



**Global  
Alliance  
for Care**

GAC ADVOCACY TOOLKIT FOR CSW70

**Placing Care  
at the Center  
of Justice Systems**

# Contents

Welcome	4
The Commission on the Status of Women (CSW): What It Is and How It Works	5
What Is New in 2026: The CSW Revitalization Process	10
CSW69 Beijing+30: Progress in the Care Agenda	13
CSW70 Priority Theme and the Care Agenda	15
Towards a Care Society	17
The Global Alliance for Care at CSW70	20
Care Communication Tools	22
Resources	27

# Welcome

The Global Alliance for Care (GAC) is a global multi-stakeholder community that facilitates and fosters spaces for collective action, advocacy, communication, and learning about care and its recognition as a need, as work, and as a right. It is a platform that brings together governments, civil society, trade unions, the philanthropic sector, international organizations, and academia to advance the care agenda from the local to the global level.

As part of its 2025–2030 Strategic Priorities, the Alliance identified key multilateral spaces to promote discussions on care and influence decision-makers. The Commission on the Status of Women (CSW) – the principal global intergovernmental body dedicated to gender equality and the empowerment of women and girls—is a strategic space to advance discussions on care.

Building on this momentum, in 2025 the GAC Technical Secretariat began developing toolkits for key multilateral spaces to better support its members. These toolkits aim to help members prepare for participation, amplify their activities, and advance a transformative vision of care beyond these spaces. As part of this ongoing effort, the present advocacy toolkit has been designed as a practical resource to support engagement in CSW70, while also laying the groundwork for continued advocacy towards CSW72 in 2028, which will focus on care.

This toolkit was prepared by the Technical Secretariat of the Global Alliance for Care. Its contents do not necessarily reflect the views or positions of the members of the Alliance.

# The Commission on the Status of Women (CSW): What It Is and How It Works

**The Commission on the Status of Women (CSW) is the principal global intergovernmental body exclusively dedicated to the promotion of gender equality, women’s rights, and the empowerment of women and girls.** Established in 1946, the CSW is a functional commission of the Economic and Social Council (ECOSOC). Since [1996](#), its mandate has expanded to include a leading role in monitoring and reviewing progress and challenges in the implementation of the [Beijing Declaration and Platform for Action](#) and in mainstreaming a gender perspective in United Nations activities, ensuring their alignment with the 2030 Agenda for Sustainable Development.

Every year, representatives of **United Nations Member States, civil society organizations in consultative status with ECOSOC, and United Nations entities gather at United Nations Headquarters in New York for two weeks.** Member States agree on further actions to accelerate progress and promote women’s and girls’s enjoyment of their rights in political, economic, and social fields. The outcomes and recommendations of each session are forwarded to ECOSOC for follow-up.

Each year, the CSW focuses on a specific theme related to gender equality, known as the **priority theme**. The CSW also evaluates progress in implementing agreed conclusions from previous sessions as a **review theme**. The session typically results in a set of **agreed conclusions**—the main negotiated outcome document of the Commission—which provides a diagnosis and concrete actions related to the priority and review themes.

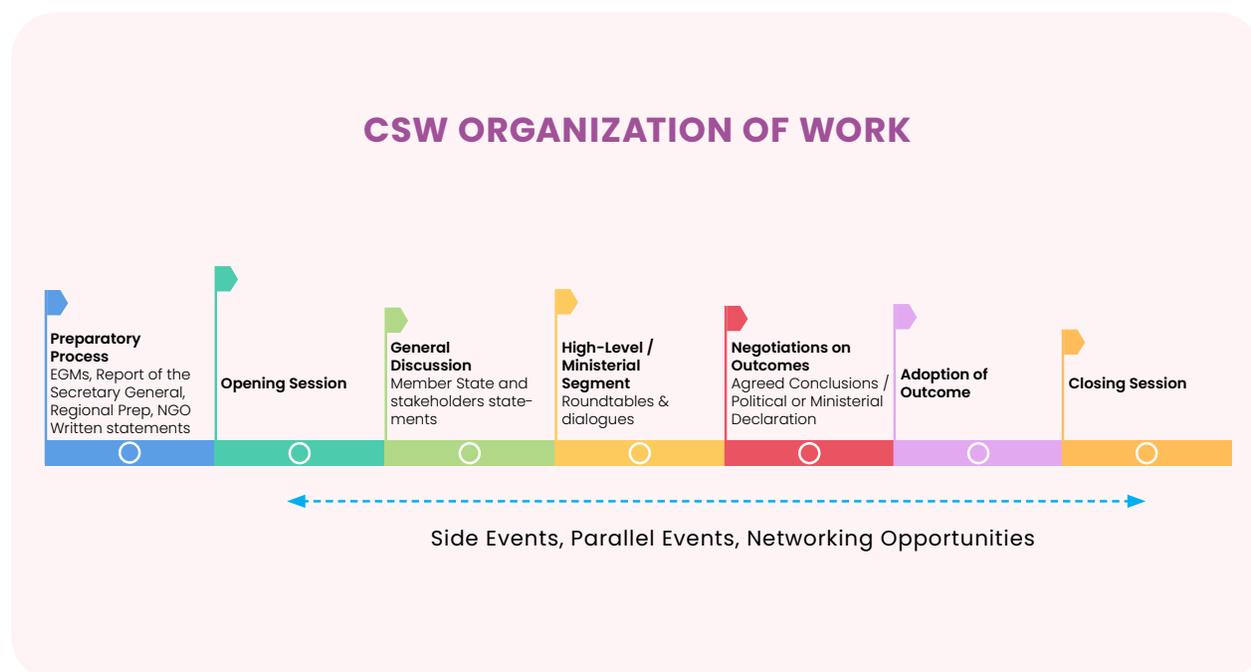
Prior to the official session, each regional office of UN Women hosts [regional consultations](#) that produce recommendations for accelerated progress, in line with the priority theme of the session. These recommendations feed into the work of CSW and can inform Member States’ contributions to the Agreed Conclusions.

