle rides for women/dad & daughter/men wearing special t-shirts, yoga, run, bowling, etc.)
- Film screening + follow-up discussion
- Art show/exhibition
- Training on Gender Based Analysis
- Fundraising for local women's rights charity
- Conference viewing party
- Launch of [new policy], [new report], etc.

INFORMAL EVENTS:

Use an already scheduled event or get-together as an opportunity to bring people together to discuss gender equality and the health, rights and wellbeing of girls and women. Below are some suggestions:

- Fireside chat discussion: at your company's annual strategic retreat, host a fireside chat discussion about how to empower women in the company.
- Coffee break discussion: for companies or organizations this is a good way to get employees involved)
- Host a gender equality, and health, rights and wellbeing for women and girls themed dinner/lunch/breakfast
- Reading groups (e.g. feminist book clubs)
- Email or meet your MPP/MP/city councillor to talk to them about gender equality and health, rights and well-being for women and girls.

We are happy to support and amplify your events and actions. Please register them on the Events Calendar and make sure to tag us on social media.

We are also happy to share our Women Deliver 2019 Mobilization Canada visuals to increase the visibility of your events and actions.

Use the official IN CELEBRATION OF WOMEN DELIVER 2019 logo to increase the visibility of your events and actions. Download the logo and visuals here.



NEED MORE INFORMATION?
CONTACT: jsavard-shaw@canwach.ca

**STAY UP TO DATE ON ALL THINGS
MOBILIZATION!**

FOLLOW ON:
TWITTER: @CanadaWD2019
FACEBOOK: @CanadaWD2019

