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FROM SOLEMN DECLARATION TO ACCOUNTABILITY

**SUSTAINING POLICY LEVEL COMMITMENT TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN
AND GIRLS IN AFRICA**

Advocacy Strategy 2020-2022



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Acronyms

ACCORD	African Centre for the Constructive Resolution of Disputes
ACCORD	African Centre for the Constructive Resolution of Disputes
ACDHRS	African Center for Democracy and Human Rights Studies
AFAO-WAWA	Association des femmes de l’Afrique l’Ouest
ALF	Africa Leadership Forum
AMwA	Akina Mama wa Afrika
AMwA	Akina Mama wa Afrika,
AU	African Union
AUC	African Union Commission
AWLN	African Women Leaders Network
CSO	Civil Society Organizations
EBWA/BPW Egypt	Egyptian Business Women Association
EU	European Union
FAS	Femmes Africa Solidarite
FAWE	Forum for African Women Educationalists
FEMNET Network	African Women's Development and Communication
FGM/C	Female Genital Mutilation/Cut
GEWE	Gender Equality and Women’s Empowerment
GIMAC	Gender is My Agenda Campaign
HRDC	Human Rights and Democracy Centre
HRST	Human Resources Science and Technology
ICT	Information, Communication Technology
Ipas	Ipas Africa Alliance
ISF	Institute for Social Transformation
PAWO	Pan-African Women Organization
RECs	Regional Economic Communities
RMT	Rozaria Memorial Trust
SDGEA	Solemn Declaration on Gender Equality in Africa
SDI	Solemn Declaration Index
STC	Specialized Technical Committee
UN	United Nations
UNECA	United Nations Economic Commission for Africa
WILDAF	Women in Law and Development in Africa
WIPC	The Women's International Peace Centre
YWCA	Young Women’s Christian Association Cameroon



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I. Introduction and Context

The adoption of the Solemn Declaration on Gender Equality in Africa (SDGEA) during the third ordinary session of the AU Assembly of Heads of State and Government in July 2004 was a landmark achievement in the struggle to promote and protect the rights of women as an integral part of Africa's development. GIMAC's advocacy efforts to promote gender equality and women's empowerment within the AU and Member States are guided by the SDGEA, the Parity Principle, the Protocol to the African Charter on Human and People's Rights on the Rights of Women in Africa, as well as the UNSCR 1325.

In 2016, the African Union went through a reform process, led by the then Chairperson of the Union, President Paul Kagame. The objectives of the reform were to increase coherence, efficiency and effectiveness of the organization, its institutions and the ways of work. The 32nd GIMAC Consultative meeting received the report on the key elements of the review related to gender equality and women's empowerment to which this advocacy strategy aligns to.

The African Union has put in place concrete legal frameworks for the enhancement of gender equality and women's rights in the continent. These comprehensive frameworks include the African Unions Constitutive Act and the Parity Principle a document that is considered as the fundamental constitutional framework used to advocate for women's empowerment and gender equality in Africa. In addition, The AU enacted the Protocol to the African Charter on Human and People's Rights of Women in Africa (The Maputo Protocol) in 2003 for the promotion of gender equality and human rights. The AU also has legal frame works on the Solemn Declaration on Gender Equality in Africa (SDGEA); Gender Policy; African Women's Decade Year 2016 – 2020 and Fund for the African Women which comprise the reporting, policy, implementation and financial framework, respectively.

The launching of Agenda 2063 in 2015 is another example of an instrument put in place to recognize the rights of women in Africa. In this document, one of the aspirations is dedicated to ensuring the "gender equality in all aspects of life" which is a crucial element in bringing about the empowerment of women. The African legal framework for the protection of women's rights is widely recognized as progressive and forward thinking but is undermined in practice by gaps in its implementation. There is significant limitations of consistent reporting of member states, even though 48 countries have submitted their initial reports by 2015, only a few countries consistently report on the SDGEA. The limitations of implementation are also reflected in the Maputo Protocol. As at 2016¹, out of the 54-member states in the continent, only 37-member states of the AU have ratified the Maputo Protocol.

