



International Day of the Girl 2021
Digital Generation. Our Generation.
Advocacy and communications toolkit



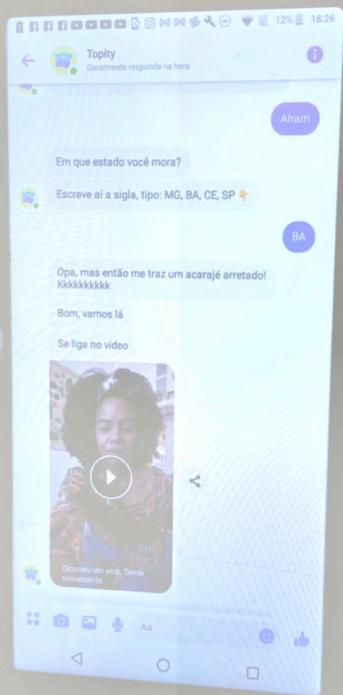


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Welcome Message

Dear Friends and Colleagues,

In 2021, the [Generation Equality Forum](#) (GEF) launched five-year commitments for bolder solutions to gender inequality – just as the world entered the second year of the COVID-19 pandemic.

While the pandemic has accelerated digital platforms for learning, earning and connecting, some 2.2 billion people below the age of 25 still do not have internet access at home. Girls are more likely than boys to be cut off.

The gender digital divide in connectivity, devices and use, skills and jobs is real. It is an inequity and exclusion gap across geographies and generations that is our challenge to address if the digital revolution is to be for all, with all, by all.

We're pleased to share this advocacy and communications toolkit with useful resources for partners wishing to seize the momentum of GEF commitments made and to drive action and accountability for and with girls to achieve a bold vision of bridging the digital gender divide. In this toolkit you will find guidelines, briefs, key advocacy messages and asks under the International Day of the Girl 2021 theme **Digital Generation. Our Generation.** You can use these assets to raise up girls' voices and speak up for every girls' right to join the digital generation and live their full potential.

In her [second open letter](#), UNICEF Executive Director Henrietta Fore lists bridging the digital divide - along all its economic and equity fault lines - as one of five opportunities for children we must seize now to help bring quality education for all and create a better world for children post-COVID. Let's continue to leverage the potential of digital learning to be the great equaliser in education, including by closing the gender gaps in digital skills and safe connectivity for girls.

Warm wishes,
UNICEF Gender

UNICEF Core Commitments for Generation Equality

Join UNICEF on International Day of the Girl 2021 in using the [Generation Equality Forum platform to advocate for public and private stakeholders to join in collective action](#) to drive the change girls and young women want to help them access and achieve equity in education, learning, a transition to employment, and as leaders in an increasingly digital world.

Core Commitments:

1. Design innovative finance mechanisms for scale: Design of innovative finance instruments to engage a wider ecosystem of partners and pipeline of business and non-profit solutions for closing of gender digital divide gaps from education to workforce, including digital literacy and connectivity. We call for design of a [digital literacy equity outcomes fund](#) that is shaped by girls and young women, and expands the pipeline of business and non-profit solutions for closing of gender digital literacy learning and earning gaps.

We also support women and girls' rights organizations and feminist movement actors to engage and shape systems of public and private finance to end gender-based violence, including in humanitarian contexts. Engagement is towards [recognizing GBV as a material risk](#), supporting GBV prevention innovations developed by women and girls' rights organizations, using finance vehicles to support accountability on GBV prevention in workplaces and supply chains, and advancing fairer financing structures for girls and women's rights organizations.

(continued on forthcoming slide)

UNICEF Core Commitments for Generation Equality

Core Commitments, continued:

2. Invest in knowing more about girls' and young women's digital realities, and supporting the learning solutions they design, fit for their digital world.

We are not starting from zero. Let's build upon the great advancements made in girls' education for decades while reimagining new pathways of learning designed for and by girls and young women, fit for their digital realities and diversity. Learning covers a wide range of competencies, such as computer literacy, robotics, artificial intelligence application, online safety, well-being and health, and social entrepreneurship. We need more non-profit and social business models across the globe, as well as more routine data platforms, to allow closer-to-real-time monitoring of when, where and how girls are connecting, as well as the challenges and opportunities they face.

3. Use technology as a solution to address gender-based violence (GBV): Tech-facilitated harassment and discrimination faced by girls and women has become a pervasive form of gender-based violence. But technology can also be a solution to help address all forms of GBV. For example, safe spaces for women and girls are a well-documented GBV service approach, providing key information, links to critical services, skills-building, peer connection and support. Yet, as access to physical safe spaces is often limited, particularly in the context of the COVID-19 pandemic, we must collectively design and launch technology tools and digital platforms that help reach girls and women with the same support.

