



BEIJING+25 TOOLKIT

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WELCOME!



**Photo, Nepal 2020: In early 2020, girls all over the world participated in Plan's B+25 consultation process where they considered how the BPfA related specifically to girls lives and communicated their priorities as part of the review process.*

Welcome to your guide to the Beijing Declaration and Platform for Action (BPfA) and its 25th anniversary! This guide has been created for girl and youth led groups working on girls' rights and contains lots of information on the BPfA, its accountability mechanisms and how you can best use it for your advocacy. Due to the global situation on COVID-19 lots of events and processes have been postponed and the focus of governments has shifted to responding to the health pandemic. It's therefore more important than ever to engage with Beijing+25 to make sure that girls' rights are still a priority of governments, both during this crisis and after. Although everything is changing, there are lots of innovative and exciting ways that girl and youth led groups are coming together to organise on girls' rights. There are lots of opportunities for you to organise with other girls, amplify your agenda and to ensure your priorities are heard over the coming months. We hope this guide is useful in supporting you to do so!

**A BIG
THANK
YOU!**

**TO THE YOUTH ADVOCATES THAT PARTICIPATED IN
PLAN INTERNATIONAL'S BEIJING+25 CONSULTATIONS THAT HAVE
INFORMED THE CREATION AND DEVELOPMENT OF THIS DOCUMENT!**

WHAT IS THE BEIJING DECLARATION AND PLATFORM FOR ACTION?



The BPfA was created in 1995 and is an action-oriented global programme that hopes to end all forms of discrimination against women, achieve gender equality, and fully realize women's rights worldwide. It is the most comprehensive global outline for action on achieving gender equality and is used as a source of guidance to realise the human rights of women and girls everywhere. In 1995, 189 Governments agreed to commitments set out in the BPfA and the 12 critical areas that it covers. These areas are as important and relevant to accomplishing gender equality today as they were 25 years ago. 25 years on and the BPfA still provides a powerful source of inspiration for advocates who are working to advance women's and girls' rights - like yourselves!



12 CRITICAL AREAS OF CONCERNS

We strive for gender equality in every aspect of life but the 1995 BPfA focused on 12 key areas where the biggest gaps exist between men and women and where urgent action was (and is still) needed to ensure greater equality and opportunities for everyone.

EDUCATION & TRAINING OF WOMEN

Education is essential for girls and women to reach gender equality and become leaders of change. While women and girls today are far more educated than ever before, gaps remain. Educated women can access greater opportunities, and will have improved health and nutrition, for themselves and for their families.

VIOLENCE AGAINST WOMEN

Violence hurts women and girls and stops their ability to thrive in many ways. Since the Beijing Conference, a historic two-thirds of countries have put laws in place to stop domestic violence. Yet significant gaps remain: many of these laws are not fully implemented and women and girls lack access to essential services.

WOMEN & THE ENVIRONMENT

Women and girls play a big role in food production and natural land management. They gather water, fish and farm the land and they are also among the most affected by climate change and flooding. Meanwhile, their voices are often ignored in environmental planning and management. They also have less access to land and productive resources.

WOMEN & ARMED CONFLICT

Wars and armed conflict destroy families and societies and leave women and girls particularly vulnerable. Sexual violence is widespread and often used as a war tactic. Women and girls are often the most impacted by conflict, but are regularly left out of peace-building processes.

WOMEN & THE MEDIA

The media plays a huge role in reinforcing and challenging social norms that condone discrimination or violence against women and girls. It can objectify women and girls but also has the potential to showcase strong female leaders, who can become role models for their audience.

WOMEN & THE ECONOMY

Whether in businesses, on farms, as entrepreneurs or employees, or through unpaid domestic or care work at home, women make enormous contributions to economies. Gender discrimination means women often end up in insecure, low-wage jobs, and are a small minority of those in senior positions.

WOMEN IN POWER & DECISION-MAKING

Women and girls have the right to participate in decision-making processes that will affect their lives and once in leadership roles, women and girls make a difference. But they are under-represented as voters, as community leaders and in top positions, whether in elected office, corporate boardrooms or academia.

