

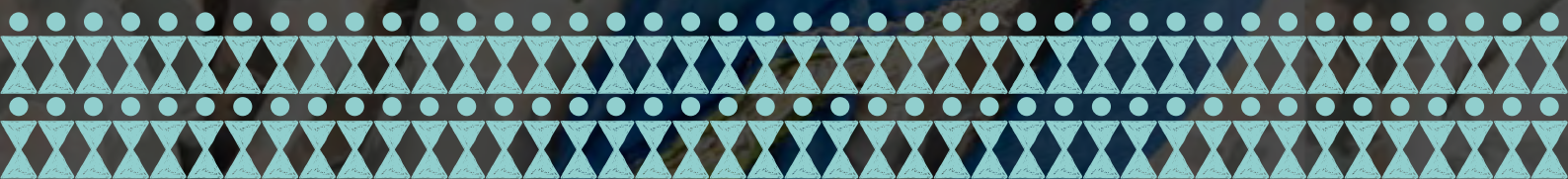


THE
GIRL
GENERATION

TOGETHER TO END FGM

IMPACT REPORT

AUGUST 2016 – JULY 2017



MESSAGE FROM OUR GLOBAL DIRECTOR

“There is no tool for development more effective than the empowerment of women,”

Former UN Secretary-General Kofi Annan remarked over a decade ago. I like this quote: it resonates with the vision of The Girl Generation. We believe ending FGM will contribute to women and girls across the African continent and beyond living healthy and empowered lives. Rising to this vision, by strengthening the Africa-led movement to end FGM, has intensified our resolve to indeed end FGM in one generation.

In this report, we share our achievements in accelerating social change towards ending FGM. Strengthening the movement to end FGM is critical to this change. We now have over 600 members working together to catalyse change, with a single message that all forms of FGM must end in our generation. We are transforming the way people talk about ending FGM with our social change communication training, which has reached over 400 organizations across eight countries. We believe local actors are best placed to adapt and deliver communications approaches within their immediate context, addressing the social norms that underpin FGM, and delivering sustained change. To support these grassroots groups, our flagship End FGM Grants Programme has distributed over US\$850,000 in grants to over 100 local organisations across Africa who are working at the forefront of end FGM activism.

Here, we share some of their incredible stories of change with you. Young people are also essential to the success of this movement. We have continued to support a new generation of young end FGM leaders who are taking their rightful place, front and centre, of the global movement. We have seen increased use of social media as a vital tool for inspiring and consolidating the movement.

