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**Follow-up to the Fourth World Conference on Women and
to the twenty-third special session of the General Assembly
entitled “Women 2000: gender equality, development and peace
for the twenty-first century”: implementation of strategic
objectives and action in critical areas of concern and further
actions and initiatives**

Statement submitted by New Future Foundation, a non-governmental organization in consultative status with the Economic and Social Council

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.



Statement

The New Future Foundation has faced challenges in gaining support and fostering Member State partnerships for the achievement of the Millennium Development Goals for women and girls. Nevertheless, the Foundation has worked to cultivate the necessary partnerships through best practices, pilot projects and demonstration models that promote gender equality, focusing on Millennium Development Goals 1, 2, 3, 5 and 8, including:

The “Queen Mother Coffee” project: The organization purchases organic coffee through fair trade practices, directly from the farm base, focusing on coffee produced by rural women growers and women farmers. The organic coffee is shipped to the United States of America where women bag, market and promote it for sale at \$10 per bag: 10 per cent of all proceeds from coffee sales are sent directly back to the rural women farmers. Through this project, the organization deals directly with the land base and focuses on women in agriculture and women farmers.

We believe that providing women farmers with a source of income will enable them to feed themselves, strengthen their economics, sustain their households, empower their families and bring them out of poverty. By promoting and selling their organic coffee and importing organic coffee from developing countries, including Haiti, Uganda, the United Republic of Tanzania and other international coffee growing countries, we are confident that the “Queen Mother Coffee” project presents a best practice of empowering local women in organic coffee growing.

The Harlem outreach preventative health education programme is aimed at facilitating the adoption of new technologies by health-care providers and thus to improve the quality of care and business within the community. It is focused on the adoption of technological systems, in particular by women, and on advancing a “health first” agenda to ensure the achievement of the Millennium Development Goals.

Pertinent to the goal of the World Summit on the Information Society, i.e. to bridge the global digital divide separating rich countries from poor countries by spreading access to the Internet in the developing world, the New Future Foundation facilitates discussions on the establishment of uniform privacy protocols, especially for developing nations entering the age of the Internet.

Despite global efforts to assure respect for human rights and the strengthening of the role of women and girls in society, full gender equality has yet to be achieved. Women and girls are still discriminated against and their potential remains largely unfulfilled. The New Future Foundation, is working to empower women to become leaders in the movement for constructive economic and social change. Financial freedom starts when we are committed to becoming our best selves, regardless of circumstances. That is precisely the challenge and opportunity in front of us. This is a process that can be led by women and geared to bringing about a change in health, business, social integration and financial freedom for women and girls around the world.