

# **CALL TO ACTION** **on Protection from** **Gender-based Violence** **in Emergencies:**

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The Call to Action is a multi-stakeholder initiative launched in 2013 that aims to fundamentally transform the way gender-based violence (GBV) is addressed in humanitarian emergencies. The goal is to drive change and foster accountability so that every humanitarian effort, from the earliest phases of a crisis, includes the policies, systems and mechanisms to mitigate GBV risks, especially violence against women and girls, and to provide safe and comprehensive services for those affected by GBV.

## **OUTREACH AND ADVOCACY**

# Outreach and Advocacy Plan 2017-2018

## (Internal Partnership Document)

*(Version 12 September 2017)*

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### Introduction

This Outreach and Advocacy Plan has been created in line with the [Call to Action Road Map 2016-2020](#) objectives to **raise awareness on the Call to Action and attract new partners**. This Outreach Plan lays out an overview of the means and opportunities to promote the Call to Action initiative as well as sets out proposed joint messages.

The time period covered is June 2017 to June 2018, coinciding with the EU's leadership of the Call to Action. This document updates the "Recruiting New Call to Action Partners 2016 Outreach Plan" and expands on its content, in particular by including joint messages.

This Outreach and Advocacy Plan is intended to be a "living document". Every time joint messages are finalised or events are added it will be updated (e.g. every 4 to 5 months).

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## 1. Partners Responsibility (the "who" and the "how")

Every Call to Action partner is expected to help grow the initiative and reach new partners. This section aims at underlining the different responsibilities to be taken at each level to achieve this aim.

### All Partners

- **Gather and share information** on their membership in the Call to Action inside their own organisation or institutions as well as with all interested external organisations or partners.
- Leverage membership in **other relevant consortia, coalitions or working groups** to promote the Call to Action.
- Identify **collective opportunities for new partner outreach** in Stakeholder Working Group calls.
- Utilize relevant **individual or group speaking engagements and or (co-organised) events** or report/article/blog writing to raise awareness of Call to Action

### Steering Committee

- **Reinforce awareness** of the Call to Action by developing, with each working group, more effective and targeted messages per working group.
- **Reach out to new focal points of existing partners and re-engage with less active partners**, in cooperation with the Lead.
- **Bring innovative and constructive ideas to the table** to reach new partners and re-activate those less active.
- **Facilitate discussions** between the working groups and **capture progress** on the implementation of the Outreach Plan.

### Lead

- **Organise and co-organise advocacy events** to promote the Call to Action whilst highlighting to partners other opportunities that may arise.
- **Reinforce awareness** of the Call to Action by developing, with the Steering Committee, effective and targeted messages on the Call to Action.
- **Compile reports and updates for dissemination for the entire partnership**, in cooperation with the Steering Committee.
- **Reach out to potential new partners and re-engage with those less active**, in cooperation with the Steering Committee.
- **Work to strengthen awareness of the Call to Action and its Roadmap at the field level;**
- Ensure that the calendar of opportunities identifying potential partners is **regularly updated and circulated to the Steering Committee.**

- Provide interested candidates with **the necessary background materials and commitment forms** to become a partner.

## 2. Events and Opportunities for Collective Outreach/Advocacy

**WE HOPE THAT THIS SECTION WILL INCREASE AS WE ARE PROGRESSING IN THE YEAR AND FURTHER DATES AND EVENTS ARE KNOWN**

For each of the following events, partners to the Call to Action should identify through Steering Committee and Working Group discussions the strategy to adopt for a global outreach.