¹ <http://www.peaceau.org/uploads/special-rapporteur-on-rights-of-women-in-africa-presentation-for-csw-implementation.pdf>;
<https://reliefweb.int/report/world/status-implementation-protocol-african-charter-human-and-people-s-rights-rights-women>



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The gaps in the domestication of the Protocol result not only from a lack of political will of member states patriarchal systems and a dearth of financial resources to implement policies but also a myriad of factors, which include lack of an effective approach within the AU in integrating women's rights in broad policy discussions; weakness in technical abilities of research institutions to conduct and disseminate evidence based policy friendly gender research; and capacities of civil society to advocate and communicate women's rights and continental frameworks effectively, as well as gain access and engage in dialogue with decision makers. To address these problems, there is need to strengthen the advocacy capacities of the women's movement in Africa to hold regional Institutions and national governments accountable for the implementation of these commitments, support the establishment of strong research institutions and facilitate open dialogue with policy makers.

2. GIMAC and Its Ways of Work

One year after the adoption of the SDGEA (in July 2005), the African women's movement, following several consultations, adopted the "Gender is my Agenda" Campaign (GIMAC) during the 6th Women's Pre-Summit Consultative meeting held in Tripoli, Libya. The twin objectives of the campaign were a) to sustain political commitment and collectively advocate for the implementation of the SDGEA by the African Heads of State, and b) to mobilize and inform civil society around the SDGEA, thus strengthening the voice for accountability. Since then, GIMAC has continued to grow in strength, as a leading network of African Women's organizations, playing a pivotal role in overseeing the implementation of the SDGEA

The GIMAC network registered significant successes in influencing policies especially at regional and continental level. The network was successful in dissemination of information, establishment of knowledge platforms and providing interactive space among African Women Organizations, Young people, Rural Women and AU Gender Ministers. The issue of women's rights and gender has been on the AU Heads of State Summit Agenda in 2015 and 2016, as evidence of this sustained advocacy. However, despite its triumphs, there are continued challenges hindering the full realization of gender equality and empowerment of women and girls in Africa. In this regard, a consolidated Advocacy Strategy will enable the network to meet its goal of fast tracking the implementation of the Solemn Declaration for Gender equality in Africa and other relevant instruments on gender equality in Africa by the African Union and Member States. The AU's agenda 2063 aligned with SDG5 on gender quality offers a policy and programmatic opportunity to advance the GIMAC mission.

The GIMAC is an African women's campaign with a network composed of more than 55 civil society organizations from across Africa, bringing diversity of experience, knowledge, areas of work and approaches, who share the vision women's leadership and voice in



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transforming gender inequalities, empowering women and seeking government accountability through the pan African platforms.

GIMAC is facilitated by a Steering Committee of 17 members who meet at least 4 times a year and 2 of those meetings in person. Its work is organized around sub committees which are led by organisations interested in and with expertise in that area. In addition to the thematic focus of work, such as **Governance, Peace and Security, Human Rights, Health, Education, Economic Empowerment**, GIMAC established a sub-committee on girls and young women and women and girls living in rural areas in 2017 to harness the demographic and gender dividend. The GIMAC network receive administrative support through Femmes Africa Solidarite (FAS). However, the frequency of meetings will be reviewed considering the AU reform outcomes.

In addition, the GIMAC network has since formation enjoyed partnership support and collaboration from the African Union Commission, especially the Women, Gender and Development Director, as well as with UN agencies such as UNECA and UN Women among others.

3. Achievements and Lessons Learnt (2003 -2020)

The strategy of the GIMAC is to use its extensive outreach capacity and network to ensure that the GIMAC recommendations are included in the outcome documents of African Union Summit meetings towards implementation by Member States. The GIMAC also generates annual shadow reports that monitor and evaluate the performance of the AU and Member states in the implementation of the SDGEA. Furthermore, the GIMAC, through Femmes Africa Solidarité, issues the African Gender Award to celebrate the achievements of select Heads of State, governments and the people of countries that are at the forefront of the implementation of the operative articles of the SGDEA.

