

f. WOMEN AND MEDIA SUMMIT - March 26, 2015, GSIS Theatre, Pasay City, 1:00-8:00PM

The Women and Media Summit is a venue of sharing good practices of women in the media. This will also highlight media's role and influence on "Juana's" political power and leadership, and her participation to promote gender-sensitivity and gender-responsiveness in all forms of media. Women media experts, covering TV, radio, film, print and online media will be invited. After the summit is the awarding ceremony of the 2015 GADtimpala Awards for media and Women's Month Photo Contest.

For more information about 2015 Women's Month Celebration, please contact Information Resource Management Division at 735-1654 local 131 or 735-85-09 or email irmd@pcw.gov.ph. Visit www.facebook.com/philippine.commission.on.women, follow @PCWgovph and subscribe to PCW's Youtube Channel www.youtube.com/CommissionOnWomenPH for updates.

#JuanalkawNa

“

*Women and Men think differently that's why both of them should be in all the different levels of leadership whether in civil society organizations, academe, bureaucracy or electoral politics.
The world would be a better place when both of them can speak and are heard, recognized and appreciated.*

PCW Chairperson Remedios I. Rikken

”

www.pcw.gov.ph



www.facebook.com/philippine.commission.on.women



@PCWgovph



CommissionOnWomenPH



2015

Theme: Juana, Desisyon Mo ay Mahalaga sa Kinabukasan ng Bawat Isa, Ikaw Na!



www.pcw.gov.ph

Background:

The observance of International Women's Day (IWD) was a result of the organizing activities of women in the early 20th Century. Between 1909 and 1911, working women in the United States participated in organizing strike activities of the National Women's Trade Union League and other concerned groups. They were responding to the low wages, lack of protective legislation and the poor working conditions to which women workers were subjected during that time.

The demonstrations were an offshoot of the tragic March 25 Triangle Shirtwaist Factory fire in New York City, which took the lives of more than 140 working girls, mostly Italian and Jewish immigrants. Subsequently, the inhumane working conditions and other unfair labor practices leading up to the disaster were invoked during observances of IWD.

In Europe, Clara Zetkin and the Socialist Women's International demanded that March 8 be the International Women's Day (IWD), celebrated each year to recognize workingwomen around the world. The celebration of IWD has since stimulated major historical events. For instance, IWD was the inspiration for the general strike which began the Russian Revolution in St. Petersburg in 1917 when 10, 000 women textile workers demonstrated.

It is due to such history of women organizing around the world that IWD was officially recognized by the United Nations in 1975 to celebrate women's contributions to all societies.

Legal Mandates:

<p>Proclamation No. 224 s. 1988 Declaring the first week of March each year as Women's Week and March 8 as Women's Rights and International Peace Day</p>	<p>Republic Act (RA) 6949 s. 1990 Declaring March 8 of every year as National Women's Day</p>	<p>Proclamation No. 227 s. 1988 Providing for the observance of the Month of March as Women's Role in History Month</p>
---	---	---

2015 Focus:

The Magna Carta of Women (MCW) promotes the full participation and equitable representation of women in all spheres of society particularly in the decision-making and policy-making processes in government and private entities to fully realize their role as agents and beneficiaries of development.

Statistics, however, revealed the country's slow progress in achieving equal participation as women are still underrepresented in managerial positions in the government and private entities. The country also failed to meet the third indicator of the Millennium Development Goals (MDGs) - Women's Empowerment and Gender Equality, where women are envisioned to occupy 50% of seats in the national parliament by 2015.

This year's celebration aims to pay tribute to all women leaders who passionately led and continue to advance women's advocacies. Their key roles and accomplishments in leadership, power and decision-making will be highlighted in order to influence and break the conservative mindset and belief that politics and leadership are not women's world.

The celebration will also be a perfect time to drum up the call for "Juanas" to run in public office since the last quarter of 2015 is the period of filing of candidacy for 2016 election.

Objectives:

The objectives of this year's celebration are as follows:

1. To recognize and highlight women's key roles and accomplishments in leadership, power and decision-making.
2. To increase awareness on engaging women to participate at all levels of policy and decision-making.
3. To share strategies and best practices women have employed to become successful women leaders.

Proposed Activities:

As the lead advocate for women's empowerment and gender equality, the PCW has lined up a set of activities for the National Women's Month celebration. Activities for the celebration will give due highlight to women's key leadership roles and to accomplishments in different sectors (media, politics, etc.), especially all sectors included in the Beijing Platform for Action + 20.

a. ONLINE ACTIVITY FOR 2015 WOMEN'S MONTH CELEBRATION

- JUANA KNOW? – Trivia and facts about women in leadership, power and decision-making
- JUANA SAYS – Inspiring quotes of women leaders
- JUANA SHARES – Stories and experiences of women leaders

b. 2015 WOMEN'S MONTH PHOTO CONTEST

In partnership with the Government Service Insurance System, this photo contest aims to get the public perception on women's roles in politics or decision-making process. This is open to all amateur photographers. Deadline of submission of entries is on March 12, 2015.

c. PRESS CONFERENCE – ESTADO NI JUANA: THE PHILIPPINE REPORT ON THE BPfA+20 – New Executive Building, Malacañan Palace

This press conference aims to present the Philippine progress report of the Beijing Platform for Action (BPfA) covering 12 areas of concern. The press conference will be held shortly after the Presidential briefing at Malacañang, Manila.

d. SIMULTANEOUS NATIONWIDE STREETDANCE – NATIONAL WOMEN'S DAY – March 08, 2015, Quezon Memorial Circle, Quezon City, 5:00AM to 8:30AM

The Philippines will hold a festive and celebratory simultaneous street dance to celebrate our achievements in empowering Juanas and encourage more Juanas to step up, participate and lead in different sectors. Local Government Units (LGUs) are enjoined to organize their own NWD activity and join the nationwide street dance. Oton, Iloilo, Cebu City and Cagayan De Oro confirmed their participation in joining the simultaneous nationwide streetdance on March 8.

e. WOMEN IN LEADERSHIP, POWER AND DECISION-MAKING FORUM - March 24, 2015, Pamantasan ng Lungsod Pasig, 8:00-5:00 PM

The forum is open to women employees of the government, particularly those occupying SG 18 and above positions. It will serve as a venue for them to learn from the sharing of experiences of different women leaders in civil society, academe, bureaucracy and electoral body, thus, inspiring them and creating opportunities for them to exercise and develop their leadership and decision-making skills.