

ICAN International
Civil Society
Action
Network
For women's rights, peace and security

she 
builds
peace

Campaign Activation Kit

I STAND WITH WOMEN PEACEBUILDERS
#SheBuildsPeace

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**Those of us who live in peace often take it for granted.
But peace is the invisible canvas on which we paint our lives.
Peace is precious. Without it, everything we have is at risk.**

—Sanam Naraghi Anderlini, Founder and CEO of ICAN

Kit Overview

In this activation kit, you will find out how you can stand with women peacebuilders by joining the *She Builds Peace* campaign as we collectively ensure women peacebuilders **SOAR**: through ensuring their **safety**, fulfilling **obligations** to make peace and security inclusive, and **appreciating** and **resourcing** the critical work women peacebuilders do to build a future in which all can flourish.

In the following pages you will learn about our campaign, understand how you can be part of She Builds Peace, and see why your efforts matter if we expect to build a more peaceful world—together.



Campaign Introduction and Background

Who We Are

International Civil Society Action Network (ICAN)

ICAN's mission is to support civil society activism in promoting women's rights, peace and human security in countries affected by conflict, transition and closed political space. ICAN aims to support women's efforts through bridging the divisions between activists and the policy community, elevating the voices and experiences of women activists, building skills, and ensuring the exchange of knowledge and resources.

As we enter a new decade and anticipate the 20th anniversary of UN Security Council Resolution 1325 (a foundational core of the Women, Peace, and Security Agenda), it is time to take a transformative leap forward and ensure that women peacebuilders can SOAR.



**We're called ICAN
because we realize it's
very much about what
*I can do.***

—Sanam Naraghi Anderlini,
Founder and CEO of ICAN

Our Campaign: She Builds Peace



In October 2000 following a grassroots mobilization of women peacebuilders and organizations in war zones, the UN Security Council adopted resolution 1325 on Women, Peace and Security. This agenda not only brings the human experience of war into the global arena, and how women are central to the prevention of violence and the building of sustainable peace.

For two decades we have seen important incremental changes. But not enough has been done to ensure that people - especially women - who have the courage to step in and speak out as peace actors are recognized, valued and always ensured their seats at the tables and in the rooms where the future is being negotiated.

This campaign aims to take a transformative leap as we anticipate the 20th anniversary of the Women, Peace and Security Agenda (UN Security Council Resolution 1325) in October 2020.

She Builds Peace is a global collaborative campaign to support women peacebuilders to **SOAR, through ensuring their safety and protection, fulfilling obligations to make peace and security inclusive, and appreciating and resourcing the critical work women peacebuilders do to build a future in which all can flourish.**

This campaign launches in March 2020 as part of a five-year effort aimed at elevating the work and position of women peacebuilders around the world.

Who Are Women Peacebuilders?

1 The First Responders

Women peacebuilders are the superheroes that step in, stand up and speak out against violence. They are the first responders, who negotiate with armed actors to get food and medicine to the most needy, help the displaced and the victims of rape and torture, and call for dialogue instead of more deaths to resolve conflicts.

2 The Listeners

Women peacebuilders imagine a life free of violence, offering dignity and rights and security for everyone. They recognize that for peace to take root, the truths and the pain of all sides must be heard.

3 The Voices of their Communities

Women peacebuilders listen to the women and men in their communities and amplify their voices in the world, demand ceasefires, disarm fighters, and show that true courage means resolving conflicts with words not guns.

4 The Visionaries

When others are fueled by fear and mistrust and cannot imagine living side by side together in peace, women peacebuilders are envisioning a different future, where violence does not determine lives. They're building communities as the space for trust and acceptance, where pluralism, equality and dignity for all is valued. They are creating islands of positive peace even in a sea of violence. They show how we waste resources on weapons and militaries when they could go towards development and dignity for all.



They can't expect me to build peace by only talking to one side. It's like clapping with one hand.

—Visaka Dharmadasa, Founder, Association of War Affected Women (Sri Lanka)



United Nations Resolution on Women, Peace and Security (SCR 1325)

In 2000, women peacebuilders and human rights activists from conflict zones experiencing the changed nature of contemporary war understood that for peace to prevail, the existing peace and security processes also needed to change.

They drew the world's attention to the experiences of women living through war as survivors of violence, as combatants, and, crucially, as frontline peacebuilders working to resolve and prevent violent conflict.

Their vision and activism led to the adoption of UN Security Council Resolution 1325, and development of the Women, Peace and Security (WPS) agenda.

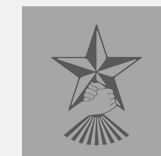
In the past two decades, despite an additional nine security council resolutions and over 80 national action plans, the moves toward fulfilling the promise of the agenda have been significant but incremental.

