

PATH TO PEACE:

Guide to the Commission on the Status of Women



For Servas Peace Ambassadors

APRIL 2025





Table of Contents

Welcome Message	03
Goals and Objectives	04
What is CSW?	05
Schedule and Key Dates	06
Travel and Accommodation	07
Engagement Strategies	08
Advocacy Toolkit	09
Venue Information	10
Pre-Event Activities	11
Useful Links	12
Contact Information	13



Welcome Message

Dear Servas Peace Ambassadors,

Congratulations and welcome to the Commission on the Status of Women (CSW)! We are thrilled to have you join us for this pivotal event, where we will come together to advance gender equality and empower women and girls worldwide.

As representatives of Servas International, you play a crucial role in advocating for change and contributing to meaningful discussions. This guide is designed to help you navigate the event, engage effectively, and make the most of your experience.

CSW offers a unique opportunity to connect with fellow advocates and NGOs. Together, we will explore key themes, share insights, and collaborate on solutions to the challenges faced by women and girls. Your participation is vital in driving progress and ensuring that our voices are heard.

Your involvement in this conference is a testament to the values and mission of Servas International. Servas International is dedicated to building a world where people connect beyond borders, and your presence here highlights our efforts to promote gender equality and empower communities worldwide.

Thank you for your dedication and commitment to fostering peace, understanding, and solidarity across cultures. We look forward to working with you and achieving great things together at CSW.

In peace and solidarity,



Paige LaCombe
Chair of Servas Women
Servas International





Goals and Objectives

➔ Goals

Servas members will:

- **Advocate** for a more equitable and peaceful future
- **Spread** the message of Servas International
- **Showcase** the work of Servas members and member countries

➔ Objectives

Servas members will:

- **Engage in discussions** for peace
- **Advocate for policies** that promote global gender equality
- **Build strategic partnerships** with other organizations that support Servas' mission
- **Expand their network** to attract new Servas members dedicated to global peace through cultural exchange



General Organizing Calendar

with approximate dates

➔ Acceptance (November)

- Acceptance letter from Servas Women sent to Servas members participants

➔ Training (November – January)

- Orientation
- Advocacy & training meetings

➔ Conference (Mid-March)

- Attend UN CSW and NGO CSW in-person and virtual events

➔ Follow-up (April – June)

- Post-event survey
- Debrief meeting
- Future planning and strategy



You've been accepted, now what?

Preparing for Travel

➔ Visa Requirements:

- Ensure you have a valid passport
- Check the specific visa requirements for your country and apply well in advance

➔ Accomodation:

- Servas Women coordinators will request hosting from all Servas members in the NY area to secure accommodations if possible
- Servas Women coordinators will try to organize in groups to allow participants to journey to the UN together
- Note that some lodging with Servas members may be in New Jersey or Long Island, requiring 30 minutes to 1 hour to reach the UN

➔ Weather:

- Temperatures can range from 35°F–50°F (2°C–10°C)
- Pack layered clothing and be prepared for potential rain or snow

➔ Air Travel:

- Participants are responsible for their own travel expenses, but there may be opportunity for fundraisers that help to offset the costs
- Major airports include:
 - John F. Kennedy International Airport (JFK) – New York
 - LaGuardia Airport (LGA) – New York
 - Newark Liberty International Airport (EWR) – New Jersey





What is CSW?

The Commission on the Status of Women (CSW) is a two-week session featuring both in-person and virtual forums. CSW serves many purposes and for Servas, it provides an opportunity to engage in a United Nations (UN) forum that is focused on gender equality and women's empowerment. CSW consists of **two principal parts: UN CSW**, organized by the United Nations, and **NGO CSW**, organized by NGO CSW/NY. For the purposes of this guide, when referring to CSW, we're referring to both of these forums. Let's explore the differences and similarities between them.

What is UN CSW?

The United Nations Commission on the Status of Women (UN CSW) is the largest **global assembly** of NGOs, government officials, policymakers, and experts focused on advancing **gender equality** for women and girls worldwide. **Supported by UN Women** and operating under the UN Economic and Social Council (ECOSOC), the UN CSW drives global standards and policies for women's rights.

The foundational document for UN CSW is the **Beijing Platform for Action (BPfA)**. This document, originally adopted in 1995, **outlines goals** for member states to achieve regarding women's rights and gender equality.

Current major initiatives include strengthening legal frameworks for gender equity, integrating gender perspectives into policies, expanding gender-responsive finance, enhancing gender-disaggregated data collection, and ensuring that transitions in various sectors, such as energy and labor, are equitable and inclusive of all genders.

- ➔ Develops Policy
- ➔ Monitors Progress
- ➔ Promotes Awareness
- ➔ Facilitates Dialogue

➔ Side Events

Outside of official UN sessions, the UN hosts Side Events sponsored by Member States, UN entities, and NGOs, are dynamic discussions on CSW themes and gender equality. Held at the UN headquarters, they foster dialogue, collaboration, and networking, amplifying the impact of the official sessions.



What is NGO CSW?