The network has recorded several achievements over the years towards the integration of gender into national processes. The following is a snap short of the key achievements, in relation to policy influencing; tools and resources and institutional capacities:

Policy Influencing of the African

- ✓ In 2003, the advocacy efforts of the GIMAC contributed to the AU's adoption of the Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, and the adoption and implementation of the Gender Parity Principle at the AU Commission with the election of five (5) female Commissioners out of ten;
- ✓ Participating in the drafting, monitoring, evaluation of the Maputo Protocol adopted on 11 July 2003 by the AU to confront the continual discrimination, abuse and marginalization of women
- ✓ In 2004, the AU, adopted the Solemn Declaration on Gender Equality in Africa (SDGEA);
- ✓ The United Nations Economic Commission for Africa (UNECA), in collaboration with FAS and the GIMAC, developed the Solemn Declaration Index (SDI), as the first ever

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civil society monitoring tool to assess progress on the implementation of gender equality in Africa;

- ✓ Contributed to the adoption of the African Union Gender Policy in 2009, by African leaders; the launching of the African Women's Decade 2010-2020 and the Fund for African Women to accelerate the implementation of all commitments on gender equality and women's empowerment on the continent
- ✓ Strong lobby for the appointment of the first female chair of the African Union Commission, Dr Nkosazana Dhlamini -Zuma (2013-2016)
- ✓ Advocacy to and support to special mandates for gender and women's specific issues within the African Union, i.e. the Special Rapporteur on Women's Rights; the Special Envoy on Women, Peace and Security; the African Union Goodwill Ambassador on Ending Child Marriage and the Special Rapporteur on Ending Child Marriage
- ✓ Support to the African Union key initiatives directly impacting on women and girls through significant voice of civil society and women's networks, such as the rural women and women in agriculture, i.e. the Kilimanjaro Initiative; establishment of the African Women's Mediation Network (FEMWISE) and the campaign to end child marriage;
- ✓ Established together with African Union Commission -WGDD the High-Level Meeting /Ministerial meeting on Gender as a multi stakeholders platform for sharing information, creating strategy and monitoring the continental agenda on gender equality;
- ✓ Produced thirty-two (32) civil society statements on issues discussed by the Heads of State Summit which have influenced the outcome of the AU Heads of State decisions and resolutions over the years.
- ✓ Undertake peace and solidarity missions to share experiences and assess the role of women in conflict resolution and peacebuilding in conflict-torn regions. It has undertaken such missions to Burundi, the Democratic Republic of the Congo, Eritrea, Ethiopia, Guinea, Liberia and Sierra Leone
- ✓ Recognized the Women Situation Room as a Best Practice of the AU to be replicated in all African countries holding elections and contributed to the election of H, E. Johnson Sirleaf as the champion of the Women's Situation Room.

GIMAC Platforms and tools

- ✓ Hosted biannual meeting, creating an interface for civic society and women's groups in Africa to inform and contribute to the AU theme of the year in a systematic way.
- ✓ Developed the Solemn Declaration Gender Index to measure progress of countries on agreed indicators.
- ✓ Facilitated platforms for key constituencies on focused thematic work in a consistent way, for example the African Women in Agriculture (AWA), and the intentional inclusion of rural women as well as young women and girls into the platform.
- ✓ In July 2012, the network launched the "Empowering Women in Agriculture" (EWA) initiative in partnership with FAS and the African Capacity Building Foundation (ACBF)



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to promote inclusive livelihoods development and to address the constraints faced by African women in agricultural production.

- ✓ Use of social media and technology platforms have been a resource to support the information sharing and the advocacy work of the GIMAC network.
- ✓ GIMAC continue to establish knowledge platforms and disseminate relevant information at various levels. For instance, the first civil society shadow report on the Solemn Declaration on Gender Equality in Africa was produced in 2007 with the aim of monitoring, evaluating and reporting on the progress of the SDGEA.
- ✓ The GIMAC network has also successfully developed a guideline for reporting on the AU Solemn Declaration on Gender Equality in Africa in 2005, which was adopted by the African Union.
- ✓ The GIMAC developed Solemn Declaration Index (SDI) to monitor the SDGEA based on the thematic indicators of health, education, women's right, gender parity, land and housing rights, peace and security and reporting.
- ✓ The network has issued periodical reports covering issues on women in Africa, profiling success stories and personalities in advancing women's right at the national and continental levels. GIMAC aims to continue the formation of knowledge platform and bridging the information gap between the grassroots women's movement and decision makers through its network.
- ✓ GIMAC creates space for launching innovative ideas and campaigns such as the campaign on safe abortion with the special rapporteur on Human Rights and IPAS.
- ✓ Initiated the African Gender Forum and Award (AGFA) to reward African Heads of States who implement the SGDEA and demonstrate outstanding achievements in gender equality and women's advancement in their country.

