

The background of the slide features a repeating pattern of abstract, overlapping geometric shapes. These shapes include large circles and arcs, rendered in vibrant red and cyan colors against a dark, textured black background. The shapes are layered, creating a sense of depth and movement.

TikTok: A Dance Campaign to Challenge Inequality

Group 5

PRIMARY AND SECONDARY RESEARCH: *Brief Analysis, Case Studies and Interviews*




Bernie Sanders Election Campaign

The media coverage of Bernie Sanders, became a subject of discussion during the successful 2016 and 2020 presidential runs.

A study of the 2016 election found that the amount of media coverage of Sanders during 2017 exceeded his standing in the polls, and was recently correlated with his polling performance over the course of the whole campaign. The average research shows that Sanders received substantially less media coverage than Democratic front runner Hillary Clinton, but that the tone of the coverage was more favorable than that of any other candidate. During the 2016 election, the media provided substantially more coverage of the Republican primary than the Democratic primary, and Republican candidate Donald Trump dominated media coverage.

During the 2020 Democratic primary, Sanders, his campaign and his supporters criticized the media as biased against him. Sanders' campaign suggested that the Washington Post gave him unfair coverage because Sanders had encouraged voting that Washington Post's senior editor had written the column. However, more recently, the Washington Post reported Sanders' resignation, suggesting a "conspiracy theory".



Companies Combating sexual harassment

UN Women Report

- Victim Support:** Report and support - contact but not judgement.
- The Mix:** Support for under 25 year olds - advice, chat rooms, local help.
- ACAS:** Workplace - examples, handling complaints.
- Citizens Advice:** Helpline - low and court law.
- UN:** Terminology and examples - awareness and self-empowerment.

London agrees to treatment in January 2019. The UN settlement must be transparent in the system, including and not only a 50/50 split. It is to be used to support women in cases of sexual harassment.

Local Action Network - the UN's first step. Support for women in cases of sexual harassment. Local Action Network - the UN's first step. Support for women in cases of sexual harassment.

According to a recent BBC survey, almost half of British women and a fifth of men have been sexually harassed at work.

Increasing Women's Leadership and Participation

The Problem

Women's leadership and participation in politics is still a global challenge. In many countries, women are under-represented in political offices, and their voices are not heard as much as men's. This is often due to a combination of factors, including gender inequality, discrimination, and a lack of political opportunities for women.

What UN Women have done

UN Women has been instrumental in promoting women's leadership and participation in politics. Through various programs and initiatives, UN Women has supported women's political parties, provided training and mentorship, and advocated for policies that promote gender equality in politics.



Enhancing Women's Economic Empowerment

The Problem

Women's economic empowerment is a key factor in achieving sustainable development. However, women often face barriers to economic participation, such as limited access to credit, land, and other resources. This can lead to lower income levels and reduced economic stability for women and their families.

Current UN Women 'solutions'

- Providing financial services and credit to women.
- Offering training and skills development programs.
- Supporting women's entrepreneurship and business growth.

Other 'solutions'

- Advocating for policies that promote gender equality in the workplace.
- Providing legal support and advice to women.
- Supporting women's participation in decision-making processes.

BBC Gender Pay Gap

Gender Pay Gap 2017-2018

The gender pay gap is the difference between the average pay of men and women in a company. In the UK, the gender pay gap is around 10%.

Gender Pay Gap 2018-2019

The gender pay gap has increased to around 11% in 2018-2019.

Gender Pay Gap 2019-2020

The gender pay gap has increased to around 12% in 2019-2020.



Bloody Good Period - Case Study

Mission

Support women in the UK, but also in other parts of the world, to have a say in their own lives. We are committed to supporting women's economic empowerment and leadership in politics.

WALK OF "NO" SHAME

Supporting women's economic empowerment and leadership in politics. We are committed to supporting women's economic empowerment and leadership in politics.

Methods for Raising Awareness

- Organizing events and campaigns.
- Using social media and digital marketing.
- Partnering with organizations and influencers.




#MeToo

me too

The #MeToo movement is a global campaign against sexual harassment and assault. It has led to increased awareness and accountability for perpetrators.

