WORKING TOGETHER FOR CHANGE

From the top, left to right: Indian Olympic boxer Mary Kom shared her journey in sports at the #WeSeeEqual Summit, co-hosted by P&G and UN Women in Mumbai. UN Secretary-General António Guterres met with UN Women Global Goodwill Ambassador Anne Hathaway at the Commission on the Status of Women. Marchers carried a HeForShe sign during International Women’s Day in Kyrgyzstan. Participants in the African Girls Can Code initiative showed off new skills at an African Union summit. The Equal Pay International Coalition Pledging Event mobilized funds to achieve equal pay for work of equal value. As part of the HerStory initiative, young volunteers gathered in Alexandria, Egypt to edit Arabic Wikipedia articles so they highlight women and their achievements.
ACHIEVING GENDER EQUALITY AND WOMEN’S EMPOWERMENT, LEAVING NO ONE BEHIND, DEPENDS ON COLLECTIVE COMMITMENT AND ACTION.

UN Women makes links with governments, businesses, civil society and other partners with the power to accelerate change and realize equality in our lifetime.

**PARTNERING WITH UN MEMBER STATES**

In the quest for gender equality and the achievement of the Sustainable Development Goals, UN Member States are foundational partners of UN Women. From international forums to local development programmes, we engage with governments around shaping and upholding internationally agreed norms and standards, and aligning national and local development policies, plans and budgets accordingly. We build alliances around mutual development priorities, including, critically, through the government provision of financial resources.

In 2018, UN Women’s total revenues from government and other contributors surpassed USD 392 million, up 6 per cent from 2017. Government partners made significant contributions to earmarked and softly earmarked funding, such as pooled funding for flagship programming initiatives. Flexible unearmarked resources are a bedrock for UN Women, improving efficiency and responsiveness. They power the entity’s voice and reach as a leading champion of gender equality for all women and girls, particularly those who are most marginalized. In 2018, core resources rose by 2 per cent, as UN Women continued to diversify and broaden its funding base and engage with more partners than ever. In total, 198 funding partners included 104 UN Member States and Member Organizations.

**MOBILIZING THE PRIVATE SECTOR**

Companies, foundations and individuals all work with UN Women to achieve a gender equal world. They make social investments and philanthropic contributions, shift core business operations and value chains to empower women, and influence changes in attitudes and behaviours.

In INDIA, Procter & Gamble collaborated with UN Women to host the #WeSeeEqual Summit in 2018. Leaders from business and government shared insights around dispelling the myths that limit progress on gender equality. At the gathering, P&G announced it would spend USD 100 million to work with women owned-businesses in India, Africa and the Arab States over the next three years, in addition to educating more than 23 million adolescents girls on puberty and hygiene. The company also partners with UN Women to bring more women entrepreneurs and small-scale suppliers into corporate value chains in EGYPT, NIGERIA, PAKISTAN and SOUTH AFRICA.

By early 2019, HeForShe, the global solidarity movement led by UN Women to advance gender equality, had a total of 1.7 million individual commitments. At PwC, where the CEO is a HeForShe champion, the share of women on the global leadership team shot up from just 18 per cent to 47 per cent in just 15 months; documentation of their approach is now being shared with a variety of other businesses and media outlets.

In MEXICO, UN Women partners with Danone, the multinational food company, where the CEO is also a HeForShe champion. Danone now supports women’s empowerment in local communities where it operates as well as within the company. Initial measures have included a new parental leave policy, a network of flexible work centres and shifts in senior management so that women occupy over a third of top positions. Four hundred staff
members act as gender equality champions who regularly speak to co-workers about combatting stereotypes. An annual five-kilometre race sponsored by the company rallied 70,000 participants around achieving a gender equal world.