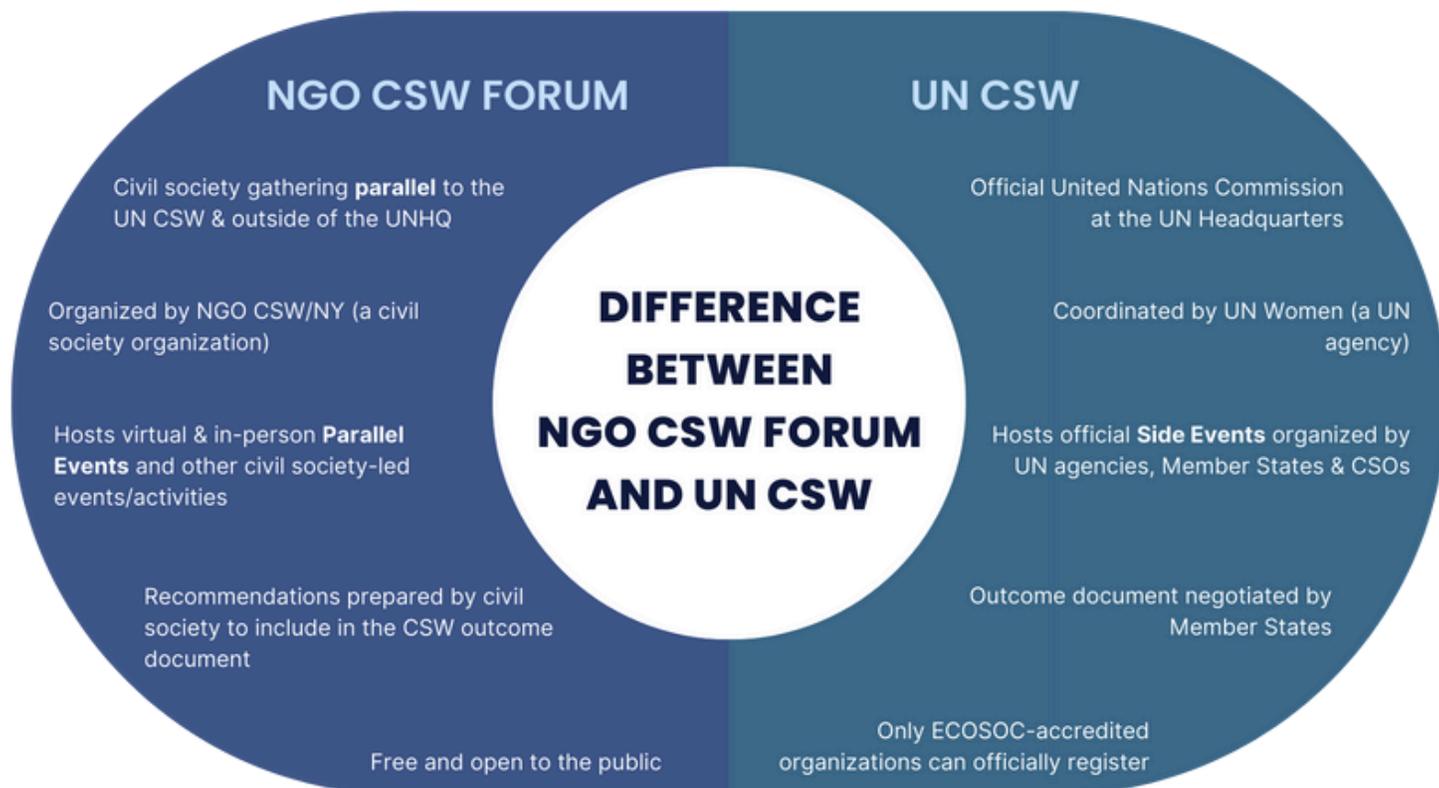
The NGO CSW Forum is an exciting annual event that runs alongside the UN CSW, bringing together a coalition of NGOs, civil society organizations, and activists dedicated to gender equality and women's empowerment. Over two weeks, NGO CSW/NY hosts nearly 800 inspiring events that inform, engage, and drive grassroots advocacy, offering CSOs and activists a unique chance to participate in the CSW sessions.

➔ Parallel Events

Parallel Events are hosted by NGOs, organized by NGO CSW/NY and run parallel to the official UN CSW sessions. Open to all, they are hosted at various locations outside the UN, providing a dynamic platform for engagement and advocacy. While ECOSOC status is required for attendance at UN CSW, NGO CSW events are open to all, regardless of consultative status.

➔ Virtual Forum

NGO CSW also offers virtual parallel events that allow civil society a chance to engage with CSW remotely. With over 500 events, the forum allows a window of advocacy for those who cannot attend in-person.





The Beijing Declaration and Platform for Action (BPfA)

The Beijing Declaration and Platform for Action (BPfA), is the principle policy document of CSW. Adopted at the Fourth World Conference on Women in 1995, it was endorsed by 189 member states and is considered the **most progressive blueprint for globally advancing women's rights** globally.

The BPfA outlines strategic objectives and actions across **12 critical areas of concern**, including poverty, education, health, violence against women, and women's participation in decision-making processes. The declaration calls for **comprehensive measures** to address systemic barriers and promote women's rights.

Over the years, it has served as a guiding framework for national and international efforts to achieve gender equality and continues to inspire action and policy development worldwide

12 Critical Areas of Concern:



Copies of the BPfA are available in:

[English](#) [Spanish](#) [French](#) [Russian](#) [Arabic](#) [Chinese](#)

These are the official 5 languages of the UN



Sample Schedule for In-Person Participation at CSW

THIS IS A SAMPLE SCHEDULE, NOT A DEFINITIVE GUIDE. THE OFFICIAL SCHEDULE WILL BE PROVIDED CLOSER TO THE EVENT DATE.

