



**GIRLS  
GET EQUAL**

**FULL VERSION OF THE YOUTH TOOLKIT FOR GIRLS GET EQUAL**

**[HTTPS://PLAN-INTERNATIONAL.ORG/GIRLS-GET-EQUAL/YOUTH-TOOLKIT](https://plan-international.org/girls-get-equal/youth-toolkit)**



What is **GIRLS  
GET EQUAL?**

## OUR VISION

A world where girls and young women, in all their diversity (including but not limited to non-binary and gender queer identities), are equally able to make decisions about their own lives and shape the world around them.

Girls Get Equal is the global campaign championing girls' voice, power and leadership to achieve gender equality. We are demanding equal power, equal freedom and equal representation for girls and young women – in all their diversity. What does this mean?

**EQUAL POWER** Girls and young women, in all their diversity, become powerful leaders and participate in all decisions that affect their lives.

**EQUAL FREEDOM** Girls and young women, in all their diversity, have the freedom to live, speak up and act without fear of harassment or violence – both online and offline.

**EQUAL REPRESENTATION** End gender stereotyping and discrimination wherever it is seen – on film, TV, entertainment, marketing and advertising, and the education institution! Girls and young women tell their own diverse stories and are truthfully represented.

**HOW ARE WE GOING TO ACHIEVE THIS?** With every action we take each day, you will see us challenging norms that hold us back. You will see us lead and hear our voices and stories. Every time we speak up, write, paint, sing, dance, take part and stand together, we are forging this new world.

We are transforming spaces and places of power in every part of life, including: politics, media and entertainment, culture, education, the workplace, economy and the private sector! We're calling on powerholders and decision-makers to uphold our rights and create space for us to lead. We're calling on our communities to overturn harmful social norms that hold us back from equal power, freedom and representation.

We co-designed the Girls Get Equal campaign with Plan International – it is by us, for us. And it is for you too! Take this toolkit, it's yours to activate Girls Get Equal on your own or with your peers. Now, using this toolkit, let's get to work on our collective mission for gender equality everywhere.

# WE WON'T STOP UNTIL GIRLS GET EQUAL! ARE YOU WITH US?



# WHY?

There are many social, cultural, political, economic, environmental, technological and legal barriers that hold girls and young women back from being able to lead change. This also impacts the way they are seen, heard and valued. Across the world and throughout history, we are excluded from spaces and positions of power. We are denied the freedom to move, to live, to speak up and even to just “be” without threat of violence and harassment. Our stories are written for us, not by us.

**Whether it’s on TV or film, in the streets, in the classroom, in the household, in places of worship, the boardroom, or the chambers of parliament, girls and young women are persistently undervalued, undermined and underestimated.** We are held back by outdated rules that ignore our potential, suppress our power and subject us to violence and abuse.

**Well, we’ve had enough! We are done with being silenced and ignored.** We are refusing to accept the inequality and injustice we’ve inherited.

**Progress has been too slow. Globally, we’re still 107 years away from closing the gender gap in politics and 202 years away from closing the economic gender gap.<sup>2</sup>** Girls and young women are bearing the brunt of this inequality, because we are both young and female.

**As girls and young women, in all our diversity, we are rising up. Boys and young men, in all their diversity, are also joining us as allies.**

We want a new world, with new rules – one that acknowledges our power, voice and leadership as girls and young women.

Check out [page 8](#) for our Girls Get Equal campaign demands

We want a world where  
**GIRLS GET EQUAL**



## OUR VALUES

**A Girls Get Equal campaign is:**

Non-violent

Secular

Non-profit

Inclusive

Intersectional

Led by girls and young people



# BOYS AND MEN AS ALLIES

Girls and young women, in all their diversity, are at the forefront of driving Girls Get Equal. This is because they are the most impacted by gender injustices. However, **boys and men are critical partners and allies**. Boys and men are also negatively impacted by gender inequality – from the expectations placed on them to be tough, emotion-less, masculine and heterosexual to the social pressures to be successful breadwinners, physically dominant and “manly”. Without boys and men, we cannot create the gender equal world that Girls Get Equal envisions. In a gender equal world, everybody wins.

**Boys and men, in all their diversity, have vital roles to play as change-makers and champions of gender equality.** They have essential roles in engaging their peers in Girls Get Equal, challenging gender norms and helping to make space for girls’ and young women’s voices and leadership.

