

# APC @ CSW 59 Communications Strategy

*New York, 9 to 20 March 2015*

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## Overview

### **What is the fifty-ninth session of the Commission on the Status of Women?**

The main focus of the session will be on the [Beijing Declaration and Platform for Action](#), including current challenges that affect its implementation and the achievement of gender equality and the empowerment of women. The Commission will undertake a review of progress made in the implementation of the Beijing Declaration and Platform for Action, 20 years after its adoption at the [Fourth World Conference on Women](#) in 1995. The review ([Beijing+20](#)) will also include the outcomes of the [23rd special session of the General Assembly](#), the first five-year assessment conducted after the adoption of the Platform for Action, which highlighted further actions and initiatives.

The session will also address opportunities for achieving gender equality and the empowerment of women in the post-2015 development agenda.

### **Why is it important?**

The APC Women's Rights Programme will attend to the event since this space is considered to be very relevant to its advocacy work against VAW, women representation in media and in online spaces, and access and participation in science and technology fields.

When we are making the arguments, our anchors are the universal human rights standards, with special attention to the current global policy framework on women's empowerment and gender equality, the [Beijing Declaration and Platform for Action](#) and its [Section J](#), the feminist analysis/positions around rights, and how the internet makes it more complex.

See session organization: <http://www.unwomen.org/en/csw/csw59-2015/official-meetings>

See side events agenda: <http://www.unwomen.org/es/csw/csw59-2015/side-events/calendar-of-side-events#13March>

NGOs events agenda:

<https://docs.google.com/spreadsheets/d/1YPuOtnfpwHm3prqxJ9hlg8tK91GJw51l0lhWR4aEe4Q/edit#gid=1029151804>

## **Focus and advocacy goals**

- We want to achieve the reprioritisation of the Section J of the BPA review +20. We want to go beyond tools and representation.
- We want to influence the language of the final declaration, specially on Section J, pushing for a greater recognition of the role that ICTs play in the improvement of women's lives and their ability to exercise their rights, but also acknowledging the need to address problems such as tech-based violence against women - speaking with government delegations.

*This will inform the funding agenda and will inform the priorities that governments give attention to.*

## **Key audiences**

- Authorities and participants of the UN meeting
- Women's rights advocates who are present at side events and following (off-site)
- Feminist media contacts
- APC WRP members and partners
- Women human rights defenders

## **Mailing list for coordination and communications**

List WRP team [apcwomen-team@apc.org](mailto:apcwomen-team@apc.org)

List for FLOW project partners and team [flow.project@lists.apcwomen.org](mailto:flow.project@lists.apcwomen.org)

Section J list [sectionj@lists.apcwomen.org](mailto:sectionj@lists.apcwomen.org)

## **On-site contacts**

Jac sm Kee, English: [jac@apcwomen.org](mailto:jac@apcwomen.org)

Jan Moolman, English: [jan@apcwomen.org](mailto:jan@apcwomen.org)

Dafne Sabanes Plou, English and Spanish: [daphne@apcwomen.org](mailto:daphne@apcwomen.org); Skype: daphneplou

Chat Garcia Ramilo, English: [chat@apcwomen.org](mailto:chat@apcwomen.org); Skype: chatgarcia

## **Remote comms contact**

Flavia Fascendini, Spanish and English: [flavia@apcwomen.org](mailto:flavia@apcwomen.org); Skype: ffascendini

Sara Baker, English: [sara.baker@takebackthetech.net](mailto:sara.baker@takebackthetech.net); Skype: sara.ann.baker

Mallory Knodel, English: [mallory@apc.org](mailto:mallory@apc.org); Skype: malloryknodel

