



## **1325 Anniversary Petition Activation Strategy**

### **Context:**

In October 2010, the UN community will mark the 10<sup>th</sup> anniversary of Security Council Resolution (SCR) 1325 on Women, Peace and Security. Events commemorating the anniversary at UN headquarters in New York will highlight the importance of 1325, while advocating accelerated progress in implementing the 1325 agenda in the coming 10 years. The anniversary provides a critical opportunity to renew momentum on the 1325 agenda, impacting the Council's agenda in the coming years.

The vision for 2020 is articulated in the series of SC resolutions on women, peace and security (1325, 1888, 1820), in the upcoming Report of the Secretary General on Women and Peacebuilding, and in the findings and reports from the Global Open Days, which convened women in conflict contexts and high-level UN officials between June-August 2010.

Events marking the anniversary in New York will include an Arrria formula meeting of the Security Council, convened by the Civil Society Advisory Group (CSAG); the Open Debate in the Security Council; and a Global Open Day.

### **The Global Open Day for Women and Peace:**

The Global Open Day event will bring women from the national Open Days to New York to speak on the key themes raised by women across the Open Days. The event will launch the report of the 22 national Open Days, and a global petition urging progress on 1325.

### **The Petition:**

UNIFEM has drafted a [petition](#) to gather signatures in support of accelerated progress in implementation of UN SCR 1325, in collaboration with other UN entities involved with this initiative. The petition is available for all civil society organizations to use and adapt. It is made available through UNIFEM's interactive communications platform, [Say NO – UNiTE to End Violence against Women](#), which hosts a live action counter on the page to reflect the number of signatures gathered.

The petition will allow supporters of 1325 across the globe to speak in one voice to the UN, stressing the importance of the 1325 agenda, and urging rapid implementation by member states, the Security Council, the Secretariat and all UN bodies. If a substantial number of signatures are gathered, the petition will send the message to the UN Secretariat and the Security Council that the 1325 agenda is supported in particular by women and men in conflict contexts, and also by a significant community worldwide.

### **Purpose and Rationale:**

This year is critical to secure commitments from a broad-based audience – including the UN, governments and civil society – on implementation of UN SCR 1325. Signatures gathered through the petition would symbolize public support for urgent action by Governments and the UN system, which would propel commitments and actions by relevant stakeholders at the Open Day event.



### Who can help and how?

[The 1325 Petition: Make Women Count for Peace](#) is available in [English](#), [French](#) and [Spanish](#) on the [Say NO](#) web platform that can count the number of signatures gathered, real time. Any civil society/UN organization can link to the petition on this page and encourage their constituencies to sign on.

Furthermore, we can make [printed copies of the petition](#) and make [signup sheets](#) available for organizations who find it more useful to collect signatures on paper through events etc.

Other ideas that partner organizations have proposed include designing post cards that they would distribute at events to collect signatures – events can be organized specifically to raise awareness about the women peace and security agenda or they can be events specific to the organization's work where the petition can be distributed.

Organizations and individuals can post [blog entries](#), [post on Facebook and Twitter](#), upload the clickable [Women Count for Peace banner](#) on their websites, send [email alerts](#) to their constituents, use a web button linking to the petition on their websites, and include the [call for action](#) on their newsletters, samples of all of which will be provided by UNIFEM.

### Targets:

Target Number of Signatures: At least 50,000 (for internal information only)

Focal Dates for Petition Drive:

- Opening of General Assembly, 15 September, 2010
- Regional dates tbd upon consultation with civil society partners and UNIFEM field offices

Target audience for petition:

- Secretary General, during Global Open Day event
- Security Council members; member states during Global Open Day event



### **SAMPLE BLURB FOR WEBSITES AND NEWSLETTERS**

Women hardly ever fight the world's wars, but often suffer the most, and are targets of systematic sexual violence. Yet, fewer than 10 percent of the people who negotiate peace deals are women. Through the month of June and July, senior UN officials are listening to the concerns and recommendations voiced by women peace activists around the world. You can play a role in making women count for peace. [Sign the 1325 Petition today!](#)