## 3 WAYS TO DESCRIBE YOUR ROLE:



**HOW WILL YOU SHARE YOUR POWER?**

## WHAT IF PEOPLE SAY “WHY GIRLS?”

A lot of the time, we hear people say “why *Girls Get Equal*? Should it be *All Get Equal*?”. Here’s how you can respond to this:

This campaign is not about one gender rising above another. Rather, it is about all genders rising together.

### Here are 5 simple points:

1. The world we live in privileges boys and men over girls and women. It’s structured in a patriarchal and unfair way.
2. At every stage of their lives, girls, boys, women and men experience discriminations and injustices on the basis of their gender. However, Girls Get Equal acknowledges those faced by girls and women amount to more serious and deadlier limitations on their power, freedom and representation, than those faced by boys and men. **Factors like age, disability, sexual orientation and identity, socioeconomic background, race and ethnicity amplify these injustices.**
3. Boys and men enjoy social, political and economic freedoms that girls and women do not. This is true even in countries where these rights are legally recognised. Examples include: gender-based violence, normalisation of sexual harassment and abuse, employment discrimination, the gender wage gap, lack of political representation and power, stereotypes that limit their access to education – and so many more...
4. Boys and men have an important role in ensuring that boys and men understand how girls and women experience the world differently, and to call this out.
5. Girls Get Equal recognises the gender- and age-specific discriminations and injustices that girls face, which hold them back from being seen, heard and valued as equals with the rest of humanity.

Our collective goal is equality. However, girls are starting out on an unequal level. That’s why we say **Girls** Get Equal.

By sharing our power and privilege  
as boys and men, and by being strong  
allies and partners in the global fight for  
gender equality, our collective action  
with girls and women can create a world  
where everyone stands to benefit.

Are you with us? **#GirlsGetEqual**

### OTHER RESOURCES:

- Read this blog by Gonzalo, 24, from El Salvador on [A man’s role in Girls Get Equal](#) and watch his video on [How to be a gender equality and LGBTIQ+ ally](#)
- Listen to Sifat, 22, from Bangladesh tell us [How to be a male feminist](#)
- Promundo’s [9 Steps to being a better male ally for gender equality](#)
- Check out this infographic on [Boys and Men as Partners for Advancing Gender Equality](#)
- Ways to navigate situations when you’ve made a mistake: [9 phrases allies can say when we get called out \(instead of getting defensive\)](#)
- Check out this [Girls’ Rights Fact Sheet](#)



# GIRLS GET EQUAL CAMPAIGN DEMANDS



Over the next 8 pages, you will learn about the Girls Get Equal campaign demands and how to tailor whichever demand you want to campaign on to your local context.

## GIRLS GET EQUAL CUT-OUT CARDS

We designed some simple cards on **EQUAL POWER**, **EQUAL FREEDOM IN PUBLIC AND ONLINE**, and **EQUAL REPRESENTATION**.

They are a customisable tool for you to think through what your Girls Get Equal wants to achieve, why and who you will engage to advance your campaign.

### HOW TO USE THEM:

You can tailor these cards with your own key messages, facts, and goals from your own context. You can do this for whichever Girls Get Equal demand you choose to focus on.



You can cut them out and give them to your friends, neighbours, or whoever you want to support your campaign. Or keep them for yourself as a reminder of what you're fighting for and how!



We've provided links to global reports and research that support each Girls Get Equal demand. You can use these reports for key statistics, quotes and facts to support your campaign! If you have trouble accessing the links, you can go directly to Plan International's website and search the report name.



### REMEMBER:

you don't necessarily need statistics and figures to make your point. Accurate and powerful statistics will definitely strengthen your argument. However, case studies and real life examples are just as valuable.



EQUAL POWER

PRINT AND CUT OUT



EQUAL POWER

Support girls and young women, in all their diversity, to become powerful leaders and participate in all decisions affecting their lives.

THE SITUATION

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KEY FACTS

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EQUAL POWER

THE CHANGE WE WANT

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IMMEDIATE

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LONG-TERM

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WHO'S INVOLVED?