In 2020, it is time for another transformational leap forward to end the violence and foster an inclusive and just peace for women, men, boys and girls living in fragile, conflict-and-violence-affected societies. It is time to realize this promise at the heart of the WPS agenda.

October 31st, 2020 marks the 20th anniversary landmark United Nations resolution 1325. This resolution articulates the Security Council's recognition of the essential role women play in peacebuilding and reconciliation, and urges the expanded inclusion and protection of women and girls.

Women peacebuilders must be put front and at the center of the global peace and security agenda. The *She Builds Peace* campaign is a call to action to ensure that women peacebuilders have their rightful place so that we can move our world towards peace, equality, human security and dignity for all.

Our Partners





**Why We Need You:
Challenges, Progress, and Campaign Goals**



Progress and Challenges

Much has been said about having women in peace processes from the local to the international level. As we enter a new decade, we are witnessing both progress and challenges.

We must not ignore the very real risk of getting the worst of all worlds. At the normative level, where we have seen progress, we could face the erasure of existing commitments.

You have come to the right place if you are ready to create a better world. Peacebuilding is the solution: just as conflict is a choice, coming together around the table is a choice and it is the one we must choose together. Regardless of where you stand, you have a role to play in peacebuilding and this kit will show you how.

While all may seem like the world is on fire, we have stories of hope and success coming directly from the work of international women peacebuilders.

Women In Peacebuilding

PROGRESS

The discourse has shifted significantly from “Why women?” to “Yes, women matter”. From civil society organizations such as ICAN to UN entities, there are countless tools and resources to aid the implementation of the policies into practice.

Multilateral and national bodies have systematized and are increasing their capacities to ensure gendered and inclusive peace work.

There is momentum around regional women’s mediation networks and calls for additional funding to women’s peace organizations are increasing.

There is more empirical evidence to support research that women’s peace movements are key contributors to anchoring and sustaining peace in the aftermath of conflict.

CHALLENGES

These developments are occurring against a backdrop of rising authoritarianism and extremist movements that are starkly misogynistic and shrink civic space.

Women, particularly peacebuilders, are at the center and in the cross-hairs of these trends. We are witnessing a spike in the threats that women peacebuilders face from both state and non-state forces.

The persistent challenge is ensuring that women peacebuilders are safe, obligations to make peace and security inclusive are upheld, their critical role in peacebuilding is appreciated, and they are properly resourced.

This is necessary so that their inclusion and participation is not at risk of being erased in the case of political swings, or by naysayers who seek to undermine the agenda.

It is essential to sustain and strengthen independent women-led peacebuilding civil society organizations so they can continue to lead, demonstrating that the WPS agenda is rooted in, owned and implemented in conflict-and violence-affected contexts.

The Women, Peace, and Security Agenda Around the World

PROGRESS

There are 10 WPS Security Council resolutions, and countless others at regional multilateral levels.

More states and multilateral organizations are joining the global community of WPS supporters with commitments to actions.

The 20th anniversary of SCR 1325 is reviving momentum in support for gender responsiveness and women's inclusion in peace and security processes issues.

CHALLENGES

At the global level, the contentious negotiations and partial regressions seen in the run-up to UNSC Resolution 2467 (2019) are indicative of a growing threat against the fundamental concepts, values and vision underpinning the WPS agenda.

We are still struggling globally to get existing commitments integrated on the ground in fragile contexts and humanitarian settings, where it is a matter of life and death and where women peacebuilders remain committed.

What It Will Take



Launching in 2020, the She builds Peace campaign is a framework for diverse stakeholders to partner with us in working toward the following goals.

We have distilled the focus areas and recommended actions from years of consultations and research with women peacebuilders globally.

By building a global coalition we believe we can realize measurable success by 2025. We welcome all partners, willing to join in supporting this call and initiating activities through 2020 and beyond.

Campaign Goals

The She Builds Peace campaign is a comprehensive call to action to support women peacebuilders to SOAR by ensuring their security; fulfilling obligations to make peace and security inclusive; appreciating the critical roles they play in building a world with a sustainable future for all; and ensuring the resourcing of their work.



SOAR



Safety

The work of women peacebuilders is dangerous by nature, and they are often targeted for doing it. We must ensure they are safe and have the protection they need so they can build a more peaceful world for us all.

Obligation

Nations around the world have promised to make peace and security inclusive through ten UN Security Council Resolutions and countless national action plans. Governments must fulfill their obligations to ensure women peacebuilders a seat at the table.

Appreciation

Women peacebuilders are courageous and effective leaders, building the bridges to end violence and bring their communities together. Their work is difficult and dangerous. We can play a part in building peace by recognizing their work and appreciating women peacebuilders.

Resourcing

We know the solutions to our world's problems begin with peace, yet resources rarely follow. Women peacebuilders receive **less than one percent** of global aid spending. We must shift our resources to focus on putting the world back together, instead of tearing it apart.

