



## INTER-AMERICAN COMMISSION OF WOMEN

EXECUTIVE COMMITTEE 2019-2022  
SECOND REGULAR SESSION  
August 4<sup>th</sup> 2020

OEA/Ser.L/II.5.33  
CIM/CD/doc.7/20  
July 23<sup>rd</sup> 2020  
Original: Spanish

### ACTIVITY REPORT OF THE EXECUTIVE SECRETARIAT OF THE INTER-AMERICAN COMMISSION OF WOMEN (July 2019 to July 2020)

This report details the activities of the CIM Executive Secretariat from the First Regular Session of the CIM Executive Committee 2019-2022, held on June 26<sup>th</sup> 2019 in Medellín, Colombia.

#### **1. Fulfillment of the Mandates Adopted by the OAS General Assembly at its Forty-Ninth Regular Session**

The 49<sup>th</sup> regular session of the OAS General Assembly was held from June 26<sup>th</sup> to 28<sup>th</sup> 2019 in Medellín, Colombia. In addition to hearing the presentation of the Annual Reports of the CIM<sup>1</sup> by the President, the Assembly adopted resolution AG/RES. 2941 (XLIX-O/19) on “Promotion and protection of human rights,” which in its chapter xvi on “Strengthening of the Inter-American Commission of Women for the promotion of gender equity and equality, the human rights of women and girls and the elimination of discrimination and all forms of violence against them,” reiterates the commitment of Member States to strengthening the CIM and assigns the CIM a series of mandates in relation to key issues such as parity and women’s leadership, prevention of violence and economic autonomy. It also reaffirms the importance of keeping the CIM budget at the level established during the 47<sup>th</sup> General Assembly of OAS in 2017.

#### **2. Selection Process for the New Executive Secretary of the CIM**

In July 2019, the selection process for the new CIM Executive Secretary was concluded, with the recommendation of the shortlist by the CIM Executive Committee to the OAS Secretary General, who proceeded to appoint the person who occupied first place in the shortlist, Alejandra Mora Mora.<sup>2</sup> The Executive Secretary assumed her new position on August 16, 2019.

The new Executive Secretary initiated actions aimed at strengthening both internal and external work processes, through the systematization and institutionalization of methodologies for teamwork and the redistribution of functions, in order to enhance and diversify the production of knowledge and development of concrete tools for OAS member states and civil society. Regarding communication, a positioning strategy for the CIM was designed, with clear actions to maintain the identity of the CIM in all communication actions.

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1. Available at: <http://www.oas.org/en/cim/reports.asp>

2. Para más información sobre el proceso de selección, ver: <http://www.oas.org/es/cim/secretariaejecutiva.asp>

Since the beginning of her administration, the Secretary has assumed all the planning priorities approved by the CIM political bodies (Executive Committee and Assembly of Delegates): the right of all women to a life free of violence, the validity of the transformative leadership of women and their economic empowerment, as well as the strengthening of the National Machineries for the Advancement of Women's Rights. This work has been carried out through the construction of alliances and dialogue with the representatives of the OAS Member States, the Ministers and senior gender authorities, international organizations, public entities at the national level, parliaments, civil society, academia, and non-gender sensitive sectors

Giving voice to women who have no voice and raising the needs of women to the top of the international agenda has been the dynamic and hallmark of this new administration.

### **3. COVID-19 in Women's Lives: Responses from the CIM**

The implementation period covered by this report includes the beginning of an unprecedented global crisis. COVID-19 causes specific and differentiated impacts in the lives of women, it is deepening existing gender inequalities, both inside and outside the household, and has generated an imminent risk of setbacks in the rights already achieved.

Since the beginning of the COVID-19 crisis in March 2020, the CIM has analyzed and highlighted the gender dimensions of the pandemic with a view to encouraging governments and other actors to take into account the unique realities of women and girls in the formulation and implementation of more effective public policies.

In April 2020, CIM published the document "COVID-19 in Women's Lives: Reasons to Recognize the Differential Impacts,"<sup>3</sup> which analyzes five main areas:

- the absence of women from leadership and decision-making related to the crisis, with particular emphasis on the role of the National Machineries for the Advancement of Women and the Ministers for Women of other authorities on gender issues;
- the increase in women's poverty and economic insecurity as a result of the collapse or reduction of sectors highly dominated by women;
- the emergence of care and how COVID-19 is deepening existing inequalities around unpaid care work and is including a new range of responsibilities such as distance education;
- the escalation of gender-based violence, including femicide/feminicide, as a result of confinement measures and the reduction of available resources for reporting and care; and
- women as the vast majority of health personnel and the impacts of the crisis on the physical and mental health of women.