### **ANNUAL EVENTS**

1. **SRVI Forum 2017, Rio de Janeiro, 18-21 September 2017.** The Sexual Violence Research Initiative Forum is a platform for showcasing research and innovation in the field enabling participants to learn about new and tested interventions on how to end sexual violence, intimate partner violence and child abuse and maltreatment. It gathers a number of IOs and NGOs that would have an interest into the Call to Action, as an initiative against GBV.
2. **Commission on the Status of Women (CSW), New York City, March 2018** (tbc). This annual event is an excellent opportunity to reach a number of the many governments and civil society organizations that are natural partners for Call to Action.
3. **ECHO Annual Partners Conference, 30 November-1 December 2018.** ECHO implementing partners attend this event, possibly could have an item on the Call to Action to strengthen field awareness. Exact participation and details still tbc.
4. **Annual UNHCR-NGO Consultations 2018.** The consultations are attended by some 400-500 NGOs. Most of them are implementing partners of UNHCR and many are national organizations from crisis affected areas.
5. **United Nations Economic and Social Council (ECOSOC).** In the margins of the 2017 ECOSOC Humanitarian Affairs Segment, a lunchtime reception took place to mark the official launch of the EU Lead of the Call to Action. A similar event could be foreseen for 2018.

6. **Further annual sessions from partners: UNFPA, UN Women, UNICEF, IFRC, WFP in 2018?**

## **ANNUAL CELEBRATIONS AND COMMUNICATIONS OPPORTUNITIES**

1. **International Day of the Girl (11 October)**
2. **16 days of activism (25 November-10 December)**
3. **International Women's Day (8 March)**
4. **International Day Sexual Violence in Conflict (19 June)**
5. **World Refugee Day (20 June)**

## **SEMINARS AND WORKSHOPS (NON-ANNUAL)**

1. **International Rescue Committee, Sweden , ECHO, OCHA, UN Women, UNICEF co-hosted event on the Call to Action, 29 August 2017, Panama City.** Event during which the situation of GBV in Latin America, and the urgency and advantages of participating in the Call to Action will be discussed.
2. **Other events hosted throughout the year by Call to Action Partners**
3. **Events in the global South.**

### **3. Possible New Partners**

Partners agree that particular emphasis should be given to increased participation of States and organisations from the global South and from conflict-affected and disaster-prone areas.

#### **States**

- States that have **expressed an interest to join** but are not yet partners (Chile, Colombia, Croatia, Mozambique, New Zealand, The Philippines, Poland, Republic of Korea, Senegal, Togo, Tunisia, Uruguay);
- States with **National Action Plans on Women Peace and Security** (Afghanistan, Austria, Bosnia and Herzegovina, Burundi, Côte d'Ivoire, DRC, Estonia, Georgia, Ghana, Guinea, Guinea-Bissau, Iceland, Indonesia, Iraq, Kenya, Kyrgyzstan, Liberia, Lithuania, Macedonia, Mali, Nepal, Nigeria, Portugal, Rwanda, Serbia, Sierra Leone, Slovenia, Spain, The Gambia, Uganda);
- **EU Member States** that have not yet joined the Call to Action. Endorsement of Call to Action is an indicator for the new EU Gender Action Plan. This provides a good opportunity for follow up with those EU member states that have not joined Call to Action.

### International Organisations

- There are five UN entities that have demonstrated their commitment to the aims of the Call to Action by speaking at a Call to Action UNGA event and/or signing in 2015 the foreword to the revised Inter-Agency Standing Committee Guidelines (IASC) for Integrating Gender-based Violence Interventions in Humanitarian Action. They are: DPKO, UNDP, UN Habitat, FAO, UN Action and the Office of the SRSG for Sexual Violence in Conflict.

### Non-Governmental Organisations

- Call to Action partners should leverage their membership in other consortia, for example, the International Council of Voluntary Agencies (ICVA), Inter-Agency Working Group on Reproductive Health in Crises (IAWG), regional entities such as the Asia-Pacific Refugee Rights Network, country-based consortia like the Irish Consortium on GBV, the Canadian Humanitarian Response Network, the UK's Gender and Development Network, AWID, Global Fund for Women, Women's Funding Network, etc.
- At the December, 2015 International Conference of the Red Cross and Red Crescent Movement, a landmark resolution on gender-based violence was approved. This would make it timely to follow up with national societies about the Call to Action.

