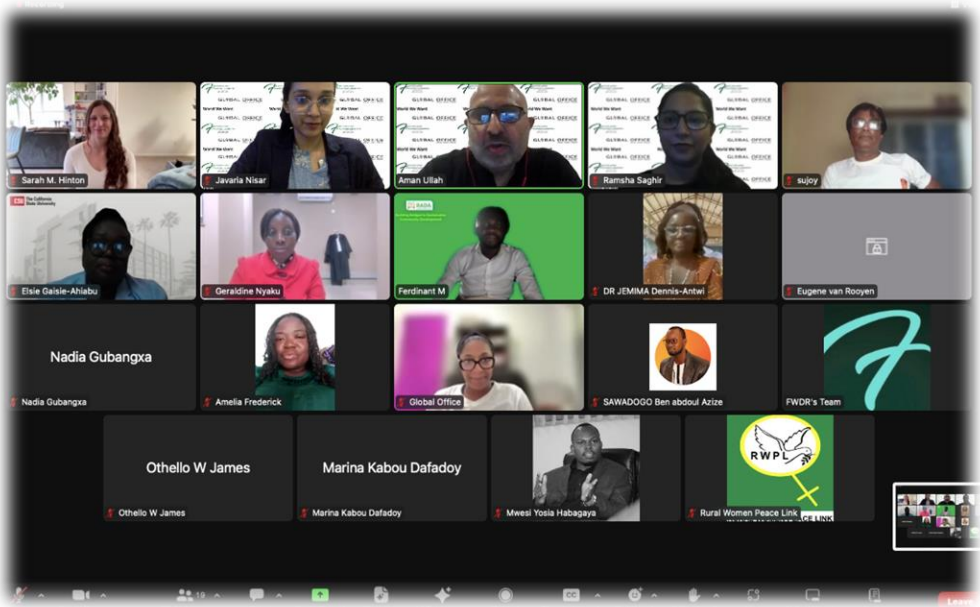


# FIRST VIRTUAL MEETING OF ASKFORCE MEMBERS

*A Movement towards an Equal, Healthy & Just World*

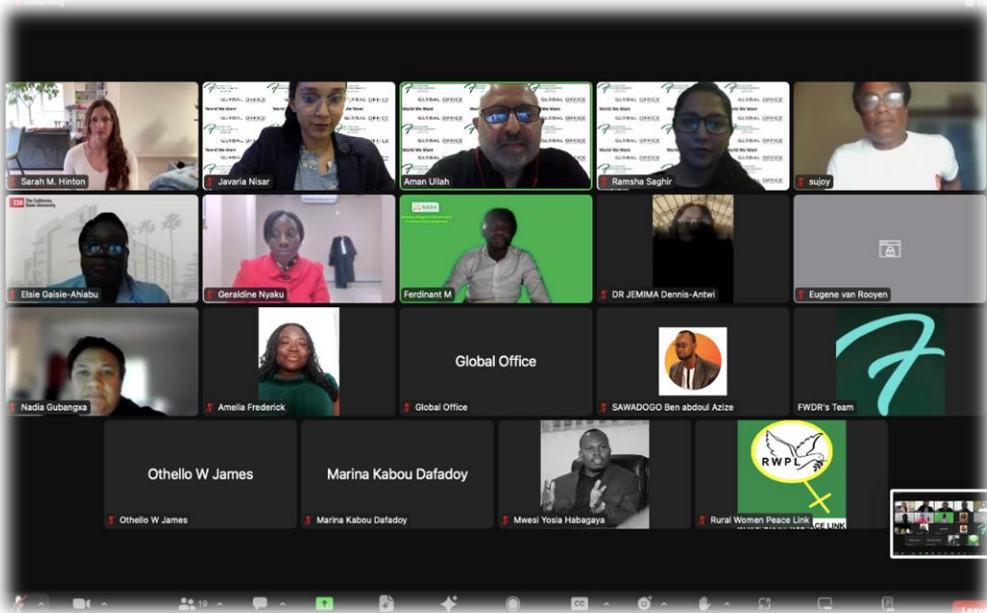




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## *First Virtual Meeting of Askforce Members*

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# ACRONYMS

<b>COMO</b>	<b>Comotion Social Change Agency</b>
<b>FWDR</b>	Forum for Women Development and Research
<b>WRA</b>	White Ribbon Alliance
<b>FCDO</b>	The Foreign, Commonwealth & Development Office
<b>RFA</b>	Request for Application
<b>RWPL</b>	Rural Women Peace Link
<b>RADA</b>	Reconciliation and Development Association
<b>CINI</b>	Child in Need Institute

