



## #ShelsEqual 2019 Impact Report

In 2019, Global Citizen built off of the incredible success of our #ShelsEqual campaign, launched in 2018, to ensure that women and girls around the world can thrive with access to quality education, essential healthcare, menstrual hygiene and sexual and reproductive health, nutrition, economic opportunities, and the removal of laws and institutional barriers that inhibit their empowerment. This year served as a critical opportunity to carry the torch forward on gains made in 2018 and expand the avenues through which Global Citizen and our partners work toward gender equity around the world.

Through Global Citizen's public campaigning in 2019, we saw **over 679,000** actions taken. These actions resulted in **17 new commitments** for change from governments and the private sector valued at **over USD \$1.2 billion**. These funds are set to **impact more than 65.6 million women and girls** around the world (with impact estimates on three grants still pending).

Additionally, in 2019 Global Citizen led public campaigning that helped to secure **Canada's USD \$10 billion multi-year THRIVE commitment for women's and girls' health, nutrition, and rights**. This ten-year commitment (2020-2030) will reach CA \$1.4 billion per year starting in 2023, with CA \$700 million to be dedicated to sexual and reproductive health and rights (SRHR).

Here's how we got there:

### I. Launch of #ShelsEqual Phase II Leading Up to International Women's Day 2019

Global Citizen kicked off our 2019 #ShelsEqual campaign with a digital week of action from 1 March - 8 March, in lead up to International Women's Day.

This launch week saw Global Citizens take **over 23,000 actions** across [7 campaigns](#).

In addition to links to the actions, content circulated across GC platforms included an [impact report](#) from the #ShelsEqual 2018 campaigning, a piece highlighting the work of the [#MeToo movement in the healthcare industry](#), and a [video](#) from Nigerian singer-songwriter Tiwa Savage.



*“To end extreme poverty by 2030, we need clear action from governments, institutions and business leaders to ensure health, education and economic opportunity for girls and women everywhere. That’s why I stand in solidarity with citizens around the world to call on our leaders to step up and take bold actions for what is right.” -- Excerpt from [#ShelsEqual 2019 petition](#).*

## II. **#ShelsEqual year-round side events**

Following the launch of phase II, Global Citizen continued its focus on the #ShelsEqual campaign through a variety of various campaigns and events throughout the year.

Key 2019 events included:

- [63rd Commission on the Status of Women \(CSW\) side event](#), March 13
- [Women Deliver Conference side event: The Power of Movement Building: Creating a World Where #ShelsEqual](#), June 6
- [Global Citizen Festival 2019](#), September 28
- [The Nairobi Summit on ICPD25](#), November 18

***Right:** Actress and activist Rachel Brosnahan welcomes guests at a Global Citizen co-hosted celebration dinner for the 63rd Commission on the Status of Women in New York City.*



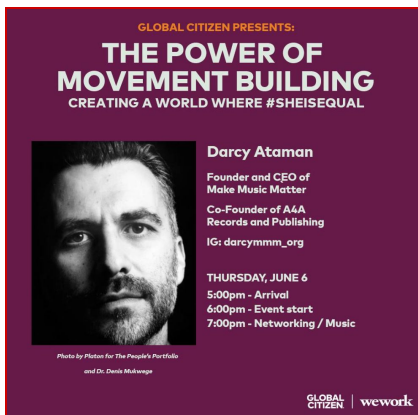


More from the 63rd CSW celebration dinner co-hosted by Global Citizen and the government of Ireland with the support of Procter & Gamble:

**Above left:** Denise Naguib, VP of Sustainability & Supplier Diversity for Marriott International announces a \$100 million commitment to women-owned businesses over three years, with at least 51% directed to developing countries at the CSW event.

**Above right:** Panel discussion, “A Seat at the Table”, featuring, Priya Basu, Amb. Koki Grignon, Nya Chambang, and Madge Thomas.

**Right:** Brenda Madumise-Pajibo of the #TotalShutdown speaking at the CSW event.



**Left:** Participants from The Power of Movement Building: Creating a World Where #ShelsEqual side event at the Women Deliver Conference in Vancouver, Canada.



**Left:** Dakota Johnson speaks about her conversations with survivors of sexual assault and violence on stage during the Global Citizen Festival:

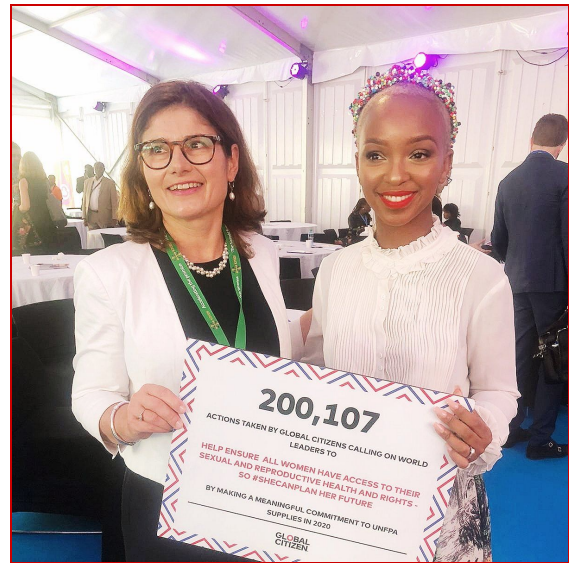
"I received calls from six of the seven continents, from 70 different countries, adding up to around 60 hours of real stories," she said. "These stories are from every age, and every gender, 95% being women."

