

Call for Participation: Social Media Campaign Gender & Militarism



Join the social media campaign “*Gender & Militarism: Analyzing the Links to Strategize for Peace*” (in short: Gender & Militarism Campaign), taking place from May 24 - International Women’s Days for Peace & Disarmament - to July 4, 2014. Within these six weeks, the Gender & Militarism Campaign will advocate for awareness and action around the multi-layered connections between gender and militarism, and will highlight gender-sensitive nonviolent action (people power) as a powerful alternative to address conflict.

Women have often been at the forefront of peace and disarmament initiatives. By analyzing militarization and violence through a holistic gender lens, women activists have been able to uncover the roots and impact of militarization on their own lives, the lives of men, and on the community as a whole.

The Gender & Militarism Campaign will highlight the need for a feminist analysis on militarization. It unveils the deeply gendered nature of armed conflict - including the linkages between hegemonic masculinities and violence - and calls for a transformative peace & security framework.

We kindly invite you to join the Women Peacemakers Program (WPP) in the upcoming Gender & Militarism Campaign, by publishing your stories, facts and figures on the subject in blogs, on Twitter and Facebook.

Campaign Messages

- ◆ Militarism, as a package of beliefs based on the idea of armed force as effective conflict resolver and means to secure economic and political interests, builds upon specific gender constructions of masculinity and femininity. It legitimizes men’s use of violence, and draws upon as well as supports the construction of hegemonic and violent masculinities. Women are mainly framed as victims, in need of -often armed - protection.
- ◆ Because women are often excluded from venues where militarized decisions are made, though are supposed to support such decisions, they have a specific role in uncovering and challenging militarism and militarization. Women also take along the experience of suffering from specific gendered consequences of the militarist agendas. Women’s experiences highlight how militarization is deeply gendered, and speak to the need of redefining peace and security from a human security perspective.



- ◆ UNSCR 1325 pays specific attention to women’s participation in peace processes. However, it is important to ensure “1325” is not just about changing the players and adding women to current militarized security paradigms. Rather, the Resolution also offers space for a transformative framework, which is about changing the “game” of peacebuilding altogether. Such a perspective also addresses the role and construction of hegemonic masculinities in relation to militarized security frameworks.
- ◆ There are other options than addressing conflict through militarization. For sustainable peacebuilding, it is important for society to invest in conflict prevention and nonviolent conflict resolution. Nonviolent methods have proven to be very effective as they often result in broader support and participation by the people, enhancing domestic and international legitimacy. Gender-Sensitive Active Nonviolence enables men and women to work together as partners for peace, recognizing both the different experiences of men and women during conflict, and creating equal opportunities for participation and leadership in peacebuilding.

Background Gender & Militarism Campaign

With the adoption of UN Security Council Resolutions on Women, Peace and Security (WPS) - UNSCR 1325, 1820, 1888, 1889, 1960, 2106 and 2122- issues concerning women and armed conflict have been placed firmly on the international peace and security agenda. However, despite the adoption of these resolutions, actual implementation remains a challenge.

One gap that WPP and its partners have identified relates to the fact that the WPS agenda is often formulated and perceived as an agenda aimed at making women and women’s realities part of the existing peace and security framework. Though of utmost importance, this should not go without addressing the bigger picture as well; which entails highlighting the deeply gendered nature and impact of militarized peace and security frameworks, and adding a masculinities perspective to this lens. Such a focus also underlines the importance of human security and investing in alternative - nonviolent - conflict resolution models. In particular, since nonviolent peacebuilding - or people power organizing - has proven to be very effective in sustaining peace, as it often results in broader support and participation, thereby enhancing domestic and international legitimacy.

WPP was established in 1997 to support and empower women’s nonviolent activism and to highlight women’s experiences of conflict and contributions to peacebuilding. In 2009, WPP’s work took a new turn: Following feedback received from women peace activists during several consultation meetings, WPP began integrating a masculinities perspective in relation to gender-sensitive peacebuilding. This work confirmed for WPP that changing cultures of violence requires the empowerment of women peace activists as well as more men working with women as partners for gender-sensitive nonviolent social change.



