

# What is norm-spoiling at the UN?



Norm-spoiling is when actors at the global level collaborate to undermine established norms, often **targeting women's rights & gender equality**, especially **within the UN.**

Key norm-spoiling actors are  
from **religious groups &  
nationalist movements**  
to **ultra-conservatives,**  
**'pro-family' organisations,**  
**think tanks & even**  
**UN member states.**

Norm-spoilers seek to  
**alter UN language,**  
**block inclusive policies**  
**& reverse reproductive rights.**

They also **spread anti-rights**  
**narratives** and **push alternative**  
**norms** like 'family rights' &  
'rights of the unborn'.

They challenge the legitimacy of  
**critical global frameworks,**  
such as...

**CEDAW**

**Beijing Platform for Action**

**International Conference on  
Population & Development**

**Sustainable Development Goals**

# Why does this matter?

These well-funded alliances push narratives that harm women's rights & spread **anti-gender ideology.**

Their coordinated tactics are easy to execute but **hard to spot!**

**As a result,** the global consensus on **gender justice & women's rights** is **disintegrating at the UN** & in other international arenas.



**ALiGN**



To know how to **counter norm-spoiling**, read our brief & upgrade your advocacy efforts at the UN.

**Take action.**

**Spread the word.**

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