

INTERNATIONAL DAY OF THE GIRL

Celebrations in Uganda and Finland

11.10.2020

EXERCISE 1



Look at the pictures taken on the International Day of the Girl in Finland and Uganda. Reflect on the similarities and differences in the pictures.



LIRA, UGANDA

GIRLS' MARCH

In Lira, Uganda, girls made their voices heard by organising a march in the city. They shared information about online harassment using a megaphone and by showing signs. There were girls from different youth groups that work with Plan International. Miss Lira also took part in the demonstration. The march was mentioned by the local radio stations.

HELSINKI, FINLAND

BALLOONS FOR EQUALITY

Plan International Finland organises advocacy training for 15–20-year-old immigrant youth to provide them the information and networks they need to make a difference in society. The programme enables the first advocacy experiences in Finnish society. This year the participants planned and organised a campaign in the city centre of Helsinki for the International Day of the Girl. The youth distributed balloons for passers-by with information about online harassment.



FREE TO BE ONLINE?

Girls' and young women's experiences
of online harassment

THE STATE OF THE
WORLD'S GIRLS
2020

KAMPALA, UGANDA

REPORT LAUNCH

Plan International launched a research report, “Free to Be Online?”, in October. The report brings together the voices of over 14,000 girls across many continents to uncover their experience of online harassment and its impacts. The launch event in Uganda was presided over by the Minister of State for Youth and Children Affairs and the Country Director of Plan International Uganda.

Tyttöjen päivä 5vk

OLE KANSSAMME #TYTTÖJENPUOLELLA, MYÖS VERKOSSA!

NÄYTÄ TUKESEI TÄYTTÄMÄLLÄ JA JAKAMALLA
LASTENHALLITUKSEN IG-POHJAT!

1. OTA SCREENSHOT JOKAISESTA POHJASTA
2. TÄYTÄ POHJAT OMASSA IG-STORYSSA
3. HAASTA KAVERI MUKAAN
4. TAGAA @PLANINLASTENHALLITUS JA @PLANSUOMI
5. JAA LISÄKSI TYHJÄT POHJAT JA TÄMÄ OHJE

TIESITKÖ,
ETTÄ KANSAINVÄLISTÄ TYTTÖJEN PÄIVÄÄ
VIETETÄÄN 11.10.?



Lähetä viesti

SOCIAL MEDIA CAMPAIGN, FINLAND

SOCIAL MEDIA CAMPAIGN

Plan Finland's Youth advisory panel is a group of 20 young people aged 11–18. They participate in Plan Finland's activities, organise their own events and lead social media campaigns. For the International day of the Girl, the Youth advisory panel made a social media campaign. They shared social media templates on Instagram and Facebook to share with their followers knowledge about the digital gap and online harassment.

KAMPALA, UGANDA

GIRLS TAKEOVER IN UGANDA

Esther Namayanja, 14, took over the position of Chief Executive of one of Uganda's leading financial institutions, Stanbic Bank, for a day. During the day, Esther chaired a meeting with senior Stanbic Bank management and interacted with staff and customers.

“

ONLINE VIOLENCE PREVENTS GIRLS FROM FREELY ENGAGING ON SOCIAL MEDIA PLATFORMS TO EXPRESS THEIR VIEWS AND BE PART OF IMPORTANT CONVERSATIONS AND DEVELOPMENT PROCESSES. I AM CALLING ON ALL UGANDANS TO TAKE A STAND AGAINST HARASSMENT OF GIRLS ONLINE. GIRLS SHOULD BE LEFT TO EXPLORE ONLINE INNOVATIONS THAT WILL SHAPE THEIR FUTURE WITHOUT FEARING HARASSMENT OR ABUSE.

- ESTHER, 14



ESPOO, FINLAND

GIRLS TAKEOVER IN FINLAND

Asa-Marie Kultima, 17, took over the position of the President of Aalto University. She spoke to the management team of the university, chaired several meetings and met scholars and students. She stressed that girls need to be involved in developing technology to make the world more equal. There were altogether eight Girls Takeovers in Finland.

“

“THE TECHNOLOGY FIELD WILL BECOME MORE EQUAL WHEN MORE WOMEN STUDY TECHNOLOGY. SO THE FIRST STEPS TOWARDS EQUALITY START, FOR INSTANCE, FROM HERE AT THE AALTO UNIVERSITY CAMPUS. TECHNOLOGY IS THE SECTOR OF THE FUTURE. IT WILL BE SEEN EVERYWHERE, WHICH IS WHY WOMEN’S CONTRIBUTION MUST ALSO BE INVOLVED.”

- ASA-MARIE, 17

QUESTIONS FOR DISCUSSION



- How did young people in Uganda and Finland act on the International Day of the Girl?
- Why do you think they have chosen these ways to campaign?
- Which similarities and differences can you find from the campaigns in Finland and Uganda?
- How have the adults responded to cyberbullying and online violence experienced by young people?
- How do you think the country and society affect the operating environment of youth?
- What does Esther want to influence? What does Asa-Marie want to influence?



#GIRLS
TAKEOVER

TYTÖT OTTAVAT VALLAN

#tyttöjenpuolella
plan.fi/girlstakeover

EXERCISE 2



Girls Takeover is a campaign where girls around the world step into the shoes of political, social and financial leaders as part of the UN's International Day of the Girl. Through Girls Takeover, girls occupy spaces where they are rarely seen or heard and demand equal power, freedom and representation for girls and young women.

In Finland, Aava Murto, 16, took over Prime Minister Sanna Marin. Watch the video of Aava's day as a prime minister:

<https://youtu.be/GC3oi04Z6UQ>



AAVA MURTO AND FINLAND'S PRIME MINISTER SANNA MARIN

QUESTIONS FOR DISCUSSION

- Why do we need Girls Takeover? Why not Boys Takeover?
- Why is it important to give girls the possibility to be a leader for a day?
- What meaning do you think such a campaign can have
 - a) for the girl?
 - b) for the person to be taken over?
 - c) for the society and public debate?
- Which topic would you like to discuss if you would be a prime minister for a day?
- Who do you think should listen more to the voice of young people?

A photograph of five young girls standing in a row outdoors in a grassy field. They are all wearing matching bright pink, short-sleeved dresses with a gathered waist. Each girl is giving a thumbs-up gesture and smiling at the camera. The background shows green trees and a small white building with a blue window on the left. A large blue banner with the text 'THANK YOU!' is overlaid across the middle of the image.

THANK YOU!



PLAN
INTERNATIONAL