

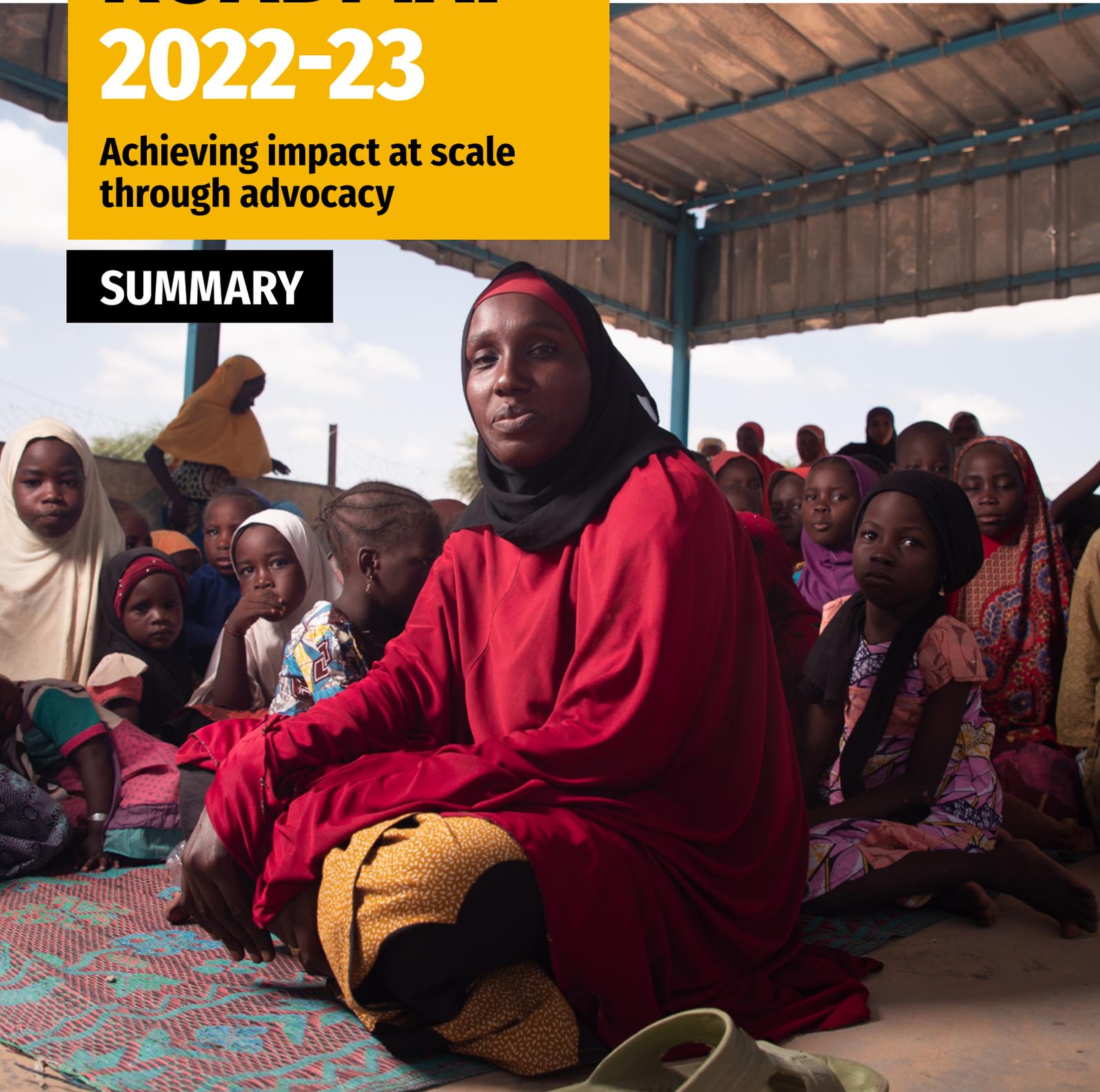
GLOBAL ADVOCACY ROADMAP

2022-23

Achieving impact at scale
through advocacy



SUMMARY



WHAT will we achieve?

The roadmap sets out how we will achieve our Vision 2030 goals through advocacy over the next two years. Gender equality is at the centre of all we do, so our advocacy focuses on tackling deeply entrenched inequalities which impact marginalised communities, particularly women and girls. Enabling women and girls to be heard is core to our vision. Protracted humanitarian crises, the climate emergency, and COVID-19 have only exacerbated gender inequality and thus made our focus on women and girls even more critical. CARE works across humanitarian, development and peace-building contexts to advance social justice and promote human rights for people of all genders.

Through this roadmap CARE will work collectively, focusing resources across our impact areas to:

- Advance voice, leadership & support for women and girls in all their diversity, particularly in crisis
- Build forward for a gender-just COVID-19 response and recovery
- Embed gender-responsive advocacy throughout our programming

We want women and girls in all their diversity to lead, and for policies and systems to be gender transformative

HOW will we scale our impact?