Space	Type of coverage	URL/Usernames		Who can publish?	Focal point	Aggregation
GenderIT.org: Feminist talk	Blogs on reflections, insights and participation	<a href="http://www.genderit.org/feminist-talk">http://www.genderit.org/feminist-talk</a>		APC team, FLOW partners, CSW partners	EN: Kac'a/Flavia  ES: Flavia	tag each content: CSW section J imagineafeminist internet
APC.org	News and bulletin	<a href="http://www.apc.org">http://www.apc.org</a>		APC communications team	Flavia (EN, ES)/Mallory	<a href="http://www.apc.org">APC.org</a>
Twitter	Quick and live reporting of event (plenary, breakout sessions), quotable quotes, sharing links to further resources, cross-posting of coverage by other communication /media partners.  #imagineafeministinternet	GenderIT.org	@genderitorg (EN)	Kaca/Flavia	Tarryn/Flavia	Constant: @genderit @UN_CSW @UN_Women  #genderites #takebackthetech  #dominemoslastic  #Beijing20 #CSW59 #IWD2015 #sectionJ  #imagineafemini
			@genderitorges (ES)	Flavia	Flavia	
		Take Back the Tech!	@takebackthetech	Erika (ES)/Sara (EN)	Erika (ES)/Sara (EN)	
			@dominemoslastic	Erika (ES)/Florencia G. (ES)		
		<a href="#">APC staff personal accounts</a>	<a href="#">@dafnetemplerley</a>	Dafne Plou		
			@carotagn	Caroline Tagny		
			@cergori	Katerina Fialova		
	<a href="#">@endVAW</a>	Jan Moolman				

	campaign support.		@sara.ann.baker	Sara Baker	stinternet
			@FlaFlak and @genderit	Flavia Fascendini	
			@nmoawad	Nadine Moawad	
			@jen_ct	Jennifer Radloff	

## Other useful information for coverage

Webcasts live or on demand via the [CSW website](#).

On Twitter: #beijing20 #CSW59 #IWD2015 (for March 8).

[Social media package #IWD2015 #Beijing20](#)

More UN official information for coverage [here](#).

## Key partners for coverage

Organisation/ individual	Contact	Agreed collaborations and to do next	Contact person
WORLD PULSE Twitter: <a href="#">@WorldPulse</a>	Breese <a href="mailto:breese@worldpulse.com">breese@worldpulse.com</a> Leah Okeo <a href="mailto:leah@worldpulse.com">leah@worldpulse.com</a> , Leana <a href="mailto:leana@worldpulse.com">leana@worldpulse.com</a> Twitter: <a href="#">@LeanaMayz</a> Rachael <a href="mailto:rachael@worldpulse.com">rachael@worldpulse.com</a>	Will be there at CSW. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Sara
Fire Twitter: <a href="#">@WorldPulse</a>	Katerina <a href="mailto:kata@radiofeminista.net">kata@radiofeminista.net</a>	Usually attend CSW and we get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Flavia
TrustLaw Women	Maria Caspani <a href="mailto:maria.caspani@thomsonreuters.com">maria.caspani@thomsonreuters.com</a>	Will be there at CSW.	Jan

Twitter: <a href="http://www.trust.org/trustlaw/womens-righten">http://www.trust.org/trustlaw/womens-righten</a>			
AWID Twitter: <a href="https://twitter.com/AWID">@AWID</a>	Susan Tolmay <a href="mailto:stolmay@awid.org">stolmay@awid.org</a> Twitter: <a href="https://twitter.com/SusanTolmay">@SusanTolmay</a> Natalia Cardona <a href="mailto:Ncardona@awid.org">Ncardona@awid.org</a> Twitter: <a href="https://twitter.com/natycar74">@natycar74</a>	Will be there at CSW. Usually attend CSW and we get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination. We will try to get a special on The Guardian: Kaca to coordinate with Nana Darkoa.	Jac, Flavia, Kaca
BRIDGE Twitter: <a href="https://twitter.com/BRIDGE_IDS">@BRIDGE_IDS</a>	<a href="mailto:g.aboud@ids.ac.uk">g.aboud@ids.ac.uk</a>	Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Flavia
WHRD IC Twitter: <a href="https://twitter.com/WHRDIC">@WHRDIC</a>	Sarah Marland <a href="mailto:sarah.marland@whrdic.org">sarah.marland@whrdic.org</a> Twitter: <a href="https://twitter.com/msmuuumu">@msmuuumu</a>	Will be there at CSW. Partners. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Jenny, Flavia
JASS Mesoamérica Twitter: <a href="https://twitter.com/JASS_Meso">@JASS_Meso</a>	Daysi Flores <a href="mailto:floresday.jass@gmail.com">floresday.jass@gmail.com</a> Twitter: <a href="https://twitter.com/DaysiJass">@DaysiJass</a>	Partners. Get in touch with them for coverage (specifically on WHRDs and violence). Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Dafne
Gender Links Twitter: <a href="https://twitter.com/GenderLinks">@GenderLinks</a>	<a href="mailto:communications@genderlinks.org.za">communications@genderlinks.org.za</a> <a href="mailto:mediaprogram@genderlinks.org.za">mediaprogram@genderlinks.org.za</a>	Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Jan
CLADEM Twitter:	Laura Bretón <a href="mailto:lauracbd@gmail.com">lauracbd@gmail.com</a>	Will be there at CSW. Partners and Laura will be a panelist in our	Dafne