HUMAN RIGHTS OF WOMEN

Women and girls are entitled to the full and equal enjoyment of all of their human rights. The BPfA confirms that protection and promotion of human rights is the first responsibility of governments and core to the work of the United Nations.

INSTITUTIONAL MECHANISMS

Specialized institutions (like governments, UN agencies and civil society organizations) have played an important part in informing laws, policies and programmes, and advancing gender equality. Good laws and policies being put in place fully, coupled with stronger mechanisms to hold people accountable at all levels, can push the agenda forward.

WOMEN & POVERTY

When women and girls are poor, their rights are not protected and they face double discrimination, on account of their gender and economic situation. Women, their families, communities and economies suffer as a result.

WOMEN & HEALTH

Women and girls need to be healthy in order to realize their full potential. This includes proper nutrition, and access to sexual and reproductive health and mental health services, as well as freedom from violence.

THE GIRL CHILD

Specific forms of violence and harmful practices, including female genital mutilation (FGM) and cutting, breast ironing, child sexual abuse and child marriage, affect girls in particular.



THE BPfA IN THE YEAR 2020

While the BPfA remains the most comprehensive blueprint of women's rights and gender equality, there are also some significant gaps. Women's rights and gender equality activists have raised that the platform doesn't give enough attention to how women and girls experience discrimination differently, for example the unique forms of gender-based violence experienced by lesbian, bisexual, transgender, intersex and queer/questioning (LBTIQ+) women and girls, marginalized ethnic groups or women and girls living with disabilities.

The world has changed significantly since the BPfA was written in 1995. Girls and young women also face a number of challenges unique to this generation such as climate change, online harassment, and COVID-19. However, this global pandemic has demonstrated that women's rights and gender equality are more important than ever. Women and girls have been disproportionately impacted as a result of the virus. As advocates, this is a timely opportunity to hold our governments to account of the commitments they made 25 years ago, and advocate for these new and urgent issues to be addressed now and through future review processes.

HOW HAVE WE GOT TO THE 25TH ANNIVERSARY?

MILESTONE 1: JUNE 26, 1945 GENDER EQUALITY ENSHRINED IN THE UNITED NATIONS CHARTER

After the devastation of World War II, the United Nations (UN) was founded to promote international peace and cooperation. It became the first international body to assert the principle of equality between women and men in its founding document stating that one of the key aims of the UN was “promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion.”

MILESTONE 2: 1946 COMMISSION ON THE STATUS OF WOMEN FORMED

In 1946, the UN established the Commission on the Status of Women (CSW). It is the world's main organisation that's only focus is achieving gender equality and advancing the rights of women and girls. It has achieved a lot over the years. Among its accomplishments was ensuring the inclusion of gender equality in the most important human rights document - the Universal Declaration of Human Rights, adopted in 1948.

MILESTONE 3: 1979 CEDAW: AN “INTERNATIONAL BILL OF RIGHTS FOR WOMEN”

Adopted by the UN General Assembly in 1979, the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) is often described as an ‘international bill of rights for women’. Among many things, CEDAW states that countries must end discrimination against women and girls and ensure they have equal rights in education. As of 2015, it is the second most agreed upon UN human rights treaty, with 189 countries on board. However, it has the highest number of reservations, which means that governments have accepted the treaty overall but have said they don't agree with all parts of it.

MILESTONE 4: 1995 THE BEIJING DECLARATION AND PLATFORM FOR ACTION

In 1995, there was a big conference held in Beijing, China. It was called the 4th World Conference on Women. It marked a significant turning point in achieving the global goal of gender equality. This conference drew women from all over the world: 17,000 participants attended, including 6,000 government officials, 4,000 NGOs as well as many more women's activists and advocates. The outcome of this conference was the BPfA.

MILESTONE 5: 2020 BPFA – 25TH YEAR ANNIVERSARY

Every five years all the countries that have committed to the BPfA come together to assess where change has happened and where it has not. The review taking place in 2020 will be the 5th of its kind. For the 25th anniversary, women and girls have already participated in national and regional dialogues, and many more will engage in continued conversations offline and online, feeding into key moments in the review process.