**The seventieth session of the Commission on the Status of Women (CSW70) will take place from 9 to 19 March 2026 and will consider the following themes:**

**Priority theme:** Ensuring and strengthening access to justice for all women and girls, including by promoting inclusive and equitable legal systems, eliminating discriminatory laws, policies and practices, and addressing structural barriers.

**Review theme:** Women’s full and effective participation and decision making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls ([agreed conclusions of the sixty-fifth session](#)).

**How the official session works:** For each CSW, an [organization of work](#) is adopted to enable stakeholders to take part in discussions and analyse the priority and the review themes. Before each session, the Secretary-General of the United Nations publishes a [report](#) on the priority theme, which serves as a substantive guide for framing the analysis and proposing future measures.



## CSW Composition

The CSW is composed of [45 UN Member States](#) elected to serve four-year terms. Currently, nine of those countries are GAC members (Brazil, Bolivia, Bosnia and Herzegovina, Chile, Colombia, Costa Rica, Panama, the Philippines and Spain). All UN Member States and observers may participate in CSW sessions.



## The Bureau

[The Bureau](#) plays a key role in guiding the work during each CSW session. It consists of representatives from five Member States, serving two-year terms, elected according to the same equitable geographical distribution as the full Commission.

For CSW70, it is composed of:

### H.E. Ms. Maritza Chan Valverde

 Costa Rica

CHAIR (GROUP OF LATIN AMERICAN AND CARIBBEAN STATES)

### Ms. Samah Dbouk ( Lebanon)

VICE-CHAIR (GROUP OF ASIA AND THE PACIFIC STATES)

### Mr. Noah Oehri ( Liechtenstein)

VICE-CHAIR (GROUP OF WESTERN EUROPEAN AND OTHER STATES)

### Ms. Andreea Mocanu ( Romania)

VICE-CHAIR (GROUP OF EASTERN EUROPEAN STATES)

### Ms. Flavia Umulisa ( Rwanda)

VICE-CHAIR (GROUP OF AFRICAN STATES)

## NGO Participation and Opportunities to Address the Commission

The active participation of non-governmental organizations (NGOs) is a critical element in the work of the Commission on the Status of Women (CSW). **NGOs have been influential in shaping the global policy framework on women's empowerment and gender equality**, including the [Beijing Declaration and Platform for Action](#). They continue to play an important role in holding international and national leaders accountable for the commitments they undertook in implementing the Platform for Action.

In addition to government representatives and observers, NGOs in consultative status with ECOSOC are eligible to designate representatives to attend the session. For CSW70, each organization may register up to 20 representatives, who must cover their own visa arrangements and travel costs. The registration period ran from 3 October 2025 to 23 January 2026.

Even for organizations that are not able to attend in person, there are several ways to engage with CSW processes and advocacy spaces:

### **Submission of Written Statements**

NGOs may submit written statements related to the thematic issues. Statements must be submitted no later than 10 weeks prior to the opening of the session. Each NGO may submit one individual statement and may also sign on to multiple joint statements.

### **Oral Statements during general discussion and interventions from the floor during interactive dialogues**

Subject to the availability of time, oral statements may be delivered during the general discussion by a limited number of NGOs in consultative status with ECOSOC. Preference is typically given to NGOs speaking directly to the theme of the session and/or on behalf of groups, caucuses or coalitions. A limited number of NGOs may also make oral interventions during interactive dialogues, subject to the availability of time. Interventions must focus on the theme of the dialogue.

