



Executive Board of UN-Women

Briefing on UN-Women's youth and gender equality strategy

UN-Women's youth and gender equality strategy is grounded in the Convention on the Elimination of All Forms of Discrimination against Women, the Beijing Platform for Action, the United Nations Millennium Declaration, the World Programme of Action for Youth, a host of resolutions and outcomes of the United Nations General Assembly on youth, gender equality and the empowerment of women, and the recently agreed, Transforming our World: the 2030 Agenda for Sustainable Development document. Moreover, the global review and commemoration of Beijing + 20 and the adoption of a dedicated, comprehensive, and transformative Sustainable Development Goal 5 on Achieving Gender Equality and Women's Empowerment (GEWE) for all women and girls coincides with the 20th anniversary of the World Program for Action on Youth. This is a critical moment for action.

UN-Women's strategy will focus on young women within the existing youth bulge with special focus on the most marginalized groups of young women. UN-Women will also prioritize working with young men as partners in transforming gender relations amongst youth populations and beyond. It is about making the GEWE strategies, normative and policy frameworks, agendas, action plans, programs and advocacy at all levels more responsive to and engaging of young women and their needs, perspectives and leadership while also trying to ensure that this is mirrored in the youth universe of norms, policies, strategies and programmes.

UN-Women intends to harness the potential energy and partnerships with young women and young men across the world in order to promote gender equality in achieving sustainable development goals with special focus on SDG 5. The UN-Women strategy is built on UN-Women's existing Strategic Plan, which seeks to empower both young women and young men to become drivers of gender equality by 2030. The three thematic pillars for UN-Women's strategy include: 1. strengthening young women's leadership 2. Economic empowerment and income generation for young women 3. Ending violence against young women. Further, the strategy also makes a case for cross-cutting approaches that are fundamental to achieving results for and with young women. These include: strengthening voice, action, and partnerships with young women and their organizations; working with young men as partners of gender equality; and last, but not

least, strengthening inter-generational partnerships throughout the life cycle to achieve a gender transformative society. The youth strategy aims to explore multiple avenues for youth participation including capacity development, awareness building and advocacy to nurture positive social and cultural norms, practices, and attitudes that promote gender equality for young women and adolescent girls.

UN-Women will take a multi-pronged approach to promoting youth participation. Key levers of the strategy will include: (i) data & knowledge generation: UN-Women will increase data, research, and knowledge on youth and gender equality and capacity building of youth and adults to promote partnerships with youth in gender equality; (ii) actively encouraging youth-centric norms, policies, and standards: UN-Women will closely engage with Member States, influence policy, norms, and standards in advancing gender equality with young people. This would mean engendering youth policies as well as working on gender equality strategies and bringing a youth perspective into them; (iii) strengthening intergovernmental mechanisms and partnerships: UN-Women will continue to work with Member States and leverage UN mechanisms to strengthen youth participation in gender equality and women's empowerment programmes; (iv) capacity development: UN-Women will partner with universities and training centres to introduce courses on youth participation and gender equality; (v) advocacy: UN-Women will build capacity of young women as advocates and young men as partners of gender equality; (vi) mobilizing global campaigns, both online and offline, with youth: promoting communication and advocacy campaigns that recognize young people as agents of transforming gender relations in society, including users of social media and innovative technology; (vii) enhancing communication through technology and expertise: UN-Women will enhance the use of technology to reach youth populations, including through social media and unique new tools that have a strong global impact. Through the use of technology UN-Women can open an open-ended conversation with youth populations the world over. Further, UN-Women will bring leading minds and expertise to the organization and mobilize resources and develop a resource mobilization strategy that engages with current donors as well as emerging donors.

The youth and gender equality strategy represents UN-Women's stance that young women and young men must take a center seat, a critical position, in bringing us to a planet that is equal and just. This strategy has been tailored to empower youth, to give direction, and to provide policy makers with a vision for a world that truly encompasses values of gender equality, contributing to the achievement of Planet 50-50 by 2030.