



COVID-19 Response and Recovery Fund

Final Report Note

Programme title: Communication Enabler – Support to Women Rise for All Campaign

Programme number: 00122796

Window: Enabler

Amount: USD \$ 20,000

Duration: 10 July 2020 – 15 May 2022 Agency:

EOSG/ UN Office for Partnerships

Programme summary:

The “Women Rise for All” campaign was launched by the UN Deputy Secretary-General Amina J. Mohammed, who brought together a group of prominent women leaders to advocate for scaleup of international support for the COVID-19 Response and Recovery Fund and the recover better together initiative. To help raise the Fund’s visibility and expand its partnership network, this project supported production of communication outputs and materials for the “Women Rise for All” campaign.

Summary of results achieved:

The programme funded a communications expert to produce a variety of written and multimedia content, including graphics featured on [the official landing page of the COVID-19 Response and Recovery Fund](#).

The communications consultant introduced [illustrations](#), quote cards, videos and other products to provide more visibility to the “Women Rise For All” themes across web and social media platforms (see page 2 for examples). By amplifying the prominent women leaders from the UN system, the team advocated for increased support for COVID-19 response and recovery efforts.

Since the launch of the campaign, the branded hashtag [#WomenRiseForAll](#) continues to be utilized today for events and occasions such as International Women’s Day to show women’s successes and leadership roles in recovery efforts.

Overall, the campaign helped attract new contributions to the Fund and raised awareness on the pandemic’s disproportionate gendered impacts, as well as women’s role in the response and recovery efforts.



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#RecoverBetterTogether

Examples of social media placement:

UN Youth Envoy @UNYouthEnvoy
To build back better, women leaders from around the world are taking the lead in shaping the #COVID19 response.
#WomenRiseForAll to save lives and protect livelihood

Amina J Mohammed @AminaJMohammed
Every day history is made by women in every part of the world. Let's celebrate the leadership of women who #RiseForAll.
I'm in 🙌! Are you joining us? bit.ly/3enPBbv

Amina J Mohammed @AminaJMohammed
As we approach #IWD2022, I salute women everywhere for seizing opportunities to increase women's representation in public life, and in turn help the world keep the promise of the SDGs.
"WOMEN'S RIGHTS ARE PROGRESS FOR ALL."
United Nations Deputy Secretary-General Amina J. Mohammed

UN Office for Partnerships @UN_Partnerships
Women Rise for All video (part 3) was launched today.
We would like to thank H.E. @AmbAlyaAlThani, Permanent Representative of @QatarAtUN for her leadership & support.
Together we are stronger when Women Rise for All. bit.ly/37k7bff
We must rise and do all we can to ensure girls remain educated during the Covid-19 pandemic.
H.E. Alya Al-Thani

Amina J Mohammed @AminaJMohammed
Women belong in all spaces where decisions are made. Congratulations to Prime Minister of Barbados, @miaamormottley for expanding women's leadership in your new cabinet.
#WomenRiseForAll

Links:

[Landing page](#)

[Website](#) of the UN Office for Partnerships

Events:

[Women Rise For All Event during the High-level Political Forum on 14 July 2020](#)

[Women Rise for All: Financing a Future for Women - Target Gender Equality LIVE, CSW65 Side Event on 16 March 2021](#)



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Women Rise for All at #UNGA75 in 2020 ([Part 1](#) | [Part 2](#) | [Part 3](#))