→ Saturday & Sunday

- Arrive in NYC & check-in with host
- Pick-up UN Grounds Pass
- Group Dinner at Bread & Butter
- Tour of the Empire State Building

→ Monday

Day 1 of CSW

- Welcome coffee in UN Main Lobby
- Attend Opening Session of CSW
- Participate in Parallel Events
- Group Dinner at Patsy's Pizzeria

→ Tuesday

Day 2 of CSW

- Attend CSW NGO Town Hall
- Group Lunch at Riverview Cafeteria
- Tour of UN Exhibition Hall
- Attend Plenary Sessions

→ Wednesday

Day 3 of CSW

- Coffee and Planning at Paix Cafe
- Attend Side Event at Salvation Army
- Group Dinner at Le Quotidien
- Tour of the NYC Library

→ Thursday

Day 4 of CSW

- Coffee and Planning at Paix Cafe
- Attend Parallel Events
- Attend Servas "Peace Discussion" at Millenium Hilton

→ Friday

Day 5 of CSW

- Attend Closing Session of CSW
- Group Lunch in Central Park
- Tour of the American Museum of Natural History

→ Saturday & Sunday

- Attend CSW Youth Forum
- Check-out with host
- Arrange for departure
- Prepare for Servas online parallel events

THIS IS A SAMPLE SCHEDULE, NOT A DEFINITIVE GUIDE. THE OFFICIAL SCHEDULE WILL BE PROVIDED CLOSER TO THE EVENT DATE.



Servas in Action: Servas-Sponsored Events at CSW

Each year, Servas International participates in CSW by organizing a number of **virtual parallel events** focused on gender equality and women's rights. Servas Women coordinates these efforts with Servas **member countries across the globe**, hosting virtual workshops, panels, and discussions. These events provide a powerful platform for Servas members to directly engage in advocacy, share knowledge, and collaborate on initiatives aimed at promoting world peace.

Past events hosted by Servas have included:

- **Feminine Narratives: The Role of Women in Peacebuilding in Colombia**
- **Women and Girl's Access to Education in Afghanistan and Türkiye**
- **Intercultural Exchange from Asia and Africa: Stories of Women's Empowerment**
- **East African Women: Stories of Resilience in the Face of Adversity**
- **Empowering Taiwan's Womens Independent Economic Abilities Through Lifelong Learning Programs**

The events are conducted in **multiple languages**, including English, Spanish, French, and Mandarin, ensuring accessibility and inclusivity for participants internationally.

These diverse and impactful parallel events showcase Servas International's **unwavering commitment to building a world where people connect beyond borders** and work together to communities worldwide.

Hosting these events at CSW is immensely valuable to Servas International as it **strengthens our global network** and **amplifies our voice** in the international community. Through hosting these events, we demonstrate our commitment to gender equality and showcase our dedication to fostering peace, understanding, and solidarity across cultures.

SERVAS



Servas Spotlight: Servas-Sponsored Event at CSW69

Narrativas FEMENINAS
El Papel de las Mujeres en la Construcción de Paz en Colombia

con traducción del español al inglés

Alojado De
Luisa Costa

18 DE MARZO A LAS 10:30 EST

ENLACE DE ZOOM: [HTTPS://US06WEB.ZOOM.US/J/83353964121?](https://us06web.zoom.us/j/83353964121?pwd=1BLM4AREK9S6XM6HPZALQYNBW9RTBA.1)
PWD=1BLM4AREK9S6XM6HPZALQYNBW9RTBA.1

SERVAS WOMEN ES UN GRUPO DE SERVAS INTERNACIONAL, UNA ONG QUE CONSTRUYE LA PAZ FACILITANDO CONEXIONES INTERCULTURALES.

Jacqueline Castillo
Representante Legal de Madres de Falsos Positivos (MAFAPO).

Laura Vega
firmante del acuerdo de paz, delegada al Consejo Nacional de Reincorporación

Lucia Quijano
Artista y especialista en proyectos socioculturales enfocados en comunidades vulnerables y construcción de paz.

Rosaura Ramírez
Es miembro de la Asociación de Mujeres en Defensa de los Derechos de las Mujeres Colombianas y cofundadora y expresidenta de la Asociación de Mujeres Promotoras del Bienestar, el Desarrollo y la Paz de Icononzo.

Feminine Narratives: The Role of Women in Peacebuilding in Colombia

The event "Feminine Narratives: The Role of Women in Peacebuilding in Colombia" is crucial to the missions of Servas and the UN CSW. It highlights the essential role of women in peacebuilding, showcasing their contributions to conflict transformation, gender inclusion in the Peace Agreement, and social justice.

These efforts align with Servas' mission to foster global peace and understanding, and support the UN CSW's goals of advancing gender equality and women's rights.