With some of the world’s largest companies, the **G7 COUNTRIES** have a fundamental role in moving a globalized economy towards more sustainable and equitable business practices. Towards that end, UN Women has teamed up with the European Union and the ILO on WE EMPOWER, an initiative to accelerate responsible business in these nations. Kicking off in 2018, WE EMPOWER is developing new evidence on what works to reorient businesses around achieving gender equality. The programme aims by 2020 to have 1,000 more companies sign on to the UN Global Compact’s Women’s Empowerment Principles (WEPs), which stipulate action on gender equality and women’s empowerment in the workplace, marketplace and community.

UN Women saw an additional 385 companies signing the WEPs in 2018, bringing the total to 2,082 by the end of the year. In **KUWAIT**, representatives of 10 leading private sector entities attended the country’s first orientation session on applying the WEPs, which included initiating plans for implementation. In **TURKEY**, nearly 300 women managers of WEPs signatory Garanti Bank, the second largest private bank in the country, took part in women leadership training, while 14 companies improved working conditions for women and LGBTI, including through extending child-care services.

To celebrate International Women’s Day in 2019 and as part of its signature “March On Pink” campaign, Elizabeth Arden launched its limited edition “Pink Punch” shade of lipstick with Storyteller-in-Chief actress Reese Witherspoon. Proceeds will help propel UN Women’s global drive to improve the quality of data on core gender concerns. Foundation Chanel committed USD 3 million to back UN Women’s programmes empowering poor women in **CHINA, NEPAL** and **VIET NAM**.

Everywhere in the world, innovation drives transformation, creating new businesses and solving social problems. But it does not always do enough for gender equality. Through the Global Innovation Coalition for Change, UN Women links 22 partners from the worlds of business, academia and non-profit institutions who are fully committed to making innovation work harder for women. Together, they seek to shape innovations that meet women’s needs and capitalize on their creativity, while tearing down barriers to women innovating on equal terms.

In 2018, the coalition launched the Gender Innovation Principles to set the first global standards for gender equality in innovation design, implementation, evaluation, scale and sustainability. Organizations that sign on agree to align innovation with gender equality, from developing new goods and services to pioneering new corporate practices.

Collaboration between the coalition and MIT Solve, the Massachusetts Institute of Technology’s business incubator, kicked off the She Innovates Award, which in 2018 went to a women-led team with a new take on monitoring the vital signs of newborns. The award comes with global media exposure, speaking engagements at major global events, and connections to financial and other resources required to scale up.

Media and advertising outlets can send messages on gender equality far and wide. Through the Unstereotype Alliance, UN Women connects with 29 influential partners in the world of advertising to end harmful stereotypes of women and men. A new Gender Gap Analysis Tool helps brands define stereotypes and catalyse uptake of unbiased portrayals. On International Women’s Day and during the 16 Days to End Violence against women in 2018, a longstanding partnership with WPP, a leading global advertising and public relations firm, secured pro bono advertising worth USD 3.5 million to amplify messages around gender equality. After the firm announced an expansion of the partnership to six markets under the **Creativity for Equality** initiative, more than a dozen affiliated agencies in **INDIA, MEXICO, THAILAND, TURKEY, the UNITED STATES** and the **UNITED KINGDOM** offered UN Women pro-bono strategic, creative and media support. Partnerships with media houses include the “Step It Up Media Compact”, aimed at increasing high-quality coverage of
women's rights and gender equality and advancing gender-sensitive corporate practices such as parity in leadership roles. In 2018, 72 major media outlets, including Thomson Reuters, France 24, Refinery 29 and Deutsche Welle, boosted women's representation in the newsroom and in news content across the world. Media mentions of UN Women rose by 41 per cent in 2018 over the previous year, with a total of 33,000 articles. Social media followers topped 8.2 million across 106 accounts in 17 languages.

In 2018, UN Women won its second Webby – the Oscars of the internet world – for its Justice Now microsite plus an Honorable Mention for its timeline of major steps towards gender equality.