To support preparations, **Expert Group Meetings (EGMs)** inform the CSW programme of work, primarily by providing evidence and policy recommendations related to the annual priority theme. EGMs bring together external experts to review research and analysis, identify good practices and lessons learned, and develop independent policy recommendations on particular issues. Participants include experts from academia, government, civil society, and the United Nations, as well as regional and international organizations.

**The CSW70 Expert Group Meeting highlighted evidence showing that care responsibilities constitute a significant barrier to women's empowerment and economic justice, and underscored how these responsibilities limit women's access to justice, particularly where care-related time constraints reduce their ability to engage in administrative and legal processes.**

### **Besides the official sessions:**

#### **Side events held on United Nations premises**

Permanent Missions, intergovernmental organizations, and [United Nations entities](#) hold side events on UN premises during the CSW, subject to the availability of space and in relation to the priority theme.

#### **CSW NGO Forum**

The NGO CSW Forum is an annual civil society gathering that runs parallel to the official CSW, focusing on the same priority and review themes. Over the two weeks of the session, the NGO CSW/NY organizes hundreds of events that inform, engage, and mobilize grassroots advocacy. The Forum provides civil society organizations and activists with opportunities to engage **even without ECOSOC consultative status or a United Nations ground pass.**

### **Networking and advocacy**

The CSW serves as an important space for networking, engaging with policymakers, and advancing gender-related commitments.

# What Is New in 2026: CSW Revitalization Process

The revitalization of the CSW is a Member State-led process aimed at strengthening the Commission to ensure that it is fit for purpose in advancing gender equality and the rights and empowerment of all women and girls. This will be the first CSW to be held after the [revitalization process](#) was adopted by Member States in September 2025, during the eightieth session of the United Nations General Assembly, and it includes changes to the organization and working methods of the CSW.

The mandate for the revitalization of the Commission on the Status of Women derives from Action 43(d) of the [Pact for the Future \(A/RES/79/1\)](#), adopted in September 2024, in which Member States requested ECOSOC to explore options, through an inclusive intergovernmental process with the participation of all Member States, to revitalize the Commission, while reaffirming its mandate.

The key elements of this revitalization are set out in the [Resolution on the Revitalization of the Commission on the Status of Women \(E/RES/2026/2\)](#), which introduces nineteen measures to reorganize CSW sessions, strengthen accountability and effectiveness, and expand opportunities for partnerships in support of a more robust multilateral system.

Main focus	Recommendations
<b>Visibility &amp; Recognition</b>	Recommends holding the ministerial general discussion in the General Assembly Hall in recognition of the high-level engagement and visibility of the deliberations of the CSW
<b>Multistakeholder Hearing</b>	Calls for informal, interactive multi-stakeholder hearings before each CSW session, including civil society, academia, and the private sector, with digital participation options.
<b>Rotation of the Location</b>	Encourages exploring rotation of five-year review sessions across regions, ensuring equity and non-discrimination.
<b>Intergovernmental negotiations in NY</b>	Confirms that intergovernmental negotiations on CSW outcome documents will continue to take place in New York, regardless of session location.

Main focus	Recommendations
<b>Qualitative outcomes</b>	Recommends shorter, more focused, ambitious, and action-oriented outcome documents with measurable steps.
<b>Identify and propose action on Emerging Issues</b>	Requests CSW to systematically identify and act on emerging issues affecting women and girls, using inputs from relevant stakeholders, including the Expert Group Meeting, and the informal, interactive multi-stakeholder hearing
<b>High-level dialogue on Emerging Issues</b>	For emerging issues requests a ministerial roundtable or high-level dialogue and request a summary to the Chair on these issues.
<b>Communications improvement</b>	Asks the Working Group on Communications on the Status of Women to make the communication more efficient keeping confidential nature.
<b>Engagement in the Group of communications on the Status of Women</b>	Encourages Commission members to serve on the Working Group on Communications at regional level.
<b>Follow-up &amp; accountability</b>	In order to further strengthen the role of the Commission, it will evaluate progress in the implementation of the agreed conclusions on the priority theme of the previous session and the Beijing Declaration and Platform for Action through a State-led, constructive, cooperative, interactive dialogue.
<b>Participation in interactive dialogues</b>	Requires CSW members to participate in interactive dialogue at least once per term; encourages voluntary participation by other States.
<b>Financing implementation</b>	Calls for voluntary funding to support developing countries in implementing the Beijing Platform for Action.
<b>UN system coordination</b>	Reaffirms CSW's catalytic role in mainstreaming gender equality across the UN system and avoiding duplication.
<b>Strengthen CSW catalytic role</b>	Encourages stronger coordination with other UN processes and introduces rotating high-level meetings on critical thematic areas.
<b>Regional role</b>	Invites UN regional commissions to organize preparatory meetings with civil society input and report back to the Bureau. .
<b>Involve Human rights institutions</b>	Calls on States to meaningfully involve national human rights institutions in CSW processes.
<b>Civil society participation</b>	Encourages States to involve civil society and stakeholders in preparation, follow-up, and implementation of CSW outcomes.
<b>Side events</b>	Encourages joint side events by multiple States and calls for more meeting space to improve participation and coordination.
<b>Role of UN Women</b>	Calls on UN Women to continue coordinating UN system support for CSW preparations, dissemination, and implementation.

