

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

DRAFT

ADVOCACY STRATEGY 2021-2022

Internal Partnership Document

Draft of 16 February 2021

The Call to Action

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.

Introduction

This Advocacy Plan builds upon previous advocacy plans and aligns with the *Call to Action Road Map 2021-2025* to:

- 1) **raise awareness on the goal and objectives of the Call to Action to increase its uptake; and**
- 2) **seize joint advocacy opportunities to increase programming that prevents and responds to GBV in humanitarian contexts.**

Collective action within the Call to Action partnership is key. Joint advocacy – combined with individual partner commitments towards the Road Map objectives – can help transform the humanitarian system to prioritise prevention and timely responses to GBV through funding; programming from the outset of emergencies; and achieving gender equality.

The **objective** of this Advocacy Plan is to map out responsibilities and opportunities for collective advocacy, including through social media. A coordinated, global social media presence can help to harness the scope of the Call to Action.

It is the responsibility of the Global Lead, with input from the Steering Committee, to regularly review and update the Strategy, including the annexed list of international celebrations and events.

Opportunities for Collective Advocacy

Given the diversity of the Call to Action partnership, joint advocacy can be extremely powerful: it can signal to decision-makers what partner governments, international organisations, and NGOs view as the most critical issues to be considered and prioritised. Each year, numerous events/celebrations and key points in the humanitarian planning and programming cycle provide opportunities for collective advocacy.

Steering Committee and Working Group discussions should determine if, and when, joint advocacy is appropriate. Joint advocacy should be considered when there is an opportunity to progress the goal

of Call to Action, including how we may collectively commit ourselves to furthering this goal and related actions.

Joint advocacy can take different forms, including, *inter alia*, the following:

- Sponsoring events/side events.
- Joint statements and recommendations.
- Common messages to be shared by individual Call to Action partners.
- Social media campaigns.
- Working to influence outcome documents (including other activities).
- Coordinating advocacy efforts that Call to Action partners may undertake with other bodies, such as the GBV Area of Responsibility, the GBV Accountability Framework Steering Committee, or the Inter-Agency Standing Committee (IASC) Gender Reference Group.

The Annex, to be reviewed regularly, includes a number of events/celebrations to be considered for joint advocacy. Key entry points for advocacy in the humanitarian programming/planning cycle include the development of Humanitarian Country Team (HCT) Compacts and annual Humanitarian Needs Overviews (HNOs) and Humanitarian Response Plans (HRPs) at the global and country levels.

Partners' Roles

The Steering Committee and the Lead hold unique responsibilities. All Call to Action partners can play important roles – at different levels – in promoting the Call to Action's goals and advancing commitments.

All Partners, including Steering Committee members and Lead

- 1) **Promote the Call to Action** with colleagues, partners, and in relevant consortia, coalitions or working groups.
- 2) **Gather and share information** on Call to Action membership internally and with interested external organisations/partners.
- 3) **Seek opportunities** to raise the profile of GBV in humanitarian emergencies, including associated tools/resources, with political and civil society actors to galvanize change.
- 4) **Leverage available resources**, where possible, to commit financially or in-kind to advocacy opportunities undertaken by the Call to Action.
- 5) **Use individual or group speaking engagements, events, and report/article/blog writing** to raise awareness of Call to Action, its goals, and objectives.
- 6) **Use social media** (including by encouraging colleagues in different countries) to promote the Call to Action for internal and external audiences for all relevant events/celebrations, etc. through Twitter, Facebook, Instagram, etc. using the **#CalltoActionGBV** hashtag.

Steering Committee

- 1) **Reinforce awareness** of the Call to Action by developing effective and targeted outreach messages per working group.
- 2) **Review and prioritise** advocacy opportunities.
- 3) **Lead the adoption of a social media strategy** as part of their respective stakeholder working group's annual plans, including potential internal/external social media challenges.

Lead

- 1) **Lead and coordinate** Call to Action Advocacy Plan.
- 2) **Highlight** opportunities for partners to promote the Call to Action.
- 3) **Work to strengthen awareness** of the Call to Action and its Roadmap **at the field level**.

Annex: Advocacy Opportunities

NB: Annual International celebrations are bolded and shaded

Event	Dates	Location	Potential Engagement	Priority Issue Areas	Suggested Focal Points
2021					
Commission on the Status of Women (CSW 65)	March 2021		Side events	GBV/leadership will forward message to partners concerning GBV focus	
International Women's Day	8 March	Global	Social Media (SOME) activities		Denmark/SC/partners
World Bank Spring Meetings – Gender & Development Advisory Council	April 2021	Washington, DC	Lead to raise the Call to Action at the Ministerial level on the margins		Denmark
Generation Equality Forum (GEF)	May and June	Mexico	Engagement in GBV track led by UK and Iceland		Denmark/UK
Human Rights Council (HRC) 47	June/July	Geneva	Side event w. CtA joint statement		Denmark/SC UN+NGOs
International Day for the Elimination of Sexual Violence in Conflict	19 June	Global	SOME activities		Denmark/SC/partners
World Refugee Day	20 June	Global	SOME activities		Denmark/SC
ECOSOC HAS	23-25 June 2021	Geneva	Site event		
World Humanitarian Day	19 August	Global	SOME activities		Denmark/SC
UN General Assembly 76	20-24 September 2021	NY	Side event w. CtA joint statement		Denmark / SC/ UNFPA/UNICEF/OC HA [with participation of Danish Royal Highness]
HRC48	Mid-September	Geneva	Side event w. joint CtA statement		Denmark/SC
UNHCR Executive Committee	4-8 October 2021	Geneva	Side event		Denmark/SC

Event	Dates	Location	Potential Engagement	Priority Issue Areas	Suggested Focal Points
International Day of the Girl	20 November				
16 Days of Activism	25 November-10 December	Global	SOME activities; social media message for a particular day		Denmark +SC
High-level officials' meeting (Global Refugee Forum)	14-15 December 2021	Geneva	Side event		Denmark + SC + org
HRC49	March 2022	Geneva	The report on accountability for women's and girls' rights in humanitarian settings will be presented. Joint statement by Call to Action		Denmark