UNDERSTANDING HOW TO INFLUENCE **THE AGENDA**

STRUCTURES OF ACCOUNTABILITY

COMMISSION ON THE STATUS OF WOMEN (CSW)

The CSW is a global body located in the UN and is made up of lots of government representatives from different countries (you will often hear these countries referred to as Member States). It is dedicated to the promotion of gender equality and the empowerment of women and girls. The CSW plays a big role in monitoring and reviewing the progress of the BPfA and works to put gender at the heart of the UN's work. Every year, the commission hosts a two-week session where representatives from governments, civil society and UN organisations come together to discuss gender equality. This is an opportunity to hold governments to account in meeting the promises they have made on girls' rights.

AN UNPRECEDENTED CSW



In 2020 due to COVID-19, the set-up of the CSW had to change as people from all over the world were unable to travel to New York to meet in person. In regular years, the Commission would debate and talk about the conclusions that all member states commit to, and there would be lots of Civil Society there to give their opinions and inputs. Instead this year a small meeting was held with Member States and Civil Society were not able to participate in the same way they would usually. Following this meeting, the Commission issued a Political Declaration that reaffirms the BPfA and calls for its continued and improved implementation. There were some good things referenced in the Declaration, in particular a focus on all women and girls and a focus on human

rights and fundamental freedoms. There were, however, some topics and issues that were not given attention, including Sexual and Reproductive Health and Rights and youth in decision making processes.

REPORTING

Reporting on the BPfA at all levels is an important mechanism for accountability. Your own government will produce a report that provides a unique opportunity to learn where your government is making progress and where they are not. By highlighting in your advocacy the key gaps and issues you have identified, you will be making a strong case for why your government needs to be doing more.

NATIONAL REVIEWS

Country Governments (Member States) are required to undertake national level reviews of the progress made and challenges faced in the implementation of the BPfA. These reviews have most recently taken place in 2019. National reports should cover trends, achievements and remaining gaps and challenges, as well as future plans to improve implementation at the national level. These reports should have been created in collaboration with civil society and other relevant stakeholders, but it is important to remember they are written by governments. By looking at the national level reports of your government you can see the areas that they have been working in and the areas in which they are lacking. This can be used to inform your advocacy.

REGIONAL REVIEWS

These national reports are presented at the regional level at 'Regional Consultation Meetings' and feed into regional reports. These reports look at trends and issues across geographical regions.

GLOBAL REVIEWS

These national level and regional reports of governments feed into the global report. The regional and global reports will give you a good understanding of global trends, priorities and issues – and of what topics are not being given enough attention!

PARALLEL REPORTING

While the formal Beijing+25 review process does not include the submission of Civil Society reports, in 2019, Civil Society organized all over the world to produce national and regional level parallel reports, that provide the distinct perspectives and recommendations from women's rights and gender equality advocates on the BPfA. As an advocate, you can review the national level reports along with Civil Society parallel reports, to gain a full picture of where the gaps and opportunities lie, to inform your own advocacy. You can also learn how to participate in future review processes, by connecting with women's rights and gender advocates in your countries, in particular those that may have been involved in creating parallel reports.

SUSTAINABLE DEVELOPMENT GOALS

The BPfA is also linked to other international mechanisms for change, in particular the Sustainable Development Goals (SDGs). Being aware of these links and drawing on the SDGs will support and strengthen your advocacy on girls' rights.

SO, WHAT ARE THE SDGS?

In 2015, all countries that are part of the UN adopted [the SDGs](#), a set of goals to tackle global challenges and inequality. Each goal has specific targets to reach, and indicators to help measure progress and gaps. The SDGs are also sometimes called “the 2030 Agenda” because the aim is for them to be achieved by 2030. Advocates, including youth, can use the SDGs framework to track their own country's progress and the commitments made by their government in meeting the SDGs by 2030.

AND HOW ARE THEY RELEVANT?

Each goal is on a theme or topic, many of which overlap with or are relevant to the BPfA. There is a specific goal to achieve gender equality – Goal 5. There are also targets about free, quality education, birth registration, nutrition, violence against girls and ending harmful practices including female genital mutilation (FGM) and child marriage. By aligning your advocacy objectives to some of the SDG targets, you can show your government that what you are asking for is something they have committed to and may already be working and reporting on, through the SDGs.

