

2023 National Women's Month Celebration



The 2023 [National Women's Month Celebration](#) marks a juncture in the advancement of women's rights as it launches a new recurring theme from this year to 2028: ***WE for gender equality and inclusive society***. It sparks a renewed commitment to the advocacy and banks on the gains achieved during the 2016-2022 theme, WE Make CHANGE Work for Women, which emphasized the need for compassionate and harmonized networks towards [gender equality and women's empowerment \(GEWE\)](#).

The new banner for this annual campaign is both a positive affirmation and a call to action. It is a testament to the milestones achieved in closing gender gaps in the country and in gathering more support for the advocacy. The Gender Development Index (GDI), which measures gaps in achievements in three basic dimensions of human development (Health, Knowledge, and Living Standards), shows that the Philippines has been improving in the pursuit of gender equality. The country currently has a GDI value of 0.990. +0.004 points higher than in 2021. The closer the ratio is to 1, the smaller the gap between women and men in the country, placing the

Philippines in Group 1, which is composed of countries with high equality in Human Development Index achievements between women and men.¹ Over the years, the Philippines has been improving its GDI Value, only falling slightly in 2017 with 0.981 in comparison to 2016's 0.982. But overall, the Philippines has improved, seeing the comparison from 2009 with 0.943 and 2021 with 0.990, figures show a +0.047 difference within the period.

The recurring theme also aligns with the [Philippine Development Plan 2023-2038](#), which aims for “deep economic and **social transformation** to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path.” The plan also highlights that growth must be **inclusive**, building an environment that **provides equal opportunities** to all Filipinos and **equipping them with skills** to participate fully in an innovative and globally competitive economy.

We begin this new era of the [National Women's Month Celebration](#) with the hope and ambition that **WE are all for Gender Equality, WE are all for an inclusive society.**

Elements of the Theme

WE stands for **Women and Everyone** emphasizing the role of women themselves and everyone in the pursuit of gender equality. WE also stands for

Women's Empowerment can only be achieved when agencies, mechanisms, institutions, private partners, and duty-bearers from the national to the local level provide women equal rights and opportunities, and women take these opportunities to further themselves. With women and everyone in synergy, **WE** can make gender equality a possibility.

Gender Equality. Gender equality is the first half of the [GEWE](#) advocacy, and it is the ultimate goal when we advance the rights of women. Thus, the theme bearing this is a call for urgent action to double the efforts toward this absolute aspiration. In the Global Gender Gap Report, at the current rate of progress, with the global gender gap being closed by only 68.1%, it will take 132 years to reach gender equality worldwide, a stark difference

from the figure of 99.5 years in the 2020 report. Hence, this means that none of us, or most likely many of our children, will see gender parity in our lifetimes. But not all hope is gone because our right for gender equality today is for a better and more inclusive tomorrow, albeit not in the next generations.

The term gender equality is also preceded by the word “for”, signifying our call to women and everyone to vote for, take action on, and promote equality and inclusivity.

Inclusive society. This is a call not only for a gender-responsive society but an inclusive one. A society that overrides differences in SOGIE, class, ability, generation, status, and culture; a society where every individual, each with rights and responsibilities, has an active role to play. Equality and inclusion go hand-in-hand in the **GEWE** advocacy.

The **National Women’s Month Celebration** aims to:

- To inform and engage women and everyone to push for gender-responsive government programs and services that empower women to contribute to nation-building;
- To provide platforms to share good practices and address gaps, challenges, and commitments in pursuing gender and development (GAD) – to further strengthen the implementation of the Magna Carta of Women toward its milestone 15th year in 2024;
- To inspire women and girls to empower themselves and take on leadership roles, opportunities, and benefits toward maximizing their full potential and enabling them to reap the fruits of gender equality;
- To promote a society that ensures inclusion, protection of fundamental freedoms, diversity, and social justice and in which every individual, each with rights and responsibilities, is capacitated and encouraged to take an active role to play.

HERstory: How did it start?

Focus for the 2023 National Women's Month Celebration

In line with the UN Women's International Women's Day theme, "**DigitALL: Innovation and technology for gender equality**", the 2023 [National Women's Month Celebration](#) will call for the empowerment of women and girls toward maximizing their benefit from innovation and technology and bridging the gender gap in ICT and connectivity. This is also in line with the priority theme of the 67th session of the United Nations [Commission on the Status of Women \(UNCSW67\)](#), "innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls."

