



*"When women, children, and youth unite to create a more just world, it will be a force like the world has never known."*

## **WWSF – 75% CAMPAIGN**

**Women, children and youth represent 75% of the world population. With the strength of 6 billion of us, let's unite and claim a seat at the decision-making table!** *(Campaign launch in 2022)*

WWSF (Women's World Summit Foundation), based in Geneva, Switzerland, invites you to join the **75% Campaign "Leadership Training for Women and Youth: leading from the heart ♥ to serve humanity"** to share your force and actions for the general common good, inspire the world, and create an unstoppable movement for the inclusion of women, children and youth in bco-leadership - 75% of the world's population - at decision-making tables globally.

75% Campaign member organizations encourage and advocate for the implementation of the binding United Nations conventions (CEDAW and CRC), the Beijing Platform for Action, the UN Commission on the Status of Women (CSW), Resolution 1325 on Women, Peace, and Security, as well as the United Nations Sustainable Development Goals - Agenda 2030.

### **Concept Note 2**

**Women, children, and youth - 75% of the world's population** - constitute **the largest group** that has little or no voice in decision-making processes or in shaping the economic, social, and political environment in which we live. It is crucial that our thoughts, visions, skills, lived experiences, and deep aspiration for a more just and peaceful world are harnessed to drive systemic transformation for sustainable development, equality, and peace, with **75% representation in leadership training programs for women and youth**. We call on world leaders to change course so that our children and grandchildren do not inherit an unstable and fragile world. Women, who give birth to all humanity, deserve a seat at the decision-making tables.

**Vision:** To organize for a more equitable global community by including **75% of the world's population (6 billion)** and co-managing a space where we can live without fear and suffering.

**Mission:** To break down notions of exclusion and discrimination and initiate a post-pandemic culture through a movement of the **75% Campaign actors, a force for the common good**, demanding their seat at decision-making tables. The **75% Campaign** will seek to consult, collaborate, and cooperate with development organizations and those advocating for the rights of women and children to contribute to our vision of a world where positive human relationships and compassion become the norm.

**Objective:** To build **an international coalition for the 75% leadership training of women and youth** to achieve the United Nations Sustainable Development Goals (SDGs), highlight the member organizations of the **75% coalition**, and demand a seat at decision-making tables. WWSF plans to organize **75% Forums** in Geneva to encourage and provide the necessary leadership training for women & youth to realize our common vision & mission – leading from the heart, serving humanity.



## An Overview of the History of the WWSF

**1991:** The Women's World Summit Foundation (WWSF) was established on March 8, International Women's Day, as a humanitarian, international, non-governmental, and non-profit organization. Based in Geneva, it focuses on two legally binding UN conventions: CEDAW and CRC, which deserve significant attention and lobbying efforts for their urgent implementation by governments, UN agencies, and civil society.

Through its international network and calls to action, the WWSF contributes to advancing the status and rights of women and children. It strengthens action capacities and promotes education for preventive measures aimed at eliminating violence against women, children, and youth, and created the annual **WWSF Prize for women's creativity in rural life** in 1994 by giving visibility to rural leaders and groups (492 awards to-date) to ensure the achievement of the UN 2030 Agenda for Sustainable Development.

The activities of the WWSF are coordinated by a secretariat based in Geneva, responsible for campaign development, management, fundraising, and communications. This secretariat also maintains relationships with members, donors, NGOs, media, and the United Nations. Additionally, it manages interactions with foundation board members and the recipients of its awards

**1993-1996:** The WWSF published its first **newsletter, named '75 Percent,'** in 1993, introducing our original concept of women and children representing 75% of the world's population. Research was conducted by Dr. Krishna Ahoja-Patel, a former ILO official and acting president of the WWSF at the time. However, the NGO community was not ready at that time to embark on a 75% campaign.

**2022:** After 30 years of organizing annual programs for the empowerment of women, campaigns to prevent violence against women, children, and youth, award ceremonies, global observances, and roundtables for the Swiss White Ribbon campaign, **the WWSF relaunched the 75% campaign for leadership training for women and youth**, advocating for a seat at decision-making tables. It is now time to create a paradigm shift that not only includes women, children and youth in decision-making which will also help achieve the Sustainable Development Goals (SDGs).

Given the increasing challenges we face (pandemics, climate change, violence, wars, famines, etc.), we need a new vision to help us overcome them and give the **75% initiative for Leadership training for women and youth** greater visibility, attention, and, most importantly, a voice in decision-making processes.



UNITED NATIONS

### The UN relies on the Active Engagement of Civil Society Actors

For the Secretary-General, it is essential to pave the way for women's genuine participation in mediation and peace processes.



