

# CAMPAIGNING FOR A GENDER-RESPONSIVE POST-2020 GLOBAL BIODIVERSITY FRAMEWORK

A presentation for the 2022 Global Biodiversity  
Communications Forum on awareness raising and behaviour change

Prepared by:  
Claire Madarang, Women4Biodiversity





Our campaigning for a gender-responsive post-2020 global biodiversity framework is a **SYNERGY** of:





# Our campaigning for a gender-responsive post-2020 global biodiversity framework is a **SYNERGY** of:



**ADVOCACY**

**COMMUNICATIONS**

**Reaching out to Parties with text proposals, policy briefs, reports, etc.**

**Events, blog posts, social media (photos and videos), etc.**





## HOW ARE WE DOING IT?

- ✓ Key messages in different materials and platforms
- ✓ Integration of messages in international days
- ✓ Working with UNCBD Women's Caucus members, allies, and partner pilot restoration sites
- ✓ Regular and strategic communication with Parties
- ✓ Signature campaigns

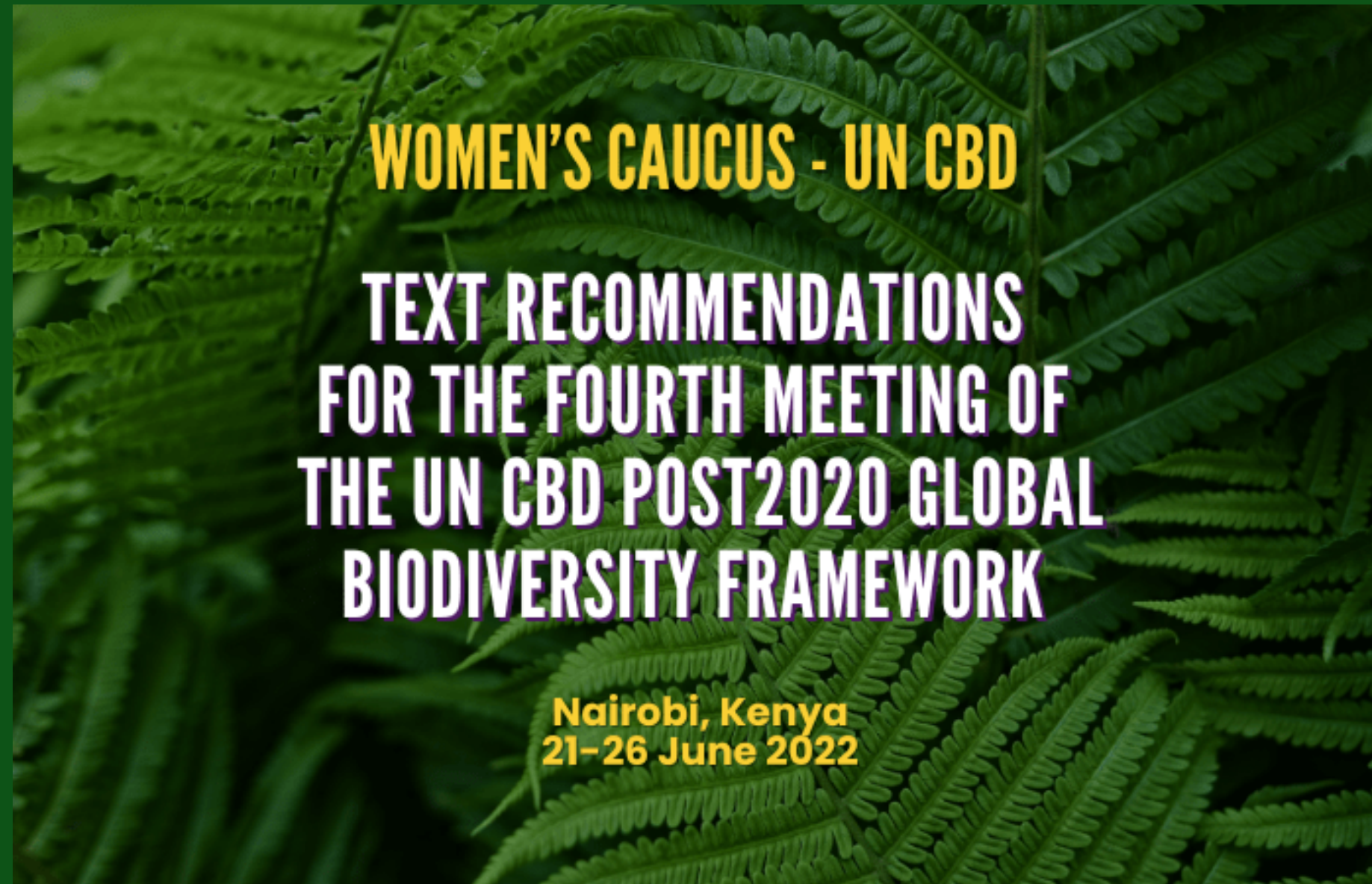


CBD Women





# 1. Key messages in different materials and platforms



CBD Women





# 1. Key messages in different materials and platforms





# 1. Key messages in different materials and platforms

## RECLAIMING HER SPACE

INDIGENOUS WOMEN & THEIR TRADITIONAL KNOWLEDGE | 9 AUGUST 2022



#ReclaimingHerSpace #IndigenousWomen #WeAreIndigenous



# 1. Key messages in different materials and platforms





# 1. Key messages in different materials and platforms



#HerSafetyIsPriority\_Aydah  
Akao\_Capsule 3

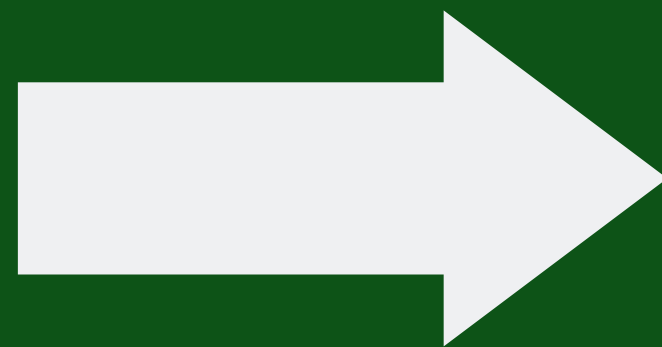


Binnizá Women Promote the Care of Monte el Pitayal  
'Mujeres Binnizá Impulsan el Cuidado del Monte el Pitayal'



# 1. Key messages in **different materials and platforms**

**REPETITION**



**RETENTION**



CBD Women





# 2. Integration of messages in international days

## **SHE SUSTAINS COMMUNITIES** | 14 OCT 2022

A pre-International Day of Rural Women & World Food Day event on women, food sovereignty & the post-2020 global biodiversity framework

**GARGIE MANGULKAR - MAKAAM**

**GUADALUPE YESENIA H. MÁRQUEZ**  
IIFB & UNCBD WOMEN'S CAUCUS

**MRINALINI RAI - WOMEN4BIODIVERSITY**

#SheSustainsCommunities | #GenderIsABiodiversityIssue

22 May 2022

## #WomenAreinOurSharedFuture

Live Interviews

Insights from Parties supporting a stand-alone gender equality target in the post-2020 global biodiversity framework

**Martha Ngalowera**  
Vice President's Office  
Division of Environment  
United Republic of Tanzania

