UN WOMEN

Outcome 3: Positive social norms, including through engaging men and boys

Data as of: 25 April 2024

Selected Strategic Plan:
2022-2025

Year Selected: **2022**

$33.48 M
Expense

$1.38 M
Regular resources (core)

$32.10 M
Other resources (non-core)

76
Countries

49
Funding Partners

More men and boys and women and girls adopt attitudes, norms and practices that advance gender equality and women's empowerment, including those that promote positive social norms.

Contributes to achieving SDGs

5 GENDER EQUALITY

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Our result highlights

Asia Pacific: Ending Online Gender-Based Violence

Asia Pacific
📍 **region**

UN Women and the 30 for 2030 Youth Network created the "Youth Guide to End Online Gender-Based Violence (OGBV)." In Asia-Pacific, 88% of women have experienced OGBV, this toolkit enables action from youth to address and prevent OGBV in response to the high prevalence of online violence in this region.

In just under five months, there has been a total of 854 unique downloads. Additionally, UNICEF Indonesia had requested the toolkit be a resource in their U-Report which is a communication tool to ensure young people are always informed and can participate. Additionally, assets and resources in the toolkit were requested by the Ministry for Women, a government department in New Zealand, for their International Women's Day campaign in March 2023. Youth members, including the 30 for 2030 Network, have been using the toolkit as a resource in their own teachings, for example, when teaching girls and women on the ground with their organizations, such as Baithak and The Gender Security Project. The 30 for 2030 Network has used the toolkit to influence further campaigns; the WhatsApp scripts section highlights what Online Gender-Based Violence is and how to recognize it. Finally, an Online Symposium is taking place in August 2023 to launch the second edition of the toolkit with The Center of Excellence. The intention for the toolkit has been to update it annually to reflect current times and tech.

Read more:

Story: Making the internet safer for women and girls: The Youth Guide to End Online Gender-Based Violence

Resource: Toolkit: Youth Guide to End Online Gender-Based Violence

Somalia: Ending Female Genital Mutilation

📍 **Somalia**

At least 200 million girls and women alive today have undergone female genital mutilation (FGM), the partial or total removal of the external female genitalia for non-medical reasons. Somalia is a country where FGM is widespread, with 99 per cent of women having been cut. UN Women Somalia works with its partners to eliminate this practice through awareness raising, community discussions and engaging religious leaders to change social norms cultivating this harmful practice.

Kaafiyo Abdi Farah, 55, was only 7 years old, when she underwent female genital mutilation. She remembers this as the most painful experience she has ever had.

Like many women in Somalia, Kaafiyo's cut was Type III, infibulation, narrowing of the vaginal opening by creating a covering seal. The seal is formed by cutting and repositioning the inner or outer labia, with or without removal of the clitoris. Read more ›

Kyrgyzstan: Changing Social Norms

📍 **Kyrgyzstan**

"This is our new family business. Each loaf of bread is made with lots of love because each of us contributes to making it delicious," enthuses 38-year-old Gulnaz Almambet Kyzy, a new business owner who received Spotlight Initiative-supported gender equality training implemented by UN Women in Kyrgyzstan.

Based on the Gender Action Learning System (GALS), the training aims to reduce violence by talking with communities about the power dynamics in their homes.

According to a 2012 country survey, 50 per cent of men and 34 per cent of women believe that a husband is justified in hitting his wife in certain situations. Further, 27 per cent of women and girls aged 15-49 years old who are married or have ever been married reported experiencing physical or sexual violence by a spouse or partner. Read more ›

Ecuador: Masculinities In Movement

📍 **Ecuador**

En todo el mundo se desarrollan diferentes iniciativas que buscan garantizar que las familias sean espacios seguros, en los que se eliminen todas las formas de violencia basada en género y en los que se transformen los estereotipos construidos alrededor de la división sexual del trabajo. Además, fomentando la corresponsabilidad en los cuidados y el trabajo no remunerado del hogar, que hasta la fecha reposa mayormente sobre los hombros de las mujeres. Leer más ›

Occupied Palestinian Territory: Father's Day

📍 **Occupied Palestinian Territory**

As a young father from the Jabalia refugee camp in the northern Gaza Strip in Gaza, Muhammad Kaddass used to live adhering to conventional gender roles, namely working, providing for his family, and trying to be a good husband the way he knew how. Being a family man never meant for him that he would do domestic work or participate more actively in the upbringing of his children. Roles were clear, he works outside the house and brings in income, and his wife takes care of the children and household responsibilities. Read more ›

Key achievements

During the first year of its Strategic Plan 2022-2025, in collaboration with an expanded set of partners, UN Women worked to safeguard and advance the rights of women and girls across the humanitarian-development-peace nexus and achieved the following early results:

16
COUNTRIES AND TERRITORIES

advanced policies to end violence against women and girls, with a strong focus on prevention including addressing harmful social norms

44
PROGRAMMING INITIATIVES

to prevent violence against women and girls developed and implemented across various settings to support positive changes around gender/social norms, including by engaging men and boys and faith-based institutions

Financial flows (expenses) in 2022 towards impact areas and systemic outcomes

Budget sources

Where resources
come from

Recipient regions

Where resources go

Impact areas

What resources are
spent on

Systemic outcomes

Which results are
delivered

Outcome indicators in 2022

SP_D_0.3.1

Extent of bias in gender equality attitudes and/or gender social norms among individuals (CO)

Complementary

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	137	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.2

Number of institutions putting in places policies and practices to address gender-based discrimination and/or combat gender stereotypes (CO)

Complementary

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	454	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.3

Number of countries and/or other actors with comprehensive and coordinated VAW prevention strategy (CO)

Complementary

Progress

Baseline 2021: **32**

	2022	2023	2024	2025
Result	48	–	–	–
Milestone	40	41	42	
Target				44

Output indicators in 2022

SP_D_0.3.a

Number of research and/or practice-based initiatives undertaken to advance data, evidence and knowledge, including standardised methods to assess, monitor, measure and/or achieve behaviour and/or social/gender norms change (CO)

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	34	–	–	–
Milestone	TBD	TBD	TBD	
Target			TBD	

SP_D_0.3.b

Number of community or organizational level UN Women programmes that address behaviour and/or social/gender norms –using evidence/practice-based methodologies (CO, HQ)

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025

Result	689	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.c

Number of data collection initiatives conducted or supported by UN Women that include behaviour and/or social/gender norms dimensions (CO)

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	27	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.d

Number of organizations/institutions with increased capacities to identify and/or address discriminatory behaviour and/or social/gender norms change (CO)

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	344	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.e

Number of draft policies with monitoring/reporting mechanisms developed by partners to address gender-based discrimination and/or combat gender stereotypes (CO)

Progress

Baseline 2021: **TBD**

	2022	2023	2024	2025
Result	18	–	–	–
Milestone	TBD	TBD	TBD	
Target				TBD

SP_D_0.3.f

Number of countries with a process to design and implement VAW prevention strategies, or with VAW prevention interventions based on global norms and standards (CO)

Progress

Baseline 2021: **33**

	2022	2023	2024	2025
Result	59	–	–	–
Milestone	37	37	38	
Target				39