



Press Release

Planet 50-50 by 2030
Step It Up for Gender Equality

The movement is growing to elevate Afghan's voices on women's rights to their rightful place in peace-building.

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Nearly 100 Human rights activists and women's rights defenders from 10 provinces gathered today in the garden of Gawharshad Begum tomb in Herat to launch #MyRedLine2 campaign. The campaign focuses on women and men whose views and voices do not necessarily make it to the spotlight.

#MyRedLine2 is a campaign formed around testimonies by Afghan citizens on the human rights and women's human rights, which they will not give up and not willing to negotiate.

UN Women Representative in Afghanistan, Ms. Aleta Miller, said that this campaign is about amplifying the voices of women and men who are less connected with decision-making centres. "But whose voice, opinion, ideas, struggles, desires and needs are vitally important for an equal future for every woman and man, girl and boy across Afghanistan.", she continued.

Echoing on the need for Afghan women to galvanize their efforts, Director of Afghan Women's Network, Ms. Mary Akrami, said "it is now or never. Afghan women want peace with dignity. They do not want to be denied of their rights or robbed of their opportunities." Provincial campaign ambassador and Director of Voice of Women's Organization, Ms. Soraya Pakzad, hoped that in their push for inclusive peace they will be joined by men and boys across Afghanistan. "More men are needed to stand up for building a peaceful future in which all of us can benefit equally."

To reach the furthestmost parts of Afghanistan, ten provincial campaign ambassadors who are leaders in their communities and women's rights activists, have joined forces to bring Afghan women into their rightful place at the centre of peace-building by collecting and sharing with the world the 'Red Lines' of women and men in provinces across the country.

Women's 'Red Lines' for peace was first coined in Afghanistan by a group of prominent women's right activists in 2010. Early this year, UN Women in Afghanistan, together with the activists and founders of the campaign, ran the first phase of #MyRedLine from March to April 2019 that engaged over 100,000 users and reached 1.5 million impressions in the digital space, making the campaign synonymous with the women's rights movement in Afghanistan.

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For Editors:

UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide.

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life.

UN Women also coordinates and promotes the UN system's work in advancing gender equality, and in all deliberations and agreements linked to the 2030 Agenda. The entity works to position gender equality as fundamental to the Sustainable Development Goals, and a more inclusive world.