Institutional Capacity and Growth

- ✓ Membership: GIMAC is also known for mobilizing 55-member organizations² including 47 African CSOs representing 23 countries all over Africa and operating at a local level. It is formed of six thematic clusters reflecting on the main themes addressed in the SDGEA and Agenda 2063:
- ✓ GIMAC secretariat: The Secretariat is hosted by ECA in Addis Ababa, Ethiopia and work directly with the AU and UN agencies. FAS serve as the coordinating agency since its inception. An Advocacy Officer has been leading the implementation of the program with the support of FAS offices in Dakar and Geneva. As more resources will be mobilized, GIMAC will engage more professionals for the administration of its work;
- ✓ Role of Members: Members abide to the implementation of the ToRs to ensure effective and efficient running of the various activities. GIMAC members collectively use the platform to advocate, monitor, evaluate and report on the Gender Agenda in Africa. GIMAC members support and reinforce each others agenda.
- ✓ Partners: The network has built relationship over the years with institutions such as the AU, UNWomen and ECA that form part of the network. In addition, the platform

² See Annex I



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has signed Memoranda of Understanding with strategic partners interested in the Gender Agenda. Other partners include Foundations, NGOs, Government Institutions and UN Agencies;

- ✓ Produce advocacy newsletters on GIMAC programs, events and news about partners and donors to support the network's mission.

4. Strengths and Opportunities: Overcoming Challenges and Mitigating Threats

GIMAC is a strong network, visible with African governments, the African Union and the United Nations. It has solid and diverse partnerships in the various themes of its work, which are powerful building blocks for the strategy. Its membership has women of influence at various levels who can access space of decision making. It has systematically convened over the last 16 years thus setting a track record and an expectation.

However, there are also internal weaknesses which this strategy seeks to address. Beyond the traditional convening to intentionally include rural women and young people, GIMAC must reposition its voice in terms of a stronger human rights and feminist perspective. The monitoring of the SDGEA must strongly draw on and be aligned with the advocacy actions within the Maputo Protocol on women's rights. GIMAC's methods of work during the biannual meeting have also become standards. More interactive opportunities are critical with breakout spaces, member exhibition tables, teach-ins and advocacy training. A great integration of creative arts into the space will draw out the creativity and innovations.

Over the years, GIMAC has offered practical and political support to women in specific conflict and post conflict situations as they sort to engage and lobby the Africa Union. These have included support to women's networks and groups from DRC, Darfur, South Sudan, Central Africa Republic, Burundi, Mali among others.

There are so many opportunities for GIMAC on reviewing the external context. Issues of gender equality remain high on the agenda within countries and at the continental level. African women are organizing and innovating across different sectors and this is a pool of resources for transforming the narrative from vulnerability to leadership . In addition, Africa is asserting the recognition of the sixth region, i.e. the diaspora which does offer possibilities globally for GIMAC to have its voice beyond the corridors in Addis Ababa to convene in spaces where Africa is engaging with other nations. The recognition of the demographic and gender divided is also a great opportunity for GIMAC to harness the energy of young people.

The major challenges are:

- ✓ The accessibility of various departments both at the AU and UNECA in advancing GIMAC's mission
- ✓ Consistent change of structure and partnership within the AU
- ✓ Financial instability



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- ✓ Lack of political will on the part of States to implement gender equality commitments

5. Rationale for Advocacy Strategy

The existence of extensive commitments to gender equality in terms of policy is important but not enough to transform gender relations, ensure equal access to knowledge, resource and opportunities for women and girls. GIMAC is essentially an advocacy platform which catalysis movement building for accountability for implementation of continental commitments on women's empowerment and gender equality.

This advocacy strategy therefore seeks to sustain the political will and continental commitments to gender equality and women's empowerment through the accelerated implementation of the African Union gender commitments, especially the Solemn Declaration on Gender Equality.

