



**USAID**  
FROM THE AMERICAN PEOPLE



PHOTO BY TETRATECH

# GENERATING EQUITY (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.

## GOALS

### **INCREASE WOMEN'S ECONOMIC EMPOWERMENT**

Generating Equity creates incentives and models to increase women's economic empowerment. The activity applies USAID's inclusive market systems approach, connecting women producers to supply chains and working with stakeholders to develop public private partnerships, improve services that strengthen women's businesses, and increase investments.

### **TRANSFORM 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.

### **IMPROVE 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.

## ANTICIPATED RESULTS

- Establish 30 public-private partnerships;
- Help 30 women-led businesses to improve their performance;
- Train 3,000 people how to access GBV protection and response 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.