

# Partnership Offer



GLOBAL HEALTH 5050  
TOWARDS GENDER EQUALITY IN GLOBAL HEALTH

**This  
is  
Gender**





# THIS IS GENDER

The COVID-19 pandemic and #blacklivesmatters movement has catalysed a social moment that declares – representation matters. From engagement with mass media to questioning public monuments, globally, societies are becoming more critically reflective and interrogative of representational practices and the parameters of care, respect and dignity they set.

The GH5050 collective, made up of leading feminists, doctors, academics, policy and political experts, understands that in our visually mediated world, images shape our reality and inform how we view ourselves, our environments and our relationships to each other. This is Gender is our contribution to this hopeful moment of change.

## Working together for gender equality

We are looking for partners or sponsors to help us to expand this important work. Our inaugural photography competition and consequent exhibition that accompanied the launch of our flagship report and Gender and Health Index garnered extensive international media coverage and recognition from global leaders for its innovative and unflinching commitment to expanding gender imagery. This year we will amplify the impact. This is Gender 2021 is your chance to play a major role in this moment of reflection and transformation.



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# THE 2021 COMPETITION

This is Gender 2021 builds on the momentum of our [inaugural photography competition](#) and asks the global photographic community to submit images that answer the simple question– what does gender look like? At this moment of global upheaval, images that capture the diverse gendered ways lives are being impacted and changed are more important than ever. So this year our competition will focus particularly on how men, women and non–binary people have experienced the COVID–19 pandemic.

All photographic and photojournalistic forms are welcome and photographers from low– and middle–income communities and countries are particularly encouraged to participate. Winners will be decided by a panel of international experts in photography, visual culture, gender and global health. Alongside the first prize, the competition also offers a range of specialist secondary prizes for astonishing images that speak powerfully to the themes of gender, health and diversity of perspectives.

Last year, we received over 400 submissions from 53 countries across 7 regions of the world. Our 2021 contest will build on our networks of photographers to achieve an even greater global reach.

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# WHAT WILL THIS IS GENDER 2021 LOOK LIKE?

## Exhibitions

The competition will result in a 5 week exhibition at UCL and a further exhibition to accompany the global launch of the Global Health 50/50 2021 report in early March, offering the opportunity to reach leaders and practitioners across the fields of gender, global health, development and the corporate sector and UCL's 44,000 strong studentship. This is Gender will subsequently tour globally throughout 2021 and be presented to a broad range of major stakeholders, advocates and governmental bodies.

## Publications

The 2020 contest was launched via a high-impact photo essay in The Guardian, our media partner last year. This year we plan to partner with a similar reputable media outlet and engage with a range of impactful publications. Alongside similar high profile photo-essays and articles in leading journals and media outlets, This is Gender will produce a coffee table book of photography that explores the dynamic diversity of gender, intersectionality and health, with all proceeds directed towards further developing the afterlife of the This is Gender 2021 competition.

## Global Report

This is Gender provides the core visuals for our flagship report and gender index. The signature Global Health 50/50 Report reviews the gender-related policies and practices of 200 leading organisations from 10 sectors, headquartered in 33 countries across seven regions and which, together, employ an estimated 4.5 million people. The report is recognised globally and referenced extensively internationally so provides an important platform for This is Gender.

## Online

This is Gender will also be housed online on an innovative and dynamic online exhibition platform in order to reach a further audience. Commentaries, interviews and insights into the collection will be regularly added on both the exhibition portal and GH5050 website. All selected images will also be added to the GH5050 Photography database, an invaluable resource of images and photographers for those seeking to improve their representational practices and expand their pool of imagery.



# BUILDING ON THE STRONG FOUNDATIONS OF OUR 2020 COMPETITION



## 2020 MEDIA COVERAGE

Our inaugural This is Gender photography competition received global praise and international coverage, including: major coverage and photo essay feature in the [Guardian](#) (our 2020 media partner), [Forbes](#), [Business Quick](#).

We have also earned features and interviews in the BBC, CNN and many others. This is Gender 2021 will build on our media connections.

## 2020 JUDGING PANEL

- James Chau, host, The China Current; World Health Organization and UNAIDS Goodwill Ambassador
- Yagazie Emezi, artist and self-taught documentary photographer, based in Nigeria.
- Elena Fortes, co-founder of No Ficción and Ambulante, Mexico's largest documentary festival.
- Sahra Mani, award-winning Afghan filmmaker and founder of Afghanistan Documentary House.

This year we have had interest from a range of astonishing global leaders in culture and gender eager to join the 2021 judging panel.





# WHY WORK WITH US?

## Join the fight for gender equality

Supporting This is Gender is a powerful way to declare your commitment to gender equality and connect to an international network of policy makers, funders, CEOs, academics, advocates and students. Gender permeates all aspects of our lives. It stratifies society, defines opportunities and shapes our identity. Today, gender equality remains high on global agendas. Global Health 50/50 is a key player in both shaping the conversation and actively advocating for gender equality join us in our mission.

