

Campaign: Full Force Ahead for Women's Rights

Equal rights should be a given. Instead, we are regressing worldwide. We want to move forward – full force ahead for women's rights!

Why this campaign?

Countries from around the world signed the [Beijing Declaration and Platform for Action](#) during the Fourth World Conference on Women in Beijing in 1995. This year, we celebrate the 30th anniversary of these agreements, which continue to guide women's rights and emancipation policies both in the Netherlands and internationally. This remains crucial, as in 2025 gender equality is stagnating or declining for more than 1.1 billion women worldwide¹.

Therefore: Full force ahead for women's rights

Now that women's rights, gender equality and democratic values are under pressure worldwide, it is more important than ever that we stand together in the fight for equal rights. That's why WO=MEN Dutch Gender Platform is launching a campaign to raise awareness about gender equality — together with our members, partners, and other interested parties from August to November 2025. Because standing up for women's rights and gender equality is more urgent than ever!

The campaign focuses on three key points:

- = Highlighting the progress made over the past 30 years in gender equality and women's rights — and the need to protect these achievements; raising awareness of the challenges and backlash.
- = Showcasing a strong, united, and resilient civil society movement, and emphasizing the importance of solidarity between organizations and individuals in a playful and engaging way.
- = Encouraging action: join our movement, sign our call to action, and help spread our message.

Women's Rights Rally

From the kick-off [on August 26](#) until the end of November 2025, we will be organizing the Women's Rights Rally at various events as part of our campaign.

Developed by [Studio Pinopotato](#), the rally is an activity featuring pedal cars navigating an obstacle course designed to raise awareness about women's rights and gender equality. Participants race against each other and encounter obstacles that symbolize societal barriers to gender equality and women's rights. After the rally, participants can take a photo with the Champion for Women's Rights- trophy. These photos will be shared on social media (with permission) to further spread the campaign's message.

¹ [Onderzoek: voor 1,1 miljard vrouwen stagneert of daalt gendergelijkheid](#)

Attendees can also sign a public call to action, which will be shared online. Through this, we amplify the message: *equal rights should be a given* — both offline and online.

Interested in hosting or organizing a Women's Rights Rally?

Does the concept appeal to you? Would you like to contribute to raising awareness about gender equality and women's rights? Are you organizing a big event in September, October, or November where we could set up the race?

Let us know via this form: <https://forms.office.com/e/0m07WF7Fre>

This form is open to members and partners of WO=MEN Dutch Gender Platform, as well as other interested parties such as civil society organizations, educational institutions, political parties, and associations.

More information? Please contact Yara Bon at y.bon@wo-men.nl.

Impression of the Women's Rights Rally

Photos by WO=MEN and concept by Studio Pinopotato. Please do not distribute without permission.

