

STRATEGIC PARTNERSHIPS DIVISION

LISA DOUGHTEN, SPD DIRECTOR, A.I. & CHIEF OF RM



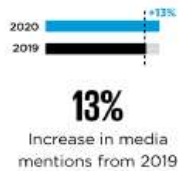
Strategic Partnerships Division



Communications & Advocacy

- Launch **collaboration with Netflix** - [Because she watched](#) (video got 188K views on Twitter, 97K in reach on Facebook and 50K views on YouTube)
- 16 Days of Activism: **#orangetheworld reached 392 million users** and **#16Days 508 million users**
- Top influencers using **#GenerationEquality**: Vidya Balan, Charlize Theron, Kristen Bell, Danai Gurira, Antonio Banderas, Alyssa Milano, Denis Mukwege, Melinda Gates, Tarja Halonen, Dashni Morad, Helen Clark, Priyanka Chopra, Marta, President Macron, Antonio Guterres
- Generation Equality Campaign mentioned on CNN, New York Times, CBS, The Economist, VOA, France 24, Politico, Forbes, Refinery 29
- The GE land page received **90.000 unique page views** and **1.3 billion people** was reached through social media, generating **6.4 million interactions** and **over 4,200 media articles published** about Generation Equality and Beijing+25

MEDIA



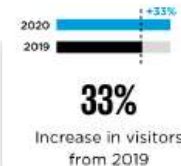
MEDIA COVERAGE

The Associated Press U.S. | Agencia EFE Spain | BBC News U.K. | Bloomberg U.S. | CGTN China | CNN U.S. | Deutsche Welle Germany | The Economist U.S. | Forbes U.S. | France 24 France | GG France, Italy, FOM and Turkey | The Guardian U.K. | Helsingin Sanomat Finland | Al Jazeera Qatar | NDTV India | The New York Times U.S. | El País Spain | Reuters U.S., U.K. | Sveriges Radio Sweden | TVS Monde France | The Washington Post U.S. and others

MEDIA CONTACT
20,000

MEDIA COMPACT
97 partners
2020 SP TARGET: 95

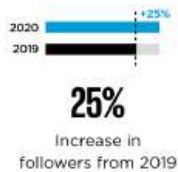
WEBSITE



Around 3
Human-interest stories produced weekly

USA, MEXICO AND INDIA
Top three countries visiting [unwomen.org](#)

SOCIAL MEDIA



TOTAL POSTS

global EN, ES and FR accounts



UN Women content consistently promoted on **UN**, **UN News**, **SDG Hub**, and **World Economic Forum** sites.

EMAIL



VIDEO



1.3M
Views of **We are #GenerationEquality** video in English across Facebook, Twitter, Instagram and YouTube

In 2020, **#GenerationEquality** reached more than **1.3 billion people** on social media.



| Priorities for 2021

Garnering Partnerships: Engage and leverage 5 partnerships to support priority issues, brand-building, Generation Equality Forum and campaign, and to reach new audiences

Programme Impact Communications: Grow and demonstrate UN Women's impact (COVID-19 and beyond), anchoring our relevance, brand and leadership in transformative results for women and girls



Joint Communications with UN Agencies: Strengthen partnerships and advocacy

Integrated and improved comms capacity: **Build a globally matrixed Comms network**

Digital content innovation: Invest in contemporary digital experiences to sustain and grow audience base, support Generation Equality Forum and campaign



| Multistakeholder Partnerships & Engagement

- The [#HeForSheAtHome campaign](#) driven by 34 Country Offices, addressed the urgency of sharing of care work, highlighted by the COVID reality. The campaign's content [generated over 27 million impressions](#) and [mobilized over 200 celebrity men](#) including actors, musicians and Olympic athletes along with countless grassroots supporters to comment on masculinities and men's engagement and accountability in the home.
- The [#Shadow Pandemic](#) campaign, driven by the Unstereotype Alliance, drove public awareness around the upsurge in domestic violence during lockdown, and [engaged 22 million](#) unique users around the world with its hashtag alone.
- The Women's Empowerment Principles (WEPs) community [grew by over 57% in 2020](#), from 2,816 CEOs in January to over 4,425 CEOs in December committing to advance gender equality and women's empowerment in the workplace, marketplace and community. Today, CEOs from across 141 countries have made this commitment.
- WEPs 2.0: WEPs recognition scheme and monetization of WEPs products and services.
- In 2020, [National Committees](#) drove new fundraising campaigns bringing so far, [\\$2.1 million in core resources](#) and growing UN Women [monthly givers](#) around the world to [over 16,000](#).

| Priorities for 2021

Unstereotype Alliance will develop a '**glocal**' approach to the ecosystems that influence progressive portrayals in advertising

Expand into **new markets** and open new National Committees to maximize support and revenue