### **SAMPLE EMAIL ALERT THAT YOU CAN USE OR ADAPT**

Dear Friends,

There is a new initiative underway at the United Nations to bolster women's equal participation in peacebuilding [and you can help!](#)

Right now, women peace activists from more than 20 countries are meeting senior UN officials to voice their demands and concerns for peacebuilding as part of "Open Days for Women and Peace". **We can help by adding our voice and signing on to the [1325 Petition to make women count for peace.](#)**

Modern conflicts have developed a disturbing trend – women often suffer the most, including as targets of systematic sexual violence, and yet, their voices are not included when peace is negotiated. Less than 10% of those negotiating peace deals are women! [You can help change this!](#)

Ten years ago, the United Nations Security Council called for women's equal participation in peacebuilding in the groundbreaking resolution 1325. But its implementation in countries has been too slow. The [petition](#) urges Governments to take steps to implement the resolution – such as recruiting more women in police forces and peacekeeping operations, ensuring more women participate in peace negotiations, prosecuting perpetrators of sexual violence and excluding them from armies and police forces after conflict.

**By signing on to the [1325 Petition](#) we can make a powerful statement to the UN Security Council when it convenes to discuss how to fulfill the commitments in resolution 1325 in October 2010.**

[Click here](#) for the latest news and updates on this issue.

Please sign on and share the information with your friends and networks. It's an urgent issue that needs our support.

Sincerely,

[Name/Organization]



## SAMPLE BLOG POST

### It's Time to Make Women Count for Peace!

Modern conflicts have developed a disturbing trend. Women suffer the most, including as targets of systematic sexual violence. Yet they hardly have any say when peace is negotiated. Less than 10 percent of peace negotiators are women. An ongoing [petition drive](#) on UNIFEM's [Say NO – UNiTE to End Violence against Women](#) platform, [Make Women Count for Peace](#), goes to the heart of the issue.

Ten years ago, the UN Security Council adopted Resolution 1325 to ensure women's equal participation in peacebuilding, but its implementation has been too slow. There are basic, practical steps that all governments can take to make a real difference in women's lives, such as by recruiting more women in police forces and peacekeeping operations, ensuring more women participate in peace negotiations, prosecuting perpetrators of sexual violence, and excluding perpetrators from armies and police forces after conflict.

Through June and July, [women peace activists from 22 countries](#) have met senior UN officials during [Open Days for Women and Peace](#) to voice their demand that peacebuilding take women into account. What do women want? Equal participation in peacebuilding and politics, improved security, and more resources for education and economic opportunities that are key to recovery. The [latest Open Day took place in Gaza](#), where 20 women peace leaders met with the UN Special Coordinator for the Middle East Peace Process.

We can all do something to hold governments accountable to promises made to women. One quick action: [Sign the 1325 Petition](#). It tells governments to take three steps to implement Resolution 1325. Together, your signatures will make a powerful statement to the UN Security Council when it meets in October to debate the resolution's future.

## UPLOAD A WEB BANNER OR BUTTON ON YOUR WEBSITES



Step 1: Get the banner on

[http://www.saynotoviolence.org/sites/default/files/banners/1325/scr1325\\_longbanner.jpg](http://www.saynotoviolence.org/sites/default/files/banners/1325/scr1325_longbanner.jpg)

Step 2: Right click and save image on your computer and then upload to your websites.

Step 3: Insert hyperlink to the petition page: <http://www.saynotoviolence.org/make-women-count-for-peace>



Step 1: Get the 1325 Web Button on

[http://www.saynotoviolence.org/sites/default/files/banners/1325/120x90\\_button.jpg](http://www.saynotoviolence.org/sites/default/files/banners/1325/120x90_button.jpg)

Step 2: Right click and save image on your computer and then upload to your websites.

