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When Women, Children & Youth unite  
to create a more just world, it will be a  
force such as the world has never known.

# WWSF 75%

Launch: December 2021

**Women, Children and Youth:**  
**6 billion strong, representing 75% of the**  
**world's population, unite and claim**  
**a seat at The Table!**

WWSF, the Women's World Summit Foundation, based in Geneva, Switzerland, invites you to join the 75% campaign (Leadership Training for Women and Youth), to share your work, inspire the world, and create an unstoppable movement for the inclusion of women and youth leadership at decision-making Tables around the world.

Campaign members promote & advocate for the implementation of UN binding\* Conventions CEDAW \*and CRC\*, the Beijing Platform 4 Action & UN CSW, the Women, Peace & Security Resolution 1325, & the UN Sustainable Development Goals - Agenda 2030.

## Concept Note

**Women, Children and Youth – 75% of the world's population** – are the largest constituency with little, or no Say in decision-making processes and in shaping the economic, social, and political environment we live in. It is imperative that our thoughts and visions, skills and lived experiences, and our deep aspiration for a more just and peaceful world are used to catalyze a system-wide transformation for sustainable development, equality, and peace with representation of **75% at The Table**. We are expecting from world leaders to change course so that our children and grandchildren will not inherit the unstable and fragile world we live in today. Women who give birth to all humanity deserve a seat at the decision-making Table.

**Vision:** Organizing for a more equitable world community by including **75% of the world's population** in co-designing, together with elected leaders, the space in which we can live without fear and pain.

**Mission:** Breaking the notion of exclusion and discrimination, igniting a post-pandemic culture through a 75% movement claiming a seat at The Table. The campaign will seek consultation, collaboration and cooperation with women's rights-, children's rights-, and development organizations to help impact our vision and co-create a world where right human relations and compassion become the norm.

**Objective:** Building a global **75% coalition** for the achievement of the UN Sustainable Development Goals Agenda 2030, showcasing actions for the common Good, organizations, promoting the work of registered 75% coalition members, claiming a seat at The Table. WWSF plans to convene annual Geneva **75% Forums** to impact system change and empower women and youth with leadership training in realizing our common vision and mission for the future.



## A bit of WWSF history

**1991:** The Women's World Summit Foundation (WWSF) was created on 8 March, International Women's Day, as an international, not-for-profit, humanitarian, civil society organization, based in International Geneva, concerned with the welfare of humanity, and especially with the advancement of women's and children's rights. We focused on **two binding UN Conventions: CEDAW\*** and **CRC\*** – that deserve greater attention and lobby work for implementation by governments, UN agencies, and civil society combined.

**1993-1996:** WWSF published its first Newsletters **"75 percent"**, and introduced the concept of women and children, representing **75%** of the world population, researched by Dr. Krishna Ahooja-Patel, a former ILO official, and WWSF President at the time.

**2021:** After 32 years of creating and convening annually our regular empowerment programs, including the prevention of violence against children and youth campaign, Rural Women's Prize awards, 2 World Days, Round Tables, and the Swiss White Ribbon campaign, WWSF re-launched the **75%** initiative, claiming a seat at The Table. We need a paradigm shift to introduce a new social order that not only includes more Women and Youth in decision-making but helps realize the much-needed system changes to turn the world around for the common Good.

Given the challenges in the world today, we need a new vision to help us overcome global health pandemics, appalling climate changes, continued social violence, including gender-based violence, and insecurities and wars around the world, and give **75% campaign actors** more visibility, support, and especially a voice, igniting increased actions for the common Good and change the world compassionately.

The UN depends on the active engagement of civil society actors.

### **"Women in leadership must be the norm"**

(<https://news.un.org/en/story/2021/10/1103662>)

**2021: Quote by António Guterres, UN Secretary General**

*« The power imbalance between men and women remains the most stubborn and persistent of all inequalities. It finds its expression in many ways: in the rising rates of violence and misogyny that women and girls face in every society; in the extreme underrepresentation of women in decision-making positions; and certainly, in the myriad challenges faced by women in situations of conflict. In every humanitarian emergency, the clock on women's rights has not stopped, it's moving backwards. Yet too often, women remain on the periphery of formal peace processes. And they're largely excluded from rooms where decisions are made. Today, women's leadership is a cause. Tomorrow, it must be the norm... »*



*"For our part, the United Nations will double down on truly inclusive peacemaking and put women's participation and rights at the center of everything we do, everywhere we do it. The best way to build peace is through inclusion. And the best way to honor the inspiring commitment and bravery of women peacemakers is to open doors to their meaningful participation."*

**"...This commitment is at the heart of my report, 'Our Common Agenda', as well as in my 'Call to Action on Human rights'."** (<https://www.un.org/press/en/2021/sqsm20982.doc.htm>)



## Why a 75% Campaign?

To inspire the world with a wave of new actions for Good, serving humanity with concrete support and compassion. The sheer number of **75%, 6 billion strong**, of the world population gives this new campaign legitimacy to be included in co-designing new systems and social paradigms for the future we want.

It's time to showcase the contributions by **75%** of the world population, share their respect for human rights, and demand that the many promised Action Plans, pledges, and promises announced by UN Member States over the past 30 years are delivered and include the voices of women, children, and youth.

**We are not excluding male actors, and there are many.** WWSF commits to persuade the political and economic male leaders, among the Presidents and Prime Ministers, corporate managers and professors who are among **the decision takers** - to co-create with the **75% campaign** a new paradigm for the common Good, reducing conflicts, extreme inequalities among countries, reducing defense budgets worldwide and create Ministries for Peace in every country, and achieving the UN Sustainable Development Goals – Agenda 2030, as well as the Human Rights Agenda.



## Invitation to join the Campaign

WWSF is inviting NGOs, associations, foundations, and other civil society organizations and change-makers from around the world, **engaged in the work of advancing women's and/or children's rights at national and international levels, upholding the UN Conventions CEDAW\* & CRC\*, as well as the Beijing Platform 4 Action\*, the UN Commission on the status of Women, the Women, Peace, and Security Resolution 1325, and the UN Sustainable Development Goals - Agenda 2030.**

**You can register** on our website [www.woman.ch](http://www.woman.ch) with a short declaration of interest to be affiliated with the **75% coalition**. We request an **annual membership fee of US\$ 20.00 per year** to receive invitations to our annual Zoom event presentations, regular Newsletters, and social media alerts, sharing the evolution of the campaign, including selected programs from registered coalition members, relevant updates of UN processes and developments, and information about our **75% Geneva Forums "Leadership Training for Women and Youth"**, promoting guidelines on how to unite and rise claiming a seat at The Table.

**After receipt** of your interest and annual membership fee, WWSF will provide information of the official representatives of the **75% coalition** that participates in co-designing with elected leaders your country's future for equality, human rights, peace, and sustainable development, leaving no one behind

**You are invited** to send us a short summary of your present work program (max 250 words) with your organizational logo and website link to include you in the WWSF coalition members' list. The name of your organization will then be made visible, with your permission, on our website after receipt of your membership form, dated and signed by your Board President or CEO.

**Registration Membership Form** <https://www.woman.ch/welcome/75-campaign-registration/>

**Bank relations: IBAN:** CH8900788000050701413 (US\$) account, **BIC/Swift** BCGECHGGXXX

**PayPal address:** [info@wwsf.ch](mailto:info@wwsf.ch)



We thank you in advance for your interest and sharing the **campaign** with your community and networks.

*In solidarity and partnership,*

**Maria Elfriede (Elly) Pradervand**, WWSF President/CEO Women's World Summit Foundation  
[wdpca@wwsf.ch](mailto:wdpca@wwsf.ch) - [www.woman.ch](http://www.woman.ch) in collaboration with WWSF Board members, and advisors

*With thanks to Cristina Levinski, consultant, holder of an MA in international relations, drafting member of the WWSF 75% campaign Concept Note. (Launched in December 2021)*



*You can read about WWSF programs, campaigns & prize awards in a summary attached.*





## **Brief introductions to 5 selected key UN Resource Documents for the 75% Campaign partnerships**

Two binding UN Conventions, CEDAW and CRC; the Beijing Platform for Action and the UN Commission on the Status of Women; the Women, Peace & Security Resolution 1325; and the UN Sustainable Development Goals - Agenda 2030, leaving no one behind.

### **\*1) UN Convention on the Elimination of All Forms of Discrimination against Women, New York, (CEDAW), 18 December 1979**

« The Convention was the culmination of more than thirty years of work by the United Nations Commission on the Status of Women, a body established in 1946 to monitor the situation of women and to promote women's rights. The Commission's work has been instrumental in bringing to light all the areas in which women are denied equality with men. These efforts for the advancement of women have resulted in several declarations and conventions, of which the **Convention on the Elimination of All Forms of Discrimination against Women is the central and most comprehensive document**. 42 years later, where do we stand today? More: <https://www.ohchr.org/en/professionalinterest/pages/cedaw.aspx>



### **\*2) UN Convention on the Rights of the Child (CRC), adopted and opened for signature, ratification on 20 November 1989**

« The Convention is an international agreement which comprises 44 articles defining the individual rights of children under 18 years of age. It was adopted by the UN General Assembly in 1989 and followed by the World Summit for Children in New York in September 1990. The World Summit for Children was an unprecedented gathering of 71 Heads of State and governments to discuss the fate and future of children, without regard to race, color, sex, language, religion, political or other opinion, national ethnic or social origin, property, disability, birth, or other status. 31 years later we are asking "Where have all the promises gone"? More: <https://www.ohchr.org/en/professionalinterest/pages/crc.aspx>



### **3) UN Fourth World Conference on Women / Beijing Women's Platform For Action (BPA) – September 1995**

Since the Beijing Women's Conference, the implementation of the Platform for Action has been assessed by the **UN Commission on the Status of Women (CSW)** each year, and through a review process carried out every five years, **reaffirming States' commitment to its full implementation**. <https://www.unwomen.org/en/csw/brief-history>



#### **CSW66 – 2022: The Commission on the Status of Women Session (14-25 March 2022)**

**Priority theme:** Achieving gender equality and the empowerment of all women and girls in the context of climate change, environmental and disaster risk reduction policies, and programs.

**Review theme:** Women's economic empowerment in the changing world of work (Agreed conclusions of the sixty-first session).

#### **Excerpt from the CSW65 Report (15-26 March 2021) and Agreed conclusions:**

**Theme 2021:** "Women's full and effective participation and decision-making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls". Link to the 2021 Agreed conclusions: ([E/2021/27-E/CN.6/2021/14](https://www.unwomen.org/en/digital-library/publications/2021/3/e/2021-27-e/cn.6/2021/14))



#### **Excerpt from the 2021 Agreed Conclusions (Para 9):**

"The Commission emphasizes the mutually reinforcing relationship among achieving gender equality and the empowerment of all women and girls, and the full, effective and accelerated implementation of the **Beijing Declaration and Platform for Action** and the gender-responsive implementation of the **2030 Agenda for Sustainable Development**. It acknowledges that gender equality and the empowerment of women and girls and women's full, equal, effective, and meaningful participation and decision-making in public life as well as the elimination of violence are essential for achieving sustainable development, promoting economic growth and productivity, ending poverty in all its forms and dimensions everywhere and ensuring the well-being of all. It recognizes that women and girls play a vital role as agents for sustainable development".



#### 4) Women and Peace and Security (WPS) - Report of the Secretary-General, 27 September 2021

[https://reliefweb.int/sites/reliefweb.int/files/resources/S\\_2021\\_827\\_E.pdf](https://reliefweb.int/sites/reliefweb.int/files/resources/S_2021_827_E.pdf)

The 2021 report “follows up on the Secretary-General’s directives to the United Nations and the **five goals for the decade** laid out in the report of the Secretary-General on Women, Peace and Security from 2019 and 2020, paying special attention to the goal of reversing the upward trajectory in global military spending with a view to encouraging greater investment in the social infrastructure and services that buttress human security. It recognizes that there are remaining gaps related to the implementation of the WPS agenda, and which could increase “unless targeted efforts are integrated into COVID-19 recovery efforts.”



The report notes that “even though the response to the COVID-19 pandemic added to the evidence of the effectiveness of women’s leadership at the highest levels, women continued to be underrepresented in that response and in other decision-making forums, pushed out of the workforce and subjected to a surge of violence across the world as soon as lock-downs and quarantines were put into effect.”

The report also recognizes that “**gender equality is a question of power**”, that “power will not redistribute itself equally in a male-dominated world”, and that “there are clearly persistent gaps and stagnation in women’s participation in political leadership, peace and security and access to economic resources and decision-making.” The report recalls that women, and peace and security represent a core priority of the Secretary-General’s Action for Peacekeeping initiative and that “the focus on increasing the number of women active in peace operations must continue”.

**“Initiatives by Governments across the world to integrate gender equality into the reform of their security sectors are a crucial part of this effort.”**

#### 5) Sustainable Development Goals-Agenda 2030 – 17 Goals – #ForPeopleForPlanet

« The [Sustainable Development Goals](#) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015, as part of the [2030 Agenda for Sustainable Development](#), which set out a 15-year plan to achieve the Goals. Today, [progress](#) is being made in many places, but, overall, action to meet the Goals is not yet advancing at the speed or scale required. 2022 needs to create ambitious action to deliver the Goals by 2030. With just under ten years left to achieve the Goals, world leaders at the SDG Summit in September 2019 called for a **Decade of Action** and delivery for sustainable development, and pledged to mobilize financing, enhance national implementation and strengthen institutions to achieve the Goals by the target date of 2030. The UN Secretary-General called on all sectors of society to mobilize for a decade of action on three levels: global action to secure greater leadership, more resources and smarter solutions for the Sustainable Development Goals; local action embedding the needed transitions in the policies, budgets, institutions and regulatory frameworks of governments, cities and local authorities; and people action, including by youth, civil society, the media, the private sector, unions, academia and other stakeholders, to generate an unstoppable movement pushing for the required transformations. »



More: <https://www.un.org/sustainabledevelopment/development-agenda/>

#### The Sustainable Development Goals Report 2021

<https://unstats.un.org/sdgs/report/2021/The-Sustainable-Development-Goals-Report-2021.pdf>

**Excerpt:** “As the pandemic continues to unfold, the Sustainable Development Goals Report 2021 outlines some significant impacts in many areas that are already apparent. **The global extreme poverty rate rose for the first time in over 20 years, and 119 to 124 million people were pushed back into extreme poverty in 2020.** There is a risk of a generational catastrophe regarding schooling, where an additional 101 million children have fallen below the minimum reading proficiency level, potentially wiping out two decades of education gains. Women have faced increased domestic violence, child marriage is projected to rise after a decline in recent years, and unpaid and underpaid care work is increasingly and disproportionately falling on the shoulders of women and girls, impacting educational and income opportunities and health. Notwithstanding the global economic slowdown, concentrations of major greenhouse gases continue to increase. With the global average temperature reaching about 1.2°C above pre-industrial levels, the climate crisis has well and truly arrived, and its impacts are being felt across the world. The pandemic has also brought immense financial challenges, especially for developing countries – with a significant rise in debt distress and dramatic decreases in foreign direct investment and trade.”

- António Guterres, Secretary-General - United Nations

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## About Women's World Summit Foundation (WWSF)

Mission & objectives of the WWSF annual campaigns briefly described below and on our website: [www.woman.ch](http://www.woman.ch)

The Women's World Summit Foundation (WWSF) is a not-for-profit, international, humanitarian, lay, and non-governmental organization with UN consultative status (ECOSOC, UNFAP and DPI). Since 1991, WWSF serves with its annual campaigns, action kits, prize awards & Round Tables for the advancement of women and children's rights, and advocates for a world where 75% of the world population has a seat at the Table.

Via its international network and annual Calls for action, WWSF contributes to the empowerment, capacity building, and education for better prevention measures to eliminate violence against women, children, and youth, and ending rural poverty, and moving civil society actors into greater partnerships with governments to increase activism and ensure that the UN Sustainable Development Agenda 2030 is realized.

WWSF activities are coordinated by a secretariat based in International Geneva that deals with program development, management, fundraising, communications and relationships with members, donors, NGOs, staff, the media, and United Nations. Relations. The secretariat also manages relations with Board Directors, Advisory members, Prizewinners, and active campaign coalition member organizations and networks.

WWSF convenes 4 annual campaigns, 2 prize awards, and 2 World Days, described briefly below.

### 1) 75% Campaign (launched in 2021) yearly Leadership Training Forums for Women & Youth

75%

Women, children & youth represent 75% of the world population, and claim a seat at the Table  
 Les femmes, enfants & jeunes représentent 75% de la population et revendiquent le droit à la parole  
 Las mujeres, niños & jóvenes representan el 75% de la población y reclaman un puesto en la mesa  
 Frauen, Kinder & Jugendliche machen 75% der Bevölkerung aus & haben Anspruch auf einen Platz am Verhandlungstisch

**8 March**

**75% Women & Children World population**

We are expecting from world leaders to change course so that our children and grandchildren will not inherit the unstable and fragile world we live in. Women who give birth to all humanity deserve a seat at the decision-making Table to organize for a more equitable world and including 75% in co-designing, together with men leaders, the space in which we can live without fear and pain. WWSF invites Actors for the common Good to share their work, inspire the world, and create an unstoppable movement for the inclusion of women and youth leadership at The Table.

### 2) 17 Days of activism for the empowerment of rural women and their communities (1-17 October)

17

Days of Activism for the empowerment of rural women and their communities  
 Jours d'Activisme pour l'autonomisation des femmes rurales et leurs communautés  
 Días Activismo para el empoderamiento de las mujeres rurales y sus comunidades  
 Tage Aktivismus für die Stärkung der Frauen im ländlichen Raum und in ihren Gemeinden

**1-17 October**

**17 Days of Activism**

WWSF seeks to mobilize via its **17 Days of activism Kit** (17 themes) women leaders in rural areas and communities. This annual empowerment campaign is designed to increase local and national activities and to stimulate rural women's claim for the basic right to development while connecting their local campaigns with the relevant SDG targets for 2030. WWSF awards an annual Prize (US\$ 1000 per prizewinner) to creative rural women leaders and grassroots groups, giving credit where it's due. Prizewinners are published at [www.woman.ch](http://www.woman.ch) (486 Laureates awarded to date). A Rural Women Movements Prize was launched in 2017 and honored SEWA (India) with a first award in International Geneva (US\$ 10'000). WWSF co-created at the Beijing Conference (1995) the International Day of Rural Women-15 October, declared an official UN Day in 2007.

### 3) 19 Days of activism for prevention of violence against children and youth (1-19 November)

19

Days of Activism Prevention abuse and violence against Children/Youth  
 Jours d'activisme Prévention abus/violence envers Enfants/Jeunes  
 Días Activismo Prevención del Abuso/violencia contra los Niños/Jóvenes  
 Tage Aktivismus Prävention von Missbrauch/Gewalt gegen Kinder/Jugendliche

**1-19 November**

**19 Days of Activism**

WWSF seeks to mobilize via its **19 Days Prevention Kit** (19 themes) organizations and grassroots groups working for the implementation of the rights of the child and inspire coalition members to organize annual events for better abuse prevention. The campaign is designed to increase local and national civil society activities and encourages implementation of the relevant UN Sustainable Development **Goal # 16.2**. WWSF also awards active coalition member organizations with an annual Innovation Award for creative prevention programs (61 awards to-date).

### 4) 365 Days of activism for the elimination of violence against women and youth in CH

365

Jours d'activisme (16 thèmes) pour l'élimination de la violence envers femmes/jeunes - CH  
 AktionsTage (16 Themen) für die Abschaffung von Gewalt an Frauen & Jugendliche - CH  
 giorni di attivismo (16 temi) per l'eliminazione della violenza contro le donne i giovani - CH  
 days of activism (16 themes) for the elimination of violence against women and youth - CH

**White Ribbon Campaign**

**Youth Engage**

WWSF convenes since 2009 the Swiss White Ribbon Campaign, which aims to eliminate violence against women & youth by 2030. Its Toolkit "365 Days of Activism (including 16 themes), seeks to mobilize men, women and youth to sign online: "I pledge not to commit, excuse, or remain silent about violence against women & youth". The Swiss White Ribbon program offers workshop trainings to become representatives and/or ambassadors & take their pledge to schools, universities, businesses, etc. [www.ruban-blanc.ch](http://www.ruban-blanc.ch) (revised July 2023)

