



# Supporting the World's Women

## *UN Women's Work and Better Marketing*

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Let's create a world in which girls and boys are treated equal and every woman and girl can exercise her human rights and live up to her full potential.







- Programs and projects in more than 90 countries, in Asia, Africa, Eastern Europe, Latin America, Caribbean, Middle East
- Altogether 14 national committees supporting UN Women's work – UN Women Finland is one of them

## UN Women

- UN Women is the United Nations Entity for Gender Equality and the Empowerment of Women
- The global champion for gender equality and the rights of women and girls
- Started in 2011
- Headquarter in New York
- Executive Director South African **Phumzile Mlambo-Ngcuka**

## UN Women Finland

- The first national committee for UN Women
- Communications, advocacy and fundraising for UN Women's global work
- 11 local volunteer groups around Finland

## UN Women works for

- Supporting women and girls in conflicts, catastrophies and peace building
- Protecting democracy, human rights and supporting women's participation in decision making
- Securing women income security, decent work and economic autonomy
- Creating a world where all women and girls can live free from all forms of violence





Economic autonomy will change women's lives.





**Education is the key. But every year 60 million girls face violence on their way to school or back home.**





39 000 girls are being married every day. Child marriage deprives the girl of her future.





**One in three of women worldwide have experienced either physical and/or sexual violence.**



**Women enjoy the same human rights as men. Everybody benefits when women participate equally in the society.**





# #UNSTEREOTYPE

## A L L I A N C E



- Advertising is a powerful driver to change perceptions and impact social norms.
- Unstereotype Alliance is an initiative convened by UN Women uniting leaders across business, technology and creative industries to tackle the widespread prevalence of stereotypes that are often perpetuated through advertising and content.
- Unstereotype Alliance members include **Unilever, Facebook, Google, Mattel, Vodafone, Microsoft** and many more.
- UN Women's Executive Director **Phumzile Mlambo-Ngcuka** was awarded with **Cannes LionHeart 2019** for leading the initiative and working for women's rights and social justice.



- An invitation to men and people of all genders to stand in solidarity with women to create a gender equal world
- The President of Finland **Sauli Niinistö** is one the campaigns global Impact Champions
- Commit: [www.unwomen.fi/heforshe](http://www.unwomen.fi/heforshe)



## Support

- Monthly giving
- Birthday Donations
- One-Time Donations
- Buy cards from our E-shop
- Donate 10 € by SMS, text UNW to 16499

## Participate

- Become a member
- Join a volunteer group
- Become an Unstereotype Alliance Member or Ally
- Commit to HeForShe campaign

***Make a difference in your daily marketing job every day!***

# Follow us and share the message!

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Welcome to join us!

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