**LINKING WITH CIVIL SOCIETY**

Civil society groups are at the heart of UN Women’s mission to achieve gender equality. They reach women and girls on the ground, including those who are most marginalized, and are tireless advocates for advancing equality. Steered by UN Women, Civil Society Advisory Groups closed gaps in human rights provisions in CEDAW shadow reports in Colombia, Ethiopia, Kyrgyzstan and Mexico in 2018, and helped set a national policy for rural, indigenous and peasant women in El Salvador. With UN Women supporting more women from civil society in conflict-affected countries to brief the Security Council, the number of decisions referring to women, peace and security issues increased.

At a time of deepening resistance to social movements, UN Women worked with civil society and other partners to develop a strategy to protect women human rights defenders. Collaboration with Google produced a virtual reality film series, Courage to Question, that profiles women working to end child marriage, human trafficking and mass incarceration, and promote the rights of Dalit women in India. The series premiered on International Women’s Day and has run in a number of major international gatherings, highlighting the bravery of these women. In South Africa, UN Women joined the Office of the High Commissioner for Human Rights and Amnesty to mark the 70th anniversary of the Universal Declaration on Human Rights with a forum on civil society and social movements that urged governments to safeguard and expand democratic civic space.

The Equal Pay International Coalition (EPIC) continues to serve as a platform for knowledge exchange and sharing of best practices among governments, civil society, trade unions, academia and the private sector. At the EPIC Pledging Event, held at the UN General Assembly, more than 40 leaders committed to actions to achieve equal pay for work of equal value. They included the President of Iceland, the Vice President of Panama, and the heads of the ILO, UN Women, OECD, and companies such as IKEA and Deloitte.

Partnerships with civil society activists in Cambodia resulted in the first mention of LGBTI issues in a national CEDAW report, and the launch of an online platform, LOVEISDIVERSITY, to bolster social acceptance. In Cape Verde, the UN Free and Equal campaign sparked public debate around the human rights violations frequently perpetrated against LGBTI people.

**ENGAGING YOUTH**

Engaging youth now can put the world on track for equality in the next generation. To steer a new generation in a more digital direction in Africa, which has the world’s widest gender divide in Internet use, UN Women partners with the African Union Commission and the International Telecommunication Union on the African Girls Can Code initiative. It hosts coding camps where girls have a supportive space to explore education and careers in ICT. The first camp took place in Ethiopia in 2018, drawing participants from 34 African countries who learned programming as well as personal
development skills. In small groups, they tried their hand at innovations such as designing a drone controlled by SMS messaging to dispense medicines in rural areas. UN Women, UNICEF, UNHCR and Unilever collaborated with the IamtheCode movement to celebrate the first International Day of the Girl in Kakuma Refugee Camp in KENYA. Under the theme “With Her: A Skilled GirlForce”, 150 girls gained skills in IT and coding. The celebration marked the beginning of a year-long initiative to mobilize investment in girls’ IT skills.

Through the youth-led HerStory movement in the Arab States, UN Women hosts “edit-a-thons” where young activists come together to expand coverage of women and their experiences in Wikipedia. Currently, articles about men outnumber those about women by 4 to 1. Around 1,000 trained volunteers in EGYPT, IRAQ, JORDAN, LEBANON, MOROCCO, TUNISIA and the UNITED ARAB EMIRATES have an ambitious target of doubling the number of articles in Arabic by 2020, adding 3,000 articles during 2018 alone. In Iraq, to mark World Humanitarian Day in 2018, volunteers edited more than 40 articles on Iraqi women at the forefront of peacebuilding and humanitarian action.

Youth activists from diverse backgrounds in PAPUA NEW GUINEA worked with UN Women to roll out a behaviour change campaign so women can safely move about and enjoy public spaces. The campaign reached over 100,000 people through electronic and print media.

