



ZINE LAUNCH PACKAGE

- SECTIONS AND GROUPS -

DOWN THE GREEN FEMINIST ROAD

WOMEN'S INTERNATIONAL LEAGUE FOR
PEACE & FREEDOM



IT'S HERE!

Our zine on all the amazing projects that our Sections and Groups developed with the grants received as part of our Environmental Peace Education initiative.

“Down the green feminist road” tells our story and offers solutions on how to take action against environmental degradation by highlighting the interrelation between environment, gender, and peace. With this zine we want to experiment with a new format and make our ideas accessible for a broader audience!

This package is made to help you spread our message — please do not hesitate to let us know if you need anything else by sending an email to communications@wilpf.org.

IN SOLIDARITY,

WILPF INTERNATIONAL SECRETARIAT

ZINE LAUNCH DAY

We are launching the zine on 5 June, World Environment Day. By planning our launch on this day, we acknowledge that global change needs a global community, and we want to be a part of it.

NATURE IS SENDING US A MESSAGE! WITH OUR ZINE, WE WANT TO:

- Raise awareness and stand for a feminist eco-pacifist perspective on environment, gender, and peace.
- Inspire others to take action as a grassroots movement against climate change and its effects.
- Encourage feminist peace activists to take action against environmental degradation.
- Encourage climate activists to take action with a feminist peace perspective in mind.

**UNDERSTANDING
OURSELVES**

**UNDERSTANDING
OUR PLANET**

**UNDERSTANDING
OUR RIGHTS**



WORLD ENVIRONMENT DAY

WHAT IS IT?

World Environment Day is the most notable day of awareness and action for our planet.

Convinced that collective power is the key to a positive impact on the environment, the United Nations decided in 1974 to dedicate this day to our planet.

Celebrated every year on 5 June, it encourages governments, companies, and individuals to do something positive for the environment.

Now, millions of people are uniting and pushing for a green future.

LET'S JOIN THE MOVEMENT,
IT REQUIRES ALL OF US!



THIS IS WHAT WILPF INTERNATIONAL SECRETARIAT PLANS TO DO

Here's a glimpse of what we'll do to celebrate the launch of our zine and our commitment to environmental justice:

- 5 JUNE

We will launch our zine and communication campaign about WILPF's environmental commitment and our feminist eco-pacifist perspective.

- 6 JUNE – 6 JULY

We will raise awareness about the interrelation between the environment, gender, and peace and share our best practices on how to take grassroots action against climate change and its effects.

- 14 JUNE – 6 JULY

We will draw attention to the challenges our Sections and Groups are facing by sharing videos presenting their environmental projects.

- 2 JULY

A webinar will take place to talk together about the zine and have a discussion with speakers from different organisations.

- 7 – 16 JULY

We will participate in the annual High-Level Political Forum (HLPF) on Sustainable Development. WILPF will be continuing its work on the Sustainable Development Goals (SDGs) promoting an integrated approach that connects environmental issues, gender equality, human rights and disarmament.

- AFTER JULY

Environmental dates will be opportunities for WILPF to raise awareness of environmental issues and speak out about our feminist perspective for a greener future.

WHO IS OUR TARGET AUDIENCE FOR THE LAUNCH OF THE ZINE?

Our primary target audience is young women activists, who are not necessarily familiar with WILPF.

They are between 14 and 35 years old, interested in climate security and eco-feminism, or are engaged in and passionate about environmental issues.

BY ADAPTING OUR MESSAGE TO THEM WE WANT TO:

- Encourage the adoption of a feminist peace perspective that links environmental degradation and ecological injustice to economic and social factors that fuel and are fueled by global militarism.
- Encourage them to become members of WILPF.
- Encourage them to recognise, trust, and support our work and vision by actively sharing our material.

HOW CAN YOUR SECTION OR GROUP PARTICIPATE?

You want to help but not sure how? Here's a list of simple things you can do to support the launch of the zine and spread our message to as many people as possible:

- Share, share, share! Use your social media platforms to raise awareness about environmental justice by simply sharing the posts and hashtags that you find in this package.
- Spread the word! Send the launch package to other organisations and/or stakeholders who could be interested in supporting the launch.
- Make a video! Show us your amazing work on environmental issues.



WHAT WILL BE HAPPENING ON WILPF'S WEBSITE?

On 5 June, we will open a new page on wilpf.org which will focus on environment, peace, and gender.

This page will be the starting point for information about WILPF's work on the interconnections between militarism, gender and climate change, and links to relevant resources.

PEOPLE WILL BE ABLE TO:

- Download the full version of the zine in three languages: English, French and Spanish.
- Learn about WILPF's commitment to advocate and mobilise for environmental sustainability.
- Read stories about our Sections and Groups' environmental actions and commitment.
- Learn more about WILPF's Environment Working Group and ways to join its work.

HELP US AMPLIFY OUR MESSAGE!

Contribute to our growing visibility by tagging us and using these hashtags on social media.

Facebook

@wilpf

Twitter

@WILPF

Instagram

@wilpf

Youtube

@WILPFInternational

#WorldEnvironmentDay

#GreenFeministRoad

#PathToEnvironmentalPeace

#ClimateAction #Ecofeminism

#ZeroWaste #ClimateStrike

#FeministEarth



GET INVOLVED

DOWNLOAD OUR GRAPHICS AND POSTS [HERE](#).

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