**Right:** Becky G and Mexico's Vice Minister for Multilateral Affairs and Human Rights, Martha Delgado Peralta, speak on stage during the Global Citizen Festival. Mexico announced that it would be the first Latin American country to adopt a feminist foreign policy.



**Left:** South African singer and artist Nandi Madida joins Global Citizen in attending The Nairobi Summit on ICPD25, pictured left and top right with Gifty Addico, UNFPA Supplies Chief

**Right:** Nandi Madida at the Nairobi Summit on ICPD25 with European Commission representative Henritte Geiger.



In addition to these events geared directly toward the campaign, #ShelsEqual actions were also linked to Global Citizen’s Rewards program for Global Citizens to win tickets to the [Global Citizen Live: Berlin](#) as well as to win [VIP tickets to WWE's #SummerSlam](#).

### III. **ACTIVATE Series and #ShelsEqual partnership with Becky G**

In September of 2019, Global Citizen teamed up with National Geographic to launch a six-part online documentary series, **ACTIVATE: The Global Citizen Movement**. This series served as an opportunity to shine a spotlight on key issues and campaigns in our fight to end extreme poverty, and also opened the door for artists and influencers to step in as ambassadors on these campaigns.

The #ShelsEqual campaign was highlighted in two of these episodes:

- [Episode 1: Eradicating Extreme Poverty](#) in partnership with Charmin



*In this episode, Becky G traveled to Mexico to learn about and amplify Global Citizen’s campaign to push companies to support women-owned businesses.*

- [Episode 4: Keeping Girls In School](#) in partnership with Always



*In this episode, Priyanka Chopra Jonas joined Global Citizen and activists around the globe in their campaigns to break down barriers to girls' education. Meanwhile, Gayle King and Bonang Matheba rallied tens of thousands of people to call on the South African government to commit \$58 million toward ending "period poverty" and providing girls with the menstrual education and resources they need to stay in school and stay confident.*

Following her learning trip to Mexico, **Becky G** continued to step up as a vocal ambassador for the #ShelsEqual campaign.

In April, she spoke to her experience from the trip in a [video](#) to the newly appointed President of the World Bank, David Malpass in advance of the World Bank Spring Meetings and called on him to empower women entrepreneurs around the world.

She continued her advocacy later in the year through tweets using the #ShelsEqual hashtag during her participation at the Global Citizen Festival 2019, as well as in a [tweet](#) re-promoting Global Citizen's [petition](#) calling on President David Malpass to implement measures for the World Bank to: build staff capacity to support gender mainstreaming approaches; implement stronger systems of accountability; expand financing and resources to women entrepreneurs in low-income countries and increase the World Bank's sourcing of goods and services from women-owned businesses.



#### **IV. #SheisEqual campaigns on Global Citizen platforms**

In 2019 alone, Global Citizen launched **65 #ShelsEqual actions**, calling for gender equality, women's empowerment, and an end to gender discrimination in the law.

Altogether, Global Citizens took **over 679,000 actions** on these campaigns from across **205 countries**.

Some of our most successful digital campaigns included:

- [World Bank](#): Calling on the World Bank President to support women entrepreneurs.
- [Every Woman Has a Right to Control Her Future](#): Calling on world leaders to support the UNFPA Supplies' family planning services.
- [Protect Women From Workplace Violence](#): Calling on world leaders to ratify and implement the International Labour Organization's first ever international labour standards convention to prevent, identify, and provide redress in cases of gender-based violence and harassment.



*Left and above: Global Citizen hands over 39,646 signatures from Global Citizens across the world who called on world leaders to ratify and implement the ILO's C190 Convention*

In all, our **#LevelTheLaw** campaign addressing legal barriers to women's empowerment was a highly successful component of our digital campaigns in 2019, with Global Citizens taking **over 128,000 actions** on the issue from **181 countries**.

## **V. Support for #ShelsEqual from world leaders**

“Our government’s historic new commitment of \$1.4 billion annually to support women and girls’ health around the world will ensure women and girls can access the safe, quality health care they need. To the over 36,000 members of the Global Citizen movement who took action on this campaign: we heard you and thank you for standing up and speaking out for women and girls everywhere. It is this kind of citizen-led action that empowers countries like Canada to take bold steps towards a more just, equal, and prosperous world.

