



# ADVOCACY FOR THE 2024-2026 BIENNIUM A SIMPLE GUIDE FOR CLUBS

**ADVOCACY:** the expression of support for, or opposition to, a cause, argument or proposal.

Advocacy may include influencing:

**LAWS, LEGISLATION OR ATTITUDES.**

Zonta advocacy is an action taken in the public interest or for the greater good with respect to advancing the status of women and girls and their human rights.

For the 2024-2026 Biennium, there are:

- Four Focus Areas for Advocacy.
- Four Shared Moments of Activism.
- Four New Initiatives.

These provide the framework for Zonta's advocacy work at international, district and club levels.



# FOUR FOCUS AREAS



## ELIMINATING VIOLENCE AGAINST WOMEN

The Zonta Says NO to Violence Against Women campaign is a platform throughout the year for Zontians to speak up to promote the human rights of women and girls and end gender-based violence. This campaign is highlighted during the 16 Days of Activism between 25 November and 10 December.



## CLIMATE JUSTICE

The Zonta Says NOW to Gender-Equal Climate Action campaign focuses on how climate change is increasing gender inequality. This campaign advocates to end the gender-related consequences of climate change.



## WOMEN IN DECISION-MAKING

Zonta advocates for women to have a seat at the decision-making tables to ensure that women's voices are heard on local, national and international issues affecting their lives, livelihoods and the environment.



## EDUCATION EQUALITY

Zonta advocates for the right of every girl to education. Our work to end child marriage improves access to education for girls.

Zonta's scholarships and awards encourage and expand opportunities for women and girls in aerospace engineering and space sciences, business management and business leadership, STEM fields, and public service.

# FOUR SHARED MOMENTS OF ACTIVISM

**8  
MARCH**

## **INTERNATIONAL WOMEN'S DAY ZONTA ROSE DAY**

This is the day to promote gender equality and advocate for women in decision-making positions. On this day we emphasize Zonta's commitments and activity in the United Nations (including the Commission on the Status of Women), the African Union and Council of Europe.

**22  
APRIL**

## **EARTH DAY**

This is the day for actions for climate justice and highlighting the work of Zonta Says NOW.

**11  
OCTOBER**

## **INTERNATIONAL DAY OF THE GIRL CHILD**

This is the day for emphasizing education equality and the elimination of child marriage.

**25 NOV  
10 DEC**

## **16 DAYS OF ACTIVISM/ ZONTA SAYS NO**

This is the time for focusing on the Zonta Says NO to Violence Against Women campaign. Zonta Says No Summit on 10 December 2024.

# FOUR NEW INITIATIVES

Four new initiatives will support our advocacy. These initiatives will provide information and training and help improve the way we organize ourselves to advocate.



## ZONTA VIRTUAL ADVOCACY SERIES

Each quarter, there will be a speaker or speakers on advocacy topics linked to one or more of the Four Focus Areas.



## ZONTA PODCAST

Remarkable Women, Powerful Stories is being rebranded and distributed as a podcast on Spotify. This will enable Zonta and its causes to gain more visibility. The new podcast will concentrate on the Four Focus Areas.



## ZONTA ADVOCACY TRAINING PROGRAM

An advocacy training program for Zontians will be developed and launched. This programme will focus on the rights of women and girls and how to be a gender equity advocate.



## NEW ZONTA CAUCUSES AND ALLIANCES

Already there are caucuses and alliances across districts to make advocacy easier and more effective. Examples are the USA and Canadian caucuses, the German Union, and the newly formed Zonta Australia. Work will be done to explore and form new caucuses and alliances across districts (where such groups do not already exist).