We can do this by building on the vision of girls and women, the expertise of the tech industry, and the leadership of practitioners already working to prevent and respond to GBV, including by establishing virtual safe spaces.



Topline Key Advocacy Messages

Girls know their digital realities and the solutions they need to excel on their diverse pathways as technologists for freedom of expression, joy, and boundless potential. Let's amplify the diversity of these [tech trailblazers](#) while simultaneously widening the pathways so that every girl, this generation of girls – regardless of race, gender, language, ability, economic status and geographic origin – lives their full potential.

Gender equity in digital literacy is also a driver of economic growth, a competitive business, and national advantage. Yet currently:

- The global internet user gender gap is growing, from 11 per cent in 2013 to 17 per cent in 2019, and widest in the world's least developed countries at 43 per cent.
- 2.2 billion people below the age of 25 do not have internet access at home, with girls more likely to be cut off.
- Globally, the percentage of females among Science Technology Engineering and Mathematics (STEM) graduates is below 15 per cent in over two-thirds of countries.
- And in middle and higher-income countries, only 14 per cent of girls who were top performers in science or mathematics expected to work in science and engineering compared to 26 per cent of top-performing boys.
- Only 22 per cent of Artificial Intelligence (AI) professionals globally are women, a massive gender gap in who is currently at the heart of designing the algorithms that will impact all of our lives.

From October 2021 – October 2022 we will collectively call attention to:

- The power and diversity of adolescent girls as digital change-makers and designers of learning and other solutions addressing the challenges and opportunities they face in their digital worlds.
- Living and increasing the investments announced at GEF from all actors and stakeholders of intentional approaches to closing the gender digital divide – access to devices, connectivity, skills, safety – thus opening up pathways for all girls, for generations, to live their full potential.



Global, Regional and National Activations

Want to get involved in International Day of the Girl 2021 and Generation Equality activations? Here are just some of the ways you can join our collective advocacy efforts:

Publish inspiring human-interest stories/blogs/videos

- Share stories of inspiring adolescent girls, groups of girls, girl-led organizations who are developing innovative solutions or leading efforts toward positive social change including gender equality in their communities and nations. Be inspired by our [global teen.girl.activist site](#). Let's collectively amplify their leadership, actions and impact to inspire others. See ECARO's RD UNICEF [blog post](#) and Girls Bootcamp video from Bolivia [here](#).

Mobilize key influencers

- Engage key female influencers across industries incl. private sector, tech industry, to use social media to be the face of change we want girls to see as possible. Use key messages to raise awareness and call on all stakeholders and decision-makers to join us in collective actions. See engaging social media post from Melinda Gates [here](#).

Digital Activations

Plan for social media activations within UNICEF and alongside partners using the “Girls' VOICES” creative asset and Tech Trailblazers Photo Series (see next slide)

• Inspired by the stunning visual creative of girls' global diversity via our [Conde Nast partnership in 2020](#), we have curated an artwork piece shaped by inspiring quotes from girls who are excelling in STEM and digital literacy. Join us in a GenEqual global activation including an engaging [Instagram filter](#). Social media partners activation deck [here](#).

• Or make this piece localized for your context by using this [editable template](#).

• Request media partners to provide you space in either print or digital outlets to incorporate these assets, such as newspapers, magazines, or websites. Files also available [WeShare](#).



