

# RiseUp! Phase IV Asia-Pacific

Young Women Leadership driving Goal 2035



# *You, we, the network*



# Agenda

## *Some questions before we start....*

- *How is our work connected to Strategic Framework 2020-23?*
- *Why is it essential to move beyond activities to doing work that matters in long term?*
- *What is needed for us to be CSOs and NGOs of 2021?*



# Strategic Framework 2020-23



For 2020-23, World YWCA, YWCA member associations and YWCA leaders committed to:

- Showcase high level commitment to Goal 2035 in our strategic, everyday action.
- Demonstrate high level of communication, transparency and accountability based on feminist and faith based and human rights
- Co-create consultative campaigns, projects and solutions rooted in community
- Invest and partner towards sustainability of the movement



# Three Pillars



- Management and Governance Excellence
- Strategic Partnerships and Communication
- Engagement and Mobilisation of Girls, YW and Women

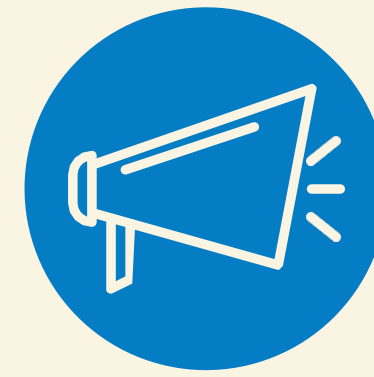


# *How is RiseUp! connected to Strategic Framework 2020-23?*

- Governance and capacity building of movement
- Branding the YWCA and movement progressive
- Committed to shared leadership and co-creation



# What do we need to do to ensure this?



Ensure RiseUp! stories, news, updates reach far and wide through a communication plan aligned with World YWCA communication plan for RiseUp!



Ensure we are co-creating at every step. Being accountable to each of us. Asking questions is the first step. No question is wrong.



Ensure dialogue and mutual exchange within generations in a safe manner, with focus on building the movement and addressing the thematic concerns which matter most to YW.



Ensure we have no conflict of interest, we follow copyright and intellectual property mandates to be authentic and trusted as a leadership organisation.

# Lets discuss

## *Strategic Priority 1*

Governance, accountability, intellectual property, data on engagement of young women and issues of membership and modernisation

## *Strategic Priority 2*

Identity and niche role in women's movement, brand building, strategic partnerships within and outside YWCA movement

## *Strategic Priority 3*

Safe spaces, riseup model, consultation methodology, intergenerational leadership, network of YWCA leaders and alumna

## *Conditions of Success*

Goal 2035 linkage, each YWCA leader contributes to framework, customisable approach, measured, investments only on key initiatives, formal reporting of progress



# SP 1

## *Intellectual property*



Creations of the mind. Divided into 2 main areas:

- Copyright and rights related to copyright
- Industrial property

# Copyright Protection

What is copyright and rights related to copyright?

Rights of authors, creators, designers, researchers etc which helps them hold right to their work minimum of 50 years after the death.

Main social purpose of this is to encourage and reward creative work.

Why is copyright protection important for us?

Work requires energy, time and commitment- this means that every work YWCA and World YWCA embarks on is based on hard work. We must protect our work from being copied, forged, misused or taken credit by someone else.

What is World YWCA doing to ensure copyright protection?

Contract mandates, country based protection as well as use of global copyright tools like Creative Commons – which help us standardise copyright permissions for creative and academic work, ensure proper attribution.

What do YWCAs need to know?

Creative Commons- a non-profit organisation has helped overcome legal obstacles to the sharing of knowledge and creativity to address the world's pressing concerns. All YWCA tools since June 2021 use this licensing which define what is allowed with a document and what is not allowed. – Giving Credit and not tampering is key.

This means we allow users to distribute, adapt and build on our work and materials with permission or credit being given, without altering the original.



For RiseUp!, this means that the publication can be shared widely by any means but original tampering should not be done and World YWCA must be credited.



**WorldYWCA**