Campaign Metrics

Safety

- Women peacebuilders, especially those attending peace processes, are provided the same level of security as government and armed group delegates.
- Protection mechanisms for women peacebuilders are developed by adapting and expanding existing systems for women human right defenders.
- Women peacebuilders have resources enabling them to develop and implement comprehensive security plans, including provision of mental health and psychosocial support.

Obligation

- There is systematic inclusion of independent women peacebuilders' delegations in all peace talks, including process design, negotiations, and implementation of peace agreements.
- Comprehensive national Women Peace and Security legislation is adopted to ensure sustained commitment and protect against erosion of the agenda.
- Peacebuilding is awarded a professional status, ensuring women peacebuilders are not criminalized for their work and enabling official response to threats against them.

Appreciation

- Peacebuilding is known to the public as a vocation for women, and men.
- Media coverage of conflicts and security issues consistently includes women peacebuilders' perspectives and expert analysis.
- Public appreciation of women peacebuilders and their work is regularly demonstrated by cultural leaders and social influencers.

Resourcing

- Funding to women peacebuilders increases.
- Funding mechanisms that are flexible, responsive and sustainable are supported and scaled up and across.
- Funds are allocated to women peacebuilders under threat or imminent harm to continue their work safely.

You Can Build Peace

To achieve the Women, Peace, and Security agenda, we must ensure women peacebuilders can SOAR.

Since 2018, we have led consultations, research, and analysis with diverse stakeholders including, most importantly, women peacebuilders themselves, to determine the most urgent, specific, and effective actions needed.

If we are committed to building a more peaceful world, it will require a truly global and collaborative movement.

Stakeholders from across nations and spheres—governments, multilateral organizations, civil society, the private sector, media, academia, faith leaders, and students—impact the peacebuilding space by leveraging their communities and abilities.

Together, we will SOAR.



Rodolfo Dominguez

ICAN
For women's rights, peace and justice

To Get Started

Here are some ways you can stand with women peacebuilders:

- [Sign up](http://www.shebuildspeace.org) for email updates at www.shebuildspeace.org. Keep up with what's happening around the world, find out about upcoming events, and get action opportunities.
- Record a short video and let women peacebuilders know that you are standing with them! Share it on social media and remember to use the hashtag: [#shebuildspeace](https://twitter.com/shebuildspeace).
- Contact your elected official and ask them what they are doing to build peace.
- Learn more about women peacebuilders through this [video](#).

No matter where you are, you have a role to play. Email us at soar@shebuildspeace.org to find out more about how you can join our global movement to elevate women peacebuilders.





Campaign Branding Resources and Assets

Connect · Join · Share

Connect Online

She Builds Peace is a year round campaign fueled through your engagement. Below you will find resources to equip you as you join us in this global grassroots movement.



Visit us at
www.shebuildspeace.org



Join us on twitter
[@whattthewomensay](https://twitter.com/whattthewomensay)
[#SheBuildsPeace](https://twitter.com/SheBuildsPeace)



Reach out via email at
soar@shebuildspeace.org

Connect · Join · Share

Join Us In Person

Our year round movement is built through thousands of localized events. Additionally, we will gather around major moments through social media. Mark your calendars, spread the word, and join us:

Follow [@whatthewomensay](#) and [#SheBuildsPeace](#) on Twitter to never miss a rallying point!

March 8	International Women's Day
March 9-20	Commission on the Status of Women, UN
May 7-8	Generation Equality Forum, Mexico City
June 26	#UN75, San Francisco
July 7-10	Generation Equality Forum, Paris
August 18	Women's Suffrage Centennial
September 4-15	Beijing Women's Conference Anniversary
September 21	International Day of Peace UN General Assembly
October 2	International Day of Non-Violence
October 11	International Day of the Girl
October 15	International Day of Rural Women
October 24	75th Anniversary of UN Charter
October 31	UNSCR 1325 20th anniversary
November 25	International Day for the Elimination of Violence Against Women
December 10	Human Rights Day

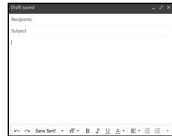
Connect · Join · Share

Share the Mission

Below are activation resources to help you spread the word.



She Builds Peace logo and branding guide:
Use these logos and campaign guidelines representing the visual identity and key components



Press Contact:
rana.allam@icanpeacework.org



Pin and t-shirt designs:
Use these to print your own materials



Poster, postcard, and web banners:
Use these templates for your local campaign



Social share images and suggested language:
Use these sample posts to mobilize your network in the campaign

Contact Us

This movement requires each one of us to identify what role we play in elevating women peacebuilders and. Your commitment to stand alongside women peacebuilders moves us forward.

Contact us at soar@shebuildspeace.org for more resources, alternative language resources, partnership opportunities, and more information.

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Thank You