



MOBILISATION CANADIENNE
WOMEN DELIVER 2019
MOBILIZATION CANADA

A How-To Guide for Future Mobilizations



CanWaCH
Canadian Partnership for
Women and Children's Health
CanSFE
Partenariat canadien pour
la santé des femmes et des enfants





INTRODUCTION

In late 2017, a small group of passionate, feminist organizations from across Canada came together with a shared vision for Canada's potential as the host of Women Deliver 2019.

Discussions were happening in Canada across sectors on how to galvanize efforts in the lead up to the Women Deliver 2019 Conference and the Canadian Partnership for Women and Children's Health (CanWaCH volunteered to host a secretariat to coordinate and mobilize Canadians, pulling together a diverse set of voices.

When this campaign began, there was no way to predict its ultimate outcome. There was inspiration from the successful Danish Mobilization in 2016, but there was no certainty that the Danish example and methodology would be applicable to Canada given its unique realities such as geographical expanse, and regional and language diversity. It was in this uncertain space that Women Deliver 2019 Mobilization Canada (the Mobilization), hosted by CanWaCH, slowly began its efforts to push the needle forward on gender equality and bring people together by breaking down barriers across geographies and sectors.

Through a year of hard work and collaboration, these efforts grew into a cross-national campaign that extended far beyond its original grouping to involve the Government of Canada, business leaders, grassroots organizations, youth, Indigenous activists and over 300 energetic Mobilizers. All of these stakeholders came together to bring national attention to gender equality and were an integral part of creating a campaign for which success could not have been guaranteed by one organization alone.

What follows are three key takeaways that were instrumental to the Mobilization's success: 1) engaging the right stakeholders in the right way; 2) amplifying Canadian voices; and, 3) creating a lasting impact. We hope that this collection of key takeaways and lessons learned will inspire others to take up the torch and establish a strong, community-driven movement for Women Deliver 2022.

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ENGAGING THE RIGHT STAKEHOLDERS IN THE RIGHT WAY

In the beginning, the Mobilization set out to create a platform, which would empower individuals and organizations across different sectors and from various organizations to take action to advance the rights and well-being of women, girls and gender-diverse people in Canada and around the world.

Having one central organizing Secretariat was necessary to piece together a mosaic that unified and amplified Canadian's support for gender equality and effectively engaged key stakeholders.

Key Stakeholders to Engage to Ensure Your Mobilization is a Success:

The Mobilization was a cross-national movement that brought together voices from around the country who never had the opportunity to work together before! This was an important part of the campaign because decision-makers and influencers exist everywhere and in every sector. Below, you will find a list of different stakeholders to engage to support your Mobilization's success.

Private Sector: Change does not only come from governments. The private sector has significant influence over societies, and its leaders are an integral part of successfully pushing forward an agenda for gender equality. The private sector can lend substantial weight to mainstreaming values and norms, including around gender equality.

Youth: Youth are more engaged in critical global issues than ever before! The Mobilization brought together a diverse group of activists (aged 18-80) from across the country through our [Bursary Program](#). Many of them were youth (under 35) and they brought passion and energy to the Mobilization. They contributed to its success by collating and amplifying the voices of Canadians from coast to coast to coast in their ongoing efforts to achieve gender equality.

Grassroots activists and frontline service providers: They are the lifeblood of feminist movements and an essential partner for any gender equality campaign. Grassroots activists and frontline service providers have a deep understanding of the inequality faced by women and gender diverse people because they see it in their work every day. Their knowledge, credibility and

ENGAGING THE RIGHT STAKEHOLDERS IN THE RIGHT WAY

relationships across regions and sectors proved an invaluable resource for the Mobilization when growing our relationships in key areas.

Regional actors: Securing representation from across Canada's diverse landscape ensured a greater number of voices would be heard. Depending upon the size and regional or cultural dynamics of the host country, this is an important consideration. In the Canadian example, an influencer in Vancouver was not as impactful to audiences in Canada's maritimes; or a Toronto voice would not resonate as well in the Prairies or in Quebec.

General Public: It was important for us to have a meaningful impact with the broader Canadian public since public sentiment influences not only government but large corporations and high profile influencers. We focused substantial energy on engaging with everyday Canadians through social media campaigns and in-person events hosted across the entire country.