This sub-theme also zeroes in on Strategic Goal Area 5 of the [Updated Gender Equality and Women's Empowerment \(GEWE\) Plan 2019-2025](#) on the "**Expanded opportunities for Women's Participation, Leadership and Benefits in Science, Technology and Innovation (STI), ICT, Infrastructure, and Energy.**" Over the years, there have been strides in this goal, including women in micro, medium, and small enterprises (MSMEs) being assisted with technological innovations to improve their products, services, operations and increase their productivity and competitiveness as well as the increased awareness of women and girls about cyberbullying and online sexual abuse. However, there are still emerging issues that must be given attention and action in terms of bridging the digital divide, enrolling and supporting more women in these industries, ensuring a gender-responsive recovery program in the STI and ICT sector, and making these industries safe for and beneficial to women.

PCW-organized Activities

International Women's Day Celebration with the theme DigitALL: Innovation and technology for gender equality

The PCW, in partnership with UN Women, will jumpstart the 2023 National Women's Month Celebration on March 8, International Women's Day, with the theme **DigitALL: Innovation and technology for gender equality**. The event shall gather advocacy partners, policymakers, GADvocates in technology, innovation, and ICT, government GAD workers, and the private sector in a full day of sharing and learning. Discussions will revolve around the policies that must be pushed and issues that must be addressed in terms of women's involvement and contribution to the digital and technology realm.

The IWD event will also serve as the venue for the **NWMC Media Conference**, which will inform media partners as to the status of women and will serve as the venue for the discussion of pressing gender issues.

Launching of the Pulso para sa Kababaihan, Tungo sa Kaunlaran Report

In 2022, the PCW launched the **Pulso para sa Kababaihan, Tungo sa Kaunlaran Online Poll**, aiming to set a roadmap for future leaders through getting the pulse of Filipinos on priority issues that must be addressed. Based on the Updated GEWE Plan Results Matrices, it laid down specific targets aimed at addressing gender issues in the following areas: Trade, Industry and Services; Agriculture, Forestry, and Fisheries (AFF); Labor and Employment; Health and Nutrition; Education; Shelter; Gender-Based Violence (GBV) and the Justice System; Women, Peace, and Security; Disaster Risk Reduction and Management; Science, Technology and Innovation (STI) and Information and Communication Technology (ICT); Infrastructure and Transportation; Energy; Women and Politics; Women and the Civil Service; Gender Norms and Culture. Garnering almost 5,000 responses from all over the Philippines, the results show a snapshot of what should the agenda ng kababaihan include in the perspective of citizens themselves.

This 2023, the PCW will release the **Pulso Report** which details the online poll results and which will serve as a guide for sitting officials but also for government agencies, private organizations, and GEWE advocates in crafting programs, activities, and projects.

NWMC DigitALL Forum Series

ChatGE: Talk about Gender Equality (March 15)

In a truly digital fashion, PCW will launch an online series revolving around digital and technology vis-a-vis the quest for gender equality. On March 15, 2023, the online forum will showcase the government's efforts to increase the visibility of women in these industries. This event will inform women about the programs, activities, and projects the government provides and that they can avail themselves in order to be included and respected.

Safe in Tech, Innovation, and Cyberspace (March 22)

The increasingly ICT-driven world breeds various forms of risks in technology, innovation, and cyberspace. Hence, this forum will look into the vulnerabilities women and girls are exposed to and discuss possible safeguards, solutions, and security mechanisms.

KasamaALL: Inclusivity in Innovation and Technology (March 29)

True to the sub-theme for this year, the second episode of the online forum series will feature the opportunities for women in innovation and technology as well as the call for their increased participation in these industries.

#JuanaSays 2023

Now in its 9th year, the #JuanaSays 2023 will feature a daily inspiring quote from women in technology, ICT, and innovation. With the statement cards, women and girls will get a dose of motivation to pursue careers and rally behind women's rights in these fields.