During May and June, the CIM conducted virtual awareness-raising seminars with the National Machineries on the basis of this document, in order to provide them with tools and enrich the exchange of information on gender-sensitive policies and other measures enacted at the national level.

As a result of this exchange, the CIM also established the "Repository: COVID-19 in women's lives,"<sup>4</sup> a data bank of initiatives at the national level that attempt to respond to the crisis from a gender perspective

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3. CIM (2020). COVID-19 in Women's Lives: Reasons to Recognize the Differential Impacts, <http://www.oas.org/en/cim/docs/ArgumentarioCOVID19-EN.pdf>

4. The Repository is available on the CIM website: <http://www.oas.org/en/CIM/COVID-19.asp>

With a view to delving into some of the specific problems posed by the crisis, the CIM has also developed:

- "Violence against Women and the Measures to Contain the Spread of COVID-19,"<sup>5</sup> prepared with the Committee of Experts of the Follow-up Mechanism to the Belem do Para Convention (MESECVI), which analyzes the effects of isolation, confinement and quarantine measures on the rates of violence against women and girls and the availability of services, and also highlights some of the innovative practices implemented by States in response to this reality;
- "Position Paper: Rural women, Agriculture and Sustainable Development in the Americas in the Context of COVID-19",<sup>6</sup> which analyzes the specific impacts of COVID-19 on rural/agricultural women and provides recommendations on the use of this opportunity to change the consumption paradigm, based on new gender pacts that empower small-scale local producers, as a measure to strengthen food security and sovereignty; and
- "COVID-19 in women's lives: The global care emergency,"<sup>7</sup> which analyzes in depth the changing nature of care during the pandemic, its expansion to include activities such as distance education and the risk that this new role affects the economic empowerment of women and their participation in the labor market against the inelasticity of women's time

In addition to these specific tools, the CIM, from the Presidency and the Secretariat has organized and participated in a multiplicity of meetings, events, forums, conversations, regional and international consultations, conferences and virtual dialogues, with a view to making this work visible and sensitizing the counterparts of the Commission in key sectors such as OAS Member States and Observers, civil society, electoral justice, academia, international organizations, agriculture, parliaments, women deprived of liberty, ombudspersons, vice presidents, magistrates, and the private sector, among others. Each space has been strategic not only in terms of giving visibility to the needs of women, but also because this virtual space has allowed the CIM audience to be expanded to hundreds of thousands of people, many of whom come to the CIM for the first time.

Since the first article published on the CIM Blog in March, "Coronavirus: A global pandemic that affects women differently,"<sup>8</sup> the CIM has produced a variety of contributions to media across the continent, with a view to addressing the needs of women at the center of the debate, raising them to the top of the international agenda and generating information and knowledge of the differentiated impacts of the pandemic

#### 4. Fulfillment of the agreements of the CIM Executive Committee 2019-2022

On June 26, 2019, the Executive Committee of the CIM 2019-2022 held its First Regular Session in Medellín, Colombia, during which it adopted four agreements:

1	Agreement	Status of fulfillment
	Request the President of the CIM to convey to the Secretary General of the Organization of American States the following shortlist of candidates for the position of Executive Secretary of the CIM, elected by a majority of the members of the Executive Committee: 1. Alejandra Mora Mora (8 votes)	<b>Fulfilled</b>  The shortlist of candidates and their profiles was conveyed

5. CIM/MESECVI (2020). Violence against Women and the Measures to Contain the Spread of COVID-19, <http://www.oas.org/en/cim/docs/COVID-19-RespuestasViolencia-EN.pdf>

6. CIM (2020). Position Paper: Rural women, Agriculture and Sustainable Development in the Americas in the Context of COVID-19, <http://www.oas.org/en/cim/docs/DocumentoPosicion-MujeresRurales-FINAL-EN.pdf>

7. CIM (2020). COVID-19 in women's lives: The global care emergency, <http://www.oas.org/en/cim/docs/CuidadosCOVID19-EN.pdf>