Government Engagement: The Mobilization sought out partnerships with various government departments and political stakeholders from all levels of government to coordinate efforts and ensure that broad support for gender equality was established.

Establishing Credibility for Your Campaign

The Mobilization's original group of passionate, feminist organizations evolved into the Mobilization's Consortium, a decision-making body which guided the high-level work and decisions of the campaign. A Mobilization campaign cannot be successfully run by one organization alone! Having this external group oversee and provide insight on the activities and direction of the campaign ensured it was more representative of the country, multiple sectors and provided a wealth of knowledge and networks for the campaign to draw on.

Who are the Mobilizers?

The Mobilization was a coalition of organizations who wanted to take action to advance Canada's leadership on gender equality. They included several international partners but were primarily based in Canada and ranged from large scale NGOs to small, grassroots coalitions ... but size did not matter! Their passion and dedication to the cause was identical, and joining the Mobilization provided them a unified platform to advance the conversation and the public's engagement around gender equality and the health, rights and wellbeing of women and girls.

The Mobilization wanted to ensure that there was a balance of Mobilizers represented in this coalition. To do this, the Mobilization set targets based on regional populations across Canada. This was important not only because the Mobilization was a cross-national campaign but also because decision-makers and influencers exist outside of major cities and highly-populated areas! A full list of the Mobilizers, including target areas can be found [here](#).

Growing the Mobilization

At the outset, the Mobilization set a target for signing up 150 Mobilizers based on the size of the the 2016 Danish Mobilization; the Mobilization was cautiously optimistic that their campaign would be able to achieve similar impact. The enthusiasm of Canadians for this movement quickly overwhelmed the Mobilization and after the first week of the Mobilization's launch, it became apparent that we needed to think bigger! Because of this, it was decided to double the original target and aim to reach 300 Mobilizers by June 2019 and, with that, the Mobilization began gaining strength across the country. In the end, we surpassed the second target of 300, attracting almost [350 Mobilizers](#) from across Canada and the world. We are eternally grateful for all the hard work and efforts of our Mobilizers!

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AMPLIFYING CANADIAN VOICES



Canadians were ready to step up and take action for gender equality.

The Mobilization's role was to provide them with the platform to ensure their actions would be meaningful. By anchoring a campaign in tangible, forward-facing ways to inspire action, we were able to organize moments from coast to coast to coast, engaging people across the entire country in events, discussions, activations and on social media leading up to the conference, and beyond.

Engaging Canadians

Action Areas: Inspired by recommendations from the 2018 [W7: Feminist Visions for the G7](#) and the [Gender Equality Advisory Council for Canada's G7 Presidency](#), the Mobilization's campaign focused on three **Action Areas** where progress was most needed: Gender Responsive Health Systems and Services, Ending Gender-Based Violence and Women's Economic Empowerment and Equal Opportunity. Not only were these Action Areas based on recommendations from these summits and conferences but also in consultation with Canadians across various sectors. Doing so ensured that the work of the Mobilization was grounded in areas where Canadians actually wanted to see action.

Legacies: The Legacies focused on what needs to change. We kept them broad and accessible in order for more people to be able to stand behind them and see their own work reflected in them.

Mobilization Events: Over the course of the year, the Mobilization actively sought to engage with Canadians in a variety of event formats and locations. Many of the events were hosted by the Mobilization but just as many were hosted by Mobilizers themselves and other strong activists throughout the country. This was a great way for Mobilizers to highlight their own work and the impact they are making in Canada.

Bursary Program: We brought Canadian voices and strong activists of all ages, backgrounds and regions to Women Deliver 2019 through a bursary program. The bursary recipients amplified the profile of the Mobilization, elevated conversations at the Conference itself, and extended its reach by taking their new learnings back to their home communities. The Conference ended many months ago but our Mobilizers and bursary recipients are still actively engaged and focused on achieving our legacies!

AMPLIFYING CANADIANS' VOICES

Social Media: In a country as large and diverse as Canada, digital engagement was a clear priority for our Mobilization campaign. This engagement highlighted progressive and diverse voices across Canada, primarily our Mobilizers, which helped us further showcase Canadian leadership in gender equality and how it could be advanced.