During recent years, activists in our network have indicated that there is a need for critical global analysis and activism on gender and militarism - including raising awareness on the link between violent masculinities and armed conflict - in the framework of broadening the current WPS agenda and strengthening its transformative components. As a response, WPP has dedicated many of its activities in 2014 to “Gender & Militarism: Analyzing the Linkages to Strategize for Peace”, such as a publication on the subject; a Global Consultation in Cape Town, South Africa; and a social media campaign.

Social Media Kit Gender & Militarism Campaign

Important Campaign Features

- May 24 - International Women’s Day for Peace and Disarmament

On this day, WPP and network partners worldwide celebrate the historic efforts of women for peacebuilding and disarmament. We call for the incorporation of women’s voices and leadership in peace processes; the need to analyze the impact of militarism through a holistic gender lens; and highlight the importance of investing in conflict prevention and disarmament. Among others, the following activities will take place:

- ◆ Online statement by WPP and ABAAD - Resource Center for Gender Equality
- ◆ Tweetathon by the 16 Days Campaign (@16DaysCampaign)
- ◆ Facebook discussion by [the Ecumenical Women’s Initiative](#)

These are just a few of the online and offline events on May 24. For a full overview of all the activities happening, visit <https://www.womenpeacemakersprogram.org/may-24>

- Weekly Testimonies and Stories on Gender & Militarism

During the six weeks of the Gender & Militarism Campaign, we will publish testimonies and stories of grassroots activists and academics on Gender & Militarism.

- WPP Global Consultation

The Gender & Militarism Campaign will be concluded with an international conference, taking place from July 2-4 in Cape Town, South Africa. During the WPP Global Consultation “*Gender & Militarism: Analyzing the Links to Strategize for Peace*”, WPP partners will meet to discuss the topic from different angles, share successes, obstacles and lessons learned in terms of existing initiatives and campaigns, and develop a joint strategy forward. During this Consultation, we will be posting new insights, best practices and innovative strategies on our Twitter and Facebook.

- May 24 Pack launch

WPP will launch its annual May 24 publication during the WPP Global Consultation. The publication includes a list of actions for activists to address the issue of Gender & Militarism in their work. The May 24 Pack will also feature, among others, the different articles published during the six weeks of the campaign.



Options to participate

We welcome you to join the Gender & Militarism Campaign by organizing your own online event, sharing tweets and Facebook messages on Gender & Militarism, by disseminating the articles published by WPP, etc. Here are some suggestions for participation:

- ◆ Join the Tweetathon of the 16 Days Campaign on May 23, between 10-11 AM EDT
- ◆ Organize your own Tweetathon on Gender & Militarism
- ◆ Join the Facebook Discussion of the Ecumenical Women's Initiative between
- ◆ May 19-23
- ◆ Organize your own Facebook discussion on Gender & Militarism
- ◆ Share relevant facts and figures on Gender & Militarism
- ◆ Post relevant resources and visuals on Gender & Militarism
- ◆ Write an online article about Gender & Militarism and announce it on social media

Connect to the Gender & Militarism Campaign

- ◆ The Official Gender & Militarism Campaign Page:
<https://www.womenpeacemakersprogram.org/may-24/gender-and-militarism-campaign>
- ◆ WPP Facebook page with Gender & Militarism announcements:
<http://goo.gl/LYo8yV>
- ◆ Hashtag: #Gender&Militarism
- ◆ Email WPP: info@womenpeacemakersprogram.org

Sample Facebook and Twitter Messages

May 24 - International Women's Day for Peace & Disarmament: mark your calendars, and join the campaign! #Gender&Militarism

What are your views on gender and nonviolence in the struggle for peace? Join the #Gender&Militarism Campaign May 24-4 July

Militarization: privileging violence over nonviolent conflict resolution. Take action against militarization for peace! #Gender&Militarism

Women have a specific role to play in reversing militarization & developing nonviolent alternatives #UNSCR1325 #Gender&Militarism

Testimonies of peace activists on #Gender&Militarism published the upcoming 6 weeks. Make sure to read them all!

How will you highlight #Gender&Militarism in your community? Join the six week Social Media Campaign!

Highlight the transformative message of UNSC Resolution 1325: both men & women are agents of change! #Gender&Militarism