8. CIM (2020). Coronavirus: Una pandemia mundial que afecta diferenciadamente a las mujeres <https://dialogocim.wordpress.com/2020/03/18/coronavirus-una-pandemia-mundial-que-afecta-diferenciadamente-a-las-mujeres/> (only available in Spanish)

Agreement	Status of fulfillment
2. Miosotis Rivas Peña (7 votes) 3. Lorena Frías Monleón (5 votes) Request also that she attach to that communication the profiles and supporting documents received by each candidate. Request that in the same communication she stress the importance of a new Executive Secretary being appointed without delay in order to ensure the continuity of the CIM's work and its effective representation.	to the OAS Secretary General by the President of the CIM, in Note CIM-06-060-19 of June 26, 2019, together with the corresponding documentation.
<b>2</b> Request the Executive Secretary of the CIM to duly notify the six candidates considered of the status of the selection process and to thank the three candidates who are not on the shortlist for their interest and for taking part in the process.	<b>Fulfilled</b>
<b>3</b> Thank Carmen Moreno Toscano for her work over the past 10 years as Executive Secretary of the CIM, which helped strengthen the CIM as the Hemisphere's benchmark political forum for women's rights and gender equality.	<b>Fulfilled</b>
<b>4</b> Thank the Government of Colombia for its warm welcome and efficient management of the First Regular Session of the Executive Committee of the CIM.	<b>Fulfilled</b>

## 5. Other activities in the framework of the implementation of the Strategic Plan 2016-2021

### 5.1. Women's political rights for strengthening democracy

#### *Forging a regional agenda on parity in political life*

The CIM has positioned the issue of parity as a measure of justice that encompasses three dimensions: (i) Equal participation of men and women (50/50) in decision-making positions in both the public and private sectors, at all levels from international to local; (ii) the exercise of power on an equal footing, that is to say, free from discrimination and gender- or sex-based violence; and (iii) incorporation of the women's rights and gender equality agenda. From this definition, the CIM has worked to position parity and make it visible in all its work as a fundamental cross-cutting axis and a necessary precondition to achieve the full integration of the gender perspective in the work of the States.

#### *Fortalecimiento de la participación y liderazgo de las mujeres en la vida política*

In 2017-2018, the CIM launched the Course for Electoral Candidates with three objectives: 1) improve the performance of participants in their electoral campaigns, with sessions on campaign strategy and political communication; 2) strengthen their response to the different forms of discrimination and violence they may face due to being women candidates, with sessions on leadership, political violence, and physical and digital security; and 3) engage participants in promoting the women's rights agenda in the Americas and participating in women's political networks. The Course was launched in Mexico in April 2018 and since then, nine editions have been held in various countries in the region, including Mexico (at the federal level, in Chiapas and in Aguascalientes), Peru, the Dominican Republic,<sup>9</sup> Panama, Bolivia,<sup>10</sup> Colombia<sup>11</sup> and Costa Rica,<sup>12</sup> all in collaboration with the National Machineries for Women and the National Electoral Institutes.

The CIM has placed the Course for Electoral Candidates at the center of its resource mobilization efforts and in July obtained a contribution from the Spanish Fund for the OAS to implement three editions of the

9. See: <http://www.oas.org/es/sap/dgpe/escuelagob/imgs/20181112-convo%20panama.pdf>

10. See: [http://www.oas.org/es/sap/dgpe/escuelagob/cursos\\_preparada-para-la-campa%C3%B1a-curso-de-fortalecimiento-mujeres-candidatas.asp](http://www.oas.org/es/sap/dgpe/escuelagob/cursos_preparada-para-la-campa%C3%B1a-curso-de-fortalecimiento-mujeres-candidatas.asp)

11. See: <https://www.mapp-oea.org/concluye-formacion-de-la-oea-para-el-empoderamiento-politico-de-las-candidatas-en-colombia/>

12. See: [http://www.oas.org/es/sap/dgpe/escuelagob/cursos\\_candidatas\\_electorales.asp](http://www.oas.org/es/sap/dgpe/escuelagob/cursos_candidatas_electorales.asp)

course between 2020 and 2021, virtually due to the pandemic situation, which has had a decisive impact on how technical assistance is offered from the OAS. Paraguay and Ecuador have requested the of the Course in the context of their 2021 elections.

