

Committee	Advocacy
Date Submitted	11 th September 2016
Submitted by	Chairman Maria Jose Landeira Oestergaard, PIP

The committee shall recommend action in accordance with the Objects of Zonta International to improve the status of women and to promote legislative awareness, advocacy and equal rights (Bylaws of Zonta International Article XII Section 9).

Zonta International is a unique organization. We focus solely on women’s issues according to CEDAW Articles 1-16. The committee will inform on our Human Rights Framework, and highlight specific issues and processes in line with Biennial Goals.

Human Rights Framework: Zonta endorses the values expressed in the

- United Nations Universal Declaration of Human Rights
- UN Convention on the Elimination of all forms of Discrimination against Women, CEDAW
- Beijing Platform for Action
- 2030 Agenda and the Sustainable Development Goals
- Council of Europe Convention on preventing and combating violence against women and domestic violence, the Istanbul Convention (entered into effect 1 August 2014).

This plan is built on adopted 2016-2018 Biennial Goal 2 and the 4 sub-goals a), b), c) and d). The plan is meant to help us maximize our advocacy impact. In addition, we must be alert and seize important advocacy opportunities when they arise. Communication will be provided by the web, in the Zontian, ZI newsletters, the social media, skype calls and other forms of direct communication etc.

The plan will be reviewed after the first year of the biennium for evaluation and implementation.

Overall Advocacy Goal 2: Zonta International is a leading advocate for women’s rights

Strategy: Zonta, at all levels, takes mission-focused, fact-based advocacy actions with measurable impact. The following table shows the strategic actions for the International Advocacy committee. For each strategic action, specific advocacy actions will be undertaken.

It will be for the clubs and districts to decide the most relevant aspect in their communities, districts and countries of inequality or of violence against women:

Examples of issues that can be selected by clubs, districts and at national level

Violence Against Women	Equal Rights
Domestic	Equal access to education at all levels
In the working place	Equal pay for equal jobs
Violence in college and university campuses	Equal access to the work place
Violence in the open spaces	Equal access to leadership positions in the working place
Violence against indigenous women	Equal access to decision making positions
Violence in armed conflicts and wars	Equal access to land, property and housing
Human trafficking	
Female genital mutilation	
Early marriage	
Other harmful practices	

GOAL	a) All advocacy actions are in-line with the strategic plan and have measurable impact. When relevant, cooperation with like-minded organizations is initiated.		
Strategy	Zonta International, districts and clubs are actively involved in the 2030 Agenda and the Sustainable Development Goal No 5 “Achieving Gender Equality and Empowering all Women and Girls”		
PARTNER(S)	STRATEGIC ACTION	SPECIFIC ACTIONS	BY WHEN
	Increase the level of knowledge and expertise about Zonta advocacy	<ol style="list-style-type: none"> 1. Educate clubs and districts about what is Zonta advocacy 2. Educate clubs and districts on how to influence the making and implementing of laws 	Continuously
UN, CoE & PR&C committees	Continue developing the Zonta Says NO to Violence Against Women campaign and include the Istanbul Convention.	<ol style="list-style-type: none"> 1. Update the campaign website and tools 2. Hold online training with the advocacy district chairmen about the campaign 3. Assist clubs and districts to conduct advocacy actions as needed. 4. Follow up with advocacy district chairmen to secure reporting 	Sept 2016/2017 Sept/Oct 2016 Continuously Before Int. Board meetings
To be determined	Develop a platform for campaigns for Equal Rights	<ol style="list-style-type: none"> 1. Create a simple site with resources 2. Conduct a campaign for equal rights amendment (USA). 3. Conduct a campaign for equal pay (USA, global). 4. Other actions at national level following the Zonta advocacy policies. 	Feb 2017 4 April 2017 As appropriate
WEPs	Encourage clubs and districts to take advocacy actions to increase the number of companies signing the WEPs	<ol style="list-style-type: none"> 1. Prepare a toolkit for Zonta club members to approach CEOs in order to get more companies to sign the WEPs 2. Hold online training with the advocacy district chairmen about the WEPs. 3. Follow up with advocacy district chairmen to secure reporting 	By Nov 1 st 2016 Feb 2017 Before Int. Board meetings
Girls not Brides	Encourage clubs to support Girls not Brides at local and national level	<ol style="list-style-type: none"> 1. Disseminate information about Girls not Brides to clubs including examples for actions. 2. Help clubs identifying if early marriage is of concern in their communities 3. Hold online training with the advocacy district chairmen about Girls not Brides. 4. Follow up with advocacy district chairmen to secure reporting 	Continuously By Feb 2017 Feb/March 2017 Before Int. Board meetings