Servas in Action: Servas-Sponsored Events at CSW

Fortaleciendo Economías Locales y Sostenibles

**EXPERIENCIAS DE MUJERES EN
BRASIL Y ARGENTINA**

20 de Marzo de 2025 a
las 12:30 EST
enlace de zoom:
<https://us02web.zoom.us/j/82933380703?pwd=yOXOQajd1Oui3rk7VsaEJX5ba2j02i.1>

Alojado por
Alvany Santiago

Servas Women es un grupo de Servas internacional, una ONG que construye la paz facilitando conexiones interculturales.

Alvany Santiago

- Miembro de Servas Women
- Es profesora en la Universidad Federal del Valle del São Francisco
- fundadora de SantiagoEcoAmigas

Jussara Dantas de Souza

- la directora ejecutiva secretaria de la Cooperativa Agropecuaria Familiar de Canudos, Uauá y Curaçá (COOPERCUC)

Alicia Salvador

- líder comunitaria
- la fundadora de la Asociación de Recolectoras de Mangaba de Indiaroba (ASCAMAI)

Victoria Cripovich

- Miembro de Servas Women
- Consultora en RRHH
- Mentora en Liderazgo
- Fundadora de Mujeres 5A

Georgina Sticco

- Co-fundadora y Co- directora de Grow: género y trabajo
- Grow es una organización argentina fundada y Asociación Civil.

Más información sobre los ponentes: <https://docs.google.com/document/d/1C3ANRgNV-gwsW5rbYnpT-wD9RMGi9GvIFZS-3jqXVeA/edit?tab=t.0>

Experiences of Women in Brazil and Argentina

This event highlighted the work of women in Brazil and Argentina who led circular economy and sustainability initiatives through cooperatives such as Coopercuc, ASCAMAI, and GROW. Coopercuc fostered economic autonomy in Bahia with umbu products, while ASCAMAI preserved the tradition of mangaba harvesting in Sergipe, Brazil, promoting sustainable practices and economic empowerment. GROW, in Argentina, promoted diversity and inclusion policies as a basis for sustainability. These initiatives transformed communities, reinforcing female leadership and promoting fair and sustainable models.



Servas in Action: Servas-Sponsored Events at CSW

INTERCULTURAL EXCHANGE FROM ASIA AND AFRICA
Stories of Women's Empowerment

Event by Servas Taiwan: Hosted by JoJo Jen  First collaboration between Servas Asia and Africa.

MARCH 21, 2025 AT 10:30 AM



SK Song: Korea
Professor Song will explore how intercultural exchange activities empower women and amplify their voices.



Lillian Olero: Kenya
As a primary school teacher, she will discuss fostering rural women's leadership through intercultural exchange.



David Kabambo: Tanzania
The CEO of Peace for Conservation, will share his project engagement of women in wildlife preservation and promoting equity as a fundamental human value.



Vicky Liu: Taiwan
Emphasizing the importance of intercultural exchange in breaking down prejudice, enhancing understanding, and fostering peace.

zoom link:
<https://us02web.zoom.us/j/89818015339?pwd=7SagfVaL5f2HXoOhMQuiSppP7GpaZZ.I>

Servas Women is a Group of Servas international , an NGO that builds peace through facilitating cross cultural connections

NGO CSW FORUM 69 

Intercultural Exchange from Asia and Africa: Stories of Women's Empowerment

The collaboration between Servas Asia and Africa showcased how intercultural exchange activities empower women and amplify their voices.



Discovering Events to Attend at CSW

➔ Using the UN CSW Events Page:

This UN Women webpage lists all the official UN CSW sessions and side events. You can find the schedule and event information for upcoming sessions on the UN Women Commission on the Status of Women website.

Steps to access:

1. Visit the UN Women Commission on the Status of Women [website](#).
2. Scroll down to the bottom of the page and select the session you plan to attend (ie CSW 69, CSW70, etc..)
3. Click on "Go to Session."
4. On the right side, you will find specific information related that CSW, including schedules for official meetings and schedules for side events. Below is a screenshot of this page:

The screenshot shows the UN Women website page for CSW69 / Beijing+30 (2025). The page includes a navigation menu with 'NEWS AND EVENTS' selected. The main content area features the title 'CSW69 / Beijing+30 (2025)' and a description of the session. A sidebar on the right titled 'In this section' contains a list of links: 'Official meetings', 'Official documentation', 'Session outcomes', 'Side events', 'Member States', 'NGO Participation', and 'Communications procedure'. Red arrows point from the text 'Schedule for UN official sessions' to 'Official meetings' and 'Schedule of UN official side events' to 'Side events'.

Note that this webpage is also helpful for accessing official documents and reviewing outcomes. Consider saving it for future reference!



