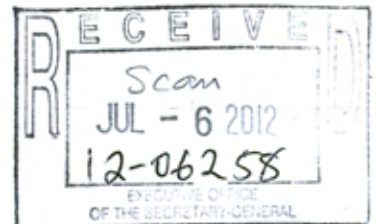


ACTION

JA

COPY

MRM



Fw: Follow-up on Invitation to the Secretary-General from Plan International

SGCentral to: Mamua Jeme

Sent by: Jill Annitto

06/07/2012 02:59 PM

Ref: 12-02350

----- Forwarded by Jill Annitto/NY/UNO on 06/07/2012 02:59 PM -----

Fw: Follow-up on Invitation to the Secretary-General from Plan International

Susana Malcorra to: SGCentral

06/07/2012 02:57 PM

Cc: Josiane Ambiehl, Yvette Blanco, Janice Willingston

For action.
CdC

Susana Malcorra
Chef de Cabinet
Executive Office of the Secretary-General
Room NL-3018
United Nations Headquarters
New York, NY 10017

ABP: Have we received this
invite? Views from
UN Women + DESA?
(cc: MS)

----- Forwarded by Susana Malcorra/NY/UNO on 06/07/2012 02:56 PM -----

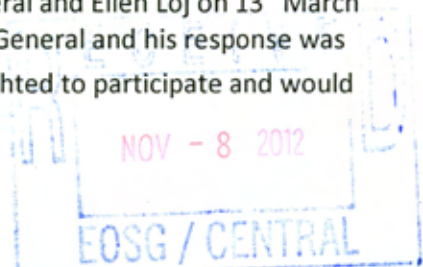
From: "Hoosen-Steele, Fiyola" <Fiyola.hoosen-steele@plan-international.org>
To: "malcorra@un.org" <malcorra@un.org>
Cc: "blancoy@un.org" <blancoy@un.org>
Date: 06/07/2012 01:13 PM
Subject: Follow-up on Invitation to the Secretary-General from Plan International

Dear Ms. Malcorra

My name is Fiyola Hoosen-Steele and I am the Head of Plan International's UN office in New York and Plan's UN Representative. We have not met before but I have had an opportunity to meet and work with a number of staff in the UNSG's office including your predecessor, Mr. Vijay Nambiar, the SG's spokesperson Martin Nesirky, Katarina Mansson and Sebastian Lawson. And I look forward to working with you too.

I am writing to follow-up on the letter of invitation (please see the attachment) from the Chair of the Plan International Board, Ellen Margrethe Loj to the Secretary-General Mr. Ban Ki-Moon, inviting him to be the guest of honour and principal speaker at the global launch of Plan's *Because I am a Girl* campaign on October 11th 2012 in New York.

Further to this letter, a meeting was held between the Secretary-General and Ellen Loj on 13th March 2012 wherein the invitation was extended in person to the Secretary-General and his response was positive in that he said, if he is in NY on 11th October he would be delighted to participate and would



come to the event. Naturally we at Plan are very pleased with the response and understand fully and accept the caveats around the SG's participation vis-a-vis whatever happens around the world or at the UN that may require his immediate attention.

Still, as we move closer to the date of 11th October I had just wanted to check in with you to see if we have a more definitive indication of whether the SG would be travelling during that period or would he be in NYC and able to participate in the Plan launch.

Any update that you may have on this would be most appreciated.

I thank you and I look forward to hearing back from you.

Best Regards.

Fiyola

Fiyola Hoosen-Steele
Head of the Plan International Liaison Office to the UN
Plan's Representative to the UN
Office: +19173980018
Fax: +19172616086
Mobile: +16467095513
Email: fiyola.steele@plan-international.org



Plan BIAAG Launch - Invitation to UNSG.pdf Backgrounder on BIAAG to SG's Office.pdf

ACTION JA✓
COPY MRM



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CdC

*Susana Malcorra
Chef de Cabinet
Executive Office of the Secretary-General
Room NL-3018
United Nations Headquarters
New York, NY 10017*

----- Forwarded by Susana Malcorra/NY/UNO on 06/07/2012 02:56 PM -----

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Plan BIAAG Launch - Invitation to UNSG.pdf Backgrounder on BIAAG to SG's Office.pdf



Plan International New York Liason
Office to the United Nations
Tel: 1 917 398 0019
Fax: 1 917 261 6968
plan-international.org

March 9, 2012

Dear Mr. Lawson

Attached, please find a note on Plan International's global campaign, *Because I am a Girl*.