### ***Promotion of electoral governance from a gender perspective***

In 2019, the CIM held the First Inter-American Course on Electoral Governance from a Gender Perspective,<sup>13</sup> in Santo Domingo, from September 8-11, in cooperation with the Central Electoral Board (JCE) and the Ministry of Women of the Dominican Republic, and sponsored by the Mexican Agency for International Development Cooperation (AMEXCID). The Department of Electoral Cooperation and Observation (DECO/OAS) and the Inter-American Commission on Human Rights (IACHR) also helped organize the Course with their advice and participation. The objective of the Course for electoral authorities, officials, and professionals is to strengthen electoral systems in the region and promote and defend women's political and electoral rights. In the framework of the COVID-19 pandemic and with a view to analyzing the specific impacts on women's political-electoral rights, in June 2020 the CIM organized the Webinar "Electoral Guarantees in Times of COVID-19," which had more than 20,000 followers.

### ***Legislative impact for the prevention and care of violence against women in political life***

Pursuant to the guidelines contained in the Inter-American Model Law on the Prevention, Punishment and Eradication of Violence Against Women in Political Life,<sup>14</sup> in 2019 the CIM launched the "Model Protocol for Political Parties: Preventing, Addressing and Punishing Violence against Women in Political Life,"<sup>15</sup> which seeks to support efforts by political parties to establish new rules and adopt preventive measures aimed at eradicating that violence and to draw up clear procedures for punishing those responsible for it and for making reparation to the victims, so as to eliminate impunity and strive for safe conditions in political party life. Based on that Protocol and working with the United Nations Entity for Gender Equality and the Empowerment of Women, also known as UN Women, within the framework of the *Spotlight Initiative*, in its efforts to eradicate violence against women and girls, the CIM has held training workshops in El Salvador, Ecuador, and the Dominican Republic to boost the capacity of members of political parties and political party personnel to address and prevent violence against women in political life.

### ***Inter-American Task Force on Women's Leadership***

An initiative promoted and supported by the Government of Canada, the Inter-American Task Force on Women's Leadership<sup>16</sup> was launched within the framework of the Eighth Summit of the Americas (Peru, April 13-14, 2018). The Task Force seeks to unite and strengthen the efforts of the different inter-American and international institutions that address the empowerment and leadership of women from different perspectives.

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13. See: <http://www.oas.org/es/sap/dgpe/escuelagob/imgs/Brochure-GPG.pdf>

14. MESECVI (2017). Inter-American Model Law on the Prevention, Punishment and Eradication of Violence Against Women in Political Life, <http://www.oas.org/en/mesecvi/docs/LeyModeloViolenciaPolitica-EN.pdf>

15. Available at: <http://www.oas.org/en/CIM/docs/ViolenciaPolitica-ProtocoloPartidos-EN.pdf>

16. The Task Force is made up of the Economic Commission for Latin America and the Caribbean (ECLAC), the Inter-American Development Bank (IDB), the OAS - Inter-American Commission of Women (CIM) and Inter-American Commission on Human Rights (IACHR), the Pan American Health Organization (PAHO), ParlAmericas, the United Nations Development Program (UNDP), UN Women, the International Institute for Democracy and Electoral Assistance (International IDEA) and the Ibero-American General Secretariat (SEGIB). In addition, two civil society organizations act as permanent members of the Task Force: the Caribbean Institute for Women in Leadership (CIWiL) and the Latin American and Caribbean Committee for the Defense of Women's Rights (CLADEM). The CIM serves as the Secretariat of the Task Force, with responsibility for its general operation and daily operations..

Since its establishment, the Task Force has coordinated fifteen inter-institutional work meetings and has generated key advocacy spaces in high-level forums such as the CSW, the CIM Assembly of Delegates, the CAF Annual Conference, and the Regional Conference on Women of Latin America and the Caribbean and organized, together with Foreign Policy, a Global Summit to highlight the leadership of women on the global agenda for women's rights and gender equality.<sup>17</sup>

The Task Force has also developed a series of tools, including: i) an Assessment of Women in Spaces of Power; ii) a Mapping of Scalable Initiatives and Practices, which brings together 120 initiatives and programs implemented by the partners of the Task Force; and iii) a Systematization of Mandates, which identifies the instruments, agreements and recommendations pertinent to the work of the Task Force. All of these tools are available on the Task Force website, which launched in June 2020: <http://www.taskforcewomenleadership.org>.

