



## ENSURING GRASSROOTS LEADERS ARE “#INTHEROOM” DURING THE HLPF 2017 A WOMEN THRIVE ALLIANCE CAMPAIGN

JULY 2017

The United Nations’ High Level Political Forum (HLPF) is the primary vehicle through which 193 member states of the U.N. voluntarily review and report on their country’s implementation of all 17 Sustainable Development Goals. This year’s HLPF takes place between July 10 to July 19 and it will bear witness to 44 countries (both from the Global South and North) reporting on their implementation of goals 1, 2, 3, 5, 9, and 14.

As a global feminist advocacy network whose primary goal is for SDG5 on gender equality and the empowerment of all women and girls to be achieved, it is imperative for Women Thrive to ensure that the voices and priorities our Alliance members – 280+ grassroots women’s rights organizations and gender equality advocates in 50 countries – are central to our advocacy activities and engagement with the U.N.

This year, our central message is: **grassroots women’s rights groups and gender equality advocates need to be in the room where SDG implementation-related plans and decisions are being made at both national and global levels.**

Our members chose the hashtag #InTheRoom to raise visibility on when and where they are actually being included. Our HLPF campaign of the same name invites all groups, advocates and decision-makers working to ensure grassroots women’s participation in national, regional and global-level SDG-era implementation processes and accountability mechanisms to show their support to making this issue a priority.

## THE CAMPAIGN

#InTheRoom was born from the results of our [2017 National SDG Scorecard](#), which revealed that **grassroots women's rights groups and gender equality advocates, for the most part, are consistently left out of SDG-related decision-making spaces.**

The goal of the campaign is threefold:

1. Highlight not only the importance of grassroots women's rights groups inclusion in SDG implementation decision-making processes but also their poised and preparedness in being active participants in those processes.
2. Signal to governments that "we are watching:" that is, women's rights groups and gender equality advocates worldwide are paying attention to how governments are or are not, including grassroots gender equality advocates in their decision-making processes regarding the SDGs.
3. Urge U.N. and national decision makers to include grassroots women's rights groups #InTheRoom when decisions about the SDGs, especially SDG5 on gender equality, are being made.

The campaign will take place primarily via social media to engage a wide audience, globally, of other grassroots women's rights and gender equality advocates and organizations as well as donors and government representatives.

Women Thrive Alliance members will engage via their Twitter and Facebook accounts using a social media toolkit designed specifically from their perspectives to highlight the first goal of the campaign: why it is important that organizations such as theirs be #InTheRoom when decisions on SDG5 implementation are being made.

## JOIN US: HOW TO GET INVOLVED

#InTheRoom is one initiative to galvanize women's rights organizations from around the world around the importance of women's rights advocates place and participation in decision-making on the SDGs at both the national and international levels. Your support and participation in this campaign is vital to making it a success.

Participate in the following ways:

### POST A SELFIE WITH THIS #INTHEROOM PLACARD AND SHARE ON FACEBOOK AND TWITTER

- a. Share why it is important to you and/or your organization to promote women's rights organizations and gender equality advocates being included in SDG-related decision-making processes.

# #InTheRoom



USE THESE CLICK-TO-TWEETS AND FACEBOOK POSTS TO INSPIRE YOUR CONTRIBUTIONS!

## TWITTER

- [When it comes to making decisions about the implementation of #SDG5, women's rights orgs & gender equality advocates must be #InTheRoom.](#)
- [We cannot #AchieveSDG5 \(gender equality\) if women's rights & gender equality orgs/advocates are not present #InTheRoom when decisions are being made.](#)
- [As an advocate for women's rights, it's essential we're #InTheRoom when it comes to making decisions about how to achieve gender equality!](#)
- [Join us in supporting @WomenThrive's #InTheRoom campaign bc gender equality will only be achieved if women's rights advocates are #InTheRoom](#)
- [@WomenThrive's data reveals that grassroots women's rights groups aren't #InTheRoom when governments make SDG-related decisions! Not OK.](#)

## FACEBOOK

- We believe grassroots women's rights organizations and gender equality advocates are poised and prepared to be #InTheRoom when SDG5 implementation decisions are being made. As ORGX, we support Women Thrive Alliance and join our name to this campaign to ensure the voices, priorities and solutions of women and girls are a part of SDG implementation.
- We believe that in order to #AchieveSDG5 (gender equality) women's rights & gender equality organizations/advocates need to be #InTheRoom when national-level SDG-related implementation decisions are being made. Join us and Women Thrive Alliance in the #InTheRoom campaign
- Women Thrive's [National SDG Scorecard](#) revealed that grassroots women's rights grps are not #InTheRoom when governments make SDG implementation-related decisions. We are supporting the #InTheRoom campaign to ensure that SDG5 on gender equality is achieved and women and girls are equally empowered worldwide. Join us!

USE THESE GRAPHICS WITH YOUR TWEETS AND POSTS!



Of 150 grassroots organizations from 30 countries...

...only 27% have been consulted about the inclusion of SDG5 to their country's Nat'l Development Plan

In order for the world to #AchieveSDG5, grassroots women's rights organizations and gender equality advocates need to be:

**#InTheRoom**

*Thrive*



Of 150 grassroots organizations from 30 countries...

...only 40% have been invited to a government-hosted meeting or event about the implementation of the SDGs

In order for the world to #AchieveSDG5, grassroots women's rights organizations and gender equality advocates need to be:

**#InTheRoom**

*Thrive*

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*Thrive* WOMEN ALLIANCE