<a href="#">@CLADEM</a>	Twitter: <a href="#">@BretonLaura</a>	March 13 <sup>th</sup> event. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination (focussing specially on the End violence research and March 13 <sup>th</sup> event).	
Coalition of African Lesbians (CAL)  Twitter: <a href="#">@CALAdvocacy</a>	Sheena Magenya <a href="mailto:sheena@cal.org.za">sheena@cal.org.za</a>	Will be there at CSW. Partners. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Jan
UNESCO GAMAG  Twitter: <a href="#">@UNESCO</a>		Will be there at CSW. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Dafne, Jan
CEPAL Women's Division  Twitter: <a href="#">@cepal_onu</a>	Lucia Scuro	Will be there at CSW. Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Dafne
Escribana  Twitter: <a href="#">@Escribana2013</a>	María Suarez <a href="mailto:maria2003@racsa.co.cr">maria2003@racsa.co.cr</a>	Get in touch with her for coverage, she expressed interest. Send out pager on coverage and ask for collaboration on dissemination.	Flavia
Isis International  Twitter: <a href="#">@IsisIntl</a>	<a href="mailto:isis@isiswomen.org">isis@isiswomen.org</a> <a href="mailto:wjuliet@isis.or.ug">wjuliet@isis.or.ug</a> <a href="mailto:oruth@isis.or.ug">oruth@isis.or.ug</a>	Usually attend CSW and we get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	Jac
UN Women  Twitter: <a href="#">@UN_Women</a>		Get in touch with them for coverage, and let them know we are supporting their dissemination. Writing to them and send out	Jan, Jac

		pager on coverage and ask for collaboration on dissemination.	
Estonia government		Coorganising high level panel with Jan us on the 9 <sup>th</sup> . Get in touch with them for coverage. Writing to them and send out pager on coverage and ask for collaboration on dissemination.	
Global Voices	Leila Nachawati Twitter: <a href="https://twitter.com/leila_na">@leila_na</a>	Leila to coordinate with Flavia for coverage on this media.	Flavia/Leila

*Important note: Coverage will be carried along the two weeks, putting more emphasis in the specific dates below.*

## Events and publication dates

- **March 5:** Publish the research reports on [genderit.org/vawonline-research](http://genderit.org/vawonline-research) – Flavia/Kaca
- **March 6:** Send press-release announcing coverage - Flavia
- **March 6:** Getting materials printed – Flavia/Lori/Kaca
  - \* 2013 GISWatch (POD) – 25 copies
  - \* End violence infographic English – 200 copies
  - \* End violence infographic Spanish – 100 copies
  - \* End violence infographic – 100 copies
  - \* Map infographic English - 200 copies
  - \* Good questions on technology-related violence – 50 copies
  - \* Rima's research summary – 100 copies
  - \* WLB's research summary – 100 copies
  - \* Report card English – 200 copies
  - \* Report card French – 50 copies
  - \* Invitation to APC event on the 13<sup>th</sup>
- **Friday 6:** Publish article on WRP participation in CSW on APC.org, then featured in APCNews issue – Flavia
- **23 March:** Press release with key outcomes/conclusions of CSW - Kaca/Flavia/Mallory
- **23 March:** Article on WRP participation in CSW published on APC.org, then featured in