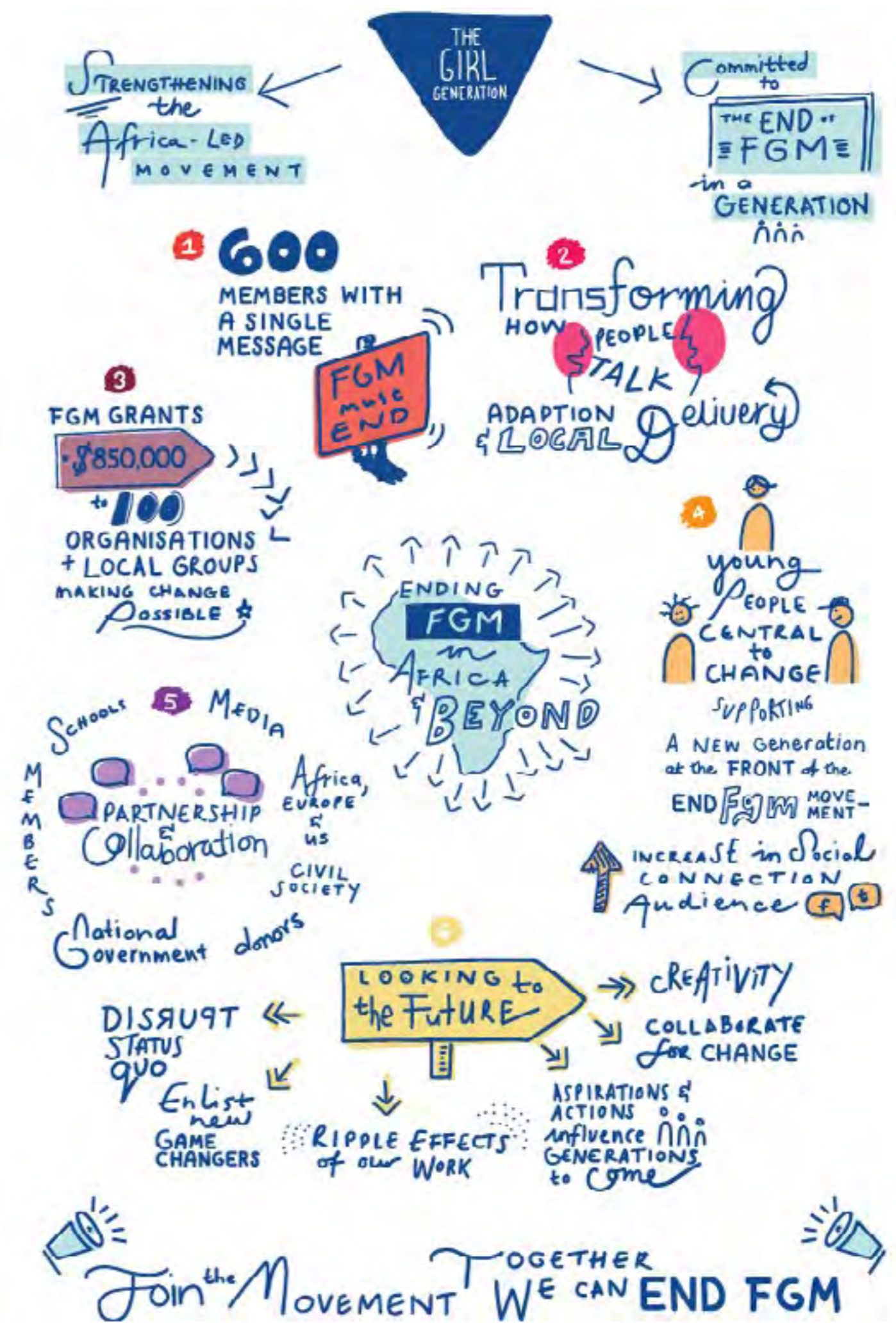


In everything we do, we recognise that success is founded on partnership. National governments, our members, civil society, the media, schools, and donors remain bedrock partners for all our endeavours and for this we are eternally grateful. Our Strategic Advisory Group members, who are long-standing end FGM activists, and our in-country Programme Officers, are our everyday voice of conscience and the invaluable “feet on the ground,” without whom we would not have achieved what we have. As we look to the future, our resolve remains to commit continually to disrupting the status quo, collaboratively create new norms, and enlist new game changers, including donors and policy makers both within and outside Africa so that we can accelerate the pace of change. We believe that the aspirations and actions set in motion by The Girl Generation will influence generations to come. We hope this report will provide you with insights into our work. More importantly, I hope you will be inspired to join the growing global movement to end FGM, so that together we can end the practice. It is for this reason that we exist.

Finally, I wish to express heartfelt thanks to all who have contributed to the continuing success of The Girl Generation, our staff, partners, members, funders and grantees.

Faith Mwangi-Powell

Dr Faith Mwangi-Powell,
Global Director, The Girl Generation
[Watch Faith here - youtu.be/Oot0nwUrZNA](https://youtu.be/Oot0nwUrZNA)



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OUR IMPACT

The Girl Generation now works across ten of the countries most affected by Female Genital Mutilation (FGM) in Africa, having launched in six new countries in the last year.

We also work at the global level (with a particular focus on advocacy) and with the UK diaspora to strengthen the movement to end FGM.