The implementation of the revitalization process began on 30 January 2026 with the [first multi-stakeholder hearing at United Nations Headquarters](#). The hearing brought together a wide range of stakeholders, providing an opportunity to build partnerships and raise awareness of justice-related challenges affecting women and girls in preparation for CSW70.

Meanwhile, the Bureau of the Commission on the Status of Women distributed the [zero draft of the agreed conclusions](#). The objective is for the conclusions to be shorter and more focused on achieving concrete results, which increases the importance of clearly identifying the strategic paragraphs that need to be addressed.



March

[International Women’s Day 2026 \(IWD 2026\)](#), under the theme, **“Rights. Justice. Action. For ALL Women and Girls,”** calls for action to dismantle structural barriers to equal access to justice, including discriminatory laws, weak legal protections, and harmful practices and social norms that erode the rights of women and girls. The United Nations observance of International Women’s Day will take place on **9 March 2026**, aligning with CSW70.

# CSW69 Beijing+30: Progress in the Care Agenda

The sixty-ninth session of the Commission on the Status of Women concluded with the adoption of three documents: [the Political Declaration](#), [the CSW's Multi-Year Programme of Work](#), and a [resolution on the release of women and children taken hostage, including those subsequently imprisoned, in armed conflicts](#).

The Political Declaration includes several elements at the intersection of care and the strategic objectives of the **Beijing Platform for Action (BPfA)**, including a specific paragraph **on care in which** ministers and representatives of Governments recommit to implementing and resourcing the Beijing Declaration and Platform for Action and the outcome documents of the twenty-third special session of the General Assembly, specifically by:

*“Recognizing, reducing and redistributing women’s and girls’ disproportionate share of unpaid care and domestic work by promoting the equal sharing of responsibilities between men and women within the household and promoting work-life balance, inter alia, through prioritizing public investments to develop and expand integrated care systems, including care leave policies, the provision of universal care and support services throughout the life course and the proper recognition, representation, remuneration and reward of care workers.” (paragraph 15 (b))*

The sixty-ninth session reflected increased attention to the care agenda across official meetings, including in the opening statements of the Secretary-General and the Executive Director of UN Women, who emphasized the importance of transforming care systems to advance women’s economic empowerment. Attention to care was also evident in the wide range of related side and parallel events.

Care gained prominence across multiple thematic areas, demonstrating its relevance as a cross-cutting issue for achieving gender equality. Contributions explored care in relation to economic justice, social protection, climate change, humanitarian crises, masculinities and inclusive governance. Many events focused on the recognition and redistribution of care work, while others highlighted proposals for financing, policy innovation and systemic reform.

The Global Alliance for Care produced a [report on CSW69](#). Across the materials reviewed, three trends were consistently identified:

- 1. Expanded attention to care** in formal and informal CSW spaces, including multiple references in official proceedings and an increased volume of care-focused events.
- 2. A broadening of entry points** to the care agenda, including intersections with environmental policy, fiscal policy, migration, aging and labor rights, as well as increased cross-movement dialogue.
- 3. An emphasis on the need for structural change**, including calls for investment in public care systems, the recognition of care as a right, and the integration of care into national and international policy frameworks.

Many interventions also highlighted the importance of inclusive care and support systems as fundamental to the dignity, rights and well-being of care recipients, including older persons, persons with disabilities, children and marginalized communities. Several contributions stressed the need for policies and systems that guarantee the rights of both care workers and care recipients, ensuring quality, accessible, and rights-based care services throughout the life course. The intersections between care, social protection, health, education, and humanitarian response were identified as critical areas for further development and investment.

