Gender equity recognizes that women and gender-nonconforming people are not in the same ‘starting position’ as men because of historical and social disadvantages. Treating women, gender-nonconforming people and men equally might not actually be fair and can in fact create further disadvantages. Gender equity measures are often needed to level the playing field. Learn more [here](#).

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**Rise Up** partners with women, girls, and allies who are transforming their communities and countries as part of a global movement for justice and equity. **We want you to be part of this movement.**

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**Elliot Wade, At-Large Board Member, Louisiana Trans Advocates & Rise Up Leader**

**Takeaway:** Dismantle the gender binary - the fight for gender equity must include gender non-conforming people. "This is this best time to organize, to advocate for yourself and for other people. Not only does your voice matter but you have a responsibility to use it."

**How to take action:**
- Get to know your local, state, and federal representatives; participate in local town halls, school board meetings, or city council meetings to learn what's happening in your community; and support local organizations advocating for trans rights.

**Michele Malejki, Global Head of Social Impact, HP Inc.**

**Takeaway:** Embed inclusivity – gender or otherwise – into corporate culture, strategy and governance.

**How to take action:**
- Set tangible goals and hold yourself accountable. For example, "in 2021, HP set a goal to have 50% female executive leadership by 2030. Setting bold, transparent goals like this ensures organizations can go even further than ‘advocacy’ to actually walking the talk."

**Shruthi Jayaram, Associate Partner & Co-Lead Global Gender Equity Practice, Dalberg Advisors**

**Takeaway:** Design our gender equity work with a focus on shifting systems, resource structures, and power in women’s favor, even as we advocate for individual policies or programs that help women in specific contexts.

**How to take action:**
- Understand the power of coalition building, like we’ve seen with the UN Women Generation Equality Forum Action Coalitions. "When we come together and build bridges that advance our shared interests and not necessarily try to align everyone’s ideology, we can move a lot of funding towards the things we want to change in the world."