## 4. General Joint Messages on the Call to Action

### On the Rationale

- Gender-based violence (GBV) is an every-day reality for many individuals affected by conflict and disasters, with women and girls being disproportionately affected. GBV is exacerbated in humanitarian emergencies and remains **under-reported and under-addressed, especially at the earliest stages** of a crisis.
- GBV is a manifestation of gender inequality- where women and girls are considered to have lower status and value than men and boys- as well as a driver in maintaining that inequality. As such, gender equality programming must be an integral part of humanitarian work, in order to overcome the disconnect between GBV and gender and effectively address and respond to GBV.
- GBV, in all its forms, is life-threatening and must be treated as such in each phase of an emergency, from preparedness and crisis onset through transition to development. This lifesaving work is at the heart of the humanitarian mandate and is essential for respecting, protecting and promoting the human rights of those we

serve. If we fail our obligations, we fail all those at risk of violence, particularly women and girls.

- GBV must be addressed, prevented and mitigated from the earliest onset of a crisis. Waiting for or seeking data on the magnitude of GBV in order to justify GBV prevention and response programming is neither ethical nor appropriate. In line with the Inter Agency Standing Committee Guidelines for integrating GBV interventions in humanitarian action (IASC GBV Guidelines), all humanitarian personnel ought to assume that GBV is occurring and treat it as a serious and life-threatening problem. It is an **obligation** for humanitarian actors to take all possible measures to keep people safe and to help survivors. **Inaction represents a failure to fulfil basic human rights and fundamental freedoms and humanitarian responsibilities.**

### On the Call to Action & Road Map 2016-2020

- **The Initiative:** The Call to Action on Protection from Gender-Based Violence in Emergencies is a global initiative of governments and donors, international organisations and non-governmental organisations. Its aim is to drive change and foster accountability from the humanitarian system to address GBV from the earliest phases of a crisis. The initiative was launched in 2013 by the United Kingdom and Sweden. The Call to Action is an unprecedented initiative that has the power to trigger the systemic changes that must be made in policy and practice to transform the humanitarian response to GBV.
- **Objectives:** The Call to Action has set **three main objectives (response, prevention and promotion of gender equality)** based on a human rights based approach namely (1) establishing specialized GBV prevention and response services and programs that are accessible to anyone affected by, or at-risk of, GBV and are available from the onset of an emergency, (2) integrating and implementing actions to prevent, reduce and mitigate GBV risk across all levels and sectors of humanitarian response from the earliest stages of emergencies and throughout the program cycle, and (3) mainstreaming gender equality and the empowerment of women and girls throughout humanitarian action.
- **Implementation Framework:** [The Call to Action Roadmap \(2016-2020\)](#) sets out common objectives, targets and a governance structure, to ensure that pledges are translated into concrete and targeted actions on the grounds. It identifies priority actions to be undertaken by stakeholders in policies, systems and programs. It is also composed of a **monitoring and evaluation plan** to measure achievements.

- **Structure and Partnerships:** The Call to Action is composed of three Working Groups (States and Donors, IOs, and NGOs), a Steering Committee (co-chairs of each Working Group) and a Lead (overseeing the whole process). The initiative gathers 66 partners including 21 States and Donors (12 of whom are EU Member States), 12 IOs and 33 NGOs. All partners formally endorse the Call to Action goal and the Road Map; commit to at least two Key Action Areas to achieve the Outcomes described in the Road Map; report annually on progress towards commitments; and participate in Working Groups.
- **Current Lead: The European Union (through DG ECHO) is the current lead, having taken over from Sweden.** The handover officially took place on 21 June 2017, and was marked by a lunchtime reception event in the margins of the humanitarian segment of ECOSOC. The EU will focus on increased advocacy, prevention, field-level awareness and further implementation of the commitments of the Call to Action under its leadership.
- **Monitoring and Evaluation:** The Call to Action's progress is monitored by looking at achievements in the Key Action Areas and by measuring indicators that have been specifically designed to achieve the Roadmap outcomes. Additionally, partners monitor and report on their commitments to take action *via* an annual report and during Working Group discussions.
- **Impact to Date:** An assessment of the impact of the Call to Action was conducted by the International Rescue Committee in 2017 and is available [online](#). In the four years since its inception, the Call to Action has galvanized senior leaders in donor agencies, UN agencies, and NGOs to prioritise GBV; resulted in the strengthening of policies, organisational frameworks and accountability mechanisms; supported a drive for improved and increased GBV programming in emergencies; promoted collective action and accountability; and helped increase funding for GBV programmes.
- **Interaction with other Initiatives:** The Call to Action **complements and reinforces** other existing initiatives by providing an overarching framework under which they can situate their work. For example, both the IASC GBV Guidelines<sup>1</sup> and the Real Time Accountability Partnership (RTAP)<sup>2</sup> are commitments undertaken by Call to Action partners to provide guidance to humanitarian actors on the actions needed to ensure that GBV risk reduction and response services are prioritized, integrated, and coordinated across humanitarian response. In addition, GBV prevention and response is integral to the Women, Peace and Security (WPS) agenda's efforts to

