



CIFAL Philippines-Girls Got Goals: Celebrating the Filipina in SDGs

People

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Type:	Other
Emplacement:	Quezon City, Philippines
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Site internet:	https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...
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Partenariat:	university of philippines

CONTEXTE

Gender equality and the empowerment of women and girls remain essential pillars for achieving sustainable development and advancing the United Nations Agenda 2030. Women continue to play a critical role in driving social transformation, community resilience, innovation, and inclusive development

across sectors and communities.

In celebration of International Women's Day 2026, CIFAL Philippines launched the digital campaign "Girls Got Goals: Celebrating the Filipina in SDGs" to recognize and amplify the contributions of Filipino women actively advancing the Sustainable Development Goals (SDGs), particularly SDG 5 on Gender Equality. The campaign aimed to promote awareness, inspire civic engagement, and highlight the leadership and achievements of women contributing to sustainable development initiatives.

OBJECTIFS DU COURS

- Celebrate and recognize Filipino women contributing to the Sustainable Development Goals.
- Raise awareness about SDG 5: Gender Equality and Women's Empowerment.
- Promote positive role models and stories of women driving sustainable development.
- Inspire youth and communities to engage in sustainability and gender equality initiatives.
- Encourage dialogue and public engagement on women's leadership and empowerment.

CONTENU ET STRUCTURE

The campaign featured a series of one-minute video interviews highlighting the stories, achievements, and aspirations of Filipino women engaged in SDG-related initiatives. Content was released weekly throughout the month of March across UP-CIFAL Philippines' digital and social media platforms.

The campaign encouraged public participation and engagement through social media outreach and awareness activities linked to International Women's Day 2026.

MÉTHODOLOGIE

- Digital storytelling and video interviews
- Social media awareness and engagement

- Online advocacy and public outreach
- Experience-sharing and inspirational narratives
- Multimedia communication approaches

AUDIENCE CIBLE

- Women and girls
- Youth and students
- Civil society organizations
- Educators and academic institutions
- SDG advocates and practitioners
- General public
- Community leaders and stakeholders

INFORMATIONS SUPPLÉMENTAIRES

The campaign is implemented throughout March 2026 in celebration of International Women's Day and promoted through the hashtags #GirlsGotGoals and #IWD2026.

The initiative directly contributed to advancing SDG 5 (Gender Equality) while also supporting broader awareness and engagement related to the United Nations Agenda 2030 for Sustainable Development.