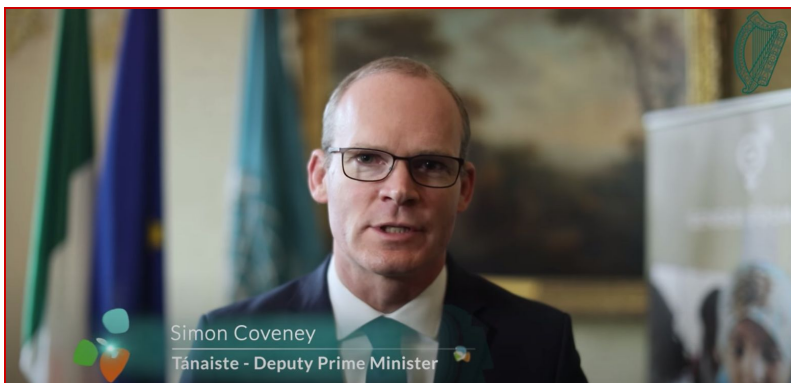
**-- Justin Trudeau, Canadian Prime Minister, at the Women Deliver Conference in Vancouver**



*Canadian Prime Minister Justin Trudeau at the Women Deliver Conference in Vancouver, Canada 2019*

“A Better World is the ambitious title of the Irish government’s new policy for international development. It sets the framework for an equally ambitious commitment: reaching the target of 0.7% of our GNI to official development assistance by 2030, focusing on the furthest behind first. One of our four priority areas is gender equality and women’s empowerment, because as everyone in this room knows, when women succeed, we all succeed.”

**-- Simon Coveney, Tánaiste of Ireland, in a video message at a celebration dinner for the 63rd Commission on the Status of Women in New York City**



*Simon Coveney, Tánaiste of Ireland, addresses global citizens on the sidelines of CSW63*



“This historic [International Labor Organization] convention will ensure that women are legally protected against violence and abuse of any form in the workplace...It is my hope that other governments will join us to end harassment in the workplace by ratifying and implementing this convention.”

**-- Honourable Tjekero Tweya, Namibian Minister of Industrialisation, Trade & SME Development**



*Honourable Tjekero Tweya, Namibian Minister of Industrialisation, Trade & SME Development, announces commitment at the Global Citizen Festival 2019*

## **VI. All #ShelsEqual commitments secured during 2019**

The full list of commitments in support of #ShelsEqual made in 2019 is as follows:

### **#LevelTheLaw: Addressing Legal Barriers to Women's Empowerment and Participation**

○ At the Global Citizen Festival in New York in September 2019, **Namibia's** Minister of Industrialisation, Trade and SME Development, Honourable Tjekero Tweya, took to the stage to announce that **Namibia will be the first country to ratify and implement the International Labor Organization's Convention on Violence and Harassment**, and called on other governments to follow suit. Ratification of this convention will ensure that workers, particularly women, are legally protected against violence and abuse of any form in the workplace.

### **Sexual and Reproductive Health and Rights**

**(USD \$371.6M in fundraising confirmed)**

○ On 4 June, 2019, at the *Women Deliver Conference* in Vancouver, **Canada's** Prime Minister Justin Trudeau announced Canada's **THRIVE commitment** to support women and children's health and reproductive rights around the world. This commitment includes a CAD \$700 million annual investment in sexual and reproductive health and rights,

including neglected areas such as ensuring access to modern contraception and comprehensive sexual education, as well as for maternal and neonatal care. *(Note: While Global Citizen's campaigning helped to secure the THRIVE commitment overall, GC does not claim impact on the allotment of these specific funds.)*

○ In November of 2019, at the Summit on ICPD25 (International Conference on Population and Development) in Nairobi, Kenya, **the UK's** Baroness Liz Sugg announced the country's groundbreaking commitment of **£50M pounds per year for 6 years to UNFPA Supplies (about USD \$371.6M total)**.

○ Additionally at November's Nairobi Summit, **Germany** committed to **increase their pledge to UNFPA supplies in 2020 from €33M to €40M - an increase of about USD \$7.6 million**. *(Note: This commitment is not listed in total fundraising for 2019 above, as Global Citizen's due diligence is still in progress.)*

### **Women's Entrepreneurship and Financial Independence** **(USD \$100M in fundraising confirmed)**

○ On 13 March 2019, at a dinner reception side event during the 63rd Commission on the Status of Women (CSW) in New York, **Marriott International** Vice President of Sustainability & Supplier Diversity Denise Naguib took the floor to announce the company's **commitment to spend USD \$100M with women-owned businesses over the next three years**. As part of this commitment, 51% of this spend will be in developing countries around the world, and Global Citizen and our partners at WeConnect International will work alongside Marriott to track and measure the impact of this investment on individual women's lives, as well as on their communities.

