Invitation
11th October 2012
United Nations, Palais des Nations, Geneva

1st Day of the Girl and global launch of Plan’s Because I am a Girl campaign

Event registration
If you do not have a UN security pass, please register by 5th October 2012 by sending an email with your full name and organisation to biaaggeneva@plan-international.org or by calling +41 44 288 90 50. On the day of the event, you will be required to present your passport or a national identity card upon arrival at the United Nations Office. You will need to use the visitors’ entrance (also called “Pegney entrance”), a five-minute walk from the main entrance. As the event starts at 4:30 pm, you are advised to arrive at least 40 minutes earlier to complete the security procedures and arrive at the meeting room in time.

Event location
Conference Room XXV
Palais des Nations
14, avenue de la paix
CH-1211 Genève 10
www.unog.ch

Plan believes that educating girls should be a priority. Therefore, as part of the Because I am a Girl campaign, Plan has set a goal of collecting 4 million actions (photos of hands raised and likes on the campaign’s Facebook page) to represent the girls Plan intends to help.

During the event, we will be taking photos, so feel free to raise your hand in support of the right to education for all girls.

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More information on www.raiseyourhandnow.com

About Plan

Founded 75 years ago, Plan is one of the oldest and largest children’s development organisations in the world. Plan staff and volunteers work with children, their families and communities in 50 countries across Africa, Asia and the Americas, building the skills, the structures and the resources to give all children an equal voice and an equal chance to develop into healthy, educated and responsible adults.

Plan also works through 21 national organisations and 4 liaison offices. Staff in these offices work to develop an understanding of Plan’s approach among current and potential supporters, and campaign on behalf of children worldwide.
Following Plan International’s extensive campaign, and the passion and commitment of girls themselves, the UN designated the 11th October as the International Day of the Girl Child. This day will help to raise awareness of the persistent challenges girls are facing, highlight education as a key empowerment factor and celebrate girls as powerful agents of change.

On this occasion, Plan will launch its global campaign Because I am a Girl (BIAAG) to fight gender inequality, promote girls’ rights and lift millions of girls out of poverty. The campaign aims to reach millions of girls worldwide, ensuring them access to schools, skills, services, livelihood, participation and protection.

Plan will also present its 2012 report on the State of the World’s Girls – Learning for Life.

On 11th October 2012 at 4:30 pm, Plan, in collaboration with the Permanent Missions of Canada, Finland, Peru, Switzerland and Turkey, will host an event at the Palais des Nations in Geneva. It will include a high-level panel discussion with experts in the fields of child rights and education followed by a reception with live music. Plan Switzerland’s young reporters will participate in the event.

Speakers

Subhadra Belbase
Plan International’s Special Adviser

Kyung-wha Kang
United Nations Deputy High Commissioner for Human Rights

Vernor Muñoz
Coordinator of the Ph.D. Programme on Latin-American Studies at the National University of Costa Rica

Marta Santos Pais
Special Representative of the Secretary-General on Violence against Children

Jean Zermatten
Chairperson of the UN Committee on the Rights of the Child

Pamela Méndez
Swiss singer

Guest artist

Video message

Programme, 11th October 2012

Part I  Panel Discussion on Child Rights, Girls and Education

4:30 – 6:00 pm  |  Conference Room XXV

4:30 pm  Welcome address  |  Ms. Alison LeClaire Christie, Deputy Permanent Representative of Canada, and Ms. Luz Caballero, Chargé d’Affaires a.i., Permanent Mission of Peru

4:35 pm  Short video on Plan’s girls

4:40 pm  Presentation of the panel  |  H.E. Ambassador Alexandre Fasel, Special Representative of Switzerland to the Human Rights Council

4:45 pm  ‘Why Girls? Why Now?’  |  Ms. Subhadra Belbase

5:00 pm  The Importance of Gender Equality  |  Ms. Kyung-wha Kang

5:10 pm  ‘Ensuring the Realisation of the Right to Education: The Perspective of the Committee on the Rights of the Child’  |  Mr. Jean Zermatten

5:20 pm  ‘Learning for Life: The State of the World’s Girls 2012’  |  Mr. Vernor Muñoz

5:30 pm  Video message by Ms. Marta Santos Pais

5:35 pm  Discussion and Q&A

Part II  Event and Reception

6:00 – 8:00 pm  |  Serpentine Bar

6:00 pm  Official launch of the campaign  |  Representatives of Plan Switzerland’s young reporters project

6:05 pm  Introductory messages  |  H.E. Ambassador Özgür Demiralp, Permanent Representative of Turkey, and H.E. Ambassador Päivi Kairamo-Hella, Permanent Representative of Finland

6:10 pm  Group photo with participants raising hands for girls’ education

6:15 pm  Reception and performance by Swiss singer Ms. Pamela Méndez

8:00 pm  End of event

Simultaneous interpretation into English and French will be available during the panel discussion.