Leverage NatComs and **digital** and **individual giving** at regional and field levels to increase number of UN Women's regular givers



HeForShe will see

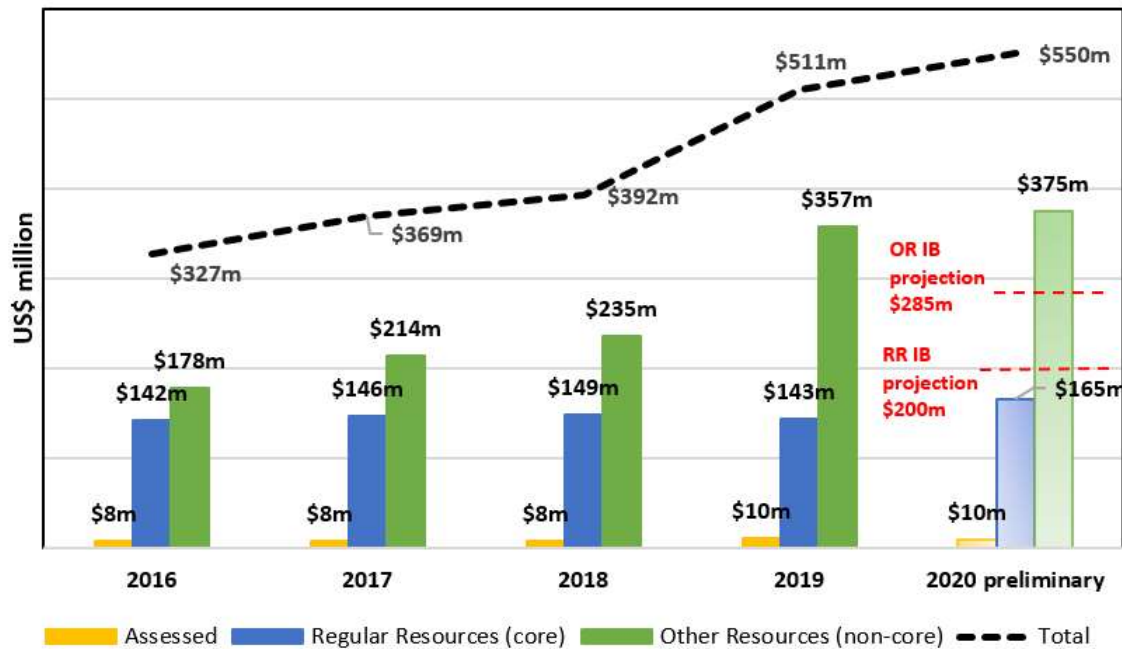
- The launch of **~30** new Champions
- The formation of a Centre of Excellence with PPID on Masculinities
- The launch of pilot in-country Hubs with NCs and COs
- Closing ceremony for 2015-2020 Champions initiative, planned for 10th May

WEPs 2.0: WEPs Certification and monetization of WEPs products and services

Strengthen engagement with philanthropy and HNWI to **influence philanthropic giving** and grow revenue for UN Women

Resource Mobilization & Donor Relations

Total Contributions Revenue, 2016-2020



- 2020 was a positive revenue growth trend
- The **total contributions revenue** reached an all-time high in 2020 of **\$550.1M**.
- Regular Resources **grew by 16%**, while Other resources grew by 5%.
- Ratio of Regular Resources to Other Resources: **increased from 29% in 2019 to 31% in 2020**
- Continued year-on-year improved predictability of resources.

| Priorities for 2021

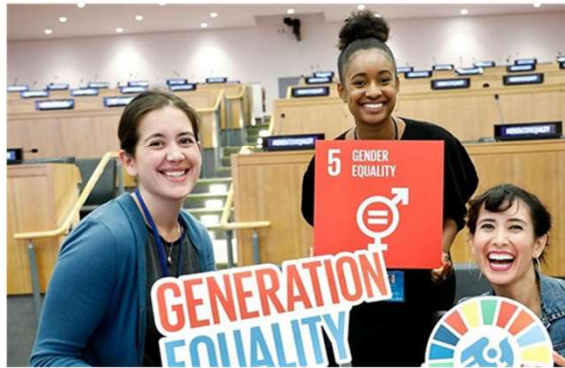
In the context of the COVID-19 pandemic, **we will meet corporate target** for regular resources, **and we will provide increased support to the field** on other resources

A **globally-matrixed RM network** will be completed to support holistic resource mobilization as a corporate priority



Partnerships with key development partners, including IFIs, to support UN Women's mandate as well as Generation Equality Forum and related activities, will be strengthened and leveraged

Effective communications that link results to resources will be developed and shared with funding partners, providing greater visibility and strengthened business case to invest additional resources



THANK YOU!