ACAS

ACAS is the UK's independent advisory service for resolving workplace disputes. It provides free advice and support to employees and employers.



Engaging women in all aspects of peace and security purposes

Engaging women in all aspects of peace and security purposes

Women's participation in peace and security is essential for achieving sustainable peace. However, women are often excluded from decision-making processes. Engaging women in all aspects of peace and security purposes is a key goal of the UN Women's Strategy.

Global women and leadership in peace and security

Women's leadership in peace and security is a global trend. Women are increasingly taking on leadership roles in peacekeeping, conflict resolution, and post-conflict reconstruction.



#MeToo - Worldwide Relevance

#MeToo in Denmark, Copenhagen mayor proposes equal harassment penalties

The Copenhagen mayor has proposed equal harassment penalties for men and women. This is a significant step towards gender equality in the workplace.

#MeToo in India: The women left behind

The #MeToo movement in India has highlighted the challenges faced by women in the workplace. It has led to increased awareness and support for women's rights.



Statistical evidence of gender inequality in the UK

Issues women face - survey Qs

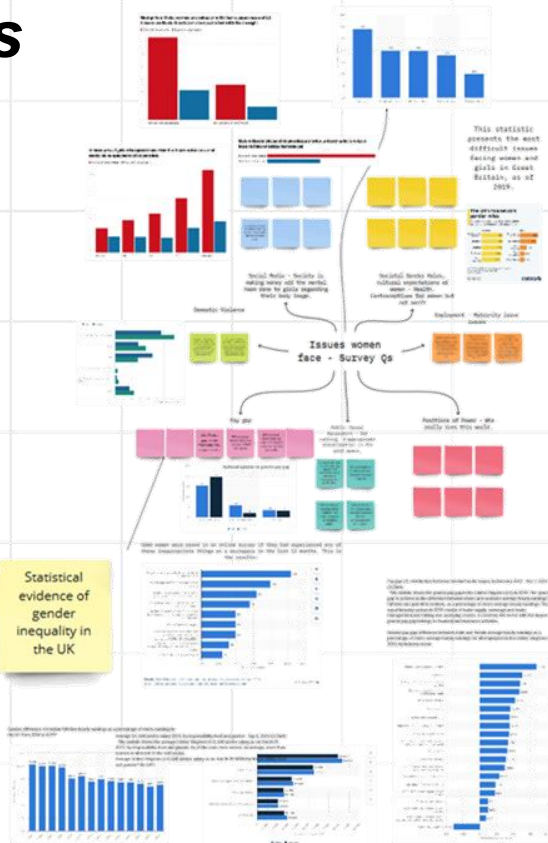
This infographic presents the most difficult issues facing women and girls in Great Britain, as of 2019.

Statistical evidence of gender inequality in the UK

The gender pay gap in the UK is around 10%. Women are under-represented in political offices, and their voices are not heard as much as men's. This is often due to a combination of factors, including gender inequality, discrimination, and a lack of political opportunities for women.

Global women and leadership in peace and security

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PROBLEM DEFINITION AND IDEATION:

Final Problem Statement:

UN Women need to strike the right balance between sensitivity and shareability in their campaigns, because lack of understanding of their mission and the real-life impact of public involvement results in less engagement with their content.

Petitions

Dance > UN Women speech > Dance > Real life story > Dance... Balance of sensitivity and fun

Viral dance associated with a UN Women campaign

Virtual Dance: Could lead you on to a quiz/speech/story when you succeed/game entry into a competition

+ Good to present
-Concerns about it being recurring
+Low investment/effort

Virtual scenario to raise awareness where you are discriminated against

Celebrity endorsement of petition

Get celebs into school talking about this and how they can get involved. Specifically all boys school.

Celebrities

On celeb's social media last night I saw M. Elba and his wife are championing a new cause and it really caught my attention

Indicated one slot each month that celebs pass to one another to discuss women's issues for 10 mins each month - could be part of international women's day or forever...

Secretary put a celebrity to explain the ideas in a video to make people more engaged. Doesn't need to be a specific thing, instead it is an awareness.