In the context of the COVID-19 pandemic, the Task Force launched a communication and advocacy campaign, placing women's leadership as the fundamental premise for more inclusive and effective mitigation of the crisis. Among other things, an Inter-Agency Statement<sup>18</sup> was signed, calling on Member States to ensure the equal participation of women in the response. In addition, a social media campaign was launched to raise awareness of the importance of women's participation and leadership in decision-making during the management of the pandemic. Conversations around this topic are being generated through webinars and podcasts bringing the voices of women leaders and experts, with the aim of highlighting gender analysis of the challenges for women's leadership in the management and mitigation of crises, derived from the current COVID-19 pandemic.

## **5.2. Women's economic rights for integral development**

In 2019, following up on the Declaration of Lima on Equality and Autonomy in the Exercise of Women's Economic Rights, adopted by the Thirty-Seventh Assembly of Delegates of the CIM in 2016, the CIM embarked on an initiative aimed, conceptually and politically, at highlighting: (i) the need to strengthen the inter-American legal framework with respect to women's economic rights; and (ii) the importance of re-thinking work in such a way to draw attention to their unpaid work in the home and as care providers, and of fostering social co-responsibility for care among women, men, the State, and the private sector.

In the labor sphere, the CIM has maintained permanent coordination with the Department of Human Development, Education and Employment (DDHEE) of the OAS for the follow-up of the "Strategic Guidelines of the XV IACML for Advancing Gender Equality and Non-Discrimination within a Decent Work Framework" (2007). This collaboration is reflected in the consolidation of the gender and women's rights perspective on the technical and political agenda of the Inter-American Conference of Ministers of Labor (IACML). In the framework of the implementation of the IACML Work Plan 2018-2020, during 2019 the CIM supported the IACML Technical Secretariat in updating the study on "Institutionalization of the gender perspective in the Ministries of Labor of the Americas." The first draft of the study was presented during the Working Groups and Preparatory Meeting of the Inter-American Conference of Ministers of Labor (IACML) held in Quito, Ecuador in December 2019.

As part of its program on Women's Economic Rights for Integral Development, which seeks to strengthen the legal framework and give value to women's unpaid work, the CIM has identified the issue of care as a fundamental accelerator and necessary precondition for gender equality. The CIM has prepared the publication: "COVID-19 in women's lives: The global care emergency," in order to give voice to the silent and normalized crisis that mainly affects women. This document analyzes how the pandemic

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17. For more information on the Summit, see: <https://foreignpolicy.com/events/herpower/>

18. Available at: <http://www.oas.org/es/taskforcewomenleadership/docs/Pronunciamiento-crisis-covid19-ES.pdf>

accentuated care and generated a huge deficit. With this document, the CIM will make available to member states of the OAS useful and high-quality content to take immediate measures to confront this other emergency.

### **5.3. Institutionalization of the gender, rights and diversity approach in the work of the OAS**

#### ***Implementation of the Inter-American Program on the Promotion of Women's Human Rights and Gender Equity and Equality (IAP)***

Twenty years ago, OAS member states adopted the Inter-American Program on the Promotion of Women's Human Rights and Gender Equity and Equality (IAP), in order to i) systematically integrate the gender perspective in all organs and agencies and entities of the inter-American system, and ii) encourage OAS member states to formulate public policies, strategies, and proposals aimed at promoting women's human rights and gender equality in all spheres of life. Within the OAS, the implementation of the IAP has resulted in greater visibility of gender within the work of the OAS, including not only the strengthening of CIM's technical assistance to other areas of the OAS, but the deepening of the work of all parts of the OAS to promote the participation of women and eliminate discrimination and violence against them. With Member States, there have been significant advances in terms of public policies with a gender perspective in almost all the areas of competence of the IAP. In both cases, evaluations of the implementation of the IAP have identified important areas where a renewal of commitments and efforts are required to strengthen progress towards equality.