At the same time, several challenges and gaps were identified:

- Persistent inequities in the distribution of care responsibilities, with women and girls—particularly those from marginalized groups—continuing to bear a disproportionate share of unpaid care work and facing precarious conditions in the paid care sector.
- Limited availability of data and analysis on care systems and their intersections with other sectors, particularly in the Global South, as well as knowledge gaps and inconsistent narratives among policymakers and key actors.
- Barriers to implementation, including financial constraints, social norms, and lack of cross-sectoral coordination, as well as insufficient policies grounded in the 5Rs of care and in human rights-based, gender-transformative and decent work approaches, as outlined in the Global Alliance for Care’s Transformative Vision on Care.
- Concerns regarding the risk of backlash or instrumentalization of the care agenda in politically sensitive environments.

# CSW70 Priority Theme and the Care Agenda

Despite progress, access to justice for women and girls has not been fully achieved. Globally, they continue to face barriers related to discriminatory laws, inaccessible justice mechanisms, weak implementation, restrictive patriarchal norms, care responsibilities, and a lack of social protection for caregivers. These difficulties are exacerbated in contexts of multiple and intersecting crises, particularly for women and girls living in conflict-affected and underserved areas, informal settlements, or regions impacted by climate change. Barriers are also often linked to the operation of traditional justice systems. In this context, care as a cross-cutting element offers an opportunity to rethink justice systems through a care lens.

The priority theme of CSW70, “Ensuring and strengthening access to justice for all women and girls, including by promoting inclusive and equitable legal systems, eliminating discriminatory laws, policies and practices, and addressing structural barriers,” **does not explicitly refer to care. However, access to justice is closely linked to structural barriers connected to care, including time poverty, lack of care services and insufficient social protection systems.** The report of the Secretary-General underscores key factors influencing women’s and girls’ access to justice that are related to care:

## **JUSTICE NEEDS AND JUSTICE MECHANISMS**

### **Legal Frameworks**

Around the world, legal frameworks directly or indirectly discriminate against women and girls. Key issues highlighted by CSW70 include:

**Gaps in employment law:** The lack of social protection for caregivers remains a reality in many countries. Care responsibilities continue to be a major barrier **to women’s labour force participation, highlighting gaps in legal and policy frameworks needed to support women’s economic empowerment** (paragraph 16).

**Structural barriers and social norms:** Structural barriers to justice for women and girls are systemic, society-wide phenomena affecting women as a group. Structural discrimination compounds barriers to access to justice on the basis of income level, racial or ethnic identity, Indigenous status, religion or belief, sexual orientation or gender identity, disability, HIV status or refugee or migrant status, among other factors. These intersecting forms of discrimination also shape unequal possibilities to provide and receive care.

## **Implementation Gap**

The justice sector remains largely male-dominated at decision-making levels, creating challenges for women's access to justice.

**Barriers to Justice:** Women and girls face barriers to justice related to costs, distance, language, low levels of legal literacy, and time poverty —many of which are linked to care responsibilities. These constraints deepen across the life course, leaving girls and older women in particular confronting unique and often underrecognized barriers to justice (paragraph 21).

## **Crisis, conflict and post-conflict settings**

In conflict and crisis settings, including in contexts affected by natural disasters, both formal and traditional justice systems may be weakened or non-existent, inaccessible, or deeply politicized. **Care responsibilities tend to increase sharply in such contexts**, and the links between crisis, care, and access to justice should be made explicit and reflected in policy responses.

## **CONVERGENCE: MEETING WOMEN'S AND GIRL'S JUSTICE ENTITLEMENTS**

Achieving that convergence requires a whole-of-society approach shaped by evidence-based drivers of change, including institutional reform within justice systems to meet women's and girls' needs; engagement of autonomous feminist movements and civil society; strengthening of legal aid and empowerment initiatives; and the use of technology, digital innovation, and research.

The priority theme of CSW70 also offers an opportunity to position care within access-to-justice debates, including through reference to Advisory Opinion OC-31/25 of the Inter-American Court of Human Rights, which recognizes the right to care as an autonomous human right within the Inter-American system. This underscores the importance of developing robust care systems grounded in human rights and gender equality. It also provides an opportunity to frame the 5Rs of care as a framework for advancing justice. CSW70 provides a space to examine intersections between care and other agendas, such as climate action, labour rights, migration, and humanitarian response.

# Towards a Care Society

At the Global Alliance for Care, we aspire to advance a care society as a new transformative paradigm that promotes sustainable development, gender justice, women's autonomy, and the well-being of all people.

During 2022 and 2023, Alliance members collaboratively defined a Transformative Vision on Care. This vision seeks to create societies that recognize the centrality of care, guarantee the rights of care providers and receivers, and advance gender justice and the well-being of all persons.

