

## 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 <u>the official landing page of the COVID-19 Response and Recovery Fund</u>.

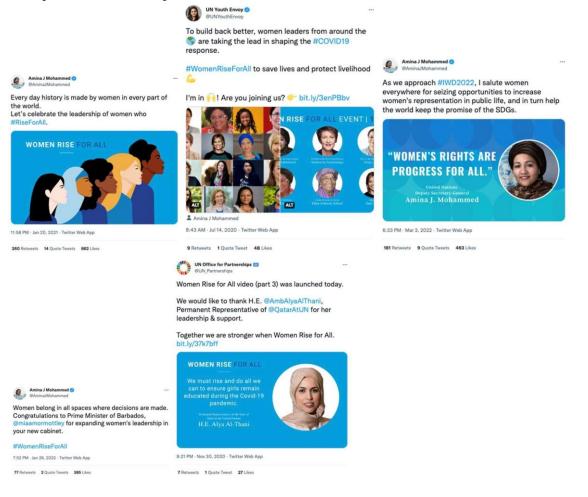
The communications consultant introduced <u>illustrations</u>, quote cards, videos and other products to provide more visibility to the "Women Rise For All" themes across web and social media platforms (see page 2 for examples). By amplifying the prominent women leaders from the UN system, the team advocated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

Since the launch of the campaign, the branded hashtag <u>#WomenRiseForAll</u> 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.



## Examples of social media placement:



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



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