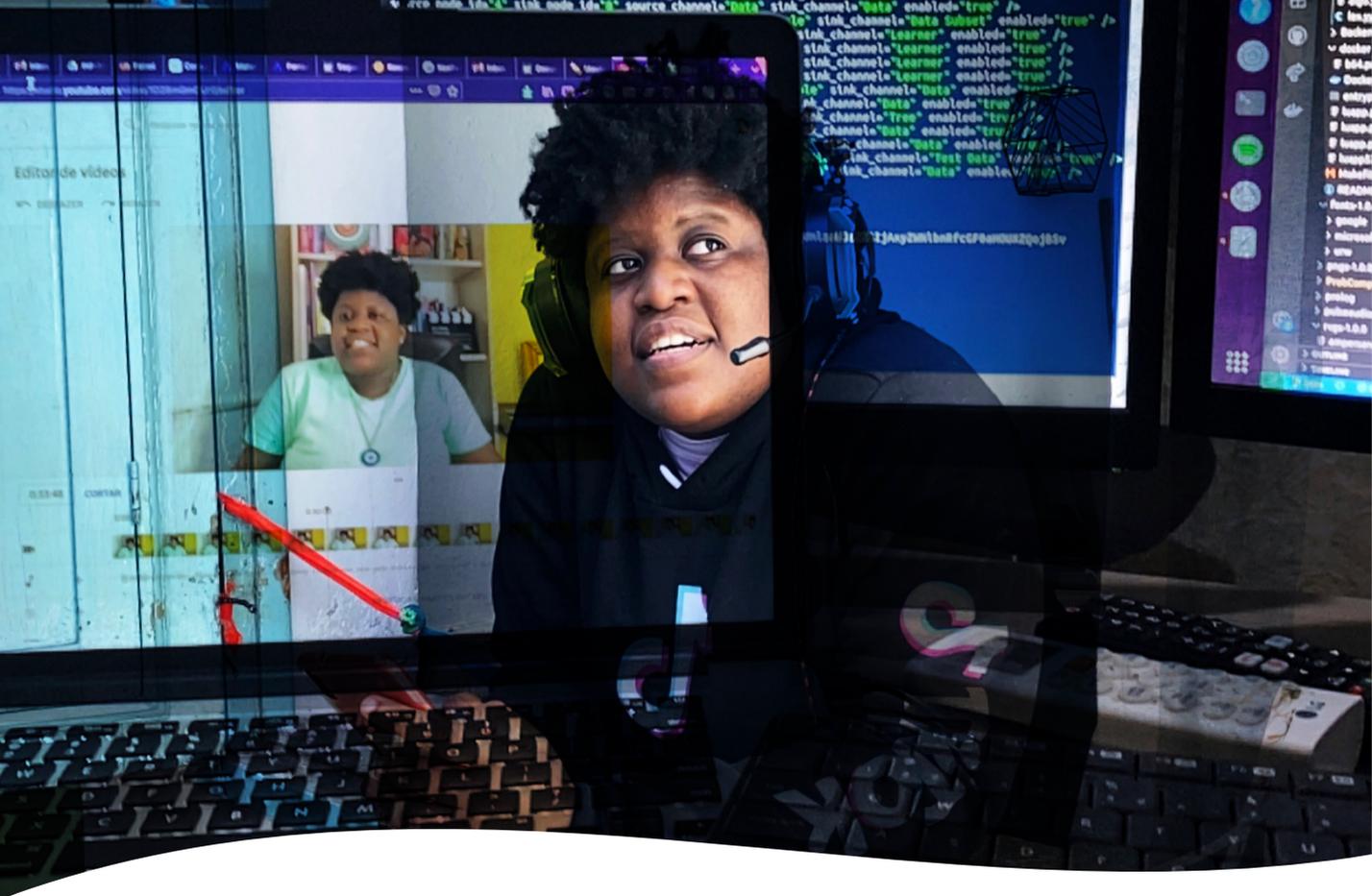
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Tech Trailblazers Photo Series

- We have created a [global photo essay](#) to put a face to girls and young women who are shattering the “gender digital divide.” Representing the reality that the gender digital divide is in every country around the world, and is only getting wider in today’s youth generation. Photos available on [WeShare](#).
- The photo essay and accompanying written essays (available in June) emphasizes the importance of having girls and young women as each others’ allies- across generation; the necessity of connectivity, digital literacy, STEM and other skills to do the jobs of today and tomorrow. The project follows females across two generations in France, Rwanda, Brazil and [Jordan](#). Each photo essay is shot virtually by VII Photos photographer Mary Gelman and accompanied by a detailed story and captions.
- We encourage your use of these stories to advocate for increased investment in girls and young women’s equitable opportunity in a digital world. They serve as inspiring examples of a future we all aspire to support, live in.

Develop and pitch local stories

- If you would like to use a local photographer to create similar imagery and written stories to feature on your channels and pitch nationally/regionally, this remote photography [guidance tool](#) will help guide you.

Resources and Useful Links



| International Day of the Girl 2021 | Description |
|--|--|
| GenEqual Deck (June 2021) | Overview of UNICEF for GenEqual commitments |
| GEF editorial package | Videos, top stories, news, speeches and statements from the Generation Equality Forum in Paris |
| Gender Tech toolkit | A toolkit to design digital solutions with, for and by girls |
| Partnership concept briefs mirroring our signature Generation Equality commitments | Collective commitments by UNICEF and partners |
| Social media pack: Girls' VOICES creative | Multi-use media asset with inspiring quotes from girls across the globe who are shattering the gender digital divide |
| Teen.Girl.Activist EN FR SP AR | Powerful UNICEF web interactive feature on 5 inspirational changemakers |
| Social media pack: Tech Trailblazers webpage | Social media activation: visual and storytelling representation of the gender digital divide |
| Girls' Voices editable template | Customizable PSD file |
| Tech Trailblazers | Photo Essay: Eight adolescent girls and young women recoding gender equality |

Contacts

Need more info about anything in this toolkit? Don't hesitate to reach out to the core team at UNICEF Headquarters:

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