The Strategy specifically aims to *promote commitment and effective implementation of the Solemn Declaration for Gender Equality in Africa and other relevant instrument on gender equality in Africa by the African Union, Regional Economic Communities (RECs), Member States and other Stakeholders.*

6. Strategic Objectives

Each of the strategic objectives is defined in relation to the intervention, expected outcomes and indicative activities. The annex of the costed results matrix contains the details.

I. Strategic and Policy Influencing and Convening

GIMAC advocates for strategic continental policies that advance the rights and empowerment of women and girls in line with Agenda 2063 and Maputo Protocol on Women's Rights. The Biannual GIMAC meetings as pre-Summit event offers the interface for the women's movement on the continent with the highest policy organs of the African Union.

The following are the critical activities to achieve the above strategic objective:

- a) GIMAC Consultative meeting on the margins of the AU Substantive Sessions in January. This enables GIMAC to provide recommendations and influence the AU theme of the year, define interventions points and seek to participate in the policy meetings such as the PRC, Council of Ministers and the Summit.
- b) GIMAC Steering Committee meeting in July to review network members implementation plans in line with the main themes addressed in the SDGEA:



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Governance, Peace and Security, Human Rights, Health, Education, Economic Empowerment.

- c) Strategic partnership to review implementation strategies with the Women, Gender and Development Directorate for technical gender monitoring and participation in the STC on Gender as observers. It is important that there is guaranteed observer participation of GIMAC in the STC and the co-hosting of the High-Level Panel at appropriate forums. The multi-stakeholder forum expands the space of influence for civil society.
- d) Contribute to the key strategic campaigns and priority actions identified by GIMAC, and in doing so, work closely with special mechanisms and mandates such as AU Special Envoy on Women, Peace and Security, the Special Rapporteur on Rights of Women, AU Youth Envoy and AU Goodwill Ambassador on Ending Child Marriage, among others, to advance and push for the implementation and accountability to the gender parity principles around the following
 - Girls and women's education
 - Ending child marriage
 - Land and housing rights of women,
 - Domestication of the Maputo Protocol,
 - Implementation of youth-related policies at national, regional and continental levels
 - Political participation of women, and women peace and security.

II. Builds Capacity of and Support Member Led Advocacy Initiatives:

GIMAC amplifies the position and voices on issue-based advocacy through collective support to member led initiatives and deepening its monitoring of the commitments made in the Solemn Declaration on Gender Equality.

The following are some of the strategic interventions.

- a) Strengthen capacity of members using virtual and in person processes for understanding of the African Union gender and women's rights architecture and identification of entry points for policy engagement and advocacy. The GIMAC Meetings will include some teach-in sessions.
- b) Development of Tools and Models for Accountability to Gender Equality, specifically the SDGEA.
- c) Collaborate with the African Commission on Human and People's Rights and the Special Rapporteur on Women's Human Rights for increased capacity



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strengthening of members on women's rights monitoring and use of the Maputo Protocol and other instruments.

- d) Strategic partnership with other women networks such as African Women Leaders Network, FEMNET; SOAWR to facilitate a stronger position for gender agenda and women's empowerment.

III. Communications and Media Engagement for Visibility, Impact, and Profiling of the GIMAC Platform.

In the current world social media and communications is shaping public opinion, influencing agenda and mobilization of constituencies, including for advancing gender equality and women's empowerment. GIMAC will therefore undertake the following strategic activities:

- a) Maintain existing website as a resource of information on AU policy instruments, connect with GIMAC members, outreach and information on key events and activities. This will be the virtual library for GIMAC. The current website will need upgrading and ensuring that there is consistent staff time.
- b) Social media platforms especially Twitter, Facebook, YouTube and Flickr. These are important tools for real time engagement of GIMAC with various processes and initiatives. Training on how to maximize these tools will continuously be undertaken for its members.
- c) Press/media engagement will be key to the achievement of the GIMAC agenda. GIMAC will establish a relationship with AUC Communications Departments, and foster strong synergies with women media organisations on the continent. Related to key development and events on the continent, GIMAC will generate newsletters, press release or statement or host press conferences to express its position on the same.