## Champion reflective representation

Become a leader in the battle against the misrepresentation and underrepresentation of groups. Now more than ever, it is clear that representation matters. The narratives we promote matter. To support This is Gender is to respond to the rallying cry for a more critical and reflective approach to the production, distribution and consumption of images. It is to take up the challenge to ensure reflective representation, to reject harmful representational practices and to set a new industry standard.

## Gain global exposure

Global Health 50/50 is supported by an esteemed Advisory Council of influential champions and policy makers, including former Prime Ministers and globally recognised figures. Our work has been covered extensively by international and national media including CNN, BBC, NPR and Huffington Post and plays a central role in promoting and informing public and policy dialogue on the role of sex and gender. Supporting This is Gender and collaborating with Global Health 50/50 gives you the opportunity to leverage your work on our global platform.



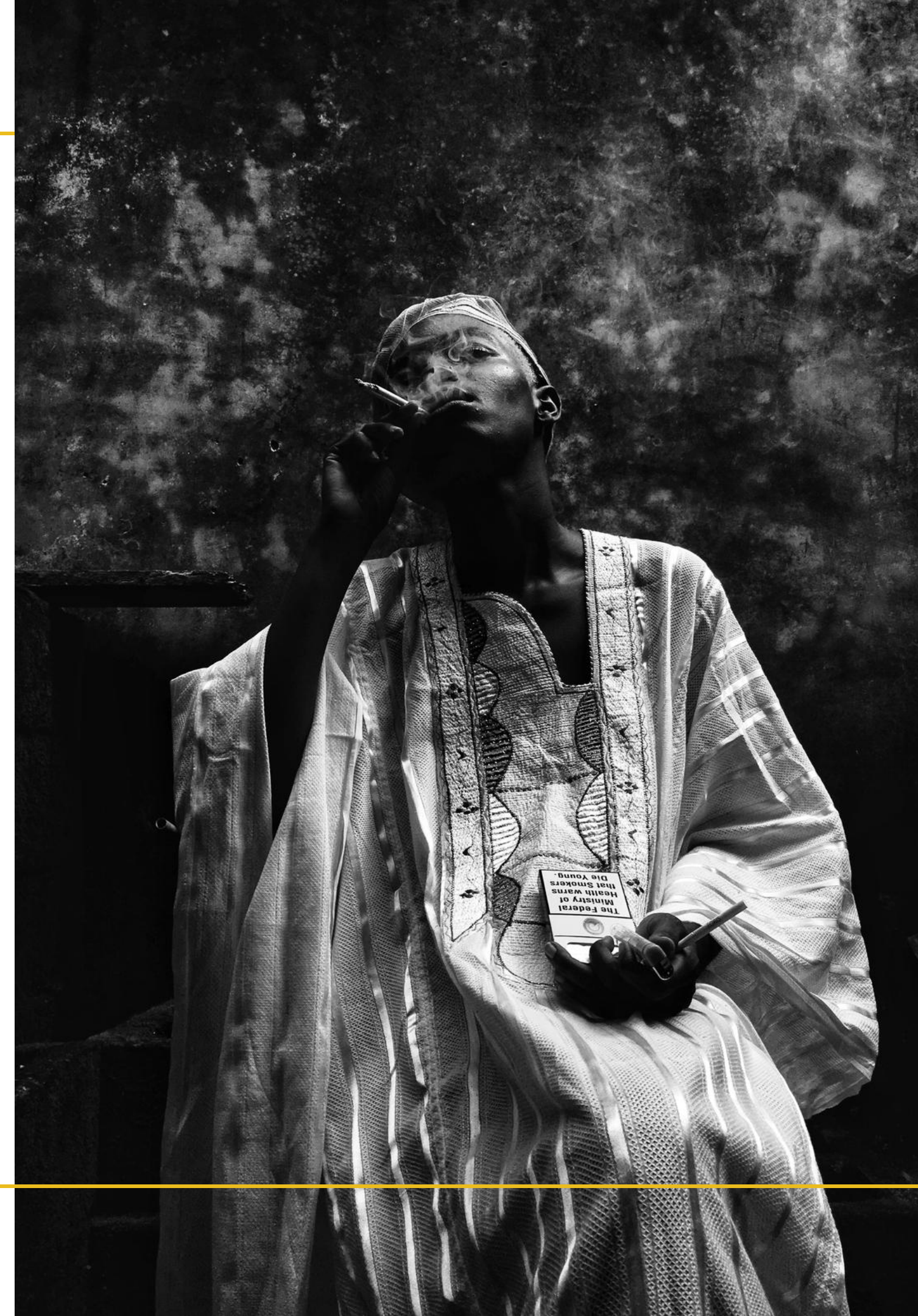
# EXHIBITION AND LAUNCH OPPORTUNITY

Our exclusive Exhibition and Launch sponsorship is our premium sponsorship option. This package covers exhibition and launch costs for both This is Gender and our highly anticipated 2021 Global Health 50/50 Report launch in March, including photography printing, marketing and exhibition space costs.

