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GENERATING EQUITY (COLOMBIA)

OVERVIEW

The Generating Equity Activity works with the public, private, and civil society sectors to increase economic empowerment through increased employment and entrepreneurial opportunities, market-driven private sector investment incentives, and reduced gender-related barriers to economic participation; positively transform behaviors based on gender norms to reduce gender-based violence (GBV), and improve access to and implementation of public policies and services for civil society. 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 33 municipalities of the Suroccidente, Bajo Cauca, and Montes de María regions, as well as in Bogotá, Cartagena and Medellín. Generating Equity runs from May 2021 to April 2026.

GOALS

INCREASE ECONOMIC EMPOWERMENT

Generating Equity works with the public, private, and civil society sectors to increase economic empowerment through increased employment and entrepreneurial opportunities, market-driven private sector investment incentives, and reduced gender-related barriers to economic participation.

TRANSFORM GENDER NORMS AND ROLES

Generating Equity uses cultural transformation strategies based on co-responsible and nonviolent masculinities to positively transform behaviors, promote equitable gender norms and attitudes, and reduce GBV.

IMPROVE GENDER POLICIES AND SERVICES

Generating Equity improves awareness and implementation of gender-related policies and services through improved government and civil society service implementation capacity and increased citizen knowledge of gender-related policies and services.

ANTICIPATED RESULTS

- Establish 30 public-private partnerships;
- Help 950 women-led businesses to improve their performance;
- 13,000 people participating in training programs to improve awareness and implementation of gender-related policies and services
- Encourage men and boys to adopt non-violent and co-responsible views of masculinity; and
- Transform 80 % of the target population's views so that they agree that GBV is not socially acceptable.