STAND FOR HER LAND

HER RIGHTS. HER LAND. A BETTER FUTURE FOR ALL.

A GLOBAL CAMPAIGN TO STRENGTHEN WOMEN’S LAND RIGHTS
WHAT IS STAND FOR HER LAND?

A multi-year collaborative and inclusive global campaign to advance secure land rights for women worldwide, in alignment with the 2030 SDG Agenda.
WHAT PROBLEM DOES S4HL AIM TO SOLVE?

The persistent gap between law and practice that prevents millions of women around the world from claiming their equal rights to land.
WHO STANDS TO BENEFIT?

The Campaign is working to EMPOWER women across all settings across all tenure systems to advance the full spectrum of tenure rights
WHAT IS S4HL’s ULTIMATE GOAL?

To catalyze secure land rights for:

- 10 million women
- 10 countries
- 10 years

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HOW WILL WE ACHIEVE THIS?

Through collective advocacy, social communications campaigns, joint actions and coordinated solution-based activities at the local, national, regional and global levels.
WHAT DOES CHANGE LOOK LIKE?

Widespread Legal Literacy + Transformed Attitudes & Beliefs + Increased Investment = Improved Implementation + Community-led Solutions = WOMEN EMPOWERED TO CLAIM THEIR LAND RIGHTS
CAMPAIGN STRUCTURE
A Collaborative Approach

STAND FOR HER LAND CAMPAIGN

COUNTRY CAMPAIGN COALITIONS
GLOBAL PARTNERS
GLOBAL STEERING COMMITTEE
STEERING COMMITTEE MEMBERS

Stand For Her Land is coordinated by a core group of organizations working to support, sustain and grow the campaign worldwide.

JOIN US: GLOBAL PARTNERS

- Country Campaign Connectors
- In-Kind Contributors
- S4HL Amplifiers
- Content Partners
- Media Partners
- Funding Partners
ADVANCING SHARED OBJECTIVES WITH ONE VOICE

Diverse membership base to enhance, influence and deepen impact
S4HL COUNTRIES

• First country campaign: S4HL Tanzania
• Campaign coalitions forming in Kenya & Uganda
• Plans to expand beyond East Africa in 2020
• New country campaign conversations
STAND FOR HER LAND TANZANIA

- First Convening in January 2019
- National Launch in November 2019
- Diverse civil-society driven coalition of 25+ organizations
- Designed, Developed and Piloted the Stand For Her Land App feature
NEXT
2 YEARS

• Secure resources
• Grow global partnership base
• Launch in at least 5-7 countries in at least 3 global regions
Campaign Investment

Launch Funding: $100,000
Kick-start and grow 1 country campaign for 2 years

Country Campaign Boost: Scale S4HL Tanzania
$125,000 to support activities tackling social norms for 2 years
or
$350,000 to support all campaign activities for 2 years

Global Boost: $500,000
Build, grow & sustain global campaign network for 2 years

360 Package: $1,000,000
Combined global boost + core support for 5 country campaigns for 2 years
HOW TO FIND US

contact@stand4herland.org
or jennifera@landesa.org

Stand4herland.org

twitter.com/Stand4HerLand

facebook.com/Stand4HerLand/