III. Facilitate Inter-Generational Leadership and Mentorship of Young Women

GIMAC will foster the leadership of young women and girls as gender champions and advocates for women's equality through facilitation of empowering leadership and mentorship opportunities. Investing in young women and girls to an end and a goal it itself. This builds on the Africa decade for youth, and the recommendation of the 2016 priority theme on demographic dividend.

- a) Increase and strengthen young women and girls including those living in the rural areas participation, commitment, leadership and partnerships in all activities of GIMAC;



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- b) Increase awareness of young women and girls about Members States political commitment concerning gender equality and youth empowerment to encourage and enhance youth participation in the political space;
- c) Build capacity, knowledge and expertise of young women and girls for their effective involvement and contribution to the agenda on gender equality;
- d) Provide opportunity for young women and girls to network and partner with CSOs or GIMAC members to promote gender mainstreaming at the AUC.
- e) Enhance the capacity and participation of youth to advocate, monitor and evaluate the progress in the implementation of the Solemn Declaration on Gender Equality in Africa (SDGEA).

IV. Institutional Capacity Strengthening

Ensure effective coordination, effective use of resources and accountability of GIMAC network at both governance and secretariat levels. To achieve the above objective, it is critical for GIMAC to have strong operational and institutional mechanism.

- Legal Status of GIMAC. GIMAC's legal and constitutional entity is housed in the auspices of the coordinating agency, FAS. The GIMAC is in the process of registering as a legal entity in Addis Ababa. The network has observer status with AU ECOSOCC and has operational MoUs with strategic institutions such as AU Gender Directorate, UNECA and UN Women; ActionAid International, Plan International, Oxfam International and has maintained strong relationship with PAWO. This has institutionalized the networks work and ensure easy access to policy spaces of influence.
- Steering Committee and Committees. The network is governed by a Steering Committee derived from all Thematic Focal Point members. The SC compose of all fifteen (18) Thematic and Regional Focal Points has been established and a Chairperson and Vice Chairperson were elected for a period of one (1) year renewable. The committee meets twice a year at the margins of the GIMAC Pre-Summit Consultations or online, to discuss policies and provide guidance and orientation to the network. The SC is accountable to the network.
- Secretariat and Technical Support. The Secretariat is hosted by ECA in Addis Ababa, Ethiopia and work directly with the AU and UN agencies. FAS serve as the coordinating agency since its inception. An Advocacy Officer has been leading the implementation of the program with the support of FAS offices in Dakar and Geneva. As more resources will be mobilized, GIMAC will engage more professionals for the administration of its work



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- Annual report of GIMAC will be produced for its own accountability to the public, the other stakeholders and to donors.

7. Partnerships and Collaborations

Delivering on this 3-year strategy demands fostering partnerships for impact and for results that accelerate policy implementation, shifts in knowledge and resource and greater accountability for gender equality and women's empowerment. The partnerships must be focused and systematic, with a request to go beyond events-based connections and collaboration to a long-term relationship ideally for the duration of the strategy. The following is the key cluster of partners expected contributions and results:

- I. African women, young women and girls' organisations as well as civil society networks promoting gender equality. These are the core of GIMAC bringing the experiences, voice and perspectives from communities, countries and regions in various thematic areas. They will drive the advocacy agenda at national levels and with RECs or collectively at the African Union. Members also contribute to costs of the GIMAC through volunteering time and experts, and funding participants to the bi-annual forum.
- II. African Union Commission, especially the Chair of the Commission's³ Office and its Women Gender and Development Department. This is the strategic collaborating institution with responsibility for both the implementation and monitoring of the Summit decisions, as well as their advisory role to the Union. In addition, and on specific issues, GIMAC will directly engage with the relevant Commissions as appropriate. Such as the political affairs on elections; peace and security on women in conflict; social affairs on child marriage and female genital mutilation or Human Resources, Science and Technology (HRST) on women, education and technology, or special mandates such as Special Envoy on Women Peace and Security or Goodwill Ambassador on Ending Child Marriage.
- III. Engagement with the African Union and other Organs on gender equality and women's rights. In specific and focused way, GIMAC will strengthen its collaboration and influencing voice with the STC on Gender and Women Development, as the Ministerial Platform for decision making policy recommendations. In addition, it will engage more strategically with the Africa Commission on Human and People's Rights, in working closely with the Special Rapporteur on Women's Rights in Africa. GIMAC will also continue to work with Pan African Women's Organisation (PAWO), especially as it now defines its role as an African Union specialized agency.
- IV. Continental Women's Networks and platforms. GIMAC will intentionally reach out to continental initiatives advancing the specific rights and issues of women and draw on their experience, expertise and capacity for greater influence on the continent. Some of the platforms and organisations are already members of

³ Gender equality mandate is the direct responsibility of the Chair of the Commission, in whose office the WGDD is located.