The note is forwarded as background information for the meeting between the United Nations Secretary General, Mr. Ban-Ki Moon and Chairperson of the Plan International Board, Ellen Margrethe Loj, should the issue of the global campaign arise during their discussions on Tuesday, 13th March 2012.

We greatly appreciate your co-operation in this regard.

Sincerely,

Fiyola Hossen-Steele
Plan International Representative
To the United Nations

Mr. Sebastian Lawson
Executive Office of the Secretary General
United Nations
New York, NY 10017



Because I am a Girl

Plan International
Block A
Dukes Court
Woking
Surrey
UK
GU21 5BH

2nd February 2012

Invitation to be Guest of Honour and Principal Speaker at the launch of Plan International's *Because I am a Girl* global campaign on 11th October 2012 in New York

Dear Secretary General

I am writing to you in my new role as Chair of Plan International to ask for your support and involvement in a very important initiative Plan will launch later this year.

As the world poises to celebrate the very first International Day of the Girl Child on *11 October 2012*, Plan International will launch its global campaign *Because I am a Girl* on that day. The event is scheduled to take place at the Millennium Plaza Hotel at 12.30pm, and is expected to run no later than 2.00pm

We would be most honoured to have you at the centre of this global launch in New York City as our Guest of Honour and Principal Speaker. We want to use our 75th anniversary and the first International day of the Girl child to intensify our – and the world's spotlight - on girls' rights and how they can be met.

The timing of these two inaugural events is no coincidence – Plan International has been the leading civil society organisation in calling for and working towards the establishment of an international day of observance for girls, vis-a-vis the United Nations.

Because I am a Girl is Plan's commitment to unlocking the high potential of girls around the world by securing their rights and ending gender discrimination. Through this campaign, Plan aims to improve the lives of 4 million girls in the developing world and influence others to reach many millions more. The message Plan wants to bring to the world is simple: *Educating girls is the key to breaking the cycle of poverty.*

We know you share our commitment. Your championing of girls rights and gender equality in your capacity as Secretary General is exemplary, and we are thrilled that the UN has recently adopted our call for an International Day of the Girl Child.

We thank you in advance for considering this invitation. I look forward to meeting you in person during my end of assignment briefings in New York in March. Liberia is certainly a country where the importance of girls' education cannot be overemphasized.

Yours sincerely

Ellen Margrethe Løj

Chair, Plan International Board and Members' Assembly



Plan International New York Liason
Office to the United Nations
Tel: 1 917 398 0019
Fax: 1 917 261 6968
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Fiyola Hossen-Steele
Plan International Representative
To the United Nations

Mr. Sebastian Lawson
Executive Office of the Secretary General
United Nations
New York, NY 10017



Plan International is launching the ***Because I am a Girl*** campaign, for the very reason articulated by the Secretary-General:

"Education is a right, but it is not a reality for too many women and a girl...Education sends a message – a message of confidence and hope. It tells that child: you have a future; what you think matters." (Ban Ki-moon, 26 May 2011, Paris)

Because I am a Girl builds upon the success of Plan's State of the World's Girls reports series starting 2007 until now; Plan has committed to publishing one report annually until 2015, the end-goal for MDGs.

The global targets of ***Because I am a Girl*** (2012-2015) initiative are to:

- Achieve a direct improvement in **4 million girls'** lives with Plan's own programmes around the world which increase access to school, skills, livelihood participation and protection
- Impact **40m girls and boys** through gender-aware and gender-transformative Plan programmes
- Reach **400m girls** (and boys) through policy change, development and implementation at a global, regional, national and community level

What is the focus of ***Because I am a Girl?***

Plan's research into the state of the world's girls over the past four years has shown that girls in the poorest regions of the world are among the **most disadvantaged** people on the planet. They especially face unique barriers in completing **9 years' of basic quality education**.