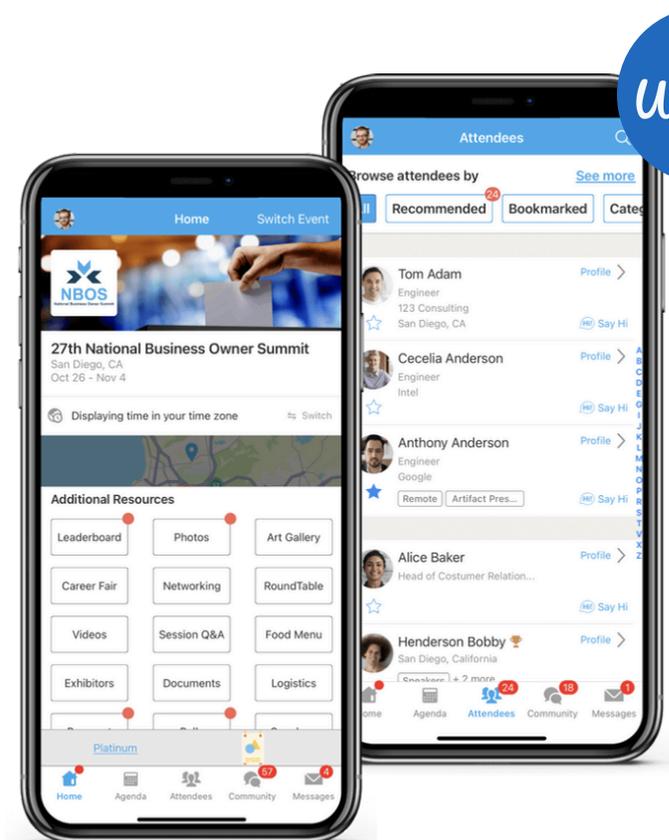
Finding Events to Attend at CSW

➔ Using the Whova App for NGO CSW:

The Whova app is a comprehensive conference app that allows users to explore events, connects with other participants, and share photos from the forum. The Whova App can be used to find and schedule NGO CSW parallel events, both in-person and virtual.

This app can also be used as a networking tool to identify NGOs and the events they will be hosting.

By planning your schedule ahead of time, you can prepare by identifying key stakeholders and the topics they are advocating for.



How to:

[Download the Whova App](#)

[How to Sign Up / Sign In to Whova](#)

[How to Join Discussions & Meet-ups on Whova](#)

[How to Build Your Event Schedule in Whova](#)

[How to Network on Whova](#)

[How to Network on Whova](#)



Advocating at CSW

The most effective way to participate at CSW is through **forming partnerships** and **joining caucuses**. These collaborative efforts allow NGOs to unite around common goals, amplifying their collective voices and influence. UN Women encourages NGOs to join together in submitting statements and advocating for change.

Connecting with other organizations is crucial for advancing Servas' objectives. Participating in meetings, discussions, and networking opportunities at CSW provides a platform for Servas International to engage with UN processes, share insights, and strategize as a collective.

Engaging in joint advocacy efforts, such as contributing to the **Zero Draft** and **Agreed Conclusions**, further strengthens our impact.

➔ The Zero Draft

- Initial version of the agreed conclusions prepared by the Bureau of the Commission on the Status of Women
- Outlines key issues, recommendations, and commitments
- Serves as a basis for negotiations and discussions among member states, NGOs, and other stakeholders
- The Secretary-General's Report is the basis for the Zero Draft prepared by UN Women

➔ The Agreed Conclusions

- Final version of the conclusions adopted at the end of CSW
- The consensus reached by member states on the priority theme, includes specific actions and commitments to advance gender equality and women's empowerment
- Critical tool for guiding future policies and initiatives at both national and international levels



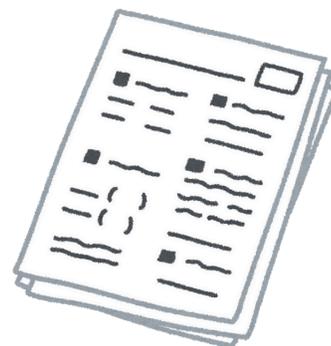
Advocating at CSW

The Written Statement

The written statement for CSW is a formal document submitted by Servas International. The statements address the thematic issues considered by CSW and are an important means for Servas International and other NGOs to contribute to the discussions and outcomes of the official UN session.

Submitting a Written Statement:

- ➔ Only NGOs in consultative status with ECOSOC can submit written statements.
- ➔ Statements should focus on the thematic issues of the CSW session. They can include recommendations, observations, and data relevant to the session's theme.
- ➔ Statements by organizations in general consultative status may not exceed 2,000 words, while those by organizations in special consultative status may not exceed 1,500 words.
- ➔ Statements can be submitted in any of the official UN languages (Arabic, Chinese, English, French, Russian, Spanish) and will be published on the CSW website in the language received.
- ➔ NGOs are encouraged to submit joint statements in collaboration with other NGOs.



Together, we will draft a written statement for CSW should be clear, concise, and impactful. Our organization must ensure that our statement is:

- ➔ Relevant
- ➔ Evidence-Based
- ➔ Clear
- ➔ Concise
- ➔ Actionable
- ➔ Collaborative
- ➔ Formal
- ➔ Polished

Addressing the UN

There may be an opportunity to read Servas' Written Statement during the CSW **Town Hall**, a platform for **direct interaction** between civil society representatives and **high-level UN officials**, such as the Secretary-General.

Link: [Written Statement by Servas Women for CSW69](#)



Advocating at CSW

Making Oral Statements

Servas members who wish to speak during CSW events should **identify** themselves as **members of Servas International**. Members should refrain from making personal statements that do not align with Servas' official mission.

Remember, you are representing Servas International, and your statements should reflect the organization's values and policies.

During the Town Hall, you may get a chance to **address the UN Secretary-General**. If you do, you will verbally present the written statement proposed by Servas International.