Step 3: Insert hyperlink to the petition page: <http://www.saynotoviolence.org/make-women-count-for-peace>



## **SAMPLE POSTS FOR FACEBOOK AND TWITTER**

### [Sample status updates for Facebook:](#)

- Women and girls hardly ever fight the world's wars, but they often suffer the most. Increasingly, they are the direct targets of fighting, when sexual violence is deliberately used as a tactic of warfare. Sexual violence in conflict is NOT inevitable. It can be stopped. Make Women Count for Peace – Ask your government to support 3 steps to implement Security Council resolution 1325 by signing this petition. <http://ht.ly/1X3D2>
- Did you know that less than 10 percent of the people who negotiate peace deals are women? Make Women Count for Peace – Ask your government to support 3 steps to implement Security Council resolution 1325 by signing this petition. <http://ht.ly/1X3D2>
- 10 years ago, the UN Security Council called for women's full participation in peacemaking and for prevention of sexual violence in conflict. But implementation has been too slow. Sexual violence in conflict is NOT inevitable. It can be stopped. Make Women Count for Peace – Ask your government to support 3 steps to implement resolution 1325 by signing this petition. <http://ht.ly/1X3D2>
- Did you know that only about three dozen individuals have been convicted by international war crimes tribunals for committing or commanding widespread sexual violence? Sexual violence in conflict is NOT inevitable. It can be stopped. Make Women Count for Peace – Ask your government to support 3 steps to implement Security Council resolution 1325 by signing this petition. <http://ht.ly/1X3D2>
- Have you already signed the UNIFEM petition and said NO to sexual violence in armed conflict? <http://ht.ly/1X3D2>

### [Sample tweets for Twitter:](#)

- Sexual violence in conflict is NOT inevitable. It can be stopped. Sign the @SayNO\_UNiTE petition <http://ht.ly/1X3D2> @UNIFEM
- @SayNO\_UNiTE to sexual violence in conflict and make Security Council resolution #1325 a reality now. Sign the petition <http://ht.ly/1X3D2>
- Make Women Count for Peace – Ask your government to implement Security Council resolution #1325 <http://ht.ly/1X3D2> @SayNO\_UNiTE @UNIFEM
- Have you already signed the @SayNO\_UNiTE petition and said NO to sexual violence in armed conflict? <http://ht.ly/1X3D2> #1325 @UNIFEM



## **Say NO to Sexual Violence in Conflict WOMEN COUNT FOR PEACE**

**Women and girls hardly ever fight the world's wars, but they often suffer the most.** Increasingly, they are the direct targets of fighting, when sexual violence is deliberately used as a tactic of warfare.

**And yet, fewer than 10 percent of the people who negotiate peace deals are women,** and only about three dozen individuals have been convicted and jailed by international war crimes tribunals for committing or commanding widespread sexual violence.

**Sexual violence in conflict is NOT inevitable. It can be stopped.**

**Ten years ago, in its landmark resolution 1325, the United Nations Security Council called for women's full and equal participation in all elements of peacemaking,** and for prevention of this kind of violence. But implementation of this historic resolution has been too slow.

### **MAKE WOMEN COUNT FOR PEACE**

**Add your name to this petition and ask your government to support 3 steps to implement Security Council resolution 1325:**

- ❖ Prosecute those who command and/or commit sexual violence and exclude them from armies and police forces after conflict.
- ❖ Ensure that women participate in peace negotiations and all post-conflict decision-making institutions
- ❖ Increase the number of women in troops, police forces and civilians within international peacekeeping efforts

Sign the Petition on <http://www.saynotoviolence.org/make-women-count-for-peace>



## Say NO to Sexual Violence in Conflict MAKE WOMEN COUNT FOR PEACE

Visit [www.saynotoviolence.org](http://www.saynotoviolence.org) for more information

Name	Title	Country	Email

**Please return to:** United Nations Development Fund for Women, (Attn: Urjasi Rudra), 304 East 45th Street, NY 10017; Scan or email to [saynotoviolence@unifem.org](mailto:saynotoviolence@unifem.org); Fax to: 212.906.6705