## BACKGROUND AND INTRODUCTION

The White Ribbon Alliance Global Secretariat is sunsetting in 2024 and has transitioned its assets as global goods to benefit the global health and development community through the World We Want project. Spearheaded by Global Office Consulting (Comotion Social Change Agency-COMO) and the Forum for Women's Development and Research (FWDR) - White Ribbon Alliance Pakistan Chapter, this initiative aims to foster an equal, healthy, and just world, ensuring that women, girls, and youth influence global policies and decisions.

It is more than essential to break down silos and foster collaborative action in our continuous pursuit for equality. For this purpose, the World We Want initiative stands as a pioneering effort to amplify the voices of women, young people, and gender-diverse individuals globally. It promotes collaboration over competition by strengthening connections between grassroots organizations and global entities. Central to its approach is the philanthropic model of "**Ask** women and girls what they want, **Listen** to their ideas and concerns for change, **Act** on what they say and galvanize others to do the same," wherein insights and perspectives from these communities drive policies, programs, and decision-making.

This vision leverages the collective knowledge and strengths of diverse partners, including grassroots organizations and global influencers, to create a more equitable, healthy and just world. By mobilizing resources and promoting the work of various organizations, the World We Want project aims to maximize its impact across health, education, gender and social justice sectors. Moreover, it emphasizes the power of collective action, utilizing technology and community engagement to drive meaningful change.



This initiative comprises several key components: a centralized Directory facilitating connections among professionals and organizations; Data Exchange for sharing and analyzing data related to health, education, and social justice; a Build Set of mobilization tools supporting advocacy

campaigns; and Askforce, a diverse group providing expertise and support across various domains.

In this regard, FWDR and COMO have collaborated synergistically to ensure the project's success and working hand in hand to strive towards the world we want. COMO provides strategic and operational support, maintaining project components and securing necessary funding. FWDR ensures the project remains rooted in the needs of women and marginalized communities through grassroots engagement and capacity-building initiatives. This collaboration amplifies voices, empowers participation, and enhances advocacy efforts, contributing to a more inclusive and responsive global landscape.

Together, they drive efforts to transform gender, social, and climate justice worldwide, ensuring that the World We Want project continues to make a lasting impact in building a fairer, healthier, and more just world.

FWDR and COMO convened the inaugural meeting of the Askforce on July 1st, 2024, marking a significant milestone in the World We Want project. This gathering brought together 46 Askforce members from around the globe to introduce them to the initiative, outline FWDR and COMO's roles, and solicit their input on engagement terms. The meeting fostered dialogue aimed at empowering Askforce members to actively shape our collective advocacy endeavors.

The global reach of the Askforce underscores the project's commitment to inclusive and extensive participation, ensuring that a diverse range of perspectives contributes to advancing our vision of a fair, healthy, and equitable world. By uniting voices and experiences from varied backgrounds, the World We Want project strive to generate a profound and enduring global impact that resonates with the shared aspirations and needs of women, young people, and gender-diverse individuals worldwide.

## OBJECTIVES

The inaugural meeting of Askforce members aimed to accomplish several significant objectives:

1. Introducing Askforce members to the key components and implementation strategies of the World We Want project.
2. Presenting the collaborative roadmap between FWDR and COMO to advance the World We Want Movement.
3. Strengthening collaboration and communication channels between Askforce members and Global Partners.
4. Updating and Informing Askforce Members about various communication channels available to showcase and highlight their work.
5. Soliciting input from Askforce members on engagement terms to ensure effective implementation of the World We Want initiative.
6. Increasing the visibility and engagement of Askforce members globally and locally by showcasing their impactful work across diverse platforms in the health and well-being sector.
7. Collaborating to strengthen community networks and establish partnerships among grassroots organizations to advance advocacy agendas.
8. Documenting policy achievements of Askforce members in health and well-being campaigns and disseminating these successes to potential donors.
9. Informing Askforce members about upcoming programs and global funding opportunities, providing guidance on applying for and benefiting from these resources to advance their advocacy work.
10. This meeting represented a pivotal moment to align efforts, foster collaboration, and amplify the collective impact of Askforce members in advancing global health and well-being initiatives.

