



ADVANCE GENDER EQUALITY & WOMEN'S EMPOWERMENT





TEST

ARAB STATES | How can young Arab men and women be supported to realize their potential and promote the Sustainable Development Goals (SDGs)?

More than 60% of the Arab States' population is under the age of 30. This is the largest youth bulge the region has witnessed in the last 50 years. Young women and men in the Arab region face high levels of unemployment and difficult economic conditions. UNDP in the Arab States sees an opportunity to support and strengthen the social innovation capabilities and mindset of Arab youth, especially young women, so that they can realize their potential to contribute to the economic growth and social stability of the region.

In 2015, UNDP launched the Youth Leadership Programme (YLP) to promote achievement of the SDGs, with gender equality and economic empowerment embedded as crosscutting themes. In its first (2015) and second (2016) phases, the programme brought together more than 500 Arab youth to nurture their creativity, strengthen their leadership skills, and help them design and implement innovative projects to improve their communities, whether local, national, or global. In its second year, YLP 2 used various social innovation methodologies, most notably

design thinking, to help these young people address sustainable development challenges, providing them with ongoing support through a series of interactive hands on learning workshops as well as targeted mentoring. The theme of YLP 2 was 'Innovation for Sustainable Development,' with the goal of supporting young people to become engaged citizens, innovative problem-solvers, effective leaders and successful agents of change. Over 3,000 youth from 11 countries across the region applied for the programme, 500 participated in national activities, and 50 attended the final regional workshop for changemakers.

Building on the first two phases, the third phase of the programme (YLP 3) will accelerate innovative solutions for sustainable development and explore the possibility of a YLP impact investment fund to finance the most promising ideas. YLP 3 aims to support and empower young women and men changemakers to design and implement innovative, impactful and sustainable development solutions, be they social enterprises, non-profits, NGOs, initiatives, or campaigns.



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TUNISIA | How can talented young women and men be engaged in the design of breakthrough solutions to development challenges?

Many young Tunisian women and men report a sense of social, economic and political marginalization. To provide youth, especially young women, with opportunities to design and implement breakthrough community-based solutions that contribute to the achievement of the SDGs, UNDP and partners embarked on a series of SDG camps. These one-day workshops combined human-centred design and human rights-based approaches to help participants identify problems and design solutions they could implement within their own means.

The initiative was implemented with seven UN agencies: UNFPA, IOM, UNICEF, OHCHR, ILO, FAO and UNV. The partners organized five SDG Camps in different regions of the country and mobilized over 100 Tunisian youth aged 15 to 24 years. The innovators designed 26 solution prototypes and the 10

most promising solutions received coaching for further refining. A guidance note on design thinking, youth and the SDGs was developed to facilitate the replication of the SDG camps by other actors. The 5 best solutions were selected in a national workshop, and the winners took part in the regional workshop organized within the framework of the second phase of UNDP's Youth Leadership Programme in the Arab region (YLP 2). Two of the Tunisian representatives made it to the final 12 of YLP 2. A new round of SDG camps will be launched in 2017 within the framework of the third phase of the regional YLP programme.





TEST

EGYPT | Can we design evidence-based interventions to test what works in preventing and responding to gender-based violence?

Gender-based violence (GBV) affects nearly every aspect of the socio-economic life of Egyptian women. According to the 2016 Human Development Report, Egypt ranks 111 out of 188 countries on the Gender Development Index (GDI). The Economic Cost of Gender-based Violence Survey (ECGBVS) estimates that the overall cost resulting from the emerging violence against women and girls in Egypt is at least US\$120 million, but could easily be as much as US\$340 million, given the overall lack of reporting.

Inspired by emerging work to combat GBV by leveraging behavioural insights, we partnered with the National Council for Women (NCW) and the Behavioural Insights Team (BIT). Over the course of three days, 30 participants from UNDP Egypt and the National Council for Women received theoretical and practical training on applying behavioural insights and designing low-cost evaluations to combat violence against women. The purpose of the training was two-fold: first, UNDP aimed to upskill the local

team, including civil servants, in the use of behavioural science to improve public policy outcomes in prevention and response to domestic violence and sexual harassment in public spaces; second, workshop participants developed five experiments for behaviourally-informed interventions to be prototyped and tested in 2017. For example, one planned experiment aims at designing messages to encourage women to access NCW support services.

Together with NCW colleagues we developed a behavioural map of the different actors involved, identified the main behavioural barriers that prevent survivors of GBV from seeking support. We then designed messages to be added to the envelopes of electricity bills, reaching hundreds of thousands of households. Moving forward, we plan on prototyping these messages with end users, iterate based on what we learn, and then test which messages encourage women to seek support, and which have less impact.



In Viet Nam, men and women often find themselves confined to specific careers and positions. Women face numerous challenges, including discriminatory hiring and promotion practices; lack of support from senior leaders; and ignorance of the demanding roles they have within the home and community. For example, women hold fewer than 10% of senior government positions: ministers, vice ministers, or general directors in the civil service.