In the framework of the 20<sup>th</sup> anniversary of the IAP, other processes such as the 25<sup>th</sup> anniversary of the Beijing Platform for Action, the 25<sup>th</sup> anniversary of the Belém do Pará Convention, and the emergence of COVID-19, the CIM has raised the need to identify new challenges in light of the post-pandemic reality to introduce new thematic axes such as technology, cybersecurity and gender

#### ***The General Secretariat's Institutional Policy on Gender Equality, Diversity, and Human Rights***

On March 7<sup>th</sup> 2016, the OAS General Secretariat adopted the *Institutional Policy on Gender Equality, Diversity, and Human Rights of the General Secretariat* (Executive Order No. 16-03).<sup>19</sup> The policy seeks to advance equality and equity in the exercise of rights, equal opportunity, and equal treatment of men and women in all the work of the GS/OAS by strengthening its management, culture, and institutional capacities. The Policy comes with a Plan of Action for implementing it: a document that was approved in October 2017 and is currently being executed.<sup>20</sup>

During the period of this report, the main achievements in the execution of the Action Plan included:

- Continuous training for OAS personnel and Member States in the implementation of the gender, diversity, and rights approach, through a series of concrete tools developed in collaboration with the Educational Portal of the Americas: i) the Massive Open Online Course (MOOC) on Gender, Diversity and Rights in the GS/OAS; ii) the “Virtual Course on the Gender Equality and Rights Approach and in Policies, Programs and Projects,”<sup>21</sup> adding 150 people to the total of 1,058 people trained since the course was launched in 2013; and iii) and the “Virtual Course on Strategic Planning from a Gender Perspective,”<sup>22</sup> adding 70 people to the total of 179 people trained since the course was launched in 2016, both in collaboration with the Educational Portal of the Americas;

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19. Available at: <http://www.oas.org/en/cim/docs/GPAP-EN.pdf>

20. Available at: <http://www.oas.org/en/cim/docs/GPAP-EN.pdf>

21. For more information, see: <http://portal.portaleducoas.org/es/cursos/enfoque-derechos-igualdad-g-nero-en-pol-ticas-programas-proyectos> (in Spanish)

22. For more information, see: <http://portal.portaleducoas.org/es/cursos/planificaci-n-estrat-gica-enfoque-g-nero> (in Spanish)

- The Diploma on Communication, Gender and Human Rights, offered in collaboration with the Communication for Equality Civil Association (Argentina), adding 40 people to more than 100 people trained since the launch of the course in 2015.<sup>23</sup>
- With the support of the Department of Press and Communication and the Department of Social Inclusion of the OAS, the CIM concluded the preparation of a OAS Guide to Inclusive Communication, which seeks to guide communication both externally and internally with a view to institutionalizing the use of language, images and other forms of communication that are inclusive and non-sexist.
- Within the GS/OAS, executive orders and directives have been issued, with the aim of strengthening the OAS institutional framework in matters of gender equality, respect for human rights and diversity. In 2019, Directive 01/19 "Conduct Guidelines for Activities Organized by the General Secretariat of the Organization of American States (SG / OAS): Supporting a workplace free of harassment" was issued.<sup>24</sup>
- During 2019, the CIM worked with the Department of Human Resources and a consulting company to review the institutional regulations of the GS/OAS regarding human resources management from a gender, rights and diversity perspective, to identify of gaps in said regulations, with a view to presenting a report of recommendations for the elimination of these gaps. The final report of this work will be presented in 2020.

Part of the CIM's work to advance the institutionalization of the gender equality and rights approach in the work of the OAS includes continuous work on: (i) collaboration with the Department of Planning and Evaluation (DPE), through technical assistance and recommendations; and (ii) granting specific technical and theoretical assistance and advice to other OAS secretariats and departments, including inter-American commissions and their secretariats, to advance women's rights and gender equality in the formulation and implementation of policies and projects.

### ***Strengthening of the National Mechanisms for Women to advance in the mainstreaming of the gender perspective***

The Ministers face numerous structural, institutional and political challenges to carry out their role as leaders of the national equality/gender plans. For this reason, the CIM is evaluating the strategic axes to offer a strengthening program that meets the needs and realities of the “new normal.”

Since 2014, the CIM has carried out Participatory Gender Assessments (PGAs) to incorporate a gender perspective in all policies, at all levels and at all stages, by the actors normally involved in the adoption of such policies, to finally, develop an action plan. In follow-up to this work, in 2014 the CIM launched a project that facilitates the methodological transfer of the PGA to the National Mechanisms for Women in the region, for replication in other sectors and public institutions. Since then, the project has received funds from the Government of Liechtenstein to implement the methodological transfer in Paraguay (2015), Costa Rica (2017, at the municipal level) and the Dominican Republic (2018, at the inter-institutional level) in collaboration with the Principal Delegates and the National Mechanisms of these countries. During 2019, the CIM worked hand in hand with the Ministry of Women of the Dominican Republic to expand collaboration in the framework of the PGAs. On this occasion, a PGA was implemented in the Ministry of Industry and Commerce of the Dominican Republic, and assistance in preparing Action Plans in the General Directorate for Procurement and Contracting and in the Ministry of Public Administration. As a result, all three institutions have an Action Plan to address gender equality gaps within their respective institutions.

