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**2016 National Women's Month Celebration,**  
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## 2016 National Women's Month Celebration

*"Kapakanan ni Lulara, Isama sa Agenda!"*



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## 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 demonstrators 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 8th be the International Women's Day (IWD), celebrated each year to recognize working women 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 to celebrate women's contributions to all societies.

## LEGAL MANDATE

**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

**Proclamation No. 227 s. 1988**  
Providing for the observance of the Month of March as Women's Role in History Month

**Republic Act (RA) 6949**  
Declaring March 8 of every year as National Women's Day

## 2016 FOCUS

This year's theme is "Kapakanan ni Juana, Isama sa Agenda!" (Include Women in the Agenda).

The theme resonates the call for:

- gender-balance in leadership and decision making positions both in public and private sector;
- inclusion of women's concerns in leadership platforms and the government's development agenda; and
- capacitating and preparing women and girls to reach their ambitions.

## OBJECTIVES

Consistent with Proclamation No. 227 s. 1988, the annual conduct of the National Women's Month Celebration (NWMC) aims to give due recognition to the contributions of Filipino women in our society.

Specifically, this year's celebration aims to:

create an avenue for women and women advocates to celebrate the gains of the current administration with regards to closing gender gap, as well as to call on the next administration to continue supporting the advocacy and prioritize women's issues in various agenda

present the achievements of the Aquino administration in promoting gender equality and women's empowerment, through the Report on Filipino Women

gather public perception on what women's issues should be prioritized by the next administration through crowdsourcing of "Agenda ni Juana"

strengthen public advocacy on National Women's Month, with emphasis on women's issues that still need to be addressed.

## ACTIVITIES

As the lead advocate for women's empowerment and gender equality, the PCW has lined up a series of activities for the National Women's Month celebration that will give emphasis on the call to include women's concerns in leadership platforms and the government's development agenda.

Below is a list of activities that PCW is organizing and co-organizing with other organizations:

### 1. PRODUCTION OF ADVOCACY MATERIALS AND COLLATERALS FOR THE 2016 NATIONAL WOMEN'S MONTH CELEBRATION

PCW developed and produced advocacy materials and collaterals related to this year's NWMC theme and focus area of concern.

Agencies and organizations are encouraged to use the design in producing their collaterals for distribution to stakeholders, especially the general public. The idea is for the advocacy materials to reach as many "Juanas and Juans" as possible, making our NWMC more inclusive and felt by Juanas across the country.

Agencies and local government units are also encouraged to produce and distribute their own information materials featuring programs and services that they offer for their women clients.

### 2. FLAG RAISING CEREMONY

Date: February 29, 2016 (Monday)

All government agencies and local government units are encouraged to include NWMC announcement in their respective Flag Raising Ceremonies on February 29.

### 3. PCW-AECID PROJECT ON THE MAGNA CARTA OF WOMEN KNOWLEDGE AND PRODUCT FAIR

Date: March 3-4, 2016 (Thursday-Friday)

Venue: Novotel, Quezon City (by invitation only)

The ceremonial dinner and opening of the Women's Month Celebration will happen during the 2-day Knowledge and Product Fair of the soon to be concluded PCW-AECID Project. This mini kick-off activity will be participated in by officials and Technical Working Group members of Project pilot sites and partner national government agencies, as well as invited local government units (LGUs) and stakeholders.

### 4. INTERNATIONAL WOMEN'S DAY CELEBRATION: PRESENTATION OF THE REPORT ON THE STATE OF THE FILIPINO WOMEN (SFW)

Date: March 8, 2016 (Tuesday)

Venue: Kalayaan Hall, Malacañan Palace (by invitation only)

The SFW is a term-based report on the achievements, gains and accomplishments of the Aquino Administration with regards to bridging the gender gap and promoting women's empowerment and gender equality, consistent with item no. 13 of the President's Social Contract with the Filipino People. Said report will highlight the factors behind the Philippines' consistent good standing on the Global Gender Gap Index (GGI) Report by the World Economic Forum (WEF), besting all other Asian countries. Guests to be invited include government, non-government and private sector partners who contributed in collaborative efforts to bridge the gender gap and deliver results for Juana.

### 5. LAUNCH EVENT OF THE GREAT WOMEN FORUM: STAKEHOLDERS' MARKET-MATCH FORUM AND TRADE EXCHANGE

Date: March 11, 2016, 8AM (Wednesday)

Venue: Yuchengco Museum, RCBC Plaza, Makati City (by invitation only)

The Great Women Market Match Forum will serve as a venue to facilitate the gathering of women owned or managed small and medium-sized enterprises (SMEs) and women-led social enterprise organizations to be engaged for potential trading with or supplying for bigger corporations. It will also be conducted to inform and encourage other big businesses in the country to take deliberate actions and make concrete policies on promoting gender equality in their respective workplaces. Said activity will be attended by medium and large corporations, women groups, associations and cooperatives, embassy and government representatives, and media groups and personalities. This activity is spearheaded by PCW Great Women Project 2 in partnership with the ECHOSI Foundation.

### 6. SAMASAMANG PAGSULONG SA MGA AGENDA NI JUANA (PUBLIC EVENT)

Date: March 16, 2016, 6AM (Wednesday)

Venue: Quirino Grandstand, Rizal Park, Manila (public event, open to all interested organizations and individuals)

A bigger assembly of women and GAD advocates to celebrate the achievements, gains and accomplishments with regards to bridging the gender gap and promoting women's empowerment. This gathering is also the opportune time for the PCW to gather public perception on what women's issues should be prioritized by the next administration. The activity expects to gather more than 5,000 participants from national government agencies, local government units, state universities and colleges, government-owned and controlled corporations, private and civil society organizations, and the general public.