USING GLOBAL FRAMEWORKS CAN BE POWERFUL TOOLS FOR ADVOCACY. THEY CAN HELP:

- Position you within a wider global movement for girls' and young women's rights.
- Provide evidence of the rights of girls' and young women.
- Hold your government accountable to commitments they have made.
- Use a different framework to communicate your message to different audiences.
- Provide data – or information - on girls' and young women's lives, which is needed for monitoring progress.
- Compare your country against others, especially those in your region, in order to influence national decision-makers.
- Give your campaign increased credibility and visibility.
- Connect to other campaigns and networks around the world.

UNITED NATIONS: DECISION MAKERS & CENTERS OF POWER

There are lots of people, organisations and places that hold power when it comes to the BPfA and influencing it. Take a look at some of the key decision makers that you will need to influence or work with during your advocacy.



← The **UN** is an international organisation, made up of 193 Member States who work together across the world to meet joint goals on maintaining worldwide peace and security and fostering cooperation between nations in order to solve economic, social, cultural, or humanitarian problems.

The central headquarters of the UN is in a building in New York called **UNHQ**. It is here that important meetings take place between Member States and UN organisations. Civil Society and advocates are also often invited into this space. ⇒



← There are Country Missions to UNHQ in New York from the majority of **Member States**. These are referred to as Permanent Missions and are there to organise and coordinate the work of their country with the UN.

There are three different parts of the UN that are involved in decision making:

The General Assembly is the part that is responsible for overall policy making and logistical decisions around budget and the admission of new members. ⇒



← **The Security Council** is responsible for maintaining international peace and security.

The Economic and Social Council is responsible for policy on economic, social and environmental issues, as well as the implementation of internationally agreed development goals. This is the part that you will come into contact with most during your advocacy as gender often falls under this area. ⇒



OTHER AGENCIES

The UN also has a number of agencies, organised around thematic issues such as development (UNDP), children (UNICEF), sexual and reproductive health rights (UNFPA) and gender (UN Women).

UN WOMEN & INFLUENCING

The UN agency that you will come into contact most with is **UN Women**. UN Women is dedicated to gender equality and the empowerment of women and girls. It supports UN Member States to meet global standards for achieving gender equality. UN Women facilitated the national level reviews mentioned earlier and play a big role at events such as CSW.

GENERATION EQUALITY

To mark the 25th anniversary of the BPfA, UN Women have created a campaign called Generation Equality: Realizing women's rights for an equal future. The campaign demands are: equal pay; equal sharing of unpaid care and domestic work; an end to sexual harassment and violence against women and girls; health care services that respond to women and girl's needs; and women and girl's equal participation in political life and in decision-making in all areas of life. The Generation Equality Forum describes two global gatherings for gender equality, to be held in 2021, attended by governments, Civil Society and other actors. These meetings are organised by UN Women and co-hosted by the governments of Mexico and France, with major inputs from Civil Society.

The Generation Equality Forums present a new and important opportunity for girls to stand up and make leaders and decision makers hear their voices, whilst shaping the priority actions for the next 10 years.

ACTION COALITIONS



The Action Coalitions are global, innovative, partnerships that will be established through the Generation Equality Forum process. Their aim is to achieve real results on gender equality during something called the UN Decade of Action (2020 - 2030), which is the last 10 years set out to meet the SDGs.

