

## Exhibit A

### GLOBAL CITIZEN: SHE IS EQUAL - 2019 CAMPAIGN GOVERNMENT OF BELGIUM

#### **#SheIsEqual - Phase II - Campaign Priorities**

Global Citizen has set an ambitious target for our #SheIsEqual campaign in 2019. Through our mix of content, actions, grassroots organizing, events, influencer support and media attention, we will drive **500,000 actions by Global Citizens** and aim to secure new commitments worth at least **USD \$1 billion** and **impact the lives of at least 85 million girls and women**.

- Campaign to **#LevelTheLaw**: Address legal barriers that prevent girls and women from thriving economically, with the aim to reform/repeal gender discriminatory laws that hamper women's social and economic opportunities.
- Improve **women's sexual and reproductive health and access to family planning, including through UNFPA Supplies**: Secure commitments towards bridging UNFPA Supplies' **\$300M** gap.
- Support **women's entrepreneurship and financial independence**: Secure commitments with WEConnect International by 2+ multinational corporations to purchase/source **\$100M+** through their global supply chains from women's enterprises, and commitments by governments and the private sector to address the gender pay gap and promote decent work for women.
- Improve well-being of **adolescent girls** through nutrition: Campaign to secure **\$10M+** in commitments towards **adolescent girls' nutrition**.
- Improve access to **life-saving vaccines** and **end diseases of poverty**: Mobilize **\$400M+** in new commitments to GPEI, Gavi, the Global Fund, and towards addressing **neglected tropical diseases which disproportionately affect women**.

- Fight for **menstrual hygiene**: Secure new commitments valued at **\$58M** for menstrual hygiene management by governments, corporations, institutions, and individuals.
- Campaign for **#SheWill**: Ensure all girls can access, continue and complete **12 years of free, quality schooling** through funding to GPE and ECW, including accountability against G7 2018 pledges.

## **#SheIsEqual - Phase II - Key Moments**

Several key moments during phase II of #SheIsEqual include:

- **March 2019 — Launch of #SheIsEqual, International Women’s Day**
  - **Global Citizen will kick off the second phase of #SheIsEqual during a digital week of action, from March 1, Zero Discrimination Day, to March 8, International Women’s Day.** The week of action will align with the priorities outlined above and a strong public communications push through engaging content pieces on the campaign, a new #SheIsEqual video, a targeted email push to Global Citizens calling for action, and widespread promotion of the campaign via social media. Global Citizen will also work with partners and influencers to push out the campaign via their own networks and social channels.
- **March 2019 — Commission on the Status of Women.** Global Citizen will also host a side event alongside the Commission on the Status of Women in March 2019 in NYC on 13 March with the Government of Ireland and supporting partner Procter & Gamble, focused on promoting girls’ education and women’s economic empowerment. #SheIsEqual partners will have an opportunity to speak to help rally high-level political and sector support for the campaign.
- **June 2019 — Women Deliver in Vancouver:** Global Citizen will be campaigning in the lead up to Women Deliver to secure new commitments towards our #SheIsEqual campaign in Canada. In the lead up to the conference, Global Citizen will launch new actions seeking to mobilize Global Citizens in Canada and around the world to call for new commitments from Canada and other world leaders on #SheIsEqual priorities, particularly women’s and girls’ health, nutrition, rights and empowerment. This will also

include linking #SheIsEqual actions to GC Rewards to mobilize even more Global Citizens around the issues related to gender equality.

- **May 2019 — GC Live Berlin:** In May 2019, Global Citizen is looking to host a GC Live event alongside the BMZ's Africa Day. This event would entail a mid-sized pop and policy concert in Berlin on May 21st for approximately 3,500 attendees. In the lead up to the event, Global Citizen will launch new actions seeking to mobilize Global Citizens in Germany and around the world to call for new commitments from Germany and other world leaders on organizational campaign priorities including #SheIsEqual. This could also include linking #SheIsEqual actions to GC Rewards to mobilize even more Global Citizens around the issues related to gender equality.
  
- **September 2019 — ACTIVATE:** In September 2019, a six-part documentary series - co-produced by Global Citizen and National Geographic - ACTIVATE - will air in 172 countries and 43 languages. The series will include a focus on #SheIsEqual via episodes on sustainable sourcing and women's entrepreneurship, girls education and menstrual hygiene and health. Global Citizen will be leveraging the momentum from ACTIVATE to push forward our advocacy priorities and call on governments and the private sector to do more to empower women and girls, including through new actions and mass public communications.
  
- **September 2019 — Global Citizen Festival NY:** Global Citizen will utilize our major Festival in 2019 - which will be geared toward a mass broadcast audience - to push forward our #SheIsEqual campaign narrative and objectives. This will include:
  - Mobilizing Global Citizens in the lead up to the Festival through actions and influencer engagement.
  
  - Incorporating #SheIsEqual campaign messaging across our marketing around the Festival including via social media.
  
  - Convening a #SheIsEqual stage moment for the Global Citizen Festival for significant visibility on the campaign and issues as they relate to gender equality.

- **December 2019 — GC Prize Event:** In December 2019, Global Citizen will host a second live broadcast event in London focused on mobilizing audiences around the world in support of the SDGs. The event will honor four leaders (youth, political, business, and artist) making significant strides towards achieving the SDGs - including potentially a leader focused on SDG 5. The theme and narrative of the event may also address aspects of our #SheIsEqual campaign with the aim of reaching a wide broadcast audience globally around the importance of the SDGs.
- **TBC — She is Equal Learning Trip 2019:** Global Citizen is exploring a learning trip with a GC influencer, such as actress Dakota Johnson, to see firsthand the impact of our campaign. Footage from the learning trip will be used in content and marketing materials to rally support for new commitments as well as leverage further influencer support.