#WEcanbeEquALL

Drumming up support for the advocacy, the online campaign will show our hope that **#WEcanbeEquALL**. This new hashtag motivates **women and everyone (WE)** to push for **equality** and **inclusivity** where ALL, regardless of gender, ability, status, and situation, are respected and afforded their rights. With our battlecry #WEcanbeEquALL, no one should be left behind.

Under this hashtag, participants can also share their commitments and plans of action in working for gender equality and an inclusive society

2023 NWMC Sticker Pack

Sharing the advocacy by maximizing digitALL platforms, PCW will release an online sticker pack that can be used on a daily basis, featuring positive messages on gender equality and women's empowerment.

Suggested Activities for Stakeholders

Share about NWMC in Flag Raising Ceremonies

Advocates in the public and private sectors are encouraged to include the NWMC announcement in their respective Flag Raising Ceremonies on February 27, 2023, or March 6, 2023. The use of the [All-Women Cast Lupang Hinirang Video](#) in NWMC activities is also encouraged.

NWMC Banner of support

Support the National Women's Month Celebration by displaying the [campaign banner](#) in front of offices and uploading it on the official website and social media accounts.

#PurpleWednesdays and #PurpleYourIcon

Make your support visible! Wear anything purple on all the Wednesdays of March to signify support for women's empowerment and gender equality. Participants can also light up or decorate offices or landmarks in purple to spark interest and discourse on the celebration and what it stands for.

GAD Forum / GAD Agenda Setting

Government agencies and local government units (LGUs) can organize virtual or hybrid activities where they can discuss gender issues that they can help resolve or minimize, given their mandates, and assess internal gender concerns that need attention. Agencies with mandates relative to technology, innovation, and ICT are encouraged to assess the implementation of gender-responsive programs, activities, and projects and plot more actions that can be conducted.

#GADtoKnow!

Agencies and LGUs can produce and/or distribute information materials (online and print) featuring the list of their gender-responsive programs and services benefiting women, as well as simplified steps and requirements to avail of such. Agencies with major programs and services for the public relative to COVID-19 recovery process are enjoined to share the number of their women beneficiaries as they encourage more women to participate in their programs. Participating agencies and stakeholders can also produce and distribute different IEC materials on the National Women's Month Celebration and laws on women.

Musika ng Kababaihan Wednesdays (#MNKWednesdays)

Share the advocacy through music! Play the songs from the MusikJuana Songwriting Contest 2021 and other PCW advocacy songs in office premises, public and private establishments, parks, and even on social media every Tuesday of March. Get these hymns of women's empowerment [here](#).

Participation in the NWMC DigitALL Forum and online advocacy

All agencies and advocacy partners can watch the livestream of the NWMC DigitALL Forum, which focuses on this year's sub-theme: **DigitALL: Innovation and technology for gender equality**.

Participants can also share the campaign online by posting about it, sharing posts from PCW's official social media accounts, and developing agency-fit NWMC campaigns. Participants can also use the NWMC Advocacy Profile Photo and other online materials, under the hashtag **#WEcanbeEquALL**.

#SerbisyoParaKayJuana 2023

As a special way to honor women in their month, the PCW encourages government agencies and private organizations offering direct services, transactions, and products to the public to offer freebies, discounts, special lanes, and other promos for women and girls on International Women's Day (March 8) and/or other dates in March as a form of appreciation for women's various contribution in the society. Stakeholders who wish to

have their #SerbisyoParaKayJuana activities included in PCW's list for announcements are requested to send details to e-mail: womensmonth@pcw.gov.ph.

Posting of Stakeholders Calendar of Activities and Activity Photos

Stakeholders are encouraged to send their lineup of activities and photos in line with their National Women's Month celebration, and PCW will feature these on our website and/or social media pages.

Girl Child Week and Women With Disabilities Day Celebration

Everyone is enjoined to join the Girl Child Week, observed every third week of March and led by the Council for the Welfare of Children, as well as the Women with Disabilities Day celebration spearheaded annually by the [National Council on Disability Affairs](#).

Observance of Health and Safety Protocols

With the country still reeling from the COVID-19 pandemic, PCW reminds all stakeholders to observe relevant health and safety protocols in conducting physical gatherings in their respective areas.