**Isabela Hernández**  
Ministry of Environment and  
Natural Resources  
Dominican Republic

8 AM GMT +3

9 AM GMT-4

Watch LIVE @women4biodiversity  
More details at [bit.ly/Women4IDB2022](https://bit.ly/Women4IDB2022)



# 3. Working with UNCBD Women's Caucus members, allies, and partner pilot restoration sites



Pueblos Indígenas, Principios de Derechos Humanos y CLPI en el Marco Global de Biodiversidad Post-2020

Indigenous Peoples, Human Rights Principles and FPIC in the Post-2020 Global Biodiversity Framework



Mrinalni Rai  
Women4Biodiversity



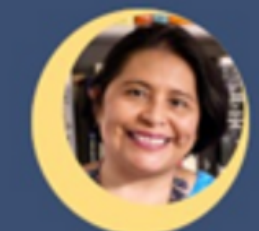
Viviana Elsa Figueroa  
IIFB



Joji Carino  
Forest Peoples Programme



Preston Hardison  
IIFB



Monica Coc Magnuson  
Cultural Survival  
Moderator

APRIL 29, 2022 11:15am ET  
29 DE ABRIL DE 2022 9:15am CT

Register/Regístrese: [tinyurl.com/unpfii29](https://tinyurl.com/unpfii29)





# 3. Working with UNCBD Women's Caucus members, allies, and partner pilot restoration sites





# 3. Working with UNCBD Women's Caucus members, allies, and partner pilot restoration sites





# 4. Regular & strategic communication with Parties





# 4. Regular & strategic communication with Parties

**WOMEN4BIODIVERSITY**

## Dinner with friends tonight!

 Friday 24 June 2022  
18.00 to 19.30 hrs.

 Fountain Room  
Main Cafeteria

 Pizza will be provided!  
Bring your own booze  
**BYOB!!!!**

For gender equality champions in the Post2020 GBF





# 5. Signature campaigns

**#Gender is a biodiversity issue**

**Carolina Rodríguez**  
International Policy, Regional Focal Point  
ICCA Consortium

**#Gender is a biodiversity issue**

**Ramiro Batzin**  
Co-Chair  
International Indigenous  
Forum on Biodiversity

**#Gender is a biodiversity issue**

**Mirna Fernández**  
Policy Co-coordinator  
GYBN

**#Gender is a biodiversity issue**

**Edna Kaptoyo**  
Policy and Partnerships Advisor  
PACEP

[www.women4biodiversity.org](http://www.women4biodiversity.org)

[www.women4biodiversity.org](http://www.women4biodiversity.org)

[www.women4biodiversity.org](http://www.women4biodiversity.org)

[www.women4biodiversity.org](http://www.women4biodiversity.org)



# 5. Signature campaigns





# THANK YOU!

## CONTACT US



### Address

Chiang Mai, Thailand



### Email

[communications@women4biodiversity.org](mailto:communications@women4biodiversity.org)



### Website

[www.women4biodiversity.org](http://www.women4biodiversity.org)



### Phone

+66-801268215



CBD Women