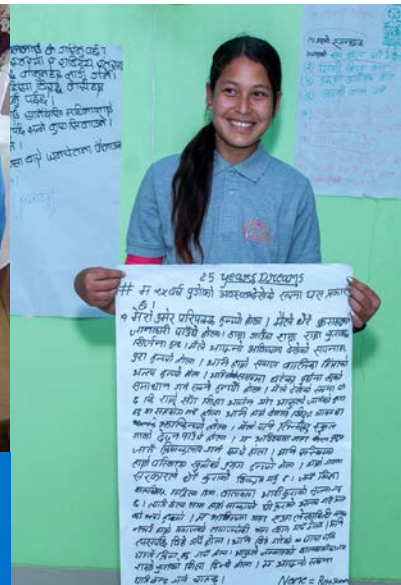
Based on consultation with international feminist groups, grassroots activist organizations, governments and other partners, the selected themes of the Generation Equality Action Coalitions are:

1. Gender-Based Violence
2. Economic justice and rights
3. Bodily autonomy and sexual and reproductive health and rights (SRHR)
4. Feminist action for climate justice
5. Technology and innovation for Gender Equality
6. Feminist movements and leadership

Each Action Coalition, led and informed by Civil Society, will launch a set of ambitious and immediate actions to be delivered within the period of 2020-2025 aimed to make an impact on gender equality and girls' and women's human rights.

Adolescence is an important period for girls. During this time, girls face a number of hurdles and it is important to ensure that investments are made in girls' rights and participation at this crucial stage in their lives. This will have a positive impact on wider society in the long term. In recognition of this, Generation Equality have placed adolescent girls and young women at the centre of the Action Coalitions, with one concrete action in each coalition specifically focusing on the rights of adolescent girls. All these priority actions under each Action Coalition will come together to create an agenda for change for adolescent girls and young women. This will ensure that adolescent girls' priorities, voices and rights are at the centre of the Action Coalitions.

CENTRING ADOLESCENT GIRLS IN THE ACTION COALITIONS



KEY THEMES & ISSUES

Plan International's main objective during the 25th anniversary of the BPfA and in the Action Coalitions is to ensure that girls' priorities are represented at all stages and at all levels. One of the ways Plan hopes to achieve this is through a multi-country consultation process. In early 2020, consultations were carried out in 11 countries across the world in both urban and rural settings, hearing from a diversity of adolescent girls, to gain their perspectives on how they perceive progress across the BPfA and their priorities moving forward.

Throughout the consultation process, participants vocalized a need for change, and faster change, to transform the everyday realities of their lives. **Across all 11 countries, girls clearly identified gender-based violence, health and education as the priority action areas for achieving gender equality in their lifetime.** Other issues cited by girls in 60-70% of countries as areas for renewed focus were the girl child, the economy and women in power and decision making.



YOUR ADVOCACY

You are part of a global network lobbying on girls' rights and can join forces with other youth advocates and girl and youth led groups working on similar issues. For example, the Association for Women's Rights in Development's (AWID) project 'Beijing Unfettered' is another process underway, which aims to advocate for the issues most relevant to youth in the BPfA. You may also contribute towards Plan's global advocacy on girls' rights in the BPfA.

WHY IS IT IMPORTANT THAT YOUNG PEOPLE AND GIRL AND YOUTH LED GROUPS ARE INVOLVED IN DECISION MAKING?

Girls and young women have the potential to make their communities, countries and the world a better and more equal place. But to do that, girls and young women have to be able to access their rights. This includes being able to take part in conversations about what girls and young women need and how best to address their interests. Girl and youth-led groups have strong understandings of young people's realities and wide networks of diverse youth advocates, therefore bringing important recommendations and suggestions for decision makers. As an expert on girls' rights and gender equality issues in your country, you should also be represented in decision making processes.

The 25th anniversary of the BPfA and the activities and opportunities around it will be one of the best moments of 2020-2021 to be heard by government representatives and UN officials working in the area of gender equality and the rights of women and girls.

WHAT IS ADVOCACY?

Advocacy has been described as ‘speaking truth to power’, because it is focused on challenging and influencing people in power to change their beliefs, and persuading them to take positive actions through the development of laws, policies, and strategies that are based on evidence, and grounded in the real life experiences of those who are demanding the change.



THE THREE ADVOCACY P'S

CHANGING PERCEPTIONS

SHOWING PEOPLE THAT THERE ARE NEW WAYS TO LOOK AT AN ISSUE AND THAT CHANGE IS POSSIBLE

CHANGING PRACTICE

OFFERING NEW WAYS TO DO THINGS SO THAT POSITIVE CHANGE CAN HAPPEN IN PEOPLE'S LIVES

CHANGING POLICIES

INFLUENCING GOVERNMENTS AND LEADERS TO DEVELOP THE POLICIES NEEDED TO BRING ABOUT CHANGE

WHAT IS CAMPAIGNING?