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- GIMAC and efforts will be forged with other networks such as SOAWR and the African Women Leaders Network.
- V. United Nations Agencies will foster UN inter-agency support, with UNECA and UN Women, among others and remain critical partners for the delivery of this strategy since both organizations' focus on gender with aligned priorities to the AU Agenda 2063. Both contribute technical, financial and diplomatic support as well as conference services to GIMAC. Specific outreach and cooperation will be sort with specific UN agencies with comparative advantage of the annual theme of the AU and the campaign.
 - VI. Development and donor partners. GIMAC as the premier organisation for influencing the AU gender agenda will also develop a stream of work with development partners that go beyond a funding relationship but seek to position the African women's agenda in the cooperative arrangements with various partners, whether these are other multi-lateral groups like banks and EU or south-south cooperation frameworks i.e. with CARICOM, BRICS or ACP. GIMAC will therefore be re-positioning its influence in a more strategic work to reinforce the efforts of the members working on specific these or that of the continent.
 8. Media and Communications is crucial to the advocacy agenda of GIMAC. Therefore, strategic partnership will be developed with the Africa Union Communications Department so that GIMAC is the platform for significant voice and content on the AU theme of the year, bringing the perspectives of communities, experts, leaders as well as that of young women and girls. A relationship will be fostered with women media organisations, and editors in mainstream media houses covering Africa. There will be investment in building capacity of young African bloggers and social media activists to reinforce this work. Resourcing the Strategy

The advocacy strategy will be resourced through a resource sharing matrix, that enables resourcing from within and management of risk. It is recognized that delivering this strategy requires financial, technical, diplomatic, time and other kinds of contributions.

First, and has been for a long time GIMAC will draws on the expertise and resources within its membership especially for expertise and for supporting participation. Registration fees will continue to be recognized as part of this contribution. This is crucial as part of bringing visibility to boards and donors of members that GIMAC is sustained by African women, networks and members.

Secondly, GIMAC will continue to seek in-kind and financial support from both the UN and the Africa Union for some critical services such as conference and meeting rooms, interpretation services, organisation and outreach to media, sponsorship and provision of key speakers during the various GIMAC. Again, this is a resource and contribution which we hope will be annually budgeted for by these key partners and thereby ensure that some key services are secured for the duration of the strategy.



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Thirdly, African Philanthropy does exist on the continent, either through the women's funds, community funds or individual giving. GIMAC has always had a positive collaboration with networks like the African Women's Development Fund. In delivering this advocacy strategy and to attract this stream of support, it is crucial that GIMAC take its agenda to spaces such as the Africa Philanthropy Forum for sharing and engagement.

Fourthly, the request for donor and partner funding from both institutional, international NGOs and other development partners. GIMAC will map the priorities of gender equality on the continent, as informed by the AU annual theme, the AUC Gender strategy as well as the global CSW theme, to align these with the fundraising priorities. In as much as possible, funding partners will be requested to consider contributing to the strategy for the three-year period if possible, or for at least one year, so that we move beyond event and meeting based fundraising. This will ensure that GIMAC is able to systematically plan and have greater impact of its work.

Fifthly, GIMAC will seek to foster partnership with private sector in supporting its work. This could range from possible discounts on airfares with major airlines such as Kenyan Airways, Ethiopian Airlines and South African Airlines, or discounts with selected hotels in Addis Ababa, whose contribution will also be acknowledged as a sponsor for the GIMAC agenda. Another possible support is with technology and mobile phone companies who could be linked to the communications and media actions within this strategy or capacity building of young people.