We will be guided by our Theory of Change – the [Gender Equality Framework](#) and work to transform structures, shift policies and disrupt patriarchal systems to enable gender transformative change. CARE partners with marginalized communities, women and girls to influence change that positively impacts their lives, responding to their priorities. Advocacy complements and multiplies the impact of direct programming and integrates well with other pathways to scale at CARE, especially systems strengthening and social movements. It is a proven and effective approach so we are utilizing our most effective tools to scale and deepen our reach and impact.

We advocate because it changes systems and structures to be more inclusive, scaling our impact

WHO will contribute to this change?

We will draw on our strengths as a diverse confederation:

- our local, national, regional and global connections
- our long-standing relationships with communities affected by poverty, social injustice and humanitarian crisis
- the partnerships we have built – with activists, groups, organizations, networks and movements active at various levels
- our 20-year track record of working on gender equality; and sector-recognised programmatic models and tools

All have an essential role in realising our shared vision for social justice. As a collective we are stronger. We will cede space to grassroots actors and women's groups in particular and seek to complement and support rather than duplicate or compete with other actors. We are well-positioned to act as a convenor and critical friend to very diverse stakeholders (e.g. governments, multilaterals, private sector, civil society, social movements) to catalyse, hasten and scale change.



Climate
Justice



Gender
Equality



Humanitarian
Assistance



Right to
Health



Right to Food, Water
and Nutrition



Women's
Economic Justice

Cover image: Community members engaged in connection with CARE's Women on the Move regional strategy to mobilize savings groups in West Africa, so that women and girls can assert their basic economic and social rights. Evidence has shown that women-led savings groups are a powerful platform for promoting women's economic empowerment, women's voices and gender equality. © CARE / Ollivier Girard

PRINCIPLES

At CARE we believe how we do advocacy (not just what we do) must resonate with our core values, mission and vision as an organisation. This means our approach must be grounded in human rights and reflect our deep commitment to equality and social justice for all.

Alongside our partners and allies across feminist, youth, LGBTIQ+ and anti-racist movements, this includes us analysing and understanding structural inequality and discrimination, how different forms of discrimination intersect, and our role at CARE in helping to overcome them.

- CARE specifically recognises the central role of feminist activism in promoting gender equality, and the importance of **feminist principles** to enabling social justice more broadly. This guides us in our work. Applying an intersectional lens – i.e. understanding how different types of discrimination or oppression combine and compound- is critical to developing principled and effective advocacy to advance social and gender justice goals.
- We also support efforts to elaborate and adopt a more **decolonial approach** across the aid sector – across resources, knowledge, influence and

power. We don't have all the answers yet, but will be guided by a spirit of respectful inquiry, and enable non-judgemental open dialogue to advance anti-racism and decolonisation.

- We will **cede space & work to shift power** – amplifying the priorities, creating space and advocating in partnership with WROs/WLOs/CSOs, feminist, LGBTIQ+ and social movements representing communities in the Global South. We will be guided by CARE's new approach to **partnerships**.
- In line with our organisational focus, we will seek to be women and girl-led, and/or advance gender transformative systems change through all our advocacy, in line with our organisational approach to **Women's Voice and Leadership**.
- We acknowledge that advocacy does not take place in a silo, and requires engagement from all parts of CARE. We will work collaboratively and strategically with different talents and expertise, including with technical, communications, programming, fundraising, marketing and MEAL teams, and specifically in ways that will support us achieving our advocacy goals.



Domestic Workers organising group in Guatemala City working to help protect other women from the mistreatment they suffered, and to convince Guatemala to ratify the International Labour Organization's Convention 189, which establishes basic rights for domestic workers around the world.

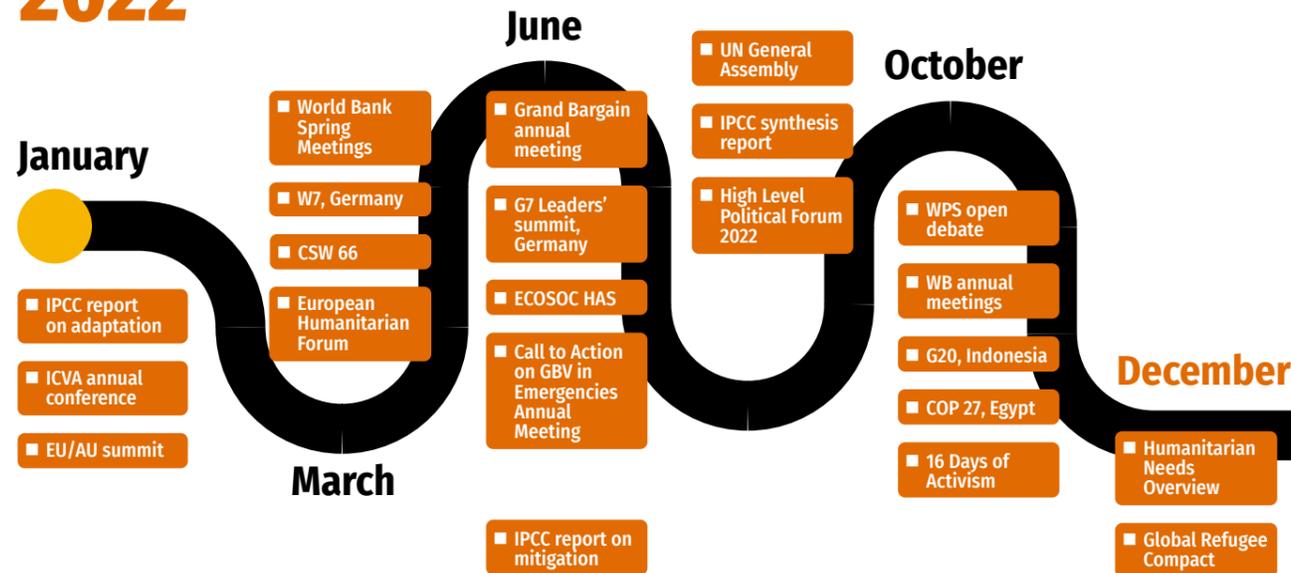
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ROADMAP SUMMARY

