Pop and Policy Campaigning for Women’s Economic Empowerment
We are a global generation.
Global Citizen exists to end extreme poverty by 2030.

Today, there are still 767 million people suffering from severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education and information, and earning below the international poverty line of USD $1.90/day.
The world doesn’t need another charity. Charity is necessary but not sufficient, sustainable or scaleable on its own.

We need important systemic & policy change.
Demanded by the people and powered by action.

Scaleable change happens when millions of citizens put pressure on world leaders, policy and business decision makers.

TWEET  SIGN  SHARE  MARCH  JOIN  CALL
One big common goal:
End extreme poverty

8 simple entry points that are easy to grasp:

- Citizenship
- Health
- Food & Hunger
- Finance & Innovation
- Environment
- Education
- Girls & Women
- Water & Sanitation
73% of millennials believe companies should be part of the solutions to today’s problems.

72% of millennials purchase brands based on causes they support.

68% of millennials seek careers at companies whose causes they support.

Global Citizen harnesses the passion of millions of young people around the world to help them take action to solve the world’s biggest challenges.
The #SheOwnsIt Campaign
In partnership with WEConnect International
What’s the Problem?

1/3 women in developing regions are excluded from making decisions about money within their household.

Globally, the average woman earns only 76 cents for every USD $1 earned by a man.

Less than 1% of spending by governments and large corporations goes to women-owned businesses.
Women Change Everything

If women participated equally in the worldwide labour force, the global GDP would increase by USD $28 trillion - a 26% increase - by 2025.

Women reinvest 90% of their income in their homes and communities, compared to just 30-40% spent by men. This equates to money for health, education and child welfare.

If women had the same access to productive assets as men, agricultural productivity in 34 developing countries would increase enough to lift 150 million people out of hunger.
Engaging a Millennial Generation

In the last year, Global Citizens have taken more than 70,000 actions to promote corporate consciousness and persuade private sector leaders to source from women-owned suppliers.
“Empowering women to start and grow businesses leads to job creation, economic development, and more sustainable communities.”

- Lupita Nyong’o, Actress and activist.
The Impact?

USD $1 billion committed in corporate spending to women owned businesses on Global Citizen stages in the last year including pledges from UPS, Walmart, J&J, Intel, IBM, Accenture, Citi, Ernst & Young, and Procter and Gamble and Pfizer.
The #LevelTheLaw Campaign
In partnership with CHIME FOR CHANGE
What’s the Problem?

90% of countries have one gender-based legal restriction on women’s employment and entrepreneurship.
In 2016, Global Citizens took 250,000 actions calling on world leaders to combat gender inequality. This helped lead to USD $1.9 billion in commitments set to reach 199 million people.

Photo credit: Daniel Dorsa for Global Citizen.
What's Next?

The 2018 Commonwealth Summit in London represents a key opportunity for governments and businesses to level the law and economically empower women worldwide.

Global Citizen will call for:

2+ countries to commit to improve public sector practices in procurement, supplier diversity, inclusive finance and capacity building from women’s enterprises.

3+ multinational corporations to pledge at least USD $300M to source from women-owned businesses, with a large majority from developing Commonwealth countries.

All 52 Commonwealth nations agree to support women entrepreneurs in the communiqué.
Join the Movement

SIGN THE DECLARATION

SHARE YOUR STORIES

BECOME A GLOBAL CITIZEN
Any questions?