Public campaigning is a series of activities that are targeted at wider public audiences and those you want to influence and mobilise to help achieve your objective. If you're going to bring your work to the members of the public, you need to have a very strong “story” to tell. All public campaigning activities should be underpinned by key messages that are consistently pushed out at every occasion. If you stick to your key messages across all your activities, you will make sure your messages will reach your target audience.

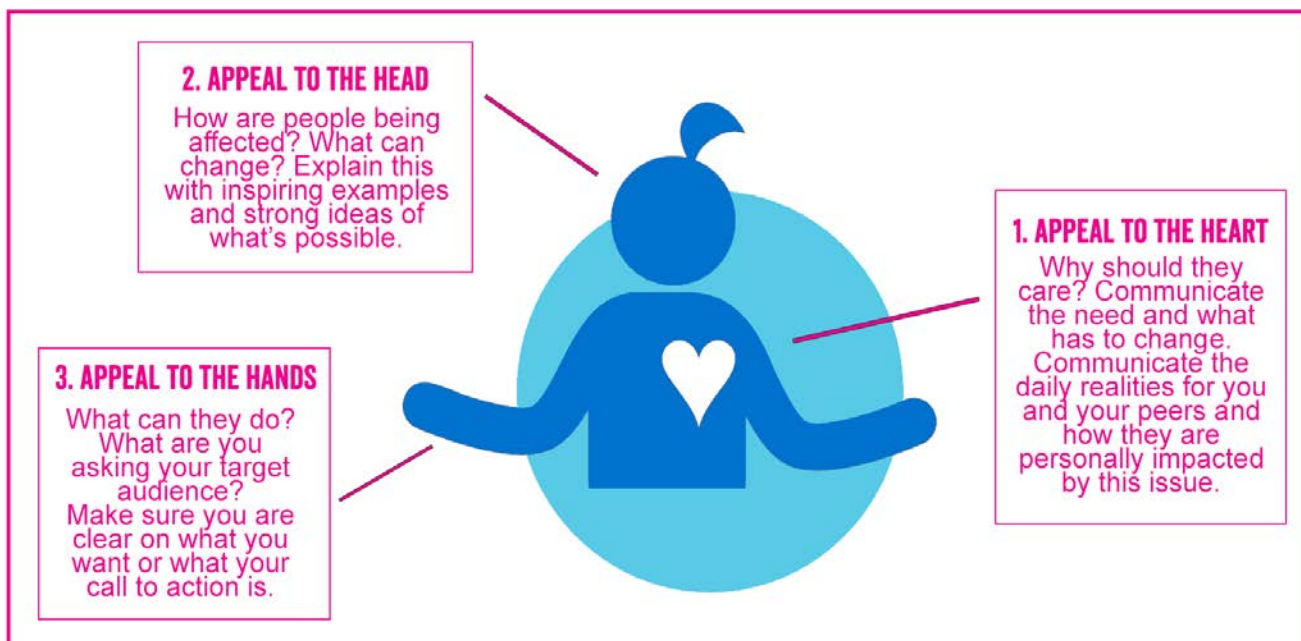
WHY CAMPAIGN?

- To raise awareness and educate people about the issues you are passionate about and your position on them
- To raise the profile of your organisation and work
- To increase public pressure on decision-makers
- To grow the numbers of supporters and mobilise more people into collective action



CREATING MESSAGES

A good message is essential to capturing the attention of your audiences. It must be relatable and interesting, appeal to the heart, hands and head, and tell a story. It is also important to remember you are presenting the situation in your specific country and how this is distinct. Brilliant messages are simple, solution focused, evidence based and personal. To think about creating your message, work through the questions below. Remember to think about the specific audience you are targeting and how you will need to shape you message specifically to them.



ONLINE CAMPAIGNING



By online campaigning we mean using web-based tools and approaches to communicate to your target audience. This includes social media such as Facebook, video sharing, online petitions, virtual marches, and more. Online campaigning can be a powerful tool for mobilising people into action – especially, to create international solidarity around a key advocacy moment or issue.

