



**Concept Note**

**United Nation Country Team Gender Theme Group**

**International Women’s Day 2019**

**Social Media Campaign “BalanceforBetterMyanmar”**

**8 March 2019**

**Background:**

International Women's Day (IWD) is celebrated annually on 8 March with the first IWD gathering in 1911. 8 March is a global day celebrating the social, economic, cultural and political achievements of women. The growing international women’s movement, which has been strengthened by four global United Nations women’s conferences, has helped make the commemoration a rallying point to build support for women’s rights and participation in the political and economic arenas. The day marks a global call to action for accelerating gender parity. International Women's Day is all about unity, celebration, reflection, advocacy and action - globally and at the local level.

**BalanceforBetterMyanmar Social Media Campaign**

United Nations Gender Theme Group joins the global and national movement of ["Think equal, build smart and innovate for change"](#) for the International Women's Day in building a gender-balanced world and rolls out the BalanceforBetterMyanmar Social Media Campaign which advocates for innovative ways, in which we can advance gender parity in all sectors and empowerment of women and girls. Innovation is a pathway in achieving the goals of women’s empowerment and gender equality. BalanceForBetter puts innovation as a critical tool to challenge inequalities and to accelerate human development and gender equality.

BalanceforBetterMyanmar social media campaign starts on **4 March and runs to 11 March** providing a unified opportunity to galvanize continuous collective actions in promoting and advocating for gender-balanced world using innovative ways at all levels and in all sectors. BalanceforBetterMyanmar social media campaign encourages a person, organization, leaders, celebrities, activists and advocates to come up with the empowering statement supporting gender-equality and post it on social media, such as Facebook or Twitter, along with the photo or selfie to join the global movement for gender-parity.

The United Nations Gender Theme Group has developed a list of generic statements which can be used by various actors in solidarity with the International Women’s Day “Think equal, build smart and innovate for change” and its BalanceforBetterMyanmar social media campaign.



#### Social protection and access to public services.

- More women, especially rural women in Myanmar, must be included in social protection coverage
- I call for increased women's opportunity to use public services and infrastructure
- I call for the innovative policies in social protection to promote women's empowerment and leadership

#### Innovation, technology and economic empowerment

- The world needs science, and science needs women
- I call for innovation and technologies to meet the needs of women
- Economic empowerment and leadership
- I call for gender-balanced access to economic opportunities
- I call for women in empowering rather than limiting
- I believe in equal pay for equal work
- I believe both women and men (including Trans Men or Trans women) can be great leaders
- I call for gender-responsive budgeting in government policies

#### Justice, Peace and Security

- I call for equal participation of women and men in all peace process negotiations at all levels
- I call for more women to be nominated as candidates in elections
- I call for the equal presence of women and men in decision-making positions
- I call to end gender-based violence
- I call for equal land rights for women

#### Education and Health

- I stand for gender equal access to education
- I am committed to shape better healthcare policies for equal opportunity of men and women
- I call for men to raise voice side by side with women on gender equality and sexual violence against women.
- I call for the health and rights of women to be prioritized. This includes the right to sexual and reproductive health.
- I call for availability and accessibility of multi-sectoral services, including health care, justice, safety, protection and social services to gender based violence survivors, especially sexual violence survivors

#### Change of social norms

- I advocate for redistribution of unpaid care work done by women and girls
- I am committed to change destructive social norms against men and women
- I stand for ending harmful and discriminatory gender norms
- Women and girls are powerful resources that we would be wise to engage

#### Gender parity in the United Nations

- The system-wide strategy on gender parity is a milestone in the UN vision
- For the 1st time in history, we have full parity in the top leadership of the @UN



### **How to participate in BalanceforBetterMyanmar social media campaign?**

To take part in the BalanceforBetterMyanmar social media campaign a person or organization simply posts a selfie photo with the BalanceForBetter Facebook frame using one of the campaign hashtags **#BalanceforBetterMyanmar**, **#ThinkBuildInnovateMyanmar** or **#WomensDay** and post it along with the statement for gender equality on social media such as Facebook and Twitter. BalanceforBetterMyanmar social media campaign encourages everyone to join the movement on **4 March till 11 March** and make your voices to be heard for the innovative ways to advance gender equality.