8. Management, Monitoring and Evaluation

The GIMAC Steering Committee has policy an oversight over the Strategy. An advocacy subcommittee of members (diverse and inter-generational) will be established to provide the technical drive and content for this advocacy strategy. FAS will continue to provide the institutional technical and financial management system, producing the necessary technical and financial audited reports for GIMAC. It is recognized that GIMAC is exploring modalities for an institutional presence in Addis Ababa, to expedite its work.

GIMAC will produce quarterly monitoring report on the implementation of its strategy, which will be reviewed by the Steering Committee. Once a year, time will be dedicated for the GIMAC organizational matters in which the members will receive the annual report on the implementation of the advocacy strategy and give advice on the plans for the following year.

An internal review or evaluation of the Advocacy Strategy will be undertaken after 18 months, to enable GIMAC and its members to reconfirm the core objectives and adjust as appropriate any approaches and actions to respond to both the external and internal changing context. It is also critical as feedback to partners and stakeholders supporting the work. An external evaluation and documentation of impact will be undertaken at the end of 3 years.



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It is essential that the advocacy strategy consider the possible political and financial dynamics of the next three years. How best can the network ensure its advocacy investments are sustainable on the long run? This requires not only a strong advocacy strategy but also a substantial focus on planning ahead and creating a long-term vision for the network.



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Annex 1: GIMAC Network Structure

CLUSTER	Governance	Peace and Security	Human Rights	Health	Education	Economic Empowerment
SDGEA ARTICLE	Art. 5	Art. 2	Art. 3,4,9	Art. 1,10	Art. 8	Art. 6,7,11
GIMAC FOCAL POINTS	Africa Leadership Forum	Femmes Africa Solidarite ; ACCORD ; The Peace Centre ;	Women In Law and Development in Africa; African Centre for Democracy and Human Rights Studies	Ipas Africa Alliance	Forum for African Women Educationalists	Egyptian Business Women Association
YOUTH	Rozaria Memorial Trust; World Young Women's Christian Association (YWCA);					
RURAL	Institute for Social Transformation (ISF)					
ELDERS	Pan-African Women Organization (PAWO)					
CHAMPIONS	Mme Nkosazana Dlamini-Zuma; H.E. Ellen Johnson Sirleaf					
REGIONAL FOCAL POINTS	Western Africa : Association des Femmes de l 'Afrique l'Ouest-West African Women Association [AFAO-WAWA] Northern Africa: Southern Africa: Eastern Africa: Central Africa					
MEMBER ORGANIZATIONS	AWORD; ABANTU for Development; Akina Mama Wa Africa; ANSEDI; CAFOB ; Center For Human Rights (CHR) ; Commission for Gender Equality (CGE) ; Equality Now; FEMNET; International Federation of Woman Lawyers (FIDA); MARWOPNET; Nairobi Peace Initiative (NPI); Pan African Movement; ProFemmes, SSWC; Tunisian Mothers Association (ATM); Association Congolaises de Lutte contre les Violense faites aux Femmes (ACOLVF); Advocacy for Women Africa (AWA); Foundation for Development Community (FDC); WREPA, ROOTS, SWOFON, Fondation Internationale de la Femme Africaine pour le Developpement; Pro-Femmes / Twese Hamwe; Girls Not Brides;					
KEY PARTNERS	AU Commission and AU organs and programs; AU Women, Gender and Development Directorate (WGDD); UN Women; United Nations Economic Commission for Africa (UNECA); New Partnership for Africa's Development (NEPAD), African Commission on Human and People's Rights (ACHPR)					
STRATEGIC PARTNERS	ActionAid International; International Planned Parenthood Federation ; Oxfam International; Plan International					
OTHER PARTNERS	United Nations Programme on HIV/AIDS (UNAIDS); Office of the High Commissioner for Human Rights (OHCHR); United Nations Population Fund (UNFPA); United Nations Development Program (UNDP); Training for Peace; African Women's Development Fund (AWDF); Urgent Action Fund-Africa; African Capacity Building Foundation (ACBF); Mo Ibrahim Foundation; Rockefeller Foundation; Nobel Women's Initiative; Mary Robinson Foundation for Climate Justice Food and Agriculture Organization (FAO); Government of Norway; Government of Finland; United Kingdom's Department for International Development (DFID); Swedish International Development Agency (SIDA);					
SECRETARIAT	Femmes Africa Solidarite					