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EQUAL POWER [MORE KEY FACTS]

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SEE EXAMPLE AND TIPS NEXT PAGE

Note: Plan International is not responsible for the content of external links



## EQUAL POWER

# EXAMPLES FROM A GLOBAL PERSPECTIVE

Check out “How to develop campaign objectives” on page 21 to shape your own Equal Power objectives

### EQUAL POWER

Support girls and young women, in all their diversity, to become powerful leaders and participate in all decisions affecting their lives.

#### THE SITUATION

Everywhere in the world, girls and young women are excluded from positions of power, leadership and decision-making processes.

#### KEY FACTS

- Globally, only 24% of parliamentary seats are held by women.
- Less than 2% of the world’s parliamentarians are under the age of 30.
- Globally, 1 in 4 companies have no women in senior management roles.
- A study of approximately 22,000 companies in 91 countries found that companies with female CEOs produce higher profits.

### EQUAL POWER

#### THE CHANGE WE WANT

New pathways to power are embedded in institutions so that girls and young women are seen, heard and valued as leaders!

#### IMMEDIATE

By 2023, we want to see girls and young women participating and have their priorities reflected in multiple political party manifestos within at least 5 countries and 1 global presidency (e.g. G20, G7, UNGA etc.).

#### LONG-TERM

‘Nothing about her without her’. We will reform institutional processes and structures to ensure girls and young women always have a seat at the decision-making table.

#### WHO’S INVOLVED?

Political decision-makers and powerholders at all levels – local, district, national, regional and global.

### EQUAL POWER [MORE KEY FACTS]

- In 2018, there were only 17 women heads of state or prime ministers across 149 countries.
- Only 18% of government ministerial posts are held by women.
- Plan International and the Geena Davis Institute on Gender in Media conducted a study on leadership ambitions and realities with 10,000 girls and young women across 19 countries: For the full report and more key findings, [click here](https://plan-international.org/publications/taking-the-lead) or visit: <https://plan-international.org/publications/taking-the-lead>

What facts or statistics are relevant to your context? Check out the global examples on the next page and the Taking the Lead research for inspiration

Who has power over your issue?

Write your own key facts and killer stats for your context here!



# PRINT AND CUT OUT



## EQUAL FREEDOM IN PUBLIC [MORE KEY FACTS]

## KEY FACTS

- .....
- .....
- .....
- .....

[illegible]

 **GIRLS GET EQUAL TOOLKIT • 11**

## SEE EXAMPLE AND TIPS NEXT PAGE

## EQUAL FREEDOM IN PUBLIC

# EXAMPLES FROM A GLOBAL PERSPECTIVE

### EQUAL FREEDOM IN PUBLIC

Defend girls' and young women's right to be safe in public and speak up without fear of violence or harassment.

#### THE SITUATION

Everywhere in the world, girls and young women face multiple challenges and attacks on their freedom to live, speak up and act.

#### KEY FACTS

- According to one study, 80% of public space in cities is used by men, and girls 10 times less secure in these public spaces than men.

### EQUAL FREEDOM IN PUBLIC

#### THE CHANGE WE WANT

Girls and young woman can equally and safely participate in public life as a result of increased freedom to move around, convene and mobilise.

#### IMMEDIATE

By 2030, at least 3 public transport authorities commit to ensuring their services are safeguarding for girls and women.

#### LONG-TERM

Public authorities start working with girls and young women to identify innovative solutions to tackling harassment and violence in public spaces.

#### WHO'S INVOLVED?

Local authorities, mayors, police, transport providers in partnership with girls and young women!

### EQUAL FREEDOM IN PUBLIC [MORE KEY FACTS]

- Check out Unsafe in the City report on girls' safety across five cities in five countries. For the full report and more key findings, [click here](https://plan-international.org/unsafe-city) or visit <https://plan-international.org/unsafe-city>

What facts or statistics are relevant to your context? Check out the [Unsafe in the City research](#) for inspiration

Who has power over your issue?

Check out "How to develop campaign objectives" on page 21 to shape your own Equal Freedom objectives

Write your own key facts and killer stats for your context here!

# PRINT AND CUT OUT



## EQUAL FREEDOM ONLINE [MORE KEY FACTS]

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## WHO'S INVOLVED?

Four sets of primary-ruled lines for writing practice. Each set consists of a solid top line, a dashed midline, and a solid bottom line. Each set begins with a blue dot on the left margin.



# EQUAL FREEDOM ONLINE

# EXAMPLES FROM A GLOBAL PERSPECTIVE

## EQUAL FREEDOM ONLINE

Defend girls' right to be safe wherever they are online, and their right to speak up without fear of harassment or violence.