The premium package offers enviable benefits including:

1. Co-branding of exhibition name
2. Branding on all collateral
3. First prize in your organisation name
4. Opportunity to exhibit the collection at your building
5. 10 tickets to the GH5050 2021 Report launch and networking event

**£15000 Commitment**







# LEGACY OPPORTUNITY

Our This is Gender legacy sponsorship is a premium package that covers the afterlife of the This is Gender 2021 competition: Gender at Work. Funds will go towards print publications, ongoing marketing campaigns, touring exhibitions and the online repository, interviews and exhibitions.

The legacy package offers excellent benefits including:

1. Branded specialist exhibition in your name (online)
2. Branding on collateral
3. Secondary specialist prize in your name
4. Opportunity to exhibit the collection at your building
5. 5 tickets to the GH5050 2021 Report launch and networking event

**£9000 Commitment**



# CORPORATE OPPORTUNITY

Our This is Gender legacy sponsorship is a premium package that covers the afterlife of the This is Gender 2021 competition: Gender at Work. Funds will go towards print publications, ongoing marketing campaigns, touring exhibitions and the online repository, interviews and exhibitions.

The corporate package offers great benefits including:

1. Branding on exhibition launch collateral
2. 2 tickets to the GH5050 2021 Report launch and networking event
3. Opportunity to exhibit the collection at your building

**£5000 Commitment**







**In the highly politicised and contested contemporary environment where the very concepts of gender and gender equality, and those who dare to promote it, are under attack worldwide, we believe that images that explore gender in all its dazzling diversity are more important than ever.**

GLOBAL HEALTH 50/50





# WHO WE ARE

## TOWARDS GENDER EQUALITY IN GLOBAL HEALTH

Global Health 50/50 is a world-leading independent, evidence-driven initiative to advance action and accountability for gender equality in global health. The initiative, housed at University College London, brings together leading feminists, doctors, academics, policy and political experts from all corners of the world to catalyse change for gender equality. We are the home of the world's most comprehensive database and report on the state of gender equality in global health, as well as the leading global tracker on sex, gender and COVID-19.





### **We drive institutional change through our signature Global Health 50/50 Report and accompanying Gender and Health Index**

The report and its accompanying index review performance and catalyse change in policy and practice across 200 of the most influential organisations active in health and health policy. Our Index offers the most comprehensive overview on the state of gender and equity in global health to date.

Our How-to guides build on our report findings to offer actionable guidance for organisations to improve gender equality.

[View the annual reports.](#)



### **Alongside our Report and Index, we work to shape ideas.**

We raise awareness of the role gender plays in determining health outcomes of all people, as well as the impact that gender norms have on career pathways and across society more generally. From disseminations, debates and academic publications, through to our This is Gender photo contest, we are working to shift the narrative on gender.



### **We engage with leaders and key stakeholders to shift interests and unlock progress**

We highlight the benefits of placing gender at the heart of global health. Essential to this is celebrating success, sharing examples of best practice and highlighting case studies of change to create a collaborative community of change-makers in global health.

Most importantly, we place transparent data in the hands of employees to empower them to change the organisations they are part of. We are building a policy community of actors and influencers who can work directly to advance this agenda.



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# MEET THE TEAM



**Prof. Kent Buse**

Co-Director



**Prof. Sarah Hawkes**

Co-Director



**Sonja Tanaka**

Coordinator



**Anna Purdie**

Project Manager



**Imogen Bakelmun**

This is Gender and Comms

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# THANK YOU FOR YOUR CONSIDERATION

We will be in contact. For queries please contact  
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[www.globalhealth5050.org](http://www.globalhealth5050.org)



[@globalhlth5050](https://www.facebook.com/globalhlth5050)



[@globalhlth5050](https://twitter.com/globalhlth5050)



[@globalhealth5050](https://www.instagram.com/globalhealth5050)



# IMAGE CREDITS

V Untitled, 2018 (Johannesburg, South Africa. 2018), Micha Serraf.

Innocents in the slums, (Paranaque City, Philippines. 2018), Rene B. Bernal.

Hijras, (Mumbai, India. 2017), Silvia Alessi.

Tea Workers, (Srimangal district, Bangladesh. 2017), Suvro Paul.

Almost there, (Mexico City, Mexico. 2017), Greta Rico.

Adolescence (Carinthian spa, Austria) Stefano Zocca.

Who's There, (Varanasi, India. 2014), Dhrubajyoti Bhattacharjee.

Dogoyaro, (Benin City, Edo State, Nigeria. 2019), Nnebuife Kwubei.

Untitled, (Karu, Abuja, Nigeria. 2019), Oderinde Oluwaseun.

Markevich Volha Fedarauna poses at the house, (Belarus), Andrei Liankevich.

Life Partners, (Karnataka, India), Digwas G Hegde.

Lake Elementaita, (Naivasha, Kenya. 2019), Anwar Sadat.