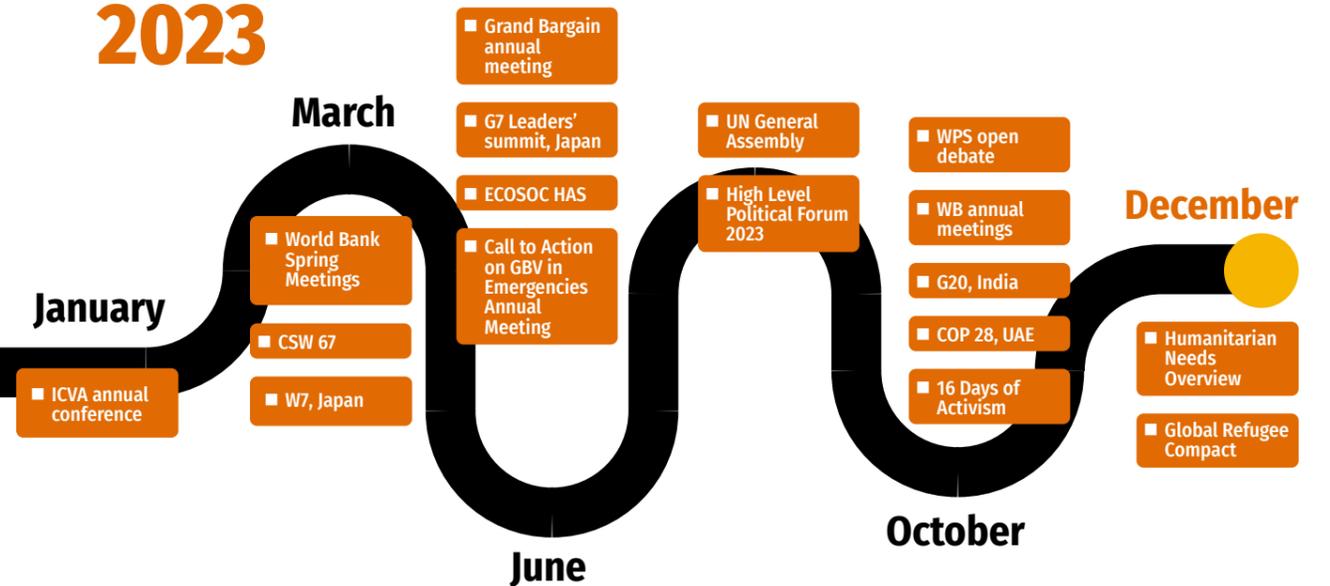
Key Moments and Advocacy Goals



2022



2023



External change

Breakthrough Priority 1: Advancing voice, leadership and support for women and girls in all their diversity, particularly in crisis

CARE will advocate towards decision-makers at all levels to:

- Facilitate and strengthen participation and leadership of diverse groups of women in policy and decision-making at all levels
- Increase volume and quality of humanitarian funding that goes directly to WROs/WLOs
- Undertake gender analysis and GBV risk assessments in all crisis response
- Integrate gendered climate risk analysis to inform all prevention and preparedness efforts
- Ensure Global North govts meet UNFCCC obligations to give \$100bn USD on average, 2020-2025
- Increase the proportion of marked climate bilateral finance targeted towards gender to 88%
- Increase access to WRO/WLOs to climate funding and promote principles for locally-led adaptation
- Ensure rights-based participation & inclusion of CSOs/WROs/WLOs in climate action and policy-making
- Promote girl's agency, leadership and voice in decision-making e.g. on CEFM and adolescent SRHR

External change

Breakthrough Priority 2: Building forward for a gender-just inclusive COVID-19 response and recovery

CARE will advocate towards decision-makers at all levels to:

- Focus on gender equality and women's leadership throughout recovery from COVID-19
- Recognise and reward care work through increased investments in the care economy and creation of 80 million decent care jobs
- Improve access to safety nets through investments in gender-sensitive social protection schemes
- Deliver critical investments in equitable COVID-19 vaccine delivery across humanitarian and development settings
- Ensure fair pay for frontline healthworkers
- Increase funding for GBV & SRH services as essential and lifesaving components of all COVID-19 response and recovery efforts
- Tackle hunger and malnutrition and the growing gender gap caused by COVID-19