Aligning our oral statements with Servas International's mission ensures that the messages coming from our organization are:

- ➔ **Consistent and Credible:** When Servas members speak with a unified voice, it strengthens Servas' credibility and ensures a clear, consistent message across the organization.
- ➔ **Effective:** Aligning oral statements with Servas' mission helps advocate for Servas' goals and ensures key issues relevant to our mission are highlighted and addressed.
- ➔ **Impactful:** Well-prepared statements can significantly impact high-profile events like the Town Hall, especially when addressing influential figures like the UN Secretary-General.
- ➔ **Professional:** Representing Servas professionally reflects well on the organization and Servas membership, showing that Servas is well-organized and committed to advocacy.



Photos from UN Women, CSW-69



Advocacy Toolkit

for Servas Members at CSW

➔ Mission Statement

Servas International is dedicated to fostering peace through intercultural exchange and understanding.

Servas Women is a body within Servas International created to empower women and share their needs for basic human rights.



➔ History of Servas



Bob Luitweiler
Founder

Servas International was founded in 1949 by Bob Luitweiler and a group of Danish students in the aftermath of World War II.

Originally called Peace Builders, the organization aimed to foster global peace and understanding through a work-study-travel system that encouraged people to visit hosts offering hospitality.

The name "Servas" means "serve" in Esperanto and was adopted in 1952 during the first Peace Builders International Conference in Hamburg, Germany.

Servas has quickly grown into a global network, with members opening their homes to travelers, promoting cross-cultural exchange, and building foundations for peace and social justice.

Today, Servas continues to thrive, as a volunteer organization in over 100 countries, actively participating in peace-building initiatives such as Peace Schools, Peace Rides, and fostering global connections in cultural exchange, youth language exchange, and through various forms of art.



Advocacy Toolkit

for Servas Members at CSW

➔ Servas at the UN

Servas International has been actively involved with the United Nations since 1973, when it gained consultative status as an NGO with the UN's ECOSOC.

Our consultative status allows Servas to participate in various UN activities and make valuable contributions to international discussions on global peace and social justice.

Servas International has a team of 15 permanent members who represent Servas at the UN in New York, Geneva and Vienna. Learn more about the Servas UN team [here](#).



*Servas Youth in the
UN Security Council Chamber*

➔ Servas Women

Servas Women supports the empowerment, equality, and human rights of women and girls, advocating for their full potential and equal voice in building peaceful communities. As part of Servas International, it promotes peace through intercultural dialogue, global support networks, and safer travel and hosting.



Servas Women Chair with Servas Youth at CSW-69, March 2025

➔ Servas Youth

Youth Servas members contribute to planning events and shaping Servas' presence at CSW. Their involvement fosters leadership skills and amplifies youth voices in global advocacy efforts. Youth advocates can also participate in the [NGO CSW Youth Fellows](#).