Working with our members and partners, we have made significant advances towards galvanizing and strengthening the Africa-led global movement to end FGM, by:

Transforming communications

Inspiring activists and the media to transform the way they communicate to end FGM. Promoting our Do No Harm approach and sensitive, locally-led conversations about FGM, has led to more effective engagement in and ownership of the issue.

Resourcing the grassroots

Reinvigorating the African grassroots movement to end FGM by channelling over \$850,000 of much-needed resources and support to over 100 frontline organisations working to end FGM, directly reaching over 35,000 people across three countries. This has resulted in public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders.

Building momentum

Growing The Girl Generation as a platform to connect and support activists - including our 625 member organisations - across countries and continents. This has resulted in the forging of numerous synergies and relationships, sparking the launch of new campaigns and networks as actors work together, building momentum and energy behind the global end FGM movement. Members of The Girl Generation reach over 240,000 people directly with their end FGM work, with a total potential reach through mass and social media of over 6.3 million, showing the huge potential for amplification through our networks.

Amplifying stories

Capturing and amplifying positive stories of social change from some of the most remote and previously under-reported areas to a global audience, sparking conversations and inspiring action to end FGM. With 125 positive stories in new and traditional media in the past year, media coverage resulting from The Girl Generation reached a potential audience of over 200 million people worldwide.

Igniting youth action

Supporting a new generation of young African activists to take their place at the forefront of the global movement to end FGM. These young people reach tens of thousands of people through in-person initiatives, and yet more through media coverage, ensuring a more sustainable and powerful movement to drive forward the social and systemic changes required to end FGM.

We have contributed to the measurable strengthening of the end FGM movement in five of our focal countries so far – Kenya, Nigeria, The Gambia, Senegal and Burkina Faso.

625 member organisations
91% from the African continent

Our members reach
+240,000 people directly with their end FGM work

Operational in **10** African countries

Kenya, Nigeria, The Gambia, Senegal, Mali, Burkina Faso, Sudan, Somaliland, Egypt and Ethiopia

End FGM Ambassadors reached
+1.5 MILLION

people with end FGM messages, through face-to-face and media engagements

A growing cadre of activists to scale up the end FGM movement

training **270** trainers

Positive stories of change about ending FGM published in new and traditional media, reaching

+200 MILLION

\$850,000 disbursed to over 100 local groups at the forefront of end FGM activism through our End FGM grants programme.

Powerful stories of public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders as a result of our work



WE ARE THE GIRL GENERATION

Female Genital Mutilation (FGM) is a harmful practice that involves partial or total removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons. FGM can have severe physical and psychological consequences. It is an expression of gender inequality and a form of gender-based violence. The international community recently resolved to eliminate FGM as part of the Sustainable Development Goals (SDGs) (Target 5.3).

200 MILLION

women and girls have undergone FGM globally

Most prevalent in Africa... but increasingly a global issue

Over 3 MILLION

 more are at risk every year

FGM is a global issue.

More than 200 million women and girls have undergone FGM globally, and over three million more are at risk every year. Although the most affected countries are on the African continent (prevalence in Somalia, for example, is over 98% of girls and women aged 15-49 years), FGM is an issue in many other parts of the world, such as the Middle East, Asia, and countries with diaspora populations from affected countries, including in Europe and North America.



WE ARE THE GIRL GENERATION

We believe that together we will end FGM in one generation.

We are united by our vision that FGM can – and must – end in this generation. We work across ten of the most affected countries in Africa (Burkina Faso, Egypt, Ethiopia, The Gambia, Kenya, Nigeria, Mali, Senegal, Somaliland and Sudan) and at the global level. We are a social change communications initiative, providing a global platform for galvanising, catalysing and amplifying the Africa-led movement to end FGM, building on what has already been achieved.

We are guided by three main principles:

We are Africa-led

We are led by the priorities and contexts of our focal countries, with flexibility and responsiveