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.
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.

RESULTS

- Provided training to 88 women to increase their economic participation and empowerment;
- Engaged 168 people in capacity building initiatives to improve awareness and implementation of gender-related policies and services;
- Implemented a COVID-19 rapid response program that helped benefit 282 women that were negatively impacted by the pandemic; and
- Benefited 303 people through local and national government interventions that respond to gender equality frameworks supported by the U.S. Government.