## MEETING'S PROCEEDINGS

### *WELCOME NOTE & CONTEXT SETTING*

The meeting started with a formal welcome note from the CEO of the Forum of Women Development and Research, Dr. Amanullah. Following this, he introduced the project and shared its background with all participants. He stated that the World We Want project is a collaborative initiative led by Global Office Consulting (COMO), and the Forum for Women Development and Research - White Ribbon Alliance Pakistan chapter. Dr. Amanullah emphasized the project's mission to cultivate a world that is equal, healthy, and just, ensuring that the perspectives of women, girls, and youth shape policies and decisions worldwide. He highlighted the innovative nature of the World We Want project, which aims to amplify the voices of women, young people, and gender-diverse individuals. By fostering connection over competition and breaking down silos, the project promotes collaborative work and strengthens connections between grassroots organizations and global influencers.

He explained that the project's goal is to reshape policies and societal norms to reflect the true needs and desires of these communities. Dr. Amanullah underscored the power of collective action, leveraging technology and community engagement to drive meaningful change across various aspects of life, including health, education, and social justice. The meeting also served to introduce the Askforce, a pivotal component of the World We Want project. Dr. Amanullah explained that the Askforce is designed to ensure the voices of women, young people, and gender-diverse individuals are amplified and heard in policy-making and societal development. He welcomed the Askforce members from across the globe, representing a diverse range of perspectives and contributions to shared advocacy efforts towards an equal, just and healthy world.

### *WORLD WE WANT: TRANSITION AND STRATEGIC INITIATIVES*

Leanne Levers, the Director of Advocacy and Communications from COMO, highlighted the comprehensive efforts and strategic initiatives of the World We Want project. She emphasized the



transition of the White Ribbon Alliance Global Secretariat and the development of the World We Want website as a global resource. She said that the World We Want website houses advocacy tools, raw and refined data from the What Women Want campaign, and other resources to support women's voices in policy-making. Leanne stressed the importance of strengthening community networks, providing regular updates on opportunities, and maintaining the website with current information. She discussed the collaborative roadmap between FWDR and COMO, aiming to sustain the legacy of the campaign. The website's AskForce directory will facilitate direct connections with donors and organizations, while quarterly AskForce meetings will update members on policy agendas and advocacy activities. Leanne assured members of continuous support, data cleaning, and additional funding opportunities to enhance visibility and engagement within the health and well-being sector. She concluded by inviting members to utilize the website, share their advocacy efforts, and participate in upcoming grant opportunities. She also mentioned ongoing collaborations with the Rural Women's Peace Link (RWPL) and other grassroots organizations, and encouraged participants to document their campaigns and share their advocacy and policy wins to support their efforts. Leanne provided information about upcoming grants and how organizations could apply for additional funding to support their advocacy work. She highlighted ongoing efforts and collaborations with the Foreign, Commonwealth & Development Office (FCDO) to deliver small grants around birth justice and maternal health, noting that a Request for Application (RFA) will soon open for the Askforce members.

### *COLLABORATIVE EFFORTS AND FUTURE ENGAGEMENTS*

Ramsha Saghir, the Assistant National Coordinator at the Forum for Women Development and Research, ran through the blueprint of their collaborative efforts for the World We Want project and informed the Askforce members of the quarterly meetings that will be convened in the future to ensure continuous engagement and progress assessment, moreover, this will allow to adjust strategies based on feedback and evolving needs on the grassroots level. Furthermore, she added that FWDR will focus on acquainting the Askforce members with the Build Set mobilization tools to ensure the utilization of mobilization tools from White Ribbon Alliance Global Secretariat for effective advocacy and campaign. She reiterated that FWDR aims to develop a plan of action to collaborate closely with the global partners ensuring effective strategies and communication

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channels with the stakeholders worldwide. She also emphasized that a crucial aspect of FWDR's strategy is to strengthen FWDR's legal framework and enhancing its capacity to operate as a sub-granting entity ensuring that the resource allocation is efficient.

