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

#### People

Deadline: 7 Mar 2026

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Type:	Other
Location:	Quezon City, Philippines
Date:	8 Mar 2026 to 31 Mar 2026
Duration:	30 Days
Programme Area:	Decentralize Cooperation Programme
Website:	<a href="https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...">https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...</a>
Price:	\$0.00
Event Focal Point Email:	asdavid3@up.edu.ph
Partnership:	university of philippines

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#### BACKGROUND

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.

## EVENT OBJECTIVES

- 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.

## CONTENT AND 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.

## METHODOLOGY

- Digital storytelling and video interviews
- Social media awareness and engagement
- Online advocacy and public outreach

- Experience-sharing and inspirational narratives
- Multimedia communication approaches

## TARGETED AUDIENCE

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

## ADDITIONAL INFORMATION

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.