WHY USE ONLINE CAMPAIGNING?

EASY:

Technology is developing fast and there are more and more ways to get people involved in your campaign.

QUICK:

You can respond to news and events, send messages to supporters, and share information at the click of a button.

CHEAP:

It's all there for you. Emails, social media and a whole lot of web-based tools are there for you to use for free.

REACH:

It's where people are. People spend time on the internet and using social media, you can reach huge numbers online, your supporters can spread what you share with others in their networks, and so on...

MAKE CONNECTIONS:

Social media helps connect your supporters to each other. This makes them feel part of a community and motivates them as part of something bigger.

SIMPLE TO ACT:

Engaging supporters in action can start with something simple, like signing an online petition. There are simple entry points that can lead to greater involvement.

DATA:

You can easily store and build up information about your supporters and help move them up the ladder of involvement.

THE DOS AND DONT'S OF ONLINE CAMPAIGNING

DO

1. Think through creating your messaging using the resources above.
2. Plan your online action – just like you would any other action.
3. Share things that people will want to share.
4. Get into conversations. Show you are open to other opinions and arguments and respond to them.
5. Use inclusive language and diverse emojis to address your audiences.
6. Know your target audience and think about where they are and what they are doing online.
7. Tell your personal stories, if you are comfortable doing so. As young people you may not be experts on particular topics, but you are experts of your own experiences so it's important to highlight that.
8. Get to know how to make the most of all the major platforms (Facebook, Twitter, YouTube, etc.) and explore platforms that are new to you.
9. Tie in your online advocacy with your offline advocacy and activities, if and when possible.
10. Be yourself. You may be communicating through a machine, but don't become one!
11. Analyse the effectiveness of the social media platforms you're using and alter your approach to make it more effective.
12. Connect with influential people online. Ask them to retweet something, or give you a quote. It can be easier than you think.
13. Join online girls' and young women's rights advocacy groups and campaign networks.
14. Create new and useful content. Think about what your knowledge and experience can bring to the table.
15. Promote your social media channels where you can – including on other social media channels.
16. Monitor who is viewing your social media.
17. Be aware that some people may choose to use offensive language, this is not your fault or responsibility. If one of your posts receives an offensive comment that is misogynist, racist, homophobic, or hateful towards any group or person, remove that comment so people know that you do not tolerate that kind of behaviour on your social channels. Be sure to report that person by using the social media platform's reporting mechanisms.
18. Set boundaries for yourself. Online spaces are always there and sometimes you may feel like you need to be on them 24/7. That's not healthy for you or good for your advocacy so make sure you set yourself time to be offline and take a break.

THE DOS AND DONT'S OF ONLINE CAMPAIGNING

DON'T

1. Overload your message with too many issues. This might take away from your core advocacy messages.
2. Exhaust yourself. Try to choose one or two main platforms for your advocacy and use other social media to support or direct attention there.
3. Be aggressive in your social media posts. Things can be misinterpreted online. Re-read what you write before you post it to make sure you come across as you would hope.
4. Use professional jargon or slang. It can complicate or weaken your message. Make sure you use clear and simple language that everyone can easily understand.
5. Expect to build an online community immediately.
6. Automate everything. It can be convenient but use some variety across your platforms to keep things fresh.
7. Let untrue or negative stories take root. Don't ignore them. News travels really fast online, so step in quickly and make sure your side of the story is heard.