GAC members bring expertise, resources and evidence to discussions on gender equality and care that are particularly relevant to CSW. The Global Alliance for Care's Transformative Vision on Care and its 2025–2030 Strategic Priorities offer collectively developed principles and messages that can inform engagement during CSW70:

- Care is **essential to our societies and economies**. It allows individuals to be well-nourished, healthy, and able to participate in their communities in a healthy environment. However, this labor is largely unrecognized and undervalued.
- Care consists of the **activities undertaken to ensure the day-to-day physical, economic, and emotional well-being and development of persons**. It includes the provision of elements essential to human life, such as food, shelter, sanitation, cleanliness, health, and company. Care work comprises two overlapping types of activities: direct, personal, and relational care activities, such as feeding a baby or nursing an ill partner; and indirect care activities, such as cooking and cleaning. Care can be unpaid, as in the case of housework or community caregiving, as well as paid, such as domestic work or workers in other care sectors (health, education, among others).
- **Women and girls assume the lion's share of care work**, dedicating globally three times more time to this labor than men. This is a **significant hurdle to achieving gender equality**, as it generates time poverty and limits women's economic participation and security, their educational attainment, and their time for self-care and recreation.

- The current social organization of care is also **unsustainable for persons who require care and support** because it fails to provide quality, accessible, and sufficient services or to guarantee the right to autonomy and independent living.
- **Paid care workers, who are also mostly women, also face precarious labor conditions, low wages, and a lack of social security.** Many such workers are migrants and face multiple forms of discrimination due to nationality, migration status, and/or ethnic and racial identity.
- Care is a **cross-cutting issue central to development, and it intersects with many other agendas, including labor rights, the environment and climate action, migration and forced displacement, demographic trends,** including population aging, trade, combatting violence, housing and urban development, health, debt restructuring, fiscal justice and austerity, education, technology, and conflict, among many others.
- Care must be recognized **as work, as a right, and as a public good.** All individuals and sectors of society **share responsibilities** for care work. While States are the primary duty-bearers responsible for the provision of public care services, the private sector, households, and communities also have a role to play. Men must also be equally engaged in caregiving.
- Stakeholders should be guided by the **5Rs of care framework:** recognize, reduce, and redistribute care work, and reward and represent care workers. Several policies must be implemented in order to achieve this:
  - ▶ **Data and research** must be generated on care inequalities and care work must be captured in national accounts.
  - ▶ Governments must develop **comprehensive, universal, and progressive care systems and policies** including care-supporting infrastructure, childcare, long-term care and others.
  - ▶ Governments must also ensure sustainable **investment and financing of these policies** and expand fiscal space. Other co-responsible sectors, such as philanthropies, donors, and international cooperation agencies, should also provide funding opportunities and support projects directed toward transforming care systems.

- ▶ Workplaces must be **care-friendly**, with flexible work arrangements, leave policies, and on-site care facilities.
- ▶ Care workers must enjoy **decent work conditions and social protection**, and their right to collective bargaining and freedom of association must be guaranteed. The formalization of care work, certification systems, and skills development must be prioritized.
- ▶ **Civil society**, including caregivers' and receivers' organizations, must participate in designing, implementing, and monitoring care policies, and **social dialogue** must be maintained.
- ▶ Persons with disabilities, older persons, people with illnesses, as well as children and adolescents must be seen as **subjects of rights and agents of change** by care policies, rather than dependents or mere receivers of assistance.
- ▶ Policies must be **localized** and adopt an **intersectional perspective**, considering needs and interests arising from gender, age, ethnicity, income, and disability, among other factors.

# The Global Alliance for Care at CSW70

The **Global Alliance for Care** is a platform to collaborate, co-create, and develop collective advocacy, learning and communications strategies to advance the care agenda. CSW70 is a critical opportunity for Alliance members to convene and discuss progress, challenges, and opportunities for advancing the care agenda. Since 2023, the Alliance has convened spaces for exchange and networking among members in the context of CSW. It has also sought to connect CSW's priority and review themes to the care agenda, exploring their relevance, implications, as well as the measures needed to promote gender equality and a more just and equitable social organization of care.

**During CSW70, there are several advocacy, networking, knowledge-sharing, and outreach opportunities<sup>1</sup> for GAC members.** Attending and participating in GAC's multiple CSW70 initiatives and events fosters collaboration, promotes dialogue on care, and builds on the collective efforts of members:

- **Care Day – Towards a Gender-Just Economy: Care as a human right and a global public good.** 10 March, 9:00 a.m.–5:00 p.m., Ford Foundation Center for Social Justice. By invitation only.
- **GAC flagship event: Care, Law, and Justice: Placing Care at the Center of Legal Systems for Equality.** 17 March, 3:00–4:30 p.m., Permanent Mission of Mexico. Main GAC event, it will address the priority theme and its connection to care.
- **GAC parallel event NGO CSW Forum: Advancing Gender Equality in Today's US.** 19 March, 4:30–6:00 p.m., Church Center. Through shared learning and collective action, participants will explore bold strategies to build a more caring, equal, and inclusive future in the U.S. despite rising anti-rights movements.
- **GAC-supported events and workshops:** Activities led by GAC members, supported by the Technical Secretariat, addressing multiple dimensions of the care agenda and access to justice, including financing for care policies, care and climate change and legislative frameworks for care.
- **Other members' events and initiatives:** Care-related convenings and activities organized by GAC members across diverse fora and spaces.

