

PLANET 50-50 BY 2030

STEP IT UP

FOR GENDER EQUALITY

NOW is a critical moment in the struggle for gender equality. As the world gives shape to a new development agenda, we have set our sights on 2030 as the expiration date for gender inequality.



PLANET 50-50 BY 2030: STEP IT UP FOR GENDER EQUALITY **asks governments to make national commitments to address the challenges holding women and girls back.**

Launching on the occasion of International Women's Day 2015, STEP IT UP will showcase specific government commitments online through a highly visible, interactive website, leading up to the UN General Assembly in 2015.

Passing new laws and strengthening existing ones is one way to STEP IT UP. Other actions might include creating programmes to eradicate violence against women and girls, encouraging women's participation in decision-making, investing in national action plans or policies for gender equality, creating public educational campaigns to promote gender equality, and many more. The Beijing Declaration and Platform for Action [http://j.mp/BPfA_en] and the UN Secretary-General's report on its implementation [<http://j.mp/CSW59SGreport>] provide progressive road maps for gender equality.

UN Women is committed to work with governments around the world to close the gaps that are holding women and girls back.

Interested in making a commitment?

Commitments can be submitted to StepItUp@unwomen.org [in 300 words] specifying the national actions pledged to achieve gender equality by 2030.

**STEP IT UP for gender equality by 2030.
Make a commitment today!**

Governments can:

- Introduce new laws and review, revise and implement existing ones to promote gender equality
- Update or establish new action plans, strategies and policies on gender equality
- Enhance women's leadership and participation at all levels of decision-making
- Prevent and address social norms and stereotypes that perpetuate gender inequality, discrimination and violence against women and girls
- Launch public mobilization and national awareness-raising campaigns to promote gender equality
- Invest in gender equality at national and international levels

For more information, visit unwomen.org/stepitup/en.

To make a commitment, contact StepItUp@unwomen.org.

12 CRITICAL AREAS OF CONCERN

- Women and poverty
- Education and training of women
- Women and health
- Violence against women
- Women and armed conflict
- Women and the economy
- Women in power and decision-making
- Institutional mechanisms for the advancement of women
- Human rights of women
- Women and the media
- Women and the environment
- The girl child

**UN Women is the
UN organization dedicated
to gender equality and the
empowerment of women.
A global champion for women
and girls, UN Women was
established to accelerate
progress on meeting their
needs worldwide.**

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