**“Women in leadership must be the norm”**

2021: Quote from António Guterres, Secretary-General of the UN

[Official Translation](#)

**“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 peace-making and put women's participation and rights at the centre of everything we do, everywhere we do it. The best way to build peace is through inclusion. And the best way to honour 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.’*  
– António Guterres, Secretary-General of the UN



## Why the **75%** Campaign (a force for the Common Good) demands a seat at Decision-Making Tables?

To inspire the world with a wave of action for the common good for All, serving humanity through concrete support and compassion. The mere fact that women, children, and youth represent **75% of the world's population, or 6 billion people**, gives this new campaign the legitimacy to be included in the design of new systems and paradigms to address the urgent needs of today.

It is time to highlight the contributions and the respect for human rights of **75%** of the world's population. We must demand that the numerous action plans, as well as the promises and commitments made by UN member states over the past 30 years, be honoured and that they include the voices of women, children, and youth.

**We do not exclude male actors who work for the common good, and they are numerous.** The WWSF is committed to persuading male political and economic leaders—presidents, prime ministers, business executives, professors, etc.—who are decision-makers. Together, we must co-create a new paradigm for the benefit of humanity, integrating the **75%** of the population who currently have almost no voice in global decision-making processes. Our objectives include reducing conflicts and wars, eliminating extreme inequalities between countries, and achieving the United Nations Sustainable Development Goals, as well as the Human Rights Agenda.

### Invitation to Join the **75%** Campaign

The WWSF invites non-governmental organizations, associations, foundations, and civil society groups and change agents engaged in the promotion of the rights of women and children, both nationally and internationally, to become members of the **75%** Campaign.

**The objective is to strengthen respect for the United Nations conventions, notably CEDAW and CRC, as well as the Beijing Platform for Action, under the auspices of the UN Commission on the Status of Women (CSW), Resolution 1325 on Women, Peace, & Security, & the Sustainable Development Goals (SDGs) UN 2030 Agenda.**

**For your affiliation**, you can register [online](#) (in French or English) by providing a brief statement of your interest in the **75%** Campaign. We request an annual membership fee of **20 USD** to become an annual member with voting rights and to participate in the organization's activities. You will then receive our newsletters and information alerts regularly on social media, keeping you informed about the progress of the campaign. You will also be informed about the preparation of the **75%** Leadership Forums in Geneva.

**Upon receipt of your registration and membership fee**, you will receive information on how to integrate the spirit of the **75%** Campaign into your community work, whether at the local or national level, so that your organization is recognized as an official representative of the **75%** Campaign. As a representative, you will participate in co-creating with male leaders the future of your country regarding human rights, peace, and sustainable development, leaving no one behind.

**We invite you** to send us a summary of your current work program (maximum 250 words), along with your organization/association/group/ logo and website, to include you in the list of members of the WWSF coalition. The name of your organization will then be made visible, with your permission, on our website [www.woman.ch](http://www.woman.ch), after receipt of your membership form, dated and signed by the president of your board or CEO.

**Membership Form:** <https://www.woman.ch/welcome/75-campaign-registration/> (and for donations)

**USD:** IBAN: CH89 0078 8000 0507 0141 3 / **BIC/Swift:** BCGECHGGXXX / **PayPal:** [info@wwsf.ch](mailto:info@wwsf.ch)

**Swiss CHF:** IBAN: CH19 0078 8000 0507 0141 2 / **BIC/Swift:** BCGECHGGXXX / **PayPal:** [info@wwsf.ch](mailto:info@wwsf.ch)



We thank you in advance for your kind interest and for sharing with us your network and interest.

In solidarity and partnership,

Maria Elfriede (Elly) Pradervand, President/CEO, Women's World Summit Foundation (WWSF)

In collaboration with members of the Board of Trustees, sponsors, WWSF partners and staff.



## Brief Introductions to the Six Key UN Reference Documents for the 75% Campaign

### 1. United Nations Convention on the Elimination of All Forms of Discrimination Against Women ([CEDAW](#)), 1979

The **Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)** aims to abolish all forms of gender-based discrimination. Its primary objective is to guarantee equal rights between women and men in various areas, such as political, social, economic, and cultural life. It calls on member states to review or abolish discriminatory laws and take proactive measures to promote equality. CEDAW also establishes a system of regular reporting, in which countries must present progress made regarding women's rights. It has contributed to the reform of many laws worldwide, although challenges remain, particularly regarding the effective implementation of these principles.



### 2. United Nations Convention on the Rights of the Child ([CRC](#)), 1989

The **United Nations Convention on the Rights of the Child (CRC)**, adopted in 1989, is an international treaty that defines the fundamental rights of children worldwide and ensures that these rights are respected by the signatory states. It is the first binding legal instrument that comprehensively addresses the rights of children. The CRC is based on four fundamental principles: **non-discrimination, the best interests of the child, the right to life, survival, and development, and the child's participation in decisions affecting them.**



### 3. Fourth World Conference on Women ([FWCW](#)), 1995

The **Fourth World Conference on Women**, held in Beijing in 1995, marked a major turning point in the promotion of women's rights. It brought together thousands of participants to adopt the [Beijing Declaration and Platform for Action](#), which remains a key roadmap for gender equality to this day. This program identifies twelve priority areas, such as combating poverty, access to education, health, and women's political participation. Although progress has been made, the Beijing Platform for Action continues to guide international efforts towards gender equality.



The **Beijing Platform for Action**, adopted at the **UN Fourth World Conference on Women in 1995**, is regularly evaluated by the **UN Commission on the Status of Women (CSW)**. This commission, which meets annually in New York, reviews the progress made in implementing the goals of the Beijing Platform for Action, focusing on twelve critical areas such as equality in education, political participation, and the elimination of violence against women. Member states submit their national reports, and global discussions take place to assess advancements and remaining challenges. These annual evaluations ensure that the commitments made in 1995 continue to guide international policies in favor of gender equality.





#### 4. Report of the United Nations Secretary-General on Women, Peace, and Security (S/2021/827), 2023

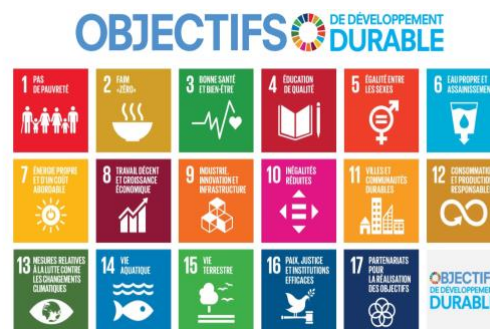
“1. Nearly a quarter of a century after the adoption by the Security Council of its resolution 1325 (2000), women’s full, equal and meaningful participation in building peace should be the norm, not an aspiration or an afterthought, but the data show that this is far from being a reality. In peace processes, negotiating parties continue to regularly exclude women, and impunity for atrocities against women and girls is still prevalent. Women continue to face entrenched barriers to direct participation in peace and political processes, and women’s organizations struggle to find resources, while military spending continues to grow every year. This remains the case even though there is ample evidence that women’s participation contributes to more robust democracies and longer-lasting peace.



2. A growing share of the world’s population lives under autocratic rule, after many years of democratic backsliding. Misogyny is a common thread in the rise of authoritarianism and in the spread of conflict and violent extremism. The number of people in need of humanitarian aid increased by 25 per cent over the past year, and the world is undergoing the largest global food crisis in modern history. Much of this increase is driven by nearly 200 armed conflicts and situations of organized violence, 2 as well as by the climate crisis and the impact of the coronavirus disease (COVID-19) pandemic. In this difficult context, the number of women and girls living in conflict-affected countries<sup>3</sup> reached 614 million in 2022, 50 per cent higher than the number in 2017.”

#### 5. Sustainable Development Goals (SDGs) – 2030 Agenda

The **2030 Agenda** for Sustainable Development, adopted by UN member states in 2015, is a global framework aimed at eradicating poverty, protecting the planet, and ensuring prosperity for all by 2030. It is based on **17 Sustainable Development Goals (SDGs)**, which address crucial issues such as education, gender equality, health, social justice, and environmental sustainability. Each SDG includes specific targets and indicators to track progress, encouraging countries to integrate these goals into their national policies and practices.



The **17 Sustainable Development Goals (SDGs)** include a variety of issues such as eradicating poverty, ensuring quality education, achieving gender equality, improving health, and combating climate change. **NGOs** and **civil society** play a crucial role in their implementation by raising community awareness, advocating for favorable policies, and implementing on-the-ground programs. Their efforts ensure that the voices of marginalized populations are heard and that the goals are adapted to local needs.

#### 6. Summit of the Future: [Press Release](#), United Nations adopts ground-breaking Pact for the Future to transform global governance, New York, 23 September 2024.

“World leaders (22 September 2024) **adopted a Pact for the Future that includes a Global Digital Compact and a Declaration on Future Generations**. This Pact is the culmination of an inclusive, years-long process to adapt international cooperation to the realities of today and the challenges of tomorrow. The most wide-ranging international agreement in many years, covering entirely new areas as well as issues on which agreement has not been possible in decades, the Pact aims above all to ensure that international institutions can deliver in the face of a world that has changed dramatically since they were created. As the Secretary-General has said, “we cannot create a future fit for our grandchildren with a system built by our grandparents.”



Overall, the agreement of the Pact is a strong statement of countries’ commitment to the United Nations, the international system and international law. Leaders set out a clear vision of an international system that can deliver on its promises, is more representative of today’s world and draws on the energy and expertise of governments, civil society and other key partners.”



## Women's World Summit Foundation (WWSF)

**Annual Campaigns: Prize Awards, 19 Days Campaign,  
 Leadership Training for Women & Youth, Swiss White Ribbon Campaign**  
**Mission & objectives of annual campaigns briefly described below and on [www.woman.ch](http://www.woman.ch)**  
*leading from the heart serving humanity* ❤️

The Women's World Summit Foundation (WWSF) is a not-for-profit, international, humanitarian, lay NGO with UN consultative status (ECOSOC, UNFAP and DPI). Since 1991, WWSF serves with its annual campaigns, action Kits, Prize awards & events the empowerment of women, children and youth and advocates for a world **where 75% of the world population is included in decision-making**. 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, ending rural poverty, 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.

**15 October - International Day of Rural Women**, and celebration of the **WWSF annual Prize for women's creativity in rural life**.

15


Prize for Women's Creativity in Rural Life / 15 Oct. Intl. Day of Rural Women  
 Prix pour la créativité des femmes en milieu rural / 15 oct. Jour femmes rurales  
 Premio a la Creatividad de las Mujeres en el Medio / 15 oct. Día de la Mujer Rural  
 Preis für die Kreativität von Frauen im ländlichen Raum / 15 Okt. Tag der Landfrauen



You find the Prize Nomination Guidelines and Forms for your registration of candidates on our website [www.woman.ch](http://www.woman.ch). Prize-winners are honoured in their communities around the world on 15 October and their profiles are published on our website, together with a list of all the Laureates since 1994 honoured to date with a Prize amount of US\$ 1000.00 per Laureate.

19

Days of activism for prevention of abuse and violence against children/youth  
 Jours d'activisme pour la prévention des abus/violence envers enfants/jeunes  
 Días de activismo para la prevención del abuso/violencia contra los niños/jóvenes  
 Tage Aktivismus Prävention von Missbrauch/Gewalt gegen Kinder/Jugendliche  
 1-19 November




WWSF seeks to mobilize via its annual **19 Days Campaign Kit for action** (19 themes) organizations and grassroots groups serving the implementation of the rights of the child and for your members to organize annual activities. The **19 Days Campaign for prevention of violence against children and youth** is designed to help increase local and national civil society action and encourages the achievement of the relevant UN Sustainable Development Goals, especially **Goal #16.2 "End abuse, exploitation, trafficking and all forms of violence against and torture of children"**. WWSF also awards an annual **Innovation Prize** to selected coalition member organizations (if funds permit), 63 Prizes awarded to-date and promotes the creation of **"Community Circles of Compassion"** online.

<https://www.woman.ch/19-days-of-activism-prevention-kit/training-workshops-creating-community-circles-of-compassion/>  
<https://www.woman.ch/19-days-of-activism-prevention-kit/>

75%

Women, Children & Youth represent 75% of the world population & claim a seat at the Table  
 Les femmes, enfants & jeunes représentent 75% de la population, revendiquent la parole  
 Las mujeres, niños, jóvenes representan 75% de la población y reclaman un puesto en la mesa  
 Frauen, Kinder, Jugendliche, 75% der Bevölkerung, verlangen Teilnahme am Verhandlungstisch



We are expecting from world leaders to change course so that our children & youth will not inherit the unstable and fragile world we live in. Women who give birth to all humanity deserve a seat at the Table to co-create a more equitable world community by including 75% of the world population, a space in which we can live without fear and pain. WWSF invites relevant development organizations to join the campaign, share their work and inspire the world to create an unstoppable movement for the common good for all. <https://www.woman.ch/concept-note-vision-mission-and-objective/>

365

**Jours d'activisme** pour l'élimination de la violence envers les femmes et jeunes  
**Tage Aktivitäten** für die Beendigung von Gewalt an Frauen und Jugendlichen  
**Days of activism** for the elimination of violence against women and youth  
 Campagne Suisse / Kampagne Schweiz / Swiss Campaign - Horizon 2030



(Currently inactif until 2026). WWSF mobilizes the Swiss population, men, women and youth, to pledge (online or with our postcards) **not to commit, tolerate, or remain silent about violence against women and youth**. For more information, contact [wwsf@wwsf.ch](mailto:wwsf@wwsf.ch)