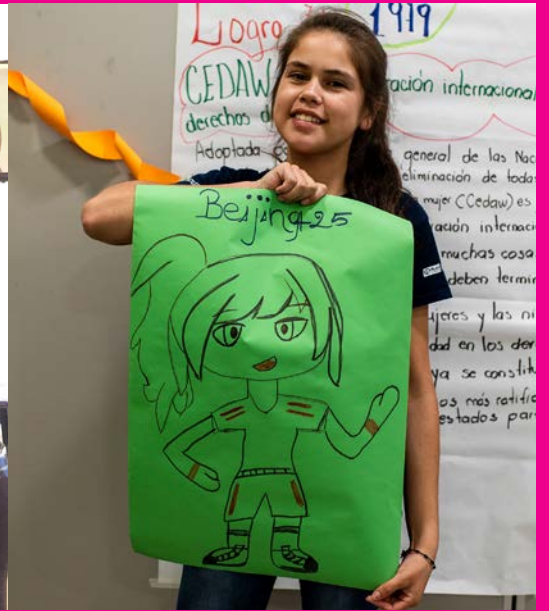
GUIDANCE: BEING SAFE ON THE INTERNET



1. Never tell anyone online your personal details, such as your home address, your telephone number, or your school's name or mobile/ telephone number, unless your parent or carer specifically gives you permission.
2. Never send anyone your picture, credit card or bank details, or anything else, without first checking with your parent or carer.
3. Never give anyone your password, not even a best friend.
4. Never arrange to meet anyone you have met online in person without first clearing it with your parent or carer and get them to come along to the first meeting, which should always be in a public place.
5. You never have to stay in a chat room or in a teleconference if someone says or writes something which makes you feel uncomfortable or worried, and always report it to your parent or carer.
6. Never respond to nasty, suggestive or rude e-mails or postings. It's always okay to immediately end a conversation online without explanation if it is making you feel uncomfortable. Always remember to speak to your parent or care giver if this happens.
7. If you receive spam or junk email and texts, never believe them, reply to them or use them. And remember if someone makes you an offer which seems too good to be true, it probably is.
8. It is not a good idea to open files from people you don't know. It could be a virus or an inappropriate image or film.
9. Always tell your parent or carer if you see bad language or distasteful pictures while you are online.
10. Always be yourself and do not pretend to be anyone or anything you are not.
11. Remember, what gets posted online becomes public and cannot always be removed! So, take care that what you post online does not reveal anything about you that you're not comfortable sharing. For example, don't post things about your body, family, friends, teachers etc. that you would be uncomfortable with everyone reading!

If you feel upset about anything you have seen on the computer (such as something you think may be illegal or inappropriate) or if someone has said something which you feel is rude, inappropriate or if you are being bullied online, you should always tell an adult that you trust.





WHAT CAN YOU DO TO ENGAGE IN BEIJING+25?

In the current circumstances, it is hard to see how we can continue to work on gender equality issues. However, it is incredibly important to continue working on these issues, perhaps now more than ever. Did you know that girls and women are disproportionately impacted by COVID-19? For example, there has been a sharp rise in violence in the home and women and girls are experiencing a disruption to important services and support, including sexual and reproductive health services. In the long term, the economic impacts of the health crises are likely to disproportionately affect girls, leading to increased school dropout rates, impacting their future education, livelihood and health. All of these issues, and many more relevant to girls' rights, are highlighted in the BPfA and committed to by your government. It's the perfect platform to use for your advocacy on girls' rights and to ensure that the impact of COVID-19 on girls is highlighted. To do this you need to get creative and think outside the box with your advocacy and campaigning!



HERE ARE 4 ACTIONS THAT YOU CAN TAKE RIGHT NOW:

1

CAMPAIGN ONLINE – take a look through the recommendations above on online campaigning and see if there are any actions you and your friends can take to influence or lobby important decision makers online! We would recommend using Plan International’s [Activist Hub](#) and the [Campaign Bootcamp](#) for ideas and inspiration.

2

CONNECT with other’s working on girls’ rights – there is an amazing network of other girl advocates and groups to connect and engage with on discussions and actions on gender equality. Speak to others working in your community, connect with others in your country online and come together to shine a light on the important issues for you. We would recommend joining the [Feminist Realities Journey](#) run by a global Civil Society Organisation called AWID.

3

REFLECT – think about the issues that are most important to you, are they reflected in the BPfA? What recommendations would you make to government on these issues? Use this in your individual and collective advocacy.

4

LEARN – take this time to learn more about the processes surrounding the Beijing+25 review process, in particular on the Action Coalitions and Generation Equality Forums which are going to be important in the coming months and year. Use this toolkit and the resources provided within it and do your own research so you are knowledgeable on the issues and processes.