## **MEDIA ENGAGEMENT AND COMMUNICATION STRATEGY**

Javaria Nisar, the Advocacy and Communications Officer at FWDR, provided a brief overview of the media engagement strategy and said that the White Ribbon Alliance global social media handles have been successfully transferred and will be managed by FWDR. She emphasized the importance of effective media engagement in amplifying voices, sharing stories, and inspiring others to join the cause. She invited contributions from participants, including project updates, event information, success stories, content for e-blasts, impact stories, blog posts, and images for e-newsletters. She outlined the methods for sharing content, such as uploading to a shared Google Drive, using WeTransfer for large files, tagging posts on digital platforms, and sending stories or videos via email or WhatsApp. A follow-up email with a template and guidelines for each category will be provided. Javaria encouraged ongoing communication and welcomed suggestions to strengthen the media engagement efforts of the World We Want movement.

## **ADDRESSING CONCERNS AND SUGGESTIONS BY THE ASKFORCE MEMBERS**

During the question-and-answer session, Askforce members expressed their concerns and suggestions to enhance collaboration and improve coordination effectively. Starting with Sarah Hinton, the Executive Director of the Global Midwife Education Foundation expressed her desire to join the Askforce and inquired about the process, stating she had not yet filled out the necessary paperwork and would appreciate guidance on the next steps. This concern was addressed by Leanne Levers who ensured that Sarah Hinton will receive the details to join the Askforce after the meeting.

Dr. Jemima Denise, the President and CEO of the Center for Health Development and Research, queried about the scope and timeframe of the upcoming projects, asking for a summary of key actions and specific thematic areas for submitting concept notes. Leanne responded by committing to send a confirmation email to the Askforce members and explained that they are interested in projects leveraging the health and well-being campaign for deeper exploration.

Ferdinant M. Sonyuy, the Community Development Advocate affiliated with the Reconciliation and Development Association (RADA), appreciated the team's efforts in smoothly transitioning the White Ribbon Alliance Global Secretariat while sustaining its legacy. He inquired about the link between FWDR and COMO and asked for clarity on the different campaigns. Dr. Amanullah explained the collaboration between FWDR and COMO, highlighting their joint efforts in program development and campaigns, including a partnership with WRA Tanzania for a project extending to 2026. Leanne added details about ongoing campaigns, such as the health and well-being campaign and the upcoming birth justice and maternal health project, noting that results are detailed in the report "Beyond the Sum of Our Body Parts" and follow-up grants will be available.

Sujoy Roy, the National Advocacy Officer at the Child in Need Institute (CINI), asked regarding the logos that need to be used for branding and dissemination and secondly, he also suggested that since WhatsApp is a globally used platform, a Whatsapp group should be created for the Askforce members for easy coordination and collaboration. This demand was reiterated by Amelia G. Cedric, the Executive Director for Big Sisters Organization.

Geraldine, a Researcher with the Judicial Service Commission and former National Coordinator of White Ribbon Alliance Zimbabwe, shared feedback from an organization who visited the World We Want website and wants to sought collaboration details. Leanne addressed this by highlighting the website's how-to guide for project implementation, urging members to explore the available resources. Dr. Aman added that both the Global Office and FWDR will monitor the website and communications to take appropriate actions and elevate relevant information.

## DECISIONS TAKEN

- As part of their ongoing commitment to fostering close coordination and collaboration, FWDR and COMO have collectively decided to convene quarterly Askforce members meetings. The next Askforce members meeting has been scheduled for September 30th. To ensure that the meeting time is convenient for all participants, a Doodle poll will be sent out to decide on an appropriate time.
- It was decided that the recording of the meeting, along with the presentation slides and the report of the meeting, will be shared with all Askforce members to allow all members,

regardless of their attendance, to access the discussions and decisions made, fostering engagement and effective collaboration.

- To facilitate easier communication among the individuals, the Askforce members requested the formation of a WhatsApp group. On basis of this, a decision was taken to create a Whatsapp group to enhance the efficiency of communication, allowing members to quickly share updates, ask questions, and provide support to one another.
- During the meeting, the opportunity to work with FCDO on birth justice and maternal health was discussed which led to the decision to share the announcement of the Request for Proposals (RFP) and concept papers for the project and the health and wellbeing campaign. This decision was made to ensure that all members are aware of the significant opportunity to secure funding for their initiatives.
- Participants were advised to use their own logos for any dissemination activities based on the understanding that each organization has its own brand identity and that it is important to maintain consistency in their communications. This will also ensure that their brand remains recognizable and trusted within their communities.
- The social media handles of the World We Want project were shared with the Askforce members to encourage them to contribute content for social media, e-newsletters, and blog posts. This decision was made to amplify the voices of the members, highlight their successes, and engage a wider audience. This collective approach to media engagement will help to strengthen the visibility and influence of the World We Want movement.
- It was decided that there would be follow-up communication to provide detailed guidance on how to effectively capture various types of media engagement to ensure that all Askforce members have a clear understanding of the best practices for documenting and showcasing their activities. This will help in evaluating the effectiveness of media strategies and making data-driven decisions for future campaigns.
- The World We Want website will serve as a central hub for information, hence, it will be updated with information about upcoming projects and will be closely monitored. This decision was driven by the need to keep all stakeholders informed and engaged with the latest developments, providing updates on projects, sharing resources, and showcasing the impact of the initiatives.