GOAL	b) Zonta International utilizes its consultative and participatory status at the United Nations and Council of Europe to ensure equality and a life free of violence for all women.		
Strategy	Advocacy, UN and CoE Committee efforts are linked at international level. Zonta advocacy has an impact at the CSW in New York and Geneva, and at events in cooperation with the UN and CoE committees.		
PARTNER(S)	STRATEGIC ACTION	SPECIFIC ACTIONS	BY WHEN
UN, CoE & PR&C committees	The advocacy committee supports the UN committee and the CoE subcommittee.	<ol style="list-style-type: none"> 1. The advocacy chairman holds meetings with the UN & CoE chairmen to align and coordinate tools, resources and actions. 2. The advocacy chairman works with the PR&C chairman. 3. The advocacy committee participates actively at the CSW in 2017 and 2018 in NY and Geneva as appropriate. 	Timely with the events.

GOAL	c) Zonta International encourages Zonta clubs to cooperate across district borders to engage in advocacy actions at national level.		
Strategy	Inspire and educate districts/areas to influence legislation and empower clubs to take actions to influence the national laws		
PARTNER(S)	STRATEGIC ACTION	SPECIFIC ACTIONS	BY WHEN
PR&C committee	Assist clubs to be advocates at national level by partnering across district boundaries.	<ol style="list-style-type: none"> 1. Develop resources to help the clubs to <ol style="list-style-type: none"> a. Identify relevant advocacy issues at national level b. Cooperate with clubs in the same country, across district boundaries when relevant c. Conduct advocacy actions at national level 2. Follow up with advocacy district chairmen to secure reporting 	<p>April 2017</p> <p>Before Int. Board meetings</p>
	Promote the ratification of CEDAW and Istanbul Conventions where relevant.	<ol style="list-style-type: none"> 1. Conduct online trainings of the international advocacy committee members and district advocacy committee chairmen 2. Publish in the Zonta web quick guides on how to use the Conventions for advocacy actions 3. Encourage clubs in the USA to engage in the Cities for CEDAW movement. Publish their activities in the web. 4. Pick up ideas from the Cities for CEDAW to expand to other countries, and prepare a toolkit for cities for CEDAW. 5. Follow up with advocacy district chairmen to secure reporting 	<p>Nov 2016, April 2017, Oct 2017, April 2018</p> <p>April 2017</p> <p>April 2017</p> <p>April 2017</p> <p>Before Int. Board meetings</p>

GOAL	d) Men are engaged as partners for gender equality.		
Strategy	More advocacy actions are designed to involve men and boys.		
PARTNER(S)	STRATEGIC ACTION	SPECIFIC ACTIONS	BY WHEN
UN Committee	Zonta International endorses the HeForShe campaign.	1. Support the UN committee in their plan and activities	When requested by the UN committee
	Involve men in Zonta's advocacy actions	<ol style="list-style-type: none"> 1. Learn from the 2014-2016 Biennium successes involving men. 2. Provide resources for advocacy actions that can increase the number of male participation. 3. Investigate the feasibility of a "Z-men"-campaign to encourage men support and identify with Zonta and make a recommendation to the Board if feasible. 4. Investigate the feasibility of a "1-brings-2" campaign to encourage Zontians to bring at least 2 men to advocacy events and make a recommendation to the Board if feasible. 5. Follow up with advocacy district chairmen to secure reporting. 	<p>Feb 2017</p> <p>May 2017</p> <p>March 2017</p> <p>March 2017</p> <p>Before Int. Board meetings</p>
	<p>Study White Ribbon and other male organizations</p> <p>Encourage local clubs to investigate if there are men's clubs working on women's rights issues.</p>	<ol style="list-style-type: none"> 1. Investigate if we should cooperate with male organizations and in affirmative case, make recommendations to the International Board. 2. If approved by the Board, prepare an action plan 3. Investigate the men organizations identified by clubs and provide guidance about cooperation within the Zonta advocacy policy 	<p>Before Feb Board meeting</p> <p>Timely</p> <p>Continuously</p>
Z- and Golden-Z committee	Involve the Z- and Golden-Z clubs in Zonta advocacy actions.	<ol style="list-style-type: none"> 1. Train Z- and Golden-Z clubs on Zonta advocacy 2. Assist Z- and Golden-Z clubs in <ol style="list-style-type: none"> a. Identifying relevant challenges related to eradication of VAW and achievement of equal rights in their countries^A. b. Planning and conducting actions, in collaboration with surrounding Zonta Clubs when appropriate c. Reporting 	<p>May 2017</p> <p>Continuously</p>

^A An example for cooperation between Golden-Z and surrounding Zonta clubs in the USA could be actions on Campus Violence against Women.