empowerwomen

Promoting women's economic empowerment

About the Campaign

I am (wo)man aims to spread awareness of and encourage action for women's economic empowerment through digital and social media.

The campaign highlights that:

- Women's economic empowerment is a fundamental human right.
- Empowered women raise healthier and better-educated children and contribute to increased household income, a more productive workplace, and to economies that are more inclusive.

By joining **I am (wo)man**, you will gain visibility and receive global recognition about your commitment to support women to realize their full potential in the economy and beyond.

Join I am (wo)man campaign

How? You can upload your photo/video and caption to EmpowerWomen.org/iamwoman

What? Share multimedia story of women who have made a difference in your life, family or community because they were economically empowered. You may also provide multimedia stories of men who have benefited from an economically empowered woman.

The Story

Personal, relevant and short (up to 300 words). Tell: What does economic empowerment mean to you? What difference has economic empowerment made in your life? How has an economically empowered woman helped you become who you are now?

The Photo

The photo should be powerful and positive. It should convey the message you want associated with your story. and must be in line with the purpose of the campaign. Must clearly show the individual unless that person wishes his/her identity to remain hidden. Must show the person featured as an individual with dignity.

Checklist

- ❑ Photo or video with photo credit
- ❑ Story and author
- ❑ City/country
- ❑ Social Media details

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