

## **GEAR UP**

### **Join the Campaign!!**

#### **BUILDING A UNITED NATIONS THAT REALLY WORKS FOR ALL WOMEN**

CAMPAIGN FOR STRONGER GENDER EQUALITY ARCHITECTURE REFORM (GEAR) AT THE UN

***Your contribution to advance the work of the Campaign is key.  
We do not only want your signature, we want your ideas and actions!***

#### **Suggested Actions:**

- ☐ **Organize** presentations and discussions on how to build a UN that really works to advance women's rights and gender equality in your country and regions.
- ☐ **Produce** and disseminate materials that share information about your work and the connection with the Campaign, e.g. "How does having a stronger UN working for women impact your work?"
- ☐ **Prepare** articles, editorials and contact your local media to disseminate news on the Campaign.
- ☐ **Plan** a meeting (briefings) with the head of your National Women's Machinery and with relevant authorities from the Ministry of Foreign Affairs to present the Campaign and our key demands.
- ☐ **Share** information about GEAR and with other interested organizations in your country/region and encourage them to join the Campaign.
- ☐ **Speak** with relevant UN agencies/missions and government officials in your country/region and present the key demands of the Campaign while exploring potential joint work that could be advanced.
- ☐ **Translate** key Campaign material to other languages from your country or region and broadly disseminate these materials.
- ☐ **Design** and develop your own Campaign materials to raise awareness in your national context.
- ☐ **Generate** language that relates the Campaign to your own national context and work.
- ☐ **Develop** specific list serves or use existing ones to share information at the national level about the Campaign.
- ☐ **Create** pop music or short stories to raise awareness in an interactive way.
- ☐ **Engage** with bloggers or other opinion makers (both in formal and non-formal media) to publish (write) material about the Campaign on a regular basis.
- ☐ **Film** short videos that could be circulated online (among women's rights organizations) about "what is at stake for women's rights and gender equality" in relation to the GEAR Campaign.
- ☐ **Organize** meetings and consultations with grassroots women's organizations on the importance of their contributions to the Campaign.
- ☐ **Incorporate** the Campaign key demands and agenda in upcoming national and/or regional forums.
- ☐ **Collect** and document stories that show ways in which UN agencies have actually work for women on the ground.
- ☐ **Involve** and mobilize mainstream media to address the Campaigns main concerns.
- ☐ **Remain** informed about UN reform processes currently being implemented in different UN agencies to ensure the gender units and/or funding are strengthened and not weakened in the process.

**TO JOIN THE GEAR CAMPAIGN, EMAIL [gearcampaign@gmail.com](mailto:gearcampaign@gmail.com)**