### THE SITUATION

Girls and young women face multiple forms of harassment, abuse and violence when they speak up and act online.

### KEY FACTS

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What facts or statistics are relevant to your context? Check out Amnesty's [Toxic Twitter report \(https://www.amnesty.org/en/latest/research/2018/03/online-violence-against-women-chapter-1/\)](https://www.amnesty.org/en/latest/research/2018/03/online-violence-against-women-chapter-1/) for inspiration

## EQUAL FREEDOM ONLINE

### THE CHANGE WE WANT

Governments and digital platforms take active steps to end harassments and violence against girls and women.

### IMMEDIATE

By 2020, at least 3 of the leading social media platforms commit to ensuring online spaces are safeguarded for girls and young women.

### LONG-TERM

The online community takes a zero-tolerance approach to violence and harassment of girls and women online! Perpetrators are reported, and stop trolling, bullying or harassing girls and young women online. Online self-care and solidarity is normalised

### WHO'S INVOLVED?

Digital and social media platforms, tech companies and governments.

Who has power over your issue?

Check out "How to develop campaign objectives" on page 21 to shape your own Equal Freedom objectives

## EQUAL FREEDOM ONLINE [MORE KEY FACTS]

- Check out Amnesty International's report on [Toxic Twitter](#) about the impact of abuse and violence against women online and the solutions.
- Check out this cool organisation called [Luchadoras \(https://luchadoras.mx/\)](https://luchadoras.mx/) who are fighting for a feminist internet!

Write your own key facts and killer stats for your context here!



# PRINT AND CUT OUT

Call out discrimination and damaging stereotypes on screen, in print and in advertising and increase truthful representations of girls' and young women's stories.

## THE SITUATION

## KEY FACTS

## THE CHANGE WE WANT

**IMMEDIATE**

## LONG-TERM

## WHO'S INVOLVED?

## EQUAL REPRESENTATION [MORE KEY FACTS]

## SEE EXAMPLE AND TIPS NEXT PAGE

## EQUAL REPRESENTATION

# EXAMPLES FROM A GLOBAL PERSPECTIVE

### EQUAL REPRESENTATION

Call out discrimination and damaging stereotypes on screen, in print and in advertising and increase truthful representations of girls' and young women's stories.

#### THE SITUATION

Girls and young women are held back from their ability to lead, live free from harassment and violence, and be active citizens due to oppressive patriarchal gender norms, systems and structures. This is perpetuated by damaging gender stereotypes in the media, entertainment and education industry.

#### KEY FACTS

- Did you know that in 2018's top grossing films globally, male characters outnumber female characters 2:1 (67% to 33%)?
- Women only feature in 16% of news stories about politics and government, globally.
- In 2015, women made up only 24% of persons heard, read about or seen in news, television and radio news.

What facts or statistics are relevant to your context? Check out the [#RewriteHerStory](#) report for inspiration

### EQUAL REPRESENTATION

#### THE CHANGE WE WANT

Gender stereotyping becomes a thing of the past!

#### IMMEDIATE

By 2023, we want at least 10 media and government partnerships to abolish outdated gender stereotypes and increase girl-led content.

#### LONG-TERM

Communications, marketing, advertising, entertainment and the education industry shift from reinforcing gendered stereotypes to producing positive, truthful messaging and portrayals about girls and young women. Increase in content created by girls and young women, across all forms of media that recognises their agency and power.

#### WHO'S INVOLVED?

Advertisers, entertainment providers, media corporations, education ministries at the national and global level etc.

Who has power over your issue?

Check out "How to develop campaign objectives" on page 21 to shape your own Equal Representation objectives

### EQUAL REPRESENTATION [MORE KEY FACTS]

- In an analysis of film content across 20 countries, 42% of male characters, compared to 27% of female characters are shown on screen as leaders.
- Of the top grossing films of 2018:
  - None of the films were directed by women.
  - Only 1 in 4 films had at least one female producer.
  - Only 1 in 10 films had at least one woman on the writing team.
- For the full report and more key findings, [click here](https://plan-international.org/girls-get-equal/rewrite-her-story) or visit <https://plan-international.org/girls-get-equal/rewrite-her-story>

Write your own key facts and killer stats for your context here!