○ At the Global Citizen Festival in New York in September 2019, **Mexico's** Vice Minister for Multilateral Affairs and Human Rights, Martha Delgado Peralta joined ambassador Becky G onstage to announce the country's **commitment to establishing its first ever feminist foreign policy**. This new policy will mandate gender equal appointments of ambassadors, advance the rights of girls and women through Mexico's engagement in the United Nations and other international forums, and much more.

### **Nutrition for Adolescent Girls**

○ **Canada's THRIVE commitment**, announced on 4 June at the Women Deliver conference in Vancouver, will include CAD \$150 million in funding to support the Global Financing Facility for women and children's health, nutrition and rights. *(Note: While Global Citizen's campaigning helped to secure the THRIVE commitment overall, GC does not claim impact on the allotment of these specific funds.)*

**Global Health and Vaccines: Tackling Diseases that Disproportionately Affect Women**  
***(USD \$513.8M in fundraising confirmed)***

- On 23 September, 2019, during the UN General Assembly in New York, **Switzerland** committed **USD \$7.89M to the Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN)**. What's more, the **Bill and Melinda Gates Foundation** committed to match this.
- In November of 2019, ahead of the Global Polio Eradication Initiative (GPEI)'s pledging conference in Abu Dhabi, **the UK's** International Development Secretary Alok Sharma announced the country's **commitment of [£400 million \(about USD \\$495.8\) to the GPEI](#)**.
- Later on 19 November at the Abu Dhabi pledging conference, the government of **Australia** announced their **commitment of [AUD\\$15M \(about USD \\$10M\) to the GPEI from 2021 - 2023](#)**. In addition to this commitment, Australia's Minister for Foreign Affairs Marise Payne also became the GPEI's first gender champion for polio eradication.

**Menstrual Hygiene Management**  
***(USD \$29.1M in fundraising confirmed)***

- In February of 2019, **South Africa** released their FY2019 budget, which included a **commitment of [R157M \(about USD \\$11.1M\) to providing sanitary pads](#)** to learners from low-income households, effectively doubling the existing allocation to this issue by adding R79 million to the previous R78 million spend. In addition to this, the 2019 budget also committed R2.8B (about USD \$199M) to the connected issue of transitioning from deadly pit latrines to safe toilets in 2,400 schools. (This latter commitment is not listed in total fundraising for 2019 as it is not directly a part of #ShelsEqual fundraising.)
- At the Global Citizen Festival in New York in September 2019, **Proctor & Gamble's** President of Feminine Care, Jennifer Davis, and ambassador Katie Holmes took to the stage to announce P&G's **commitment to [double its donation up to 100 million Always period products](#)** (about USD \$18M worth of products) to help combat poor menstrual health and keep girls in school.

**Girls' Education: #SheWill**  
***(USD \$244.9M in fundraising confirmed)***

- On 11 April, 2019, **the UK's** Minister for International Development, Penny Mordaunt, announced the country's **commitment of [£4M \(about USD \\$5.2M\) to Education Cannot Wait \(ECW\) for Cyclone Idai relief](#)** at the World Bank Spring Meetings.

○ Later, in August of 2019, **the UK** continued its support for ECW with International Development Secretary Alok Sharma announcing the country's **commitment of £90M (about USD 113M) to ECW** at the G7 Summit in France.

○ On 25 September, 2019, ECW, the Education Commission, and Global Citizen hosted an event alongside the UN General Assembly where [numerous countries made pledges to ECW](#), the fund for education in emergencies:

- **Denmark's** Minister for Development Cooperation, announced a commitment of an **additional USD \$7M for ECW over 4 years**.
- **Germany's** Parliamentary State Secretary, Dr. Maria Flachsbarth, announced the country's commitment of **€10M (about USD \$11.1M) for ECW**.
- **Ireland's** Minister Ciarán Cannon announced the country's **first ever contribution to ECW of €6M (about USD \$6.7M) by 2021**.
- The **LEGO Foundation** announced a commitment of **\$12.5M to ECW**.
- The **United States** Population, Refugees, and Migration Bureau then announced a matching of LEGO's commitment with a **USD \$12M pledge to ECW by the end of 2019**.
- **Norway's** Minister of International Development, Dag-Inge Ulstein, announced the country's commitment of **500M NOK (about USD \$56.8M) over four years for ECW**.
- **Switzerland** announced a **first time commitment to ECW of USD \$6M**.

○ In addition to these ECW commitments, in November of 2019, **Germany** announced a **€13M (about USD \$14.4M)** top-up of the country's usual €37M pledge to the **Global Partnership for Education (GPE)**, a partnership and a fund that mobilizes investments, both external and domestic, to help governments build stronger education systems.