# ANNEXURES

## ANNEX A – AGENDA

Time	Activity	Speaker
11:00 – 11:05 am	Welcome note	Dr Amnaullah <i>CEO Forum for Women Development &amp; Research</i>
11:05 – 11:15 am	Introduction of Participants	
11:15 – 11:30 am	World We Want Movement- An Overview & COMO Scope	Leanne Levers <i>Director of Advocacy &amp; Communications Global Office Consulting</i>
11:30 – 11:40 am	World We Want Project – FWDR Scope	Ramsha Saghir <i>Assistant National Coordinator FWDR</i>
11:40 – 12:00 pm	Q/A and Remarks by Askforce Members	
12:00 – 12:10 pm	Media Engagement - Shaping Advocacy Together	Javaria Nisar <i>Advocacy &amp; Communication Officer FWDR</i>
12:10 – 12:15 pm	Conclusion/ Next Meeting Dates	

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## ANNEX B – PARTICIPANT LIST

### Liberia

Amelia Frederick,  
Executive Director,  
Big Sisters Organization  
Othello W James,  
Project Manager,  
Big Sisters Organization

### Ghana

Dr. Jemima Denise,  
President and CEO,  
Center for Health Development and Research  
Elsie Gaisie-Ahiabu,  
Founder,  
Deprived Single Mothers Assistance Scheme

### South Africa

Eugene Van Rooyen,  
Area Manager,  
Sex Worker Education and Advocacy Task Force  
Nadia Gubangxa,  
Finance and Operations Manager,  
Sex Worker Education and Advocacy Task Force

### Cameroon

Ferdinant M. Sonyuy,  
Community Development Advocate,  
Reconciliation and Development Association

### Zimbabwe

Geraldine Nyaku,  
Researcher,  
Judicial Service Commission

### United States

Leanne Levers,  
Director Advocacy and Communication,  
Global Office Consulting - COMO  
Sarah M. Hinton,  
Executive Director,

Global Midwife Education Foundation

**Burkina Faso**

Ben Abdoul Azize Sawadogo,  
Project and RH Manager,  
SOS Jeunesse & Defis

**Senegal**

Marina Kabou,  
Coordinator,  
Collectif DAFADYOY

**Uganda**

Mwesi Yosia Habagaya,  
Founder and Director of Operations,  
Universal Health and Women's Foundation

**Kenya**

Sally Wuodi,  
Executive Director,  
Rural Women Peace Link

**India**

Sujoy Roy,  
National Advocacy Officer,  
Child in Need Institute/WRA West Bengal

**Pakistan**

Aman Ullah,  
Chief Executive Officer,  
Forum for Women Development and Research - White Ribbon Alliance Pakistan  
Ramsha Saghir,  
Assistant National Coordinator,  
Forum for Women Development and Research - White Ribbon Alliance Pakistan  
Javaria Nisar,  
Advocacy and Communication Officer,  
Forum for Women Development and Research - White Ribbon Alliance Pakistan

ANNEX C – SLIDE DECK

World We Want GLOBAL OFFICE  
Gender Health Programs

ASKFORCE MEMBERS INTRODUCTORY MEETING

July 1, 2024 | Virtual Event

World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

WELCOME NOTE  
Dr. Amanullah  
Chief Executive Officer  
Forum for Women Development & Research



World We Want Movement: Striving for an Equal, Healthy, and Just World


World We Want GLOBAL OFFICE  
Gender Health Programs

INTRODUCTION OF PARTICIPANTS

World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

WORLD WE WANT MOVEMENT -  
AN OVERVIEW & COMO SCOPE  
Dr. Leanne Levers  
Director of Advocacy & Communications, Global Office  
Consulting



World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

OBJECTIVES

- Strengthening Community Networks:** Building a robust network through coordination with core transition partners and community-based organizations
- Strategic Development:** Convening the Askforce quarterly and developing a solutions agenda for the Wellbeing Movement to advance global wellbeing and gender equality
- Enhanced Visibility and Engagement:** Increasing awareness and engagement by continuously promoting campaign results and partner activities and promoting the World We Want website as a valuable resources for those in the social justice sector
- Data Integrity and Accessibility:** Ensuring accessible, accurate information for stakeholders by maintaining and updating the World We Want Project website and directory

World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

PROGRESS TO DATE

- Collaboration with Partners:** Initial coordination with the Forum for Women Development & Research has started, focusing on developing a comprehensive solutions agenda for the Wellbeing Movement. We have also sought to engage grantees from the campaign directly to see how their current advocacy objectives might be further supported and wins documented.
- Campaign Promotions:** We are preparing the first dedicated email campaign and identifying key events and activities for integration to promote the Wellbeing Movement campaign results from September 2024
- Website and Directory Maintenance:** In Spring 2024, GOC completed the technical transition to take over the management of the website and directory. Ongoing maintenance and assessment of the World We Want Project website and directory will be carried out to identify areas for improvement and updates.
- Directory Cleaning:** The cleaning process for the World We Want Directory has been completed in English, ensuring the accuracy of the directory.
- Seeking Additional Financial Support:** We are already seeking additional financial support from WWW partners to continue populating the data exchange

World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

UPCOMING ACTIVITIES

- BIRTH JUSTICE GLOBAL:** We are currently working with FCDO to deliver grants around birth justice and maternal health
- DONOR MEETINGS:** Using Policy agendas, concept notes, and case studies to approach donors for individual groups
- HEALTH AND WELL-BEING GRANTING:** Follow up grants to Health and Well-being Grantees

GET IN TOUCH

- [Worldwewantproject@gmail.com](mailto:Worldwewantproject@gmail.com)
- [Gny@globalofficeconsulting.com](mailto:Gny@globalofficeconsulting.com)

World We Want Movement: Striving for an Equal, Healthy, and Just World

World We Want GLOBAL OFFICE  
Gender Health Programs

WORLD WE WANT PROJECT - FWDR SCOPE  
Ramsha Saghir  
Assistant National Coordinator,  
Forum for Women Development and Research



World We Want Movement: Striving for an Equal, Healthy, and Just World



**World We Want** **GLOBAL OFFICE**  
Gender Health Program

1. Develop strategies to promote the World We Want Movement
2. Promote the Askforce partners via e-blast and other communications
3. Conduct virtual training on Build Set mobilization tools
4. Strategic development of the FWDR as a regional convenor and grant-making organization
5. Close collaboration with the global stakeholders

World We Want Movement - Striving for an Equal, Healthy, and Just World

**World We Want** **GLOBAL OFFICE**  
Gender Health Program

Q&A and Remarks by **Askforce** Members

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Gender Health Program

**MEDIA ENGAGEMENT – SHAPING ADVOCACY TOGETHER**  
Javaria Nisar  
Advocacy & Communication Officer,  
Forum for Women Development and Research

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Gender Health Program

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Gender Health Program

**HOW CAN YOU CONTRIBUTE?**

- Project Updates**: Share your latest project progress with us for a spotlight in our updates
- Spotlight Your Moments**: Notify us of your event participation and highlight your achievements
- Key Wins**: Send us your achievements & success stories to inspire our community
- E-blasts**: We'll amplify your voice and ensure your stories resonate far and wide
- Impact Stories from the Field**: Let us know about your community outreach efforts to feature your impact
- Blogs**: Share your unique insights to engage & inform the community
- E-Newsletter**: Contribute articles or news for inclusion in our e-newsletter

World We Want Movement - Striving for an Equal, Healthy, and Just World

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Gender Health Program

**How can you reach out to us?**

- Upload your content to our **Google Drive** <https://shorturl.at/bt4Z>
- Use **WeTransfer** to send large files directly to our email: [info@fwdr.org.pk](mailto:info@fwdr.org.pk) / [javnisar@fwdr.org.pk](mailto:javnisar@fwdr.org.pk)
- Tag us in your posts or **DM** them directly to our digital platforms
- Share your stories and videos via our **WhatsApp** number: **+92-3361552997**

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Conclusion / Next Meeting Dates

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World We Want Movement - Striving for an Equal, Healthy, and Just World