¹ *Human Development Report 2021/2022: Uncertain Times, Unsettled Lives: Shaping our Future in a Transforming World.* (2022). United Nations Development Programme. Retrieved [here](#) on January 31, 2023.

2023 GAD Webinar Series



The online [GAD Webinar Series](#) is the Philippine Commission on Women’s (PCW) response to the mission of providing appropriate and strategic technical assistance on gender and development (GAD) to various stakeholders. Taking advantage of the shift from traditional modes of learning to innovations in information and communication technology (ICT) such as digital, mobile, and e-learning, the GAD Webinars offer an accessible, location-flexible, innovative, and informative platform to educate policymakers, public servants, gender trainers and the general public on GAD. The webinar sessions are designed to create awareness on gender sensitivity as well as to enhance knowledge and skills on

GAD concepts, tools, and their applications to gender mainstreaming, gender analysis, GAD agenda development, and GAD planning and budgeting. These learning sessions aimed at building the GAD-related competencies of GAD Focal Point System (GFPS) members and relevant stakeholders to enable them to fulfill their roles in gender mainstreaming and in the implementation of GAD-related policies and mandates of their respective offices and organizations.

Since 2020, the GAD webinars have cemented PCW's mandate as a leader in online GAD capacity building responsive to the capacity development needs of its primary clients and stakeholders. While the webinars have reduced the need to organize face-to-face technical assistance, it enabled PCW to provide technical assistance on GAD, gender mainstreaming, and gender analysis en masse to various stakeholders. As such, they have contributed to the increased knowledge on GAD among the 12,636 participants of GAD Webinars organized from 2020-2022 (9899 females, 2719 males, and 18 not identified).

The **2023 GAD Webinar Series** will be offered for free and will be streamlined to six (6) webinar sessions which include basic GAD and SOGIESC, [Gender Mainstreaming](#) and Gender Analysis, Use and Application of the [Harmonized Gender and Development Guidelines \(HGDG\)](#), GAD Agenda Development, GAD Planning and Budgeting and Gender-Fair Communication.

GAD Webinar Guidelines

1. Target Participants

The **2023 GAD Webinar Series** primarily cater to government employees, in particular, members of the GAD Focal Point Systems (GFPS) of various government organizations such as national government agencies (NGAs), which include line departments, executive offices, attached agencies, constitutional commissions and other government instrumentalities at the central and regional offices; state universities and colleges (SUCs), government-owned and controlled corporations (GOCCs), local water districts, legislative and judiciary branches, and local government units, Members of private institutions and civil society organizations are also welcome to register in the webinar subject to the availability of slots.

2. Registration

2.1 Interested individuals are advised to register according to the webinar schedule. There is no limit on the number of registrants per agency or institution. Registration will be accepted on a first-come, first-served basis.

2.2 All registration will be made through the [GAD webinar](#) registration page. PCW does not require agencies to send an official letter requesting slots for their agency participation in the [GAD webinar](#).

2.3 Registration link or URL will open before the webinar schedule and will automatically close once the number of registrants reaches 1000.

2.4 Each registrant shall use their individual email address to individually register on the [GAD Webinar](#) link uploaded to the [PCW Website](#) and [PCW Facebook account](#).

Once the registration is approved, a confirmation email will be sent to the successful registrants. The individual email address used for the registration will receive the Zoom webinar credentials, which the registrant will use to join the actual [GAD Webinar](#).

There is no group registration for the [GAD Webinar](#). Each participant in the group is expected to register using her/his active email address.

2.5 Successful registrants (those with approved registration) who are a no-show during the actual [GAD Webinar](#) may not be allowed to register in the subsequent webinars organized by PCW.

3. Online Platform

The [GAD Webinar](#) is delivered through the Zoom Webinar Platform, which can accommodate up to a maximum of 1,000 participants. Successful registrants will receive the unique link to the [GAD Webinar](#) or its webinar credentials, such as Zoom Meeting ID and passcode, through the individual email addresses that they used for registration.

Participants are advised to refrain from sharing the webinar credentials they received, as the webinar slots are allotted only to those who registered.

4. Social Media Platform

Recorded videos of [GAD Webinars](#) will be uploaded to the [PCW GAD Webinar](#) dedicated page two to three weeks upon the completion of each webinar. Participants and organizations may download these videos for use in their respective training, webinar, or other capacity development activities.