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23. For more information, see: <http://www.comunicarigualdad.com.ar/diploma-de-comunicacion-y-genero/> (in Spanish)

24. Available at: [http://www.oas.org/legal/spanish/Directivas/SG031119\\_lineamientos.pdf](http://www.oas.org/legal/spanish/Directivas/SG031119_lineamientos.pdf) (in Spanish)

As a result of this experience and the great demand for technical assistance received by the CIM from the National Machineries, in June 2020 the CIM began an dialogue at both the technical and political levels with representatives of selected Machineries to identify the main advances, challenges and needs of the National Machineries regarding the effective operationalization of their role as leaders of the national equality/gender policy.

#### **5.4. Communication and repositioning strategy of the CIM**

With the arrival of the new Executive Secretary, the CIM set out to intensify communication efforts through the development of a strategy mainly focused on giving greater visibility to the CIM's strategic axes, preparing messages more efficiently and aligning discourse in the search to improve the results and generate a greater reach in the different means of communication used. These efforts are carried out through different communication channels (mass messaging, institutional emails, social networks and website). The CIM has a virtual network of more than 4,200 participants, which consists of an electronic database that is used for the massive sending of messages and communications. This network includes authorities, ministers, experts, OAS missions, civil society organizations, representatives of the academic sector, research centers, the media, and other partners.

During the pandemic period, all CIM activity has turned to the digital world, which has involved an intensification of the dissemination of CIM products, participation in online activities, content generation for social networks, the preparation of posters and infographics, the use of video conferencing platforms, podcasts and videos to promote other forms of exchange. As a result of the increase in virtual activity, an exponential growth of the network of contacts and followers has been evidenced in the multiple channels of dissemination of the CIM.

During the period of this report, more than 630,000 emails were sent through 151 newsletters on activities, publications, news, press releases, questionnaires, requests for information, among others. Through accessible and friendly language, the CIM has achieved a significant presence on Twitter, Facebook and YouTube. The CIM's Twitter account (@CIMOEA) has more than 9,100 followers; in 2020 it has received more than 22,000 profile visits and more than 380 Tweets have been disseminated. The Facebook page has more than 21,000 followers (likes). There was an increase of 78% in followers for Twitter and 58% for Facebook since January 2019. In 2020 alone, the blog "Diálogo CIM" has received more than 7,350 visits and its publications have been viewed more than 11,300 times. The CIM YouTube channel has had 14,726 views since July 2019, with a total of 355 hours of video viewing time during that period.

With the objective of strengthening and positioning the CIM as the first and main hemispheric political forum for the recognition of women's rights and gender equality, a significant effort has been devoted to giving visibility to the work of the CIM and coordinating with a multiplicity of strategic partners. The positioning plan consists of:

- Creation of a Style Manual that defines design and establishes permanent parameters in the search to create institutional memory and contribute to the positioning of the CIM brand;
- Development of the #WeAreCIM campaign, which seeks to position the CIM as the oldest women's political forum in the world, as a feminist conquest and as a space to raise women's voices to the top of the international agenda. We Are CIM seeks to generate a sense of belonging for all women who push the feminist agenda: Ministers, vice presidents, artists, civil society, academics, OAS Secretaries, etc.). This campaign is in the design stage and a series of communication actions will emerge.
- Activation of the Mission of the CIM/OAS Goodwill Ambassador, singer Fanny Lu, who was appointed by the Secretary General at the 2019 OAS General Assembly in Medellín, Colombia. The objective is to help promote and create audience ties with the CIM, and to give visibility to

the importance of sisterhood and alliances between women to achieve a more equal world.

### *Civil society*

At the end of 2019, the CIM began a process of strengthening dialogue with feminist and women's civil society organizations, through a new work plan and in line with the Strategy for strengthening coordination between the CIM and the civil society (CIM/CD/doc.6/13 rev.3).<sup>25</sup> This plan includes a mapping of key actors working for women's rights in the region, the activation of a constant communication channel with these groups and the organization of meetings with CSOs. On March 30<sup>th</sup> the CIM organized a meeting to reflect on the situation of women in the context of COVID-19. Eighty representatives of different civil society organizations participated and answered a questionnaire about the gender differential effect of the crisis in their countries / territories.