**BROADENING ENGAGEMENT THROUGH NATIONAL COMMITTEES**

National committees in 13 countries support UN Women's mission through broadening public awareness and mobilizing funds. In 2018, the UN Women National Committee in ICELAND won an award for the best charity advertisement of the year. In a moving video, *Gender based violence is closer than you think*, 12 men read the shocking stories of violence experienced by women from The Gambia, Iceland, Myanmar, Uzbekistan and Viet Nam. The award was bestowed by İMARK, the Icelandic Marketing Association.

In FRANCE, the National Committee won a ROIS Night award for the originality of its 2018 Orange Day campaign. It engaged 15 major media houses in integrating their names and logos in headlines denouncing violence against women and girls, a personalized and powerful statement. VIUZ, a marketing association, grants the awards each year to recognize the best French digital campaigns.

**REACHING OUT THROUGH GOODWILL AMBASSADORS**

In 2018, three prominent personalities joined UN Women as Goodwill Ambassadors, bringing powerful, authentic voices to UN Women’s advocacy for change. High-profile Gambian activist and survivor Jaha Dukureh committed to focus her efforts for UN Women on ending female genital mutilation and child marriage in Africa. Later in the year, she was nominated for the Nobel Peace Prize for her achievements.

During the Women’s World Cup in July, Marta Vieira da Silva, renowned for her skills in the world of soccer, joined as Goodwill Ambassador for women and girls in sport. She aims to inspire them to challenge stereotypes and follow their dreams through her own life story of achievement and defeating prejudice.

At the giant Global Citizen Festival in December, award-winning playwright and actor Danai Gurira, who starred in several Marvel blockbuster films, announced her commitment to working with UN Women on women’s empowerment and gender equality, especially by bringing attention to those living on the margins of society.

Existing Goodwill Ambassador Anne Hathaway intensified her advocacy efforts in 2019 towards the adoption of paid parental leave, meeting with UN Secretary-General António Guterres during the Commission on the Status of Women. In remarks to the International Civil Service Commission session in March, she urged the revision of UN maternity, paternity and adoption leave policies.
CONFLICT IS CHAOS. Blockchain technology, which seamlessly links records that are accessible anywhere, helps tame the confusion and connect people to resources to survive. Through its Innovation Facility, UN Women has been at the forefront of thinking through new ways to integrate gender into applying blockchain technology in humanitarian action.

For people who have fled crisis, carrying little with them, blockchain is well suited for creating and storing verifiable digital identities that can be pivotal in securing services and safe refuge. The technology makes cash transfers for vitals such as food trackable, secure and inexpensive. Developing more efficient, cost-effective solutions in humanitarian crises has never been more essential, since crises have grown increasingly protracted, and millions of people are on the move, including a significant share of women and girls.

The idea of tailoring blockchain for women refugees first arose from a 2017 hackathon sponsored by UN Women and Innovation Norway. UN Women subsequently tested a blockchain mobile wallet app in the Kalobeyei settlement in Kenya. It allowed women to make low-cost cash transfers. The experience yielded important insights about innovation enablers and challenges, such as the need to simplify the app and accompany it with economic empowerment giving women independent means to earn income and access technology.

In 2018, UN Women joined the World Food Programme for further testing through the “Building Blocks” project, which the latter has deployed to provide cash transfers to 106,000 Syrian refugees in Jordan. With UN Women’s involvement, the project now reaches the places where women congregate and can easily access it, such as Oases centres. Sponsored by UN Women in refugee settlements, the centres provide women with cash-for-work programmes, skills training and livelihood opportunities.

As of 2019, women in cash-for-work programmes no longer needed to rely on getting to a bank to access earnings. Through blockchain, a simple scan of an eye allows a woman at a supermarket to pay for food or draw cash. The scan connects to her account on the blockchain and records funds dispensed. UN Women and WFP can readily validate each other’s transactions through a common blockchain network.

Making this kind of intervention fully alert to women’s needs includes addressing the extra constraints they may face to benefitting from it. They typically have lower digital and financial literacy than men, and lack access to technology and connectivity. So in rolling out the blockchain system, UN Women also provides women with digital training as well as information on expense-tracking and budgeting to bolster financial skills.

