



@USAID\_Colombia

facebook.com/USAIDColombia

# GENERATING EQUITY

Creating a more equitable Colombia.

## OVERVIEW

The Generating Equity Activity works with the public, private, and civil society sectors to create economic opportunities for women and to positively transform gender norms and roles. The activity also supports the implementation of gender equitable policies and improves the quality of, and citizen access to, services for gender-based violence (GBV) victims. Generating Equity works with historically marginalized groups, like Afro-Colombians, indigenous groups, people with disabilities, and Lesbian, Gay, Bisexual, and the Transgender, Queer/Questioning, Intersex, and others (LGBTQI+). The activity is implemented in Colombia's Pacific, Bajo Cauca, and Montes de María regions, as well as in Bogotá, Cartagena and Medellín. Generating Equity runs from May 2021 to April 2026.

PHOTO BY USAID/COLOMBIA

## COMPONENTS

### INCREASING WOMEN'S ECONOMIC EMPOWERMENT

Generating Equity creates models and incentives to increase women's economic empowerment. The activity applies USAID's inclusive market systems approach by connecting women producers to supply chains, and by improving services that strengthen women-owned businesses. The activity also works with stakeholders to develop public private partnerships (PPPs).

### TRANSFORMING GENDER NORMS AND ROLES

Generating Equity engages local partners in co-design and delivery of training, behavior change campaigns, and technical assistance to reduce discrimination, address gender bias, and prevent GBV. The activity also promotes equitable practices in households, businesses, communities, and political settings. A key element of this work focuses on engaging men and boys throughout activity interventions, recognizing that men and boys are critical partners in changing social attitudes and gender norms.

### IMPROVING GENDER POLICIES AND SERVICES

Generating Equity strengthens local governments' capacity to understand and implement gender-transformative policies and services. This includes working with local partners to design and test innovative approaches to capacity building, and developing context-appropriate approaches to address GBV and women's economic empowerment.

## EXPECTED RESULTS

- Create 30 public private partnerships;
- Propose 30 legal frameworks that prevent GBV;
- Leverage USD \$15 million in private sector investment;
- Help 30 women-led organizations enhance their business performance;
- Support 50 organizations to improve their service delivery for GBV victims;
- Benefit 5,000 women through the activity's COVID-19 rapid response strategy;
- Encourage men and boys to adopt non-violent and co-responsible views of masculinity;
- Transform 80% of the target population's perception of GBV to being less socially acceptable; and
- Engage 6,000 women producers through programs that improve their leadership skills and increase their access to funding, services, and markets.