APCNews/APCNoticias next issue - Flavia

- **13 April:** GenderIT.org's bulletin dedicated to post CSW reflections, addressing findings of End violence project – GenderIT.org team
- **13 April:** Featuring in APCNews issue GenderIT.org edition related content - Flavia

## **Leading up to the event**

### **Objectives**

- Raise awareness and profile of the APC WRP activities at CSW
- Identify key issues/messages for the session, which will be reflected in our coverage
- Get ready for our on-site/off-site communication and coverage
- Build relationships with key media partners
- Introduce key people to the End violence research findings

### **Actions**

- Set-up coverage team – Flavia/Kaca/Mallory/Sara/Nadz off-site
- Coordinate with AWID to get a special on The Guardian – Kaca to coordinate with Nana Darkoa
- Prepare and send press release announcing coverage on Friday March 6 - Flavia
- Publish article on WRP participation in CSW on APC.org (based on the press release), then featured in APCNews issue (out Monday 9) - Flavia
- Develop a set of predefined tweets to share with partners and disseminate from GenderIT.org and APC Twitter accounts – Sara/Caroline/Flavia/Erika/Nadz
- Disseminate on-site and off-site a one page document based on 10 principles for CSW – on-site and off-site teams
- Give special importance to the dissemination of the Feminist Principles of the Internet in social media - on-site and off-site teams
- Find out most used hashtags for the event – on-site and off-site teams
- Coordinating with on-site team (Jan, Jac, Jenny and Dafne) an effective way to share their (publishable) notes on each activity, so we can draw on them to tweet and write blog posts – Kaca/Flavia/Sara/Tarryn
- Prepare a flyer inviting people to the event organised by APC where we will introduce the End violence research on the 13 - Flavia
- Support the Twitter #imagineafeministinternet campaign – on-site and off-site teams.

## During the event

### Objectives

- Focusing on follow-up of Section J of the Beijing Platform: Getting ICTs on the agenda
- Giving support to influence language in final document of the review
- Internal for GenderIT.org: using this opportunity to build our network of subscribers, followers and writers
- Highlight WRP's history/reputation working with women's rights and ICTs. We want to pay special attention to efforts in relation to reprioritising Section J of the BPA

### Actions

- Disseminating flyer on-site and off-site with invitation to APC organised event on the 13<sup>th</sup>
- Distributing on-site 25 hard copies of 2013 GISWatch
- Disseminating off-site and on-site the infographics with the End violence research findings – Jan/Jac/Jenny/Dafne on-site (Flavia/Sara/Kaca off-site)
- Disseminate on-site and off-site a one page document based on 10 principles for CSW – Jan/Jac/Jenny/Dafne on-site (Flavia/Sara/Kaca off-site)
- 1-2 interviews with key partners – Jan/Jac/Jenny/Dafne on-site (Flavia/Sara/Kaca off-site)
- Live tweeting in English and Spanish from CSW and off-site team using the official UN and our own hashtags for the event. We have designed a set of predefined tweets that could be helpful for this, check [here](#). Special efforts on tweeting will take be encouraged during the days 8, 9, and 13 of March (check events agenda following in this document). Retweeting from reliable sources, tweeting drawing on on-site team notes, tweeting predefined tweets and background resources, specially the End violence research links. See below on *Background readings*.  
Jac/Jan/Jenny/Dafne on-site (Flavia/Tarryn/Kaca/Nadine/Sara off-site)
- Monitoring partners' and official websites for republishing and retweeting – Flavia/Tarryn/Sara
- Blogging @ GenderIT.org's Feminist talk on the issues based in on-site team notes - on-site and off-site teams
- (Re-)Disseminate key publications/urls/articles (Flavia/Kaca/Tarryn/Sara off-site) (see below on *Background readings*).