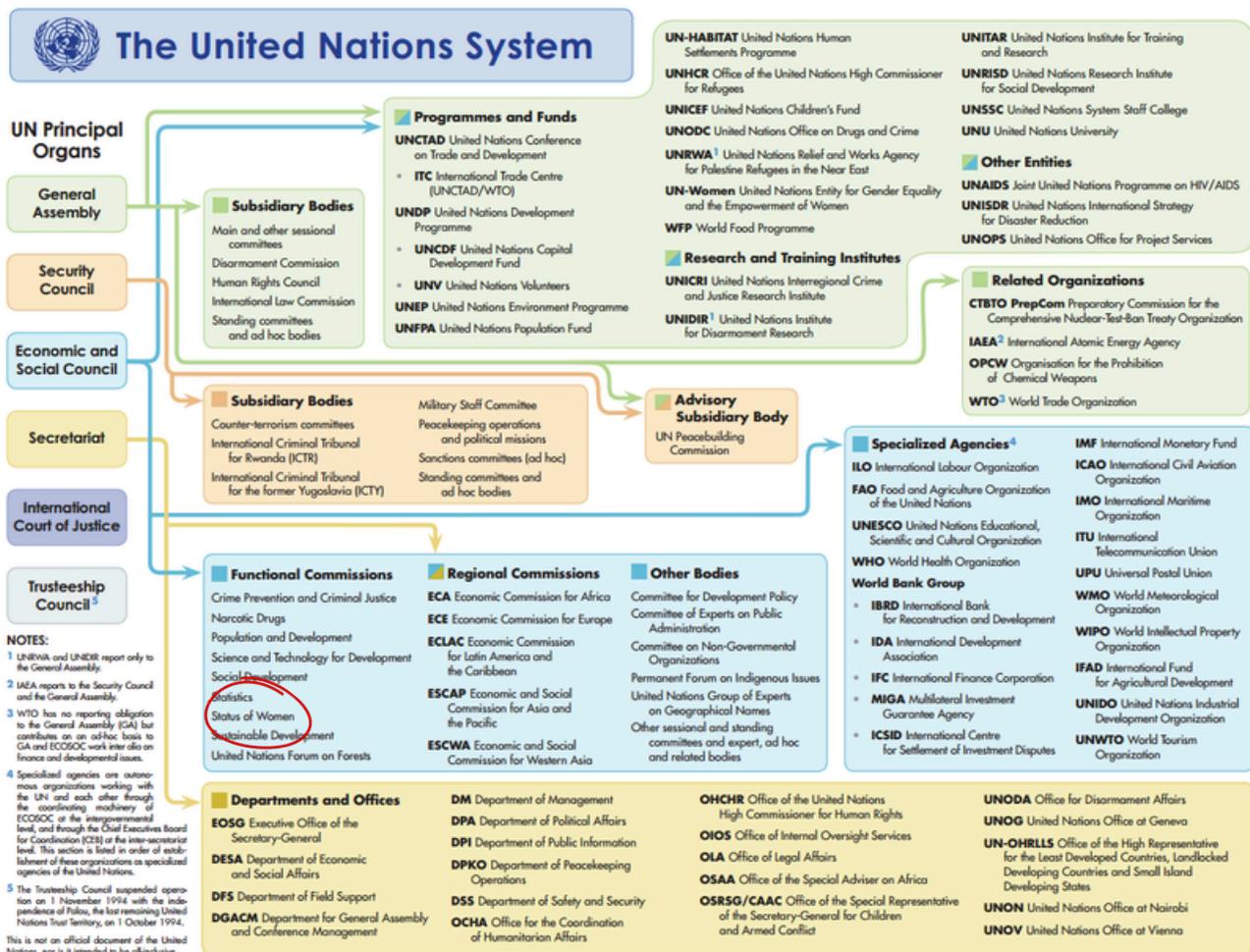


Advocacy Toolkit for Servas Members at CSW

➔ The Structure of the United Nations

The United Nations (UN) is structured around several principal organs, including the General Assembly, Security Council, Economic and Social Council (ECOSOC), International Court of Justice, and the Secretariat. ECOSOC is responsible for coordinating the economic, social, and related work of 15 specialized agencies, their functional commissions, and five regional commissions.

One of its functional commissions is the Commission on the Status of Women (CSW). Established in 1946, CSW is dedicated to promoting gender equality and the empowerment of women. It plays a crucial role in shaping global standards on gender equality, monitoring the implementation of the Beijing Declaration and Platform for Action, and integrating a gender perspective into UN activities.





Advocacy Toolkit

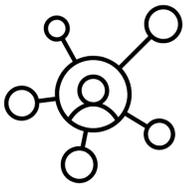
for Servas Members at CSW

➔ Strategies for Effective Engagement



Participate

Attend as many sessions, side events, and panel discussions as possible. Take notes, ask questions, and share insights that highlight Servas' commitment to peacebuilding and gender equality.



Network

Introduce yourself to other attendees. Exchange contact information and follow up after the event to build relationships with like-minded individuals and organizations.



Collaborate

Identify potential partners for future projects and initiatives that align with Servas' goals. Discuss common objectives and explore opportunities for collaboration to amplify our impact.



Share

Use social media to share your experiences, insights, and key takeaways. Highlight Servas' activities and successes, tag relevant organizations, and use event hashtags to reach a wider audience.



Present

Participate in exhibitions and presentations to showcase Servas' work. Use visual aids, such as posters and videos, to effectively communicate our message of peace and intercultural understanding.



Reflect

After each session, take time to reflect on what you've learned and how it can be applied to Servas' work. Share your insights with the Servas team to improve future participation.



Advocacy Toolkit

for Servas Members at CSW

➔ Strategies for Impactful Networking

Before the conference

Research attendees

Look up speakers, panelists, and other attendees. Identify individuals you want to connect with and learn about their work.

Prepare Your Elevator Pitch

Craft a concise and compelling introduction that highlights Servas mission and goals.

Plan Your Schedule

Use the agenda to prioritize events that align with your interests. Allocate time specifically for networking.

During the conference

Break the Ice

Start conversations with simple questions related to the conference or what organization they're with.

Find Common Ground

Look for shared missions or goals to build rapport and foster deeper connections

Exchange Information

Before parting ways, exchange business cards, LinkedIn profiles, or email addresses to stay in touch.

After the conference

Follow Up

Send personal follow-up messages to new contacts, refer to your conversation and express your interest in staying connected.

Stay Engaged

Continue to engage with your contacts through social media, email, or other platforms.

Evaluate Your Efforts

Reflect on your networking experiences and identify areas for improvement. Adjust your strategies for future events.



Advocacy Toolkit

for Servas Members at CSW

Using Digital Advocacy



@servas_international
@servaswomen
@servaspeace
@servasyouth

➔ Connect

Build relationships with organizations and individuals you meet at CSW.

➔ Learn

Follow updates on initiatives, events, and news from these organizations.

➔ Engage

Participate in discussions, share your insights, and support causes you care about.

Tips for Social Media:

Share genuine content that reflects Servas values and mission.

Be Authentic!

Use Visuals!

Use high-quality photos and videos to make your posts more appealing.

Tell Stories!

Personal stories and behind-the-scenes content can create a deeper connection.

Follow and tag!

Follow and tag relevant organizations to increase the visibility of your posts.

Call to Act!

Include calls to action, such as asking followers to share, comment, or join us!



Advocacy Toolkit

for Servas Members at CSW

Using Digital Advocacy

➔ Know Your Social Media Platform

Different social media platforms are better for different things. Here's a brief overview of some popular platforms and their strengths (and weaknesses):



Facebook

Best for building a community, sharing updates, and engaging with your audience. Ideal for posting news, events, and updates. Prioritizes posts from people you're connected with and groups you've joined. Prefers posts that spark meaningful conversation.