Could become a dedicated slot on the news

Celebrity in vids get paid, thats the initial thought. celebs do watch dog with an impact? where we advance narrative

Assigned UN Women rep to sub-group of political parties that manages key issues in gov

question is how to increase engagement through this. we give the UN representative their own page in which people can pitch ideas. A certain amount of votes on that idea get the attention of the representative, who then attempts to push that idea, similar to petition, but goes through UN and means everyone is actively involved.

Support Groups

Weekly meetings, outside of social media, (irl) may include writing workshops for emails to MPs etc.

the idea is good for interest: how do we get people to do this.

Men talking to men

Give anyone who signs a petition the opportunity to speak to someone who was effected positively by it

Balance of story sharing forums

Challenge where women talk about it shit
Discussion forums: -too much moaning -how to get people interacting further? + examples of that working +testable

A forum or board which people can post into, and then UN Women plot out things from it to post/talk about. under this things such as: prog. women in power, social media. Simple in this is important

How do we get young women more confident? Talking workshops? Estem?

Questions we can ask ourselves: -how can we help to change conversations, to add something like "what has often come to help you feel safe on a night out" and get feedback and encourage sharing stories/ideas on other people

UN Women don't often share career related workshops/job opportunities that target women - this could increase following/lead

How can we get on (as well as it struggle?)

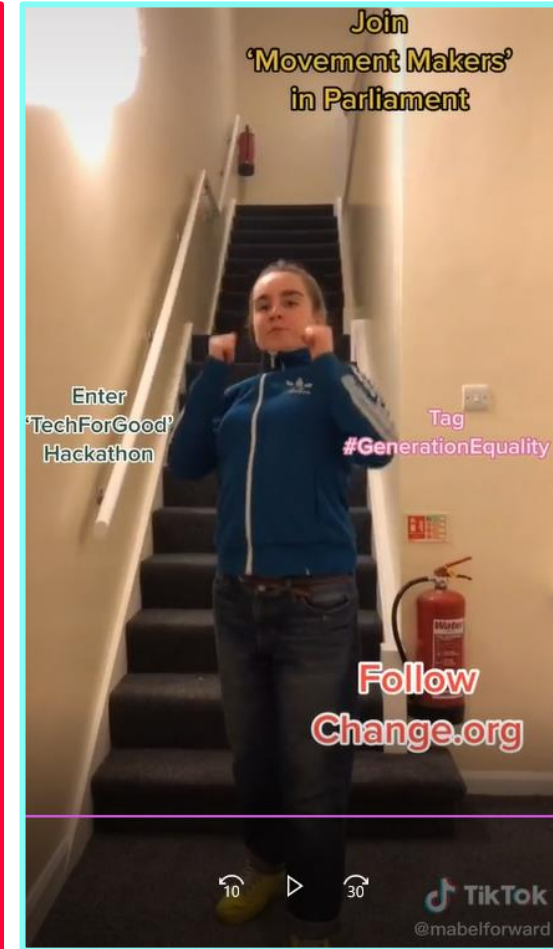
Target schools where UN figureheads talk to school girls

Simplicity/explanation

OUR CONCEPT:

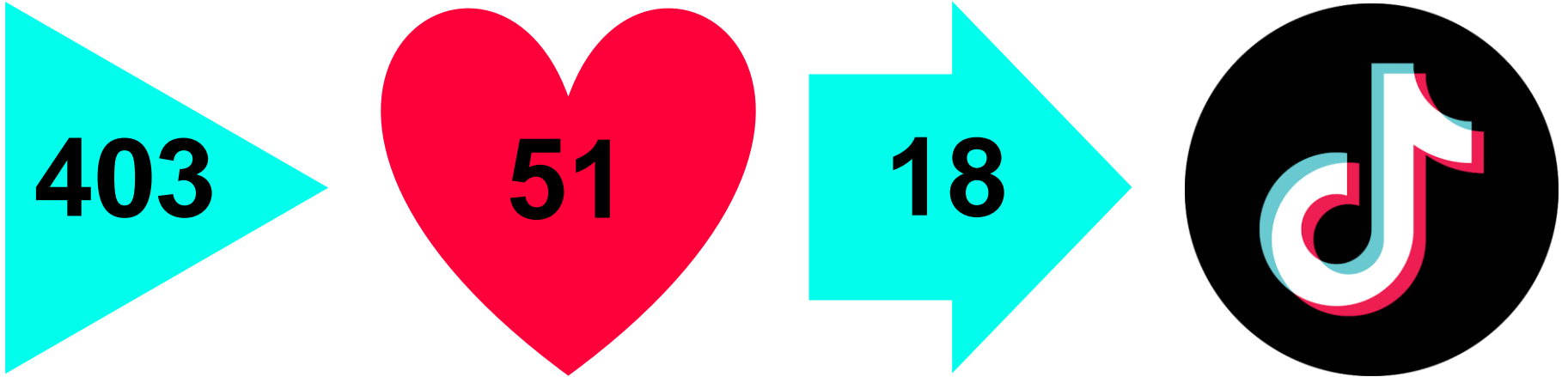
Our information based TikTok dance challenge draws attention and spreads the UN message.

- **Flexible and reproducible model for multiple programmes and campaigns**
- **Balances clear informative presentation with enjoyable participative element**
- **Potential to spread far and wide among 18-24 year olds**
- **Achievable with limited resources**



TESTING AND METRICS:

In the space of three days, our dance campaign triggered:

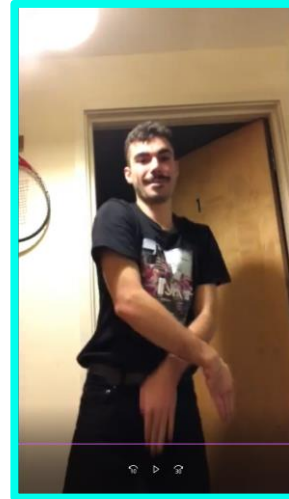
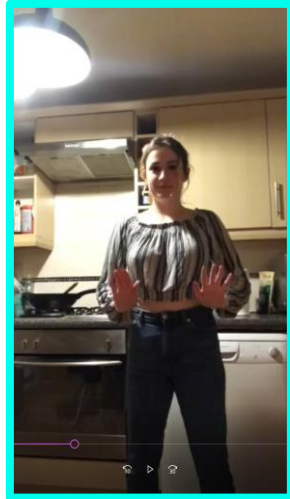
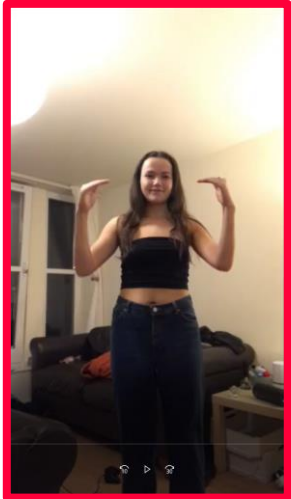



Our dancers found this a very enjoyable and empowering challenge and suggested that future dances simplify some of the moves to make sure they support the informative content.

FUTURE ITERATION:


To take this prototype further, we would:

- Create more dance challenges tailored to different campaigns
- Experiment and frame our wording in both the video and comments
- Include direct links to the website and related resources
- Contact influencers interested in UN Women to reach a greater audience

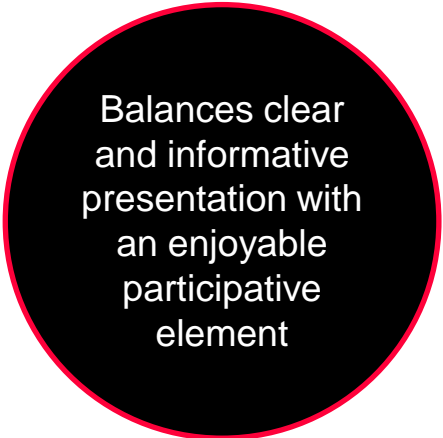




Delivers a flexible
and reproducible
model for multiple
programmes
and campaigns



Reaches a wide
audience of 18-24
year olds organically
with few resources



Balances clear
and informative
presentation with
an enjoyable
participative
element