## Following the event

### Objectives

- Disseminate key recommendations and messages of CSW panels/debates
- Highlight advocacy achievements

### Actions

- **25 March:** Press release with key outcomes/conclusions of CSW - Kaca/Flavia/Mallory off-site - Flavia
- **25 March:** Article on WRP participation in CSW published on APC.org, then featured in APCNews/APCNoticias next issue - Flavia
- **13 April:** GenderIT.org's bulletin dedicated to post CSW reflections, addressing findings of FLOW project – Flavia/Kaca
- **13 April:** Featuring in APCNews issue GenderIT.org edition related content - Flavia

## Side events agenda and some relevant events for coverage

### Events APC is organising/coorganising

#### Monday, 9 March 2015

- High-level panel: "Reprioritising Section J of the Beijing Platform for Action - Critical Issues on the human rights of women and girls and the internet", Association for Progressive Communications and Estonia  
1:15 PM to 2:30 PM  
Conference Room E - GA Building  
Contact: pille.kesler[at]mfa.ee

#### Friday, 13 March 2015

- "Ending Violence Against Women Online: Effective Responses to Promote Women's Rights and Safety"  
10:30 AM, Armenian Centre  
Invitation to the event available (Please disseminate by email, Flavia to send it to team)

## **Events where APC has been invited to as speaker**

### **Monday, 9 March 2015**

IPU side event, "Countering cyber violence against women"

10:00-11:15 AM

### **Friday, 13 March 2015**

- UN Women  
Intergenerational Dialogue  
13 March, 9:30 AM-6:00 PM  
ECOSOC Chamber - Conference Building  
UN Women Flagship Event: A conversation among various gender equality advocates and stakeholders across generations to discuss strategies and perspectives that can accelerate the achieving of gender equality by 2030.  
*Jac sm Kee, APC's Women's Rights Programme manager will be speaking.*

### **Tuesday, 17 March 2015**

"Women and Technology: Effective documentation of sexual violence and advocacy"

Witness Panel, Church Centre

10.30-12:00 AM

### **Friday, 20 March 2015**

- Philippines  
Philippines Side Event  
20 March, 1:15 PM-2:30 PM  
Conference Room 12 - GA Building  
*Invited to the Official Philippines delegation as a CSO representative*

## UN side events

### Monday, 9 March 2015

- Inter-Parliamentary Union  
Countering cyber violence against women  
09 March, 10:00 AM-11:15 AM  
Conference Room E - GA Building  
[Information flyer](#)
- Side event on the implementation of obligations for protection of WHRDs, as expressed in GA resolution  
09 March, 1.15 PM, Conf Room 7
- World Health Organization (WHO) and GWI  
Preventing and responding to violence against women  
09 March, 11:30 AM-12:45 PM  
DHL Auditorium - Dag Hammarskjöld Library  
Contact: gwomen[at]gwu.edu
- France  
Sexuality: the right to choose  
11:30 am to 12:45 pm  
ECOSOC Chamber - Conference Building
- Norway, OHCHR, Tunisia, ISHR, Amnesty International, WHRDIC, ICAN, Nobel Women's Initiative, JASS og AWID  
Protection in Practice for Women Human Rights Defenders  
1:15 PM-2:30 PM  
Conference Room 7 - GA Building  
[Invitation](#)  
*RSVP: aiunny@amnesty.org*
- Permanent Mission of Japan to the United Nations The Japanese Association of International Women's Rights  
CEDAW and gender- based violence(GBV): the progress made and the challenges for the 20 years after the Beijing

1:15 PM-2:30 PM

Conference Room 1 - Conference Building

Contact: mhoruchi43[at]aol.com

- Canada

Violence in the Digital Age: New Approaches to Cyber-Abuse of Girls and Young Women

4:45 PM-6:00 PM

DHL Auditorium - Dag Hammarskjöld Library

Contact: prmnysvp[at]international.gc.ca

- United Kingdom, Denmark

Violence Against Women and Girls Online

4:45 PM-6:00 PM

Conference Room 11 - GA Building

Contact: aaron.holtz[at]fco.gov.uk

- Council of Europe, Belgium

Gender stereotypes and sexism - root causes of discrimination and violence against women