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<sup>1</sup> <http://gbvguidelines.org/en/home/>

<sup>2</sup> <https://interagencystandingcommittee.org/focal-points/documents-public/real-time-accountability-partnership-gbv-emergencies>



increase the participation of women's civil society in conflict prevention and resolution. Moreover, the Call to Action is instrumental in achieving a number of Sustainable Development Goals, including Goal 3 (Health) and Goal 5 (Gender Equality).

## On Partners

- The Call to Action is a **unique initiative of different types of partners (States, IOs, NGOs)** fostering unprecedented action to trigger the systemic changes that must be made in policies and practices to transform the humanitarian response to GBV. It has been unique in its ability to command high-level commitment and attention from a diverse set of humanitarian actors.
- The Call to Action's strength lies in the **diversity of its stakeholders** and the **collective pledge to hold ourselves accountable** to one another and the people we serve. By committing to full implementation of the Roadmap, and by sharing experiences and best practices, all partners are inspired to do more and to do better to achieve the kind of impact on the ground we know is possible and necessary.
- It is **vital that the initiative expands** to include more partners and to better integrate the Call to Action at the field level through policies, programs and discussions. Engagement of local organisations is critical to the success of the Call to Action. By building on the resiliency and roles of local actors, the Call to action can contribute to bridging the gap between humanitarian and development aid, thereby ensuring sustainability and impact.
- Our voices and our efforts are stronger together. In addition to collective progress towards a shared goal, **each partner individually benefits from engagement** in the initiative through ongoing support, sharing of best practices and networking. **States and Donors** benefit from strategic discussions and collective planning, including the creation of shared resources and funding plans, as well as aligning around targeted priorities and advocacy opportunities. **International organisations** have the opportunity to engage in joint efforts – including participation in trainings and development of inter-agency resources – to enhance coordination at the field level. **Non-governmental organisations** receive mutual support and collaboration from other partners who are implementing programmes and commitments in the field, as well as opportunities to conduct joint advocacy and partake in peer-to-peer learning and capacity-building.

## On Conditions

- As a Call to Action partner, you make **concrete, measurable commitments** under the initiative's Road Map and report annually on those commitments. It is **up to your State/organisation to formulate the most realistic and reachable commitments**. Some examples might include: States could commit to requiring training for medical personnel on clinical care for sexual assault survivors, as well as training for police, judges, and the military on GBV prevention and responsiveness to survivors; States could ensure addressing GBV is included and resourced in national disaster management and emergency preparedness plans and protocols, including training for emergency first responders; States and donors could commit to making funding available to address GBV; International organisations could commit to implementing mandatory GBV/gender equality training for all their staff; NGOs could commit to recruiting and maintaining GBV experts on rapid response deployment teams; and/or NGOs could support or partner with Member States and/or other relevant stakeholders to ensure that components addressing GBV are implemented in humanitarian programs.

### CONTACT

To learn more about the Call to Action and its partners, please visit (include link to future website). The current Lead of the Call to Action is the European Union (through DG ECHO). Partners letters and commitments, as well as inquiries, should be sent to Ellen Gorris at: [ECHO-CALLTOACTIONGBV@ec.europa.eu](mailto:ECHO-CALLTOACTIONGBV@ec.europa.eu)