Maximizing Your Campaign's Impact at the Conference

Once the Conference has begun, your work is far from over! The Mobilization had a strong presence throughout the Conference, specifically because of the opportunities we sought out to co-host venues where we could engage with the public alongside the Conference.

These venues presented key opportunities to ensure greater equity of access to spaces in Vancouver and, importantly, a diversity of Canadian voices. In the days during and adjacent to Women Deliver 2019, venue space in Vancouver was at a premium or altogether unavailable. As a result, these spaces were instrumental in ensuring that space was accessible to everyone, content was diverse and relevant to Canadians, and all voices could be heard.

Canada Pavilion

The **Canada Pavilion** offered our Mobilizers a unique event space during and in close proximity to the Conference to showcase their work, to directly connect with the public, and to advance their engagement on gender equality issues. This was one of the only free, publicly-accessible spaces during the Conference.

Longhouse Dialogues

The **Longhouse Dialogues** brought four non-permanent, traditional Longhouses (in the style of the Coast Salish, Nuu-chah-nulth, Kwakwaka'wakw and Pacific Island peoples) to Harbour Green Park to create more space for BC-focused, Canadian-centric events and dialogues that explored pertinent issues to women and girls from a local perspective. As one of the only open access events during the week, they were particularly successful on a variety of fronts including Indigenous engagement, community engagement and knowledge sharing. The Longhouse Dialogues featured Indigenous-run events with Indigenous content of significant breadth and depth of topics, that were accessible and engaging for a broader community.

#MobilizationMonday

Everyone has a role to play in advancing gender equality! Engaging with the public during our Mobilization campaign gave average Canadians a variety of easy ways to take action. For inspiration on how to create a strong public conversation through social media, check out our **#MobilizationMonday** tweets.





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CREATING A LASTING IMPACT

The momentum generated by the Mobilization and its Legacies lent support to government and corporate investments at, or adjacent to, the Women Deliver conference!

Many announcements were made, most of which aligned well with the Action Areas and focus of the Mobilization campaign. We are proud that our Mobilization campaign, and Canada's hosting of Women Deliver in general, created the environment which made these high level and impactful announcements possible. Below is a list of key announcements made in the lead-up to and during Women Deliver 2019:

Gender Responsive Health Systems and Services

- The Government of Canada announced a **\$10 million investment in cervical cancer research**, in partnership with the British Columbia Women's Foundation.
- The Government of Canada made an **historic announcement** towards the health and rights of women, adolescents and children around the globe with a ten-year, \$1.4 billion annual investment.

Women's Economic Empowerment and Equal Opportunity

- BMO Financial Group announced they would design and deliver a **training program for women's organizations** across Canada to improve their strategic and financial planning, in partnership with the Government of Canada.
- The Government of Canada announced a **\$30 million investment** and further support for the historic Equality Fund, in partnership with several Mobilizers, including MATCH International Fund, Community Foundations of Canada and Grand Challenges Canada.

Gender-Based Violence

- The Government of Canada announced **legacy funding** in British Columbia to advance gender equality, beyond the Women Deliver 2019 Conference, to Mobilizer Battered Women's Support Services (BWSS), on behalf of Feminists Deliver.
- The Government of Canada also announced **funding for BWSS** on behalf of **Feminists Deliver** in advance of the Conference.

FINAL THOUGHTS



Hosting the Mobilization campaign was no small undertaking, but CanWaCH is inspired by and proud of what was accomplished by the Mobilization and by the thousands of Canadians who powered the movement.

There were challenges and lessons learned but also successes and many big moments along the way. Ultimately, volunteering to host the secretariat would end up becoming a defining moment in CanWaCH's organizational development.

CanWaCH's vision is that the work of the Mobilization is not over, and will continue to move the needle on Canada's leadership in gender equality. The future is bright for Canadians to work together to push for meaningful change!

Women Deliver 2022 holds immense promise for the next host country to shape their own mobilization campaign into an even stronger movement and to continue the Women Deliver legacy that began in 2007.

THANK YOU TO OUR SPONSORS:



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