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GENERATING EQUITY PROGRAM

Empowering women and girls in Colombia.

OVERVIEW

The Generating Equity Program reduces gender-based violence (GBV), creates economic opportunities for women, and positively transforms gender norms and attitudes. The program works with civil society, private sector, and local and national government actors to achieve equity and improve economic outcomes for Colombian women. Special attention is given to engaging women from the most vulnerable social groups like Afro-Colombian, indigenous, women with disabilities, and the Lesbian, Gay, Bisexual, and Transgender, Queer/Questioning, Intersex, and others (LGBTQI+) community. The program also supports Colombian partners to engage men and boys to positively transform gender norms. The Generating Equity Program is implemented in Colombia's Pacifico, Bajo Cauca, Montes de Maria regions, and in Bogotá, Cartagena and Medellín. The activity runs from May 2021 to April 2026.

PHOTO BY JOHN HEALEY / USAID

COMPONENTS

INCREASING WOMEN'S ECONOMIC EMPOWERMENT

Generating Equity creates incentives and models to increase women's economic empowerment. The program does this by applying USAID's Inclusive Market Systems Approach, working with stakeholders to develop public private partnerships (PPPs), and connecting women producers to supply chains.

PROMOTING GENDER EQUALITY

Generating Equity engages local partners in co-design and delivery of training, behavior change campaigns, and technical assistance to reduce discrimination and address gender bias. 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 government capacity to understand and implement gender-responsive 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.

EXPECTED RESULTS

- Leverage USD \$15 million in private sector investment;
- Improve the performance of 50 women's advocacy organizations;
- Integrate women's economic empowerment into ten Public-Private Partnerships;
- Establish 20 partnerships that connect women producers and entrepreneurs to supply chains;
- Train 6,000 women producers in leadership and improve their access to finance, services, and markets;
- Encourage men and boys to participate in programs that promote new masculinities in 20 municipalities;
- Assist schools in 30 municipalities to promote positive gender norms, non-violence, and conflict resolution;
- Train 1,000 community members to carry out local education and information dissemination activities regarding GBV and gender-related laws and frameworks; and
- Help 30 municipalities integrate the economic, physical, and political empowerment of women, LGBTQI+, and other groups into their municipal development plans.