



Press Release - Launch of the WWSF new campaign - May 2016

17 Days activism for the empowerment of rural women & their communities: 1-17 October 2016

The WWSF Rural Women's section is pleased to launch its 2nd edition of the campaign "**17 Days of Activism for the empowerment of rural women and their communities 1-17 October 2016**" and a **Call to rural women of the world to Rise and Claim their basic human rights.**

The Campaign Kit proposes **17** selected themes, listed below, to help increase rural women's power in demanding their basic human right to equality, development and peace, promised at the 1995 Beijing World Conference on Women, and **as of 2016 with the adoption of the UN Sustainable Development Agenda 2030. It is a new beginning to increase partnerships for the success of the new Development Agenda.**



We hope that our suggestions for action will empower many in organizing initiatives and programs, as well as media outreach to make rural women's contributions and their constituencies visible to the world. WWSF will supply campaign posters, banners, logos, stickers and fliers online to all registered and active coalition member organizations and rural groups.

- 1 Oct. *Claim your right to development as a woman's right*
- 2 Oct. *Claim your right to education for you and your children*
- 3 Oct. *Claim your right to safe water*
- 4 Oct. *Claim your right to health and well being*
- 5 Oct. *Claim your right to adequate housing*
- 6 Oct. *Claim your right to live in a clean environment*
- 7 Oct. *Claim your right to mitigate and adapt to climate change*
- 8 Oct. *Claim your right to economic development and financial autonomy*
- 9 Oct. *Claim your right to information and communication technology*
- 10 Oct. *Claim your right to land and inheritance*
- 11 Oct. *Claim your right to decision-making and leadership*
- 12 Oct. *Claim your right to security, safety and an end to violence*
- 13 Oct. *Claim your right to peace*
- 14 Oct. *Claim your right to hold your leaders accountable*
- 15 Oct. *Claim your right to freedom of expression; celebrate rural women leaders and the Intl. Day of Rural Women*
- 16 Oct. *Claim your right to food; participate in the World Food Day*
- 17 Oct. *Claim your right to an adequate standard of living; participate in the Intl. Day for the Eradication of Poverty*



You are invited to register your **17 Days activities** online at <http://womensection.woman.ch/index.php/en/17-days-of-activism>, to present you among the list of 2016 active coalition organizations or grassroots groups, and include you on a Google map for all to see and to support. For those who are new to the **17 Days campaign**, it is a WWSF international empowerment campaign, which began in fact in 1994 when WWSF launched its annual award, the Prize for women's creativity in rural life (413 laureates to-date), and with the 1995 launch of the World Rural Women's Day – 15 October, which many organizations continue to celebrate annually for the past 20 years, and which a UN resolution adopted as an official UN Day in 2007.

The **17 Days campaign** is about creating increased action and to mobilize the public at large, institutions, schools, NGOs, grassroots groups, faith-based organizations, as well as the media and relevant government bodies about the new opportunity to advance the quality of life in rural areas and to help reach the promised Sustainable Development Goals by 2030, which give great hope for future development activities.

Please feel free to contact us with any questions you may have to help speed up rural women's development work and demand compliance of promises made. You can help publicize the campaign by forwarding this message to your network, including a link to the campaign on your web site, or by making a donation towards the WWSF **17 Days Rural women empowerment campaign**.

Link: <http://www.woman.ch/index.php/en/donate>

We look forward to including you as an active coalition member in the 2015 and invite you to follow us on

Facebook <https://www.facebook.com/pages/Womens-World-Summit-Foundation/123455932640>

Twitter <https://twitter.com/wwsfoundation>

With kind regards,
Elly Pradervand
WWSF Executive Director and UN Representative
Convener 17 Days Campaign