To date, we have a database that includes: 526 individual CSO contacts corresponding to 268 organizations (105 registered with the OAS). CSOs from 22 countries plus regional CSOs for Latin America, the Caribbean and North America.

## **6. Operational continuity and status of financial and human resources as of June 30<sup>th</sup> 2019**

Before the pandemic, the financial and human resources scenario of the OAS was not very encouraging, and in the COVID-19/post pandemic context, it becomes even less hopeful. In 2019, the CIM decided that that the personnel of the Executive Secretariat was its most important resource. Therefore, and given the 3.93% budget cut applied to the year 2020, there was no cut in personnel, so the entire cut came from the CIM's "non-personnel" funds. This involved a 32.27% reduction in available funds.

The staff of the CIM Secretariat currently includes an Executive Secretary, seven officers at the professional level and one officer at the administrative level. Additionally, the Secretariat has a fluctuating number of consultants, depending on the regular and specific funds available for the execution of programs and projects, and interns.

### **Execution of the Regular Fund Budget of the CIM**

Expenditure item/category	2019
	Budget Execution (US\$)
CIM personnel remuneration	\$1,135,581
Inter-agency assistance	\$92,933
Documents	\$21,530
Supplies and equipment	\$18,835
Contracts and conferences	\$322,323
Other expenses	\$18,372
<b>Total</b>	
Total (Personnel)	\$1,135,581
Total (Non- Personnel)	\$473,993

Expenditure item/category	30/6/2020
	Budget Execution (US\$)
CIM personnel remuneration	\$667,816
Inter-agency assistance	\$4,039
Documents	\$7,239
Supplies and equipment	\$2,892
Contracts and conferences	\$82,352
Other expenses	\$14,560
<b>Total</b>	
Total (Personnel)	\$667,816
Total (Non- Personnel)	\$111,082

25. CIM (2013) "Strategy for strengthening coordination between the CIM and civil society," available at: <http://www.oas.org/en/cim/committee.asp>. The list of civil society organizations registered with the OAS is available at: [http://www.oas.org/en/ser/dia/civil\\_society/registry.shtml](http://www.oas.org/en/ser/dia/civil_society/registry.shtml)

**Table 1: Changes in the budget of the Executive Secretariat of the CIM**

	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>OAS Regular Fund</b>	US\$85,350,800	US\$83,870,500	US\$82,978,100	US\$84,324,100	US\$84,300,000	US\$73,500,100	US\$81,575,000	US\$82,700,000	US\$82,700,000
<b>CIM Regular Fund</b>	US\$1,254,000 (1.5%)	US\$1,295,100 (1.5%)	US\$ 1,355,400 (1.6%)	US\$1,353,600 (1.6%)	US\$1,413,600 (1.7%)	US\$1,261,600 (1.7%)	US\$1,726,800 (2.12%)	US\$1,726,800 (2.01%)	US\$1,659,000 (2.00%)
	US\$237,000 (Non-personnel)	US\$237,000 (Non-personnel)	US\$223,500 (Non-personnel)	US\$223,500 (Non-personnel)	US\$285,500 (Non-personnel)	US\$218,500 (Non-personnel)	US\$410,800 (Non-personnel)	US\$381,100 (Non-personnel)	US\$258,100 (Non-personnel)
<b>OAS staff (Regular Fund)</b>	464	431	435	405	389	412	412	400	375
<b>CIM staff (Regular Fund)</b>	6 (1.3%)	8 (1.9%)	8 (1.8%)	8 (2.0%)	8 (2.0%)	7 (1.7%)	9 (2.18%)	9 (2.25%)	9 (2.4%)

<b>Specific Funds OAS</b>	US\$77,815,621	US\$79,338,917	US\$84,454,396	US\$82,930,757	US\$78,374,693	US\$75,485,200	US\$64,914,600	US\$52,732,000	US\$47,839,400
<b>Specific Funds CIM</b>	US\$746,203 (0.96%)	US\$433,427 (0.55%)	US\$558,119 (0.66%)	US\$638,505 (0.77%)	US\$225,937 (0.28%)	US\$85,000 (0.11%)	US\$203,300 (0.31%)	US\$85,000 (0.16%)	US\$208,900 (0.43%)