

It's Up to Us: Advocating for Gender Equity

KEY TAKEAWAYS & ACTIONS

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.

What is gender equity?

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](#).



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."