Who helps UN Women explore the possibilities of blockchain?

Funding partners include the Governments of Denmark and France.

Photo: A mobile wallet app piloted in the Kalobeyei settlement in Kenya allowed women to make low-cost cash transfers. The experience informed the expanded use of blockchain technology for refugees from Syria.
Generous Support Reflects Expanding Commitment

She speaks to the heartfelt needs of voters and joins a triumphant wave of women gaining elected offices for the first time. She starts a small business that innovates and thrives, transforming the life of her family and community. She seeks shelter from violence, knowing that a national law guided by international standards will protect her, and a full array of essential services will help her recover and move on to a better life. She has fled conflict but learns new skills and finds solace at a centre in a refugee camp specially designed to meet her needs.

Each year, there are millions of stories of women and girls who have found meaningful opportunities for leadership, empowerment and protection through UN Women’s programmes. When women claim their equal human rights, they move their societies – and the world – towards gender equality.

None of these advances are possible without the generous support of UN Women’s many funding partners. They exemplify commitment to UN Women’s purpose – to achieve gender equality in our lifetime – and in 2018 provided the highest-ever level of voluntary contributions, totaling USD 384.3 million. This represents 95 per cent of UN Women’s total 2018 revenue, comprised also of assessed resources and other revenue.

While the generosity of funding partners is rooted foremost in their dedication to social change, it also reflects UN Women’s increasing reach and impact. The latest findings of the Multilateral Organisation Performance Assessment Network (MOPAN) noted a strong focus on results. Continued enhancement of accountability and transparency mechanisms in 2018 led to UN Women’s best ranking so far in the International Aid Transparency Initiative (IATI) registry.

Flexible and predictable funding through regular resources is particularly critical to UN Women’s mission to deliver on investments and the full range of outcomes in its Strategic Plan. In 2018, UN Women received a total of USD 149 million in regular resources, a 2 per cent increase compared to 2017. Of 102 UN Member States who contributed to regular resources, 36 had multi-year commitments and 49 boosted total contributions over 2017. The top 10 largest contributors to regular resource were, by rank: Sweden, Switzerland, the United Kingdom, Finland, Norway, Denmark, the United States of America, Australia, Japan and the United Arab Emirates.

Other resources complement regular resources, and should be predictable, timely and flexible. UN Women’s flagship programme initiatives channel predictable and flexible, softly earmarked resources into some of the most important drivers of faster action on gender equality, such as the revolution in data and statistics. Strategic notes allow similar flexibility in funding UN Women’s country programmes. In 2018, other resources reached an all-time high of USD 235 million. The top 10 largest contributors to other resources were, by rank: Sweden, the Multi-Partner Trust Fund Office, Japan, Norway, the United Kingdom, Australia, UNDP, Canada, the United States of America and Germany.

Private sector partnerships involving contributions from businesses, foundations, and individuals have grown significantly from USD 6 million in 2014 to USD 23 million in 2018. This reflects UN Women’s deepening engagement, including through its network of National Committees. Among the top private sector contributors in 2018 were the Bill and Melinda Gates Foundation, Fondation Chanel, BNP Paribas and Unilever.

Contributions from United Nations interorganizational arrangements reached USD 50 million, a 21 per cent increase over 2017. The top three contributors in 2018 were the Multi-Partner Trust Fund Office, UNDP and the United Nations Peacebuilding Fund.

In 2020, the world will mark the 75th anniversary of the United Nations, 25th anniversary of the Beijing Declaration and Platform for Action, the fifth anniversary of the 2030 Agenda for Sustainable Development, the 20th anniversary of United Nations Security Council resolution 1325 on women, peace and security; and 10 years since the establishment of UN Women. UN Women is grateful to all funding partners who have made this journey possible, and will continue to do so until the quest for gender equality is finally and universally complete.