Instagram

Perfect for sharing photos and videos that tell a story. High engagement rates make it ideal for building awareness. Not suitable for lengthy posts or detailed articles. Regular posting helps maintain visibility.



LinkedIn

Excellent for connecting with industry professionals. Ideal for sharing industry insights and professional content. Not designed for casual socializing or personal updates. Prefers posts that offer valuable insights and expertise.



X/Twitter

Ideal for sharing news and updates as they happen. Great for concise communication and quick interactions. Effective for engaging in public discussions and trending topics. Limited character count so unsuitable for detailed posts.



TikTok

Perfect for creating and sharing short, engaging videos. Great for viral challenges, trends, and entertaining content. Offers various tools for creative video editing and effects.



Using hashtags such as #servas #servaswomen #csw #genderequality #unitednations and #empowerment will enhance the visibility of your content



➔ Make the Most of CSW Remember To:

Take
Notes

Take
Photos

Take
Breaks

Take time
to have
fun!





Venue Information

UN CSW

Main Sessions and Side Events are hosted at the following UN buildings:

➔ Security

Ensure you have your UN grounds pass on you at all time. Check the UN website for information on what you can bring inside UN grounds.

➔ Navigation

UN CSW events are held at the United Nations headquarters, while NGO CSW events occur at various locations around New York City, such as the Church Center for the United Nations and the Salvation Army International Social Justice Commission.

Familiarizing yourself with maps and schedules can help you navigate these venues effectively.

General Assembly Building

- Formal Opening and Closing Sessions of CSW
- High-Level Meetings with UN representatives and governments
- Conference rooms host various Side Events
- Bookstore, giftshop, and post office are located in the basement

[Map](#)

Conference Building

- Security Council Chamber, Trusteeship Council Chamber, and Economic and Social Council Chamber used for main sessions
- Parallel Events organized by NGOs and civil society
- Fourth floor cafeteria and second floor cafe

[Map](#)

NGO CSW

Parallel Events are held at a variety of locations outside of the UN. Check the Side Parallel Schedule for details. The main in-person venues are:

Church Center for the UN

777 First Avenue at 44th Street, New York, NY
Host parallel events, workshops, and networking sessions organized by civil society to complement the UN CSW agenda.

Salvation Army

221 E. 52nd St., New York, NY 10022
Host parallel events, workshops, and networking sessions organized by civil society to complement the UN CSW agenda.



Venue Information

Public Transportation



Subway

- Subway fares are \$2.90 (at the date of this publication).
- Payment can be made using MetroCards or the contactless OMNY system
- Operates 24/7/365
- Unlimited ride pass available

[Information](#) [Map](#)

Bus

- Bus fares are \$2.90 (at the date of this publication)
- Payment methods include exact change, MetroCard, or OMNY contactless system.
- Bus stops are marked with a tall, round sign with a bus symbol and route number
- Unlimited ride pass available

[Information](#) [Schedule](#) [Map](#)

Railroad

- Long Island Rail Road (LIRR): Services Manhattan and Long Island, major hubs are Penn Station and Grand Central Terminal.
- Metro-North: Connects NYC with the northern suburbs and parts of Connecticut

Food

At the UN:

Riverview Cafeteria: 4th floor of Conference Building, cafeteria-style menu

Cafe Austria: Basement of the the General Assembly building, serves coffee and quick food

North Delegates Lounge: 2nd floor of Conference Building, snacks and beverages.

Please note that some dining locations accept card payments only. The UN is plastic-free, so bring a reusable water bottle to fill at water fountains.

Outside the UN:

Suggestions for dining located within walking distance of the UN complex:

Patsy's Pizzeria: 801 2nd Avenue, New York

Le Quotidien: 685 3rd Ave, New York

The Smith: 956 2nd Ave, New York

Five Guys: 690 3rd Ave, New York

Cost USD:

Breakfast: ~\$5-\$10

Lunch: ~\$15-\$20

Dinner: ~\$20-\$40



What's Next: After Actions



Review

Reflect

Report

Refine

Following CSW, Servas Women will distribute an Exit Form to participants, intended to foster a collaborative reflection on their roles in CSW and to brainstorm actionable steps to take together moving forward..



Useful Links

[!\[\]\(d20d63c7f9dd2289c6ca9ee85f563041_img.jpg\) **Servas Women**](#)

Offers insights into Servas Women’s past participation at CSW, helping participants to engage at the UN.

[!\[\]\(8916ee8709677a9e39e4b0596cd32e6f_img.jpg\) **UN Women**](#)

Provides information about CSW and is a valuable resource for understanding the structure and focus of sessions,

[!\[\]\(056eb8333d8a3431d3eb96a7a012628b_img.jpg\) **UN CSW SCHEDULE OF
SIDE EVENTS**](#)

A detailed schedule of official UN side events for CSW, helpful for planning your agenda.

[!\[\]\(2a69bb862742f28019afbfff2fd2a486_img.jpg\) **NGO CSW**](#)

Offers information about the NGO CSW Forum. An excellent tool for first-time participants to prepare effectively.

[!\[\]\(3fa85d1282b3bbf0b6d596c75c67d645_img.jpg\) **NGO CSW
Forum
Handbook**](#)

A comprehensive handbook for the NGO CSW Forum. Invaluable for navigating the NGO CSW Forum effectively.



Contact Information

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