The same recorded videos will also be shared via PCW's official social media pages. Participants and organizations may subscribe to [PCW's official Youtube channel](#) and [official Facebook account](#) to be notified of the registration schedule for each GAD Webinar and the availability of the webinar videos uploaded on these pages.

5. Internet Connectivity Requirements

To ensure the quality and uninterrupted delivery of the webinar, it is advised to secure a stable Internet connection with at least 5mbps bandwidth. To check Internet speed, participants may visit www.fast.com.

6. Training Cost

The 2023 [GAD Webinar Series](#) consisting of six (6) [GAD Webinars](#) implemented from February to November 2023, will be offered free of charge.

7. Training Hours

The completion of the [GAD Webinar](#) entitles the participant to a credit of eight (8) training hours on GAD.

8. Eligibility for E-Certificate

Participants are expected to comply with the following requirements to be eligible for e-certificates:

8.1 Accomplish and submit the Training Needs Assessment (TNA) and Pre-Test Form upon registration;

8.2 Complete at least 50% of the total aggregate training time based on logged-in Zoom sessions (Zoom time logs);

8.3 Obtain at least 70% correct answers in the Post-Test; and

8.4 Accomplish and submit the PCW Activity and Resource Person Evaluation Survey through Google Forms. Participants must provide the correct full name and email address in the evaluation survey.

E-certificates will be issued to eligible participants 30 working days after the completion of each GAD Webinar.

GAD Webinar Schedules

GAD Webinar 1: All We Need is GAD: The Basics of GAD and Sexual Orientation, Gender Identity and Expression and Sex Characteristics (SOGIESC)

The GAD Webinar 1 is PCW's online module for basic GAD orientation and gender sensitivity training (GST), which aims to develop gender sensitivity as a quality and competency of government employees. Internalizing the gender sensitivity perspective enables the participants to develop an understanding of how gender bias and gender issues are perpetrated by social institutions such as the family, school, media, faith, market, and the legal system, which leads to gender discrimination and gender inequality. It also raises awareness and clarifies that gender equality and women's empowerment are not competing for goals but are essential means toward achieving the other. PCW updated its GST and GAD orientation module by adding a session on sexual orientation, gender identity, and expression and sex characteristics (SOGIESC). The SOGIESC module enables the participants to revisit their heteronormative bias and appreciate different gender identities towards ensuring gender diversity and social inclusion.

Topics:

- Basic Concepts on GAD and SOGIESC
- Gender Sensitivity

Schedule: February 22, 2023

Registration Date: February 6, 2023

GAD Webinar 2: *G@D 2 BLV! N GM: Learning the Fundamentals of Gender Mainstreaming, GAD Mandates and Gender Analysis*

The GAD Webinar 2 combines the standard modules on [gender mainstreaming](#) and gender analysis. It aims to enhance the knowledge of participants on gender mainstreaming as a strategy to pursue gender equality and to make it a fundamental value in development choices and institutional practice. [Gender Mainstreaming](#) (GM) is a strategy that recognizes gender issues on a sustained basis and promotes the inclusion of gender perspective in the design and implementation of plans and programs to carry out government mandates. Aside from GM concepts, the webinar will also review GAD-related mandates and GM policy imperatives that are essential in fully understanding the basis and history of the GAD approach in the country. Meanwhile, Gender Analysis and the use of gender analysis tools is one of the three basic trainings that have to be undertaken by members of the GFPS and concerned staff. In this webinar, Gender Analysis (GA) will be discussed as an essential element in gender mainstreaming. The session will develop knowledge and understanding of GA concepts, frameworks, and tools to surface gender issues among women and men, girls and boys in households and communities. The session will also introduce GA tools used for diagnosing gender gaps in organizations and influencing the design, implementation, management, monitoring and evaluation of programs and projects to be gender-responsive.

