



**EMPOWER WOMEN**  
**EMPOWER HUMANITY:**  
**PICTURE IT!**





## CRITICAL AREAS OF CONCERN

1. Women and poverty
2. Education and training of women
3. Women and health
4. Violence against women
5. Women and armed conflict
6. Women and the economy
7. Women in power and decision-making
8. Institutional mechanisms for the advancement of women
9. Human rights of women
10. Women and the media
11. Women and the environment
12. The girl child

To mark the 20th anniversary of the 4th World Conference on Women in Beijing, in May 2014 UN Women launched a campaign under the title “Empowering Women – Empowering Humanity: Picture It!”

The campaign invites people globally to imagine a world in which gender equality has become a reality and aims to stimulate action to overcome existing gaps.



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## THE BEIJING PLATFORM FOR ACTION: INSPIRATION THEN AND NOW

An unprecedented 17,000 participants and 30,000 activists streamed into Beijing for the opening of the Fourth World Conference on Women in September 1995. They were remarkably diverse, coming from around the globe, but they had a single purpose in mind: gender equality and the empowerment of all women, everywhere.

Two weeks of political debate followed, heated at times, as representatives of 189 governments hammered out commitments that were historic in scope. Thirty thousand non-governmental activists attended a parallel Forum and kept the pressure on. By the time the conference closed, it had produced the Beijing Declaration and Platform for Action, the most progressive blueprint ever for advancing women's rights.

As a defining framework for change, the Platform for Action made comprehensive commitments under 12 critical areas of concern. Even 20 years later, it remains a powerful source of guidance and inspiration. The Platform imagines a world where each woman and girl can exercise her freedoms and choices, and realize all her rights, such as to live free from violence, to go to school, to participate in decisions and to earn equal pay for equal work.

Today, despite considerable progress, the Platform's envisioned gender equality in all dimensions of life is still an unfinished agenda. Women earn less than men and are more likely to work in poor-quality jobs. A third suffer physical or sexual violence in their lifetime. Gaps in reproductive rights and health care leave 800 women dying in childbirth each day.

The 20th anniversary of Beijing opens new opportunities to reconnect, regenerate commitment, charge up political will and mobilize the public. Everyone has a role to play—for our common good.

“We all have a responsibility to keep pushing ahead for full implementation [of the Beijing Platform for Action], because every time a woman or girl is held back by discrimination or violence, humanity loses.”

- Phumzile Mlambo-Ngcuka, UN Women Executive Director

Join UN Women’s Beijing+20 Campaign:

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