Building on the initiative by UNDP Nepal, the #HowAbnormal campaign in Viet Nam created short videos that flipped gender roles. The campaign was done in collaboration with UN Women, UNFPA and local social media and communication organizations to inspire young women and men to rethink dominant gender norms. The campaign was further amplified through a filmmaking competition, online pledges to shape positive norms, and drama and photo competitions. The films went viral nationwide, with more than 91,000 views through 2016. The campaign momentum continues as it has inspired a photo exhibition entitled “Women can do”. The exhibition

showcased the photos taken by journalist Nguyen Thi Quynh Hoa, the campaign’s general manager. The photos depicted four Vietnamese women representing four fields: the first female airline captain, a Golden Ball award-winning female footballer, an outstanding female student at the University of Fire Fighting and Prevention, and the CEO of Honeywell Indochina, a multinational corporation. The exhibition will be hosted at a number of universities in 2017 as well as the Women’s Museum, and continue to advocate for the deconstruction of gender stereotypes.

Studies confirm the importance of role models to challenge and eventually change dominant gender norms. As the campaign has created significant buzz, UNDP Viet Nam plans on scaling it to other countries in the region and to invest more in challenging the dominant norms in the country itself.





EGYPT | How can we support women in driving innovation and social entrepreneurship?

The unemployment rate of women in Egypt is more than double that of men (78% versus 25%). This gender gap is also present among entrepreneurs, according to an OECD study: 12% of women in the MENA region seek entrepreneurial jobs compared to 31% of men. Men also play a dominant role in Egypt’s entrepreneurial ecosystem, where 82 percent of startup founders are male, as noted in a Wamda report. Despite the difficult circumstances facing Egypt, entrepreneurship has proven effective in tackling a vast array of challenges, through improving individual quality of life and ultimately improving the national economy as a whole.

UNDP Egypt partnered with Microsoft and the National Council for Women to launch the Aspire Social Innovation Hub. The Hub aims to address the gender gap by fostering innovation and entrepreneurship among young women, with a focus on computer science. The hub targets young Egyptian women aged 20 to 27 who show passion for learning new technologies and creating social impact in their own communities. Two hubs have been launched in Cairo and Ismailia. Forty young women developers came together to co-design tech-based solutions for development challenges. From this initiative, the young women conceptualized 10 projects, targeting four thematic areas: refugee aid, health care, road safety, and child rights. At least three more hubs will be launched by the end of 2017.



“I was struck by the ingenuity of these young developers and their creative solutions – from an app helping people locate pharmacies for urgent medical care to a service providing Syrian refugees with local information and resources. Seeing their work was a powerful reminder of the role each of us can play in having impact in our local communities.”

Satya Nadella
Microsoft CEO



An excerpt from: The People Who Inspired Me in 2016. A LinkedIn blog by Satya Nadella, December 2016, describing the UNDP Social Innovation Hub in Egypt



MYANMAR | How can virtual peer-support be scaled among rural women?

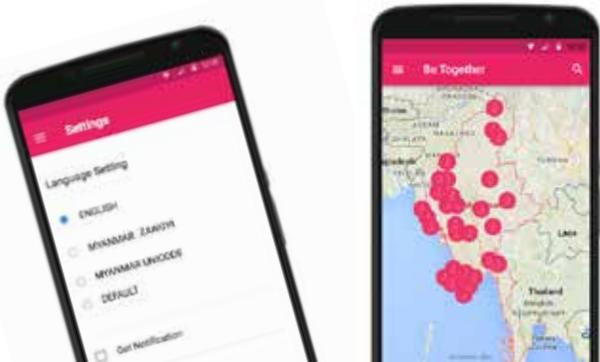
Women are under-represented at all levels of public and political life in Myanmar. Emerging women leaders in rural areas in particular face significant barriers, including lack of personal confidence and female role models, to overcoming restrictive social norms.

To address this, UNDP supported the creation of iWomen—Inspiring Women—a free mobile application co-developed by women’s community groups. The app is a joint initiative with the May Doe Kabar National Network of Rural Women. It inspires and mentors rural Myanmar women in their daily lives. The app started with inquiring what network members want: UNDP invested first in understanding the needs of women and then co-designed the tool with women.

The iWomen App inspires rural women by sharing personal stories written by women within Myanmar and across the world. Women share their stories with each other and have access to mentors. The app has grown to include educational content to inform women on topics such as renewable energy, entrepreneurship, market, laws, rights and technology. It rewards users through ‘lucky draws’ for playing games to test and build their knowledge. It also has a newly integrated survey function for gathering ground-level information from rural users around the country and supporting their virtual participation in country-level law and policy consultations.

The app started as a communication forum for rural women, but it didn’t stop there. It is embraced by the public as a tool for women’s empowerment and gender equality in Myanmar. Men make up 20% of its users. Since 2015, largely through individual phone-to-phone sharing, the iWomen app increased from 1,050 to over 8,000 active users (of which 86% return to the app). Women have shared more than 7,000 posts and 500 inspiring stories.

A youth tech volunteer network around the app started with 30 recruited university students and expanded to more than 200 youth who are travelling across the country to introduce rural women to the basics of mobile IT, training them on sharing the app phone-to-phone with others and become iWomen App Champions. The trainings have reached 3,500 rural women, covering over half of Myanmar’s rural townships.





India adds 27 million children and 30 million pregnant women to its immunization targets every year. To support the Government of India with a real-time information system, UNDP India started the Electronic Vaccine Intelligence Network (eVIN). With the help of a simple mobile app, eVIN ensures vaccine availability and encourages equitable vaccine distribution.