Topics:

- Overview, Policy Imperatives and Concepts on Gender Mainstreaming
- Concepts, Tools and Frameworks on Gender Analysis

Schedule: April 26, 2023

Registration Date: April 11, 2023

GAD Webinar 3: Towards A Gender-Responsive Agency: The 7 Steps in Formulating A GAD Agenda

GAD Webinar 3 is a learning session on the development and monitoring and evaluation of the GAD Agenda, which is the basis for the annual formulation of agency GAD plans and budgets. The webinar will inform the participants on the tools and techniques for the identification and prioritization of the gender issues to be addressed over a six-year term, which is the timeframe of the GAD Agenda. The sessions will enhance knowledge and understanding of the seven (7) steps of formulating the GAD Agenda, which consists of the GAD Strategic Framework (Steps 1-5) and the GAD Strategic Plan (Steps 6-7). This webinar will also feature success stories, experiences, and lessons of government agencies that have developed and operationalized their GAD Agenda.

Topics:

- Overview of the PCW MC 2018-04: Revised Guidelines for the Preparation of the GAD Agenda
- Steps 1-5: Formulating the GAD Strategic Framework
- Steps 6-7: Formulating the GAD Strategic Plan

Schedule: June 21, 2023

Registration Date: June 1, 2023

GAD Webinar 4: ABNKKHGDG NA AKO?!: Gamit ng [HGDG](#) sa Pagpapaunlad ng GAD sa mga Proyekto at Programa ng Pamahalaan

GAD Webinar 4 is a learning session on the use of the [Harmonized GAD Guidelines \(HGDG\)](#) as a gender analysis, planning, and monitoring tool to ensure that programs and projects undertaken by donors and the Philippine government in their various stages are gender-responsive. The webinar will enable the participants to appreciate the integration of GAD elements in the project development cycle. It will demonstrate the assessment of a program and project using the [HGDG tool](#) and the application of the assessment results in the agency GAD Plan and Budget and GAD Accomplishment Report. The webinar will also show the identification of mitigating strategies to address gender gaps and to improve the gender-responsiveness of the program/project design, implementation, management, monitoring and evaluation. Selected government agencies will also be invited to share their experience in using the [HGDG tool](#) for mainstreaming a gender perspective in the program/project as well as for attributing a portion of the program/project funds to the GAD budget.

Topics:

- Overview of the [HGDG Tool](#)
- [HGDG Design Checklists](#)
- HGDG PIMME Checklists

Schedule: August 9, 2023

Registration Date: July 25, 2023

GAD Webinar 5: *Ain't No GAD Budget High Enough: From GAD Plan Preparation to GAD Funds Audit*

GAD Webinar 5 serves as the PCW's National GAD Budget Forum, where the PCW discusses its [GAD Budget](#) Call to signal the preparation of GAD plans and budgets (GPBs) and GAD accomplishment reports (GAD ARs) of national government agencies, state universities and colleges, government-owned and controlled corporations and other government instrumentalities. The webinar is divided into three sessions to show the full cycle of GAD Planning and Budgeting. The first session highlights the essential elements in GAD planning and budgeting as well as the steps in preparing the GPB and GAD AR. The second session discusses the online submission, review and endorsement of GPBs and GAD ARs and presents the amendments to the PCW-NEDA-DBM Joint Circular 2012-01. The final session will feature COA's revised guidelines on the audit of GAD funds and activities in government using compliance, value-for-money and fraud audit approaches, as well as GAD funds audit findings when available.

Topics:

- GAD Plan and Budget (GPB) and GAD Accomplishment Report (GAD AR) Preparation
- GPB and GAD AR submission, Review and Endorsement Process
- GAD Funds Audit

Schedule: September 20, 2023

Registration Date: September 1, 2023

GAD Webinar 6: In Fairness! Communicating the Language of GAD in the Workplace and in the Community

The webinar on gender-fair communication is a special topic of the 2023 GAD Webinar Series. It is designed to address the need of government agencies for training and practical guide on gender-fair language to ensure gender-sensitive and inclusive content of policy issuances, advocacy and information, education and communication (IEC) materials, and correspondences. The webinar will highlight the importance of using gender-fair language in promoting gender sensitivity and inclusivity in the workplace and in the community. It will also demonstrate the application of gender-fair communication standards and tools to create empowered content, avoid stereotypes and ensure balanced representation and non-derogatory portrayal of women in media products, policy documents, and IEC materials.

Topics:

- [Gender-Fair Language](#)
- [Gender-Fair Communication](#)

Schedule: November 22, 2023

Registration Date: November 8, 2023