Around the world there are 75 million girls out of primary and lower secondary school. Only about one third of countries have achieved gender parity at the secondary level and in some instances, the dropout rate of girls from school has increased in the past decade.

Research undertaken by Plan and the international community find, that the '**transition**' period, from primary to secondary schools, is a key moment in the lives of girls, when a combination of factors leaves them more vulnerable to rights abuses which result in them having to drop out of school. Even if they are in school, they are not likely to be learning.

This reality for millions of girls around the world resulted in Plan deciding to focus the campaign on ensuring **adolescent girls are achieving the quality education** to which they are rightfully entitled. The overarching global policy focus on the campaign is:

"To secure national and multilateral active support for additional funding, legislative and procedural change to ensure that girls around the world complete quality primary and lower-secondary education, or an equivalent learning experience, in a safe and supportive

community environment so that they can acquire the skills to lead healthy and productive lives."

Our approach to achieving the targets, focused on the 'transition' period, is through the elimination of a set of **barriers** and the development of a set of **assets**.

Beginning in early childhood, and especially prominent during adolescence, girls face multiple intersecting barriers to enjoying their rights. Plan has identified eight of these barriers which include: girls' lack of early learning foundations, harmful gender norms at home and the community; vulnerability to early marriage; poor sexual and reproductive health rights; violence against girls in and around schools; and poor treatment by teachers, the curriculum and the school environment.

Plan also maintains that girls need a range of assets at specific stages throughout their lifecycle in order to become empowered and to have their rights recognized. These include personal, social, financial and physical assets such as life skills, peer networks, safe spaces, role models, financial literacy, vocational skills and opportunities to participate in public life. Therefore, the BIAAG campaign will address both the intersecting barriers and multiple assets in our approach to facilitating girls' holistic empowerment and rights.

*How **Because I am a Girl** will work?*

In 2011 Plan worked with 57 million children, based out of fifty country offices in the developing world. These offices, along with our twenty fundraising offices, are committed to the campaign and Plan will work as one united organisation towards the targets. This is only just the start. We can only achieve these ambitious targets if we work together with others, in **partnerships**.

Partnership with leading thinkers: we are acting on the most up-to-date international thought leadership due to our partnership with organisations such as the Brookings Institute, Yale University and Oxford University.

Partnership with other civil society organisations and coalitions: we are working closely with other organisations who are equally committed to the rights of children and gender equality, at a global, national and community level; including the Global Campaign for Education and the Elder's *Girls Not Brides* initiative.

Partnership with multilateral and bilateral organisations: we are working with the leading multilateral and bilateral organisations whose focus is in line with the campaign, including UNICEF, UN Women, the Global Partnership for Education and the World Bank.

Partnership with governments: we are working with governments around the world to encourage them to act in support of the campaign and already have substantial backing from many, including UK, Canada, Australia, Pakistan and Thailand.

Partnership with corporations and foundations: we are working with leading corporations whose potential to further the campaign goals is ever growing, such as Nivea, KPMG and the Nike Foundation.

Partnership with girls, women, boys and men: We are working with all people all around the world to develop a global movement for girls' education. The global launch of the campaign is instrumental to harnessing and developing this movement. The campaign launches in New York on **October 11th 2012**, on the inaugural **International Day of the Girl Child**. The successful adoption of a new resolution formalising this day was the result of

Plan's lobbying efforts, along with the Canadian Government, over the last couple of years at the UN. Plan seeks to use this moment as a catalyst to develop the commitment and momentum needed to successfully take forward the aims of the ***Because I am a Girl*** campaign. We are simply asking to the world to show their support for girls' education by **raising their hands** – we aim to collect **4 million raised hands** through photographs to support the main call of the campaign to educate 4 million girls.

And finally...Partnership with the world's leading advocates. As the world's leading advocate the Secretary General is central to achieving the campaign goals, the goals of the UN and ultimately: the goals of millions of girls around the world.