6:30 PM-7:45 PM

Conference Room 11 - GA Building

[Flyer Gender stereotypes and sexism](#)

[Gender stereotypes and sexism](#)

- Coalition of UN Member States, Observers, Council of Europe, Office of the High Commissioner for Human Rights, UN Women, Human Rights Watch and International Gay and Lesbian Human Rights Commission

High Level Meeting on the Role of Governments in Ending Violence and Discrimination Against Lesbian, Bisexual, Transgender and Intersex Women.

6:30 PM-7:45 PM

DHL Auditorium - Dag Hammarskjöld Library

Contact: marieke.vreeken[at]minbuza.nl

### **Wednesday, 11 March 2015**

- UN Women

Prevention to Response: addressing the continuum of violence against women and girls

11 March, 1:15 PM-2:30 PM  
Conference Room 1 - Conference Building

### **Thursday, 12 March 2015**

- UN Women, UNESCO  
Women and Media -- How to advance Section J  
12 March, 10:00 AM-11:15 AM  
DHL Auditorium - Dag Hammarskjöld Library
- Denmark, Zonta International, the World Association of Girl Guides and Girl Scouts (WAGGGS)  
Prevention of the root causes of inequality and violence against women and girls through education  
12 March, 11:30 AM-12:45 PM  
DHL Auditorium - Dag Hammarskjöld Library  
Contact: mradavich[at]zonta.org Monday, 16 March 2015
- United Nations Population Fund (UNFPA)  
VAW and Sexual and Reproductive Health and Rights  
16 March, 11:30 AM-12:45 PM  
DHL Auditorium - Dag Hammarskjöld Library
- Philippines  
Addressing Women and Poverty: Celebrating Success, Identifying Gaps & Taking on the Learnings Beyond 2015  
16 March, 1:15 PM-2:30 PM  
Conference Room 12 - GA Building  
Contact: nypm3com[at]gmail.com
- European Union  
Violence against women  
16 March, 1:15 PM-2:30 PM  
Conference Room 11 - GA Building

### **Wednesday, 18 March 2015**

- United Nations Population Fund (UNFPA)  
Using data to promote policy change and advance sexual and reproductive health and reproductive rights  
18 March, 11:30 AM-12:45 PM  
Conference Room 11 - GA Building  
Contact: franca[at]unfpa.org

### **Friday, 20 March 2015**

- Philippines  
Philippines Side Event  
20 March, 1:15 PM-2:30 PM  
Conference Room 12 - GA Building

## **UN events**

### **Monday, 16 March 2015**

- Panel Changing social norms to achieve gender equality: expectations and opportunities  
16 March, 3:00-6:00 PM  
Conference Room 4  
More: <http://www.unwomen.org/en/csw/csw59-2015/official-meetings#panel5>

## **Background readings and dissemination resources**

a) GenderIT.org special editions on the CSW:

[GenderIT.org @ the Commission on the Status of Women 2011, New York](#)

[Moving Section J beyond tools and representation](#)

[End violence against women: language and actions @ CSW57th](#)

[Back and forth in the advancement of women's rights at CSW58](#)

b) Statements and papers of interest:

[Feminist Principles of the Internet](#)

[APC Statement to the CSW 57th Session: Violence against women and information and communications technology](#)

[CEDAW: APC's Submission to the Committee on the General recommendation on girls'/women's right to education](#)

c) Research on technology-based violence against women: <http://www.genderit.org/VAWonline-research>

d) Other resources:

[Going visible: Women's rights on the internet](#)

[GISWatch 2013: Setting the agenda on women's rights, gender and ICTs](#)

[Voices from digital spaces: Technology related violence against women](#)

e) Articles of interest:

[On technology-based violence against women](#)

[On the follow-up of the Commission on the Status of Women](#)

[On Section J of the Beijing Platform for Action](#)