---

<sup>1</sup> Find the full list of GAC activities and initiatives [here](#).

- **GAC Breakfast:** 12 March, 8:30–9:30 a.m., Millennium Hilton New York One UN Plaza, 1 UN Plaza, 17007 New York. An informal space for GAC members to connect and strategize collectively. Register [here](#)

In addition to these activities, GAC members may leverage discussions on gender equality and justice at CSW70, as well as the presence of key stakeholders and decision-makers, to advance the care agenda and contribute to the implementation of the 2025–2030 Strategic Priorities:

- **Influence policy and decision-makers to take action on care:** Engage with Member States and policymakers to advocate for care policies, financial sustainability, and increased public investment in care systems.
- **Advocate for the inclusion of care in strategic documents and international frameworks:** The revitalization process offers an opportunity to position care in strategic documents, including through strong commitments to care policies, financing, and gender-responsive care systems in multilateral agreements and outcome documents.
- **Increase the visibility of the care agenda:** Raise awareness of care-related issues and position them as central to gender equality and to discussions on access to justice and development.
- **Connect with other stakeholders and GAC members working on care:** Meet and explore opportunities for collaboration with actors advancing the care agenda at CSW70.
- **Explore technical aspects of the care agenda:** Convene stakeholders to reflect on specific aspects of the care agenda from a technical and practical perspective.

In order to achieve these objectives, GAC members may consider the following mechanisms:

- **Engagement with Member States and government stakeholders:** Invite them to your events, engage with government officials and representatives from relevant institutions, and highlight key care-related priorities.
- **Side and/or parallel events:** Plan and participate in care-related side and parallel events, panel discussions, or workshops during CSW70 to highlight the importance of care in advancing gender equality and access to justice. These events can serve as platforms to share research, policies, and good practices.
- **Evidence and data:** Compile, share and/or publish data and research that illustrate the link **between** care and lack of access to justice, highlight care inequalities, demonstrate the social and economic benefits of transforming the care economy and showcase how investments in care systems contribute to gender equality, sustainable development and well-being.

# Care Communication Tools

#VoicesOfCare #CSW70

At CSW70, the Global Alliance for Care is conveying a clear message:

Care belongs at the centre  
of the global feminist agenda.

Not as a side note.

Not as “social policy.”

Not as a private family matter.

**But as:**

- As need, work, a right.
- A public good
- A pillar of gender equality
- A matter of justice

This is a strategic opportunity to move care from the margins to the centre—and to start building strong political momentum toward #CSW72.

## **This toolkit is your activation guide**

It is here to help you use your voice, your networks, and your platforms—both social media and traditional media—to make care visible, political, and impossible to ignore.

The days before CSW are crucial. This is when expectations are shaped. This is when narratives begin circulating.

Members of the Alliance are mobilizing around a shared message “**Care is justice.**” This effort is supported by coordination and evidence-based advocacy.

### Resources for the Pre-Event Phase

#### 1. Promote the Agenda!

- Download the agenda cards [\[link\]](#) included in this toolkit and publish them on your social media channels
- Share the link to the Care Agenda [\[link\]](#)
- Tag your partners and allies. Use **#VoicesOfCare** and **#CSW70**
- Add your own voice and connect the agenda to the debates happening in your country or city
- Start the conversation before #CSW70 begins

Let’s make care visible from the very first moment.

#### 2. Toolkit and Explainer Video

You can also download [\[link\]](#), and share or repost our toolkit and **video explainer**.

- A short video explaining:
  - ▶ Who we are
  - ▶ Why care matters at #CSW70
  - ▶ What we aim to achieve
- Editable communication materials are also available.

#### How to use them strategically:

- Brief journalists
- Send short press pitches
- Offer spokespersons
- Publish opinion pieces
- Include materials in newsletters

CSW70 receives global coverage. Let’s make care part of that coverage.

### 3. Launch of 30 Good Care Experiences

Starting 8 March (International Women’s Day), we will begin sharing 30 successful experiences that demonstrate real change, based on the publication

*Thirty Successful Experiences of Redistribution, Reduction, Recognition, Remuneration and Representation in Care Work*

#### They highlight:

- Public care policies
- Community-led care systems
- Recognition of care workers
- Legal reforms
- Redistribution initiatives

These stories are part of the **#VoicesOfCare** campaign.

They show that care transformation is not theoretical—it is happening.

#### What to do:

- Download [\[link\]](#), share or repost them
- Use them in media conversations
- Reference them in policy discussions
- Connect them to your local context

Evidence strengthens advocacy.

#### DURING #CSW70: ACTIVATE, AMPLIFY, ALIGN

**Main Objective:** Mobilise digital presence and bring advocacy messages into the global conversation.

This is where collective visibility matters most.

Whether you are attending in person or following remotely, your voice counts.

#### Five Main Messages to Share

Use these consistently across platforms, interviews, panels, and statements:

1. Care must be recognised as a need, work, a right—and as a pillar of gender equality within the global feminist agenda. Join the **#VoicesOfCare** at **#CSW70**.

2. The Global Alliance for Care brings the **#VoicesOfCare** to **#CSW70**, connecting feminist movements, care workers' organisations, national and local governments, civil society, academia and philanthropies to advance care as a political priority.
3. Gender equality and justice depend on recognising, redistributing, rewarding and protecting care work, dismantling gendered norms and advancing its recognition as a human right.
4. Justice systems must work for those who care and those who are cared for. The right to care means protecting caregivers and sharing responsibilities between the State, society and families.
5. At **#CSW70**, the Global Alliance for Care strengthens political momentum for a care-centred feminist agenda, ensuring that care is treated as a shared public responsibility.

*Consistency builds power. Repetition builds narrative strength.*

### Secondary Messages

These can be used in:

- Captions
  - Speeches
  - Interviews
  - Press releases
- ▶ The **#CSW70** priority theme on strengthening women's access to justice offers a critical opportunity to advance a holistic, care-centred approach to legal systems.
  - ▶ At **#CSW70**, the Global Alliance for Care acts as a collective platform to align advocacy, strengthen shared strategies and amplify the **#VoicesOfCare** across regions and movements.
  - ▶ Through the **#VoicesOfCare**, the Global Alliance for Care strengthens collective leadership to ensure that care is recognised as a human right and a pillar of gender equality within the CSW agenda and beyond.
  - ▶ At **#CSW70**, the Global Alliance for Care represents a collective voice linking paid and unpaid care workers, communities, feminist organisations and public institutions to transform care systems.

## GO LIVE: MAKE CARE VISIBLE

We invite all members to activate their platforms.

### You will receive:

- Editable quote cards [\[link\]](#)
- Portrait templates with hashtags [\[link\]](#)
- Stickers and GIFs [\[link\]](#)
- Cards with messages [\[link\]](#)

Bring the **#VoicesOfCare** to your stories and posts.

Hold a portrait sign. Share a testimony. Record a short video answering:

### Why should care be at the heart of CSW?

- Adapt quotes to your context
- Tag allies
- Engage journalists covering CSW

Let's ensure that care is central.

## CHECKLIST FOR A COLLECTIVE ACTION

### Before CSW

- Share at least 2 posts.
- Promote the agenda.
- Share good practices starting 8 March.

### During CSW

- Post at least once daily (if attending).
- Share portraits.
- Amplify quotes and interviews.
- Engage journalists and media outlets.

### After CSW

- Continue using **#VoicesOfCare**.
- Keep building momentum toward **#CSW72**.

Care is not a side issue.

- Care is justice.
- Care is political.
- Care is the foundation of equality.

Let us mobilise the **#VoicesOfCare** and ensure that **#CSW70** marks a turning point in the global feminist agenda – and the beginning of a stronger, louder road to **#CSW72**.

# Resources

Care in Focus GAC Statistics Sheet 2025 [here](#)

GAC Care Calendar [here](#)

ILO Resolution concerning decent work and the care economy [here](#)

Convention on the Elimination of All Forms of Discrimination  
against Women [here](#)

Inter American Court of Human Rights Advisory Opinion 31 of 2025 [here](#)

Commission on the Status of Women: Sessional Reports  
(1947-current) [here](#)

Review of the implementation on the Commission  
on the Status of Women (1946-current) [here](#)

Summary Records: CSW sessions (1947-current) [here](#)



**Global  
Alliance  
for Care**



**Visit our  
Website**

[www.globalallianceforcare.org](http://www.globalallianceforcare.org)

## Follow us

@globalallianceforcare 

@globalallianceforcare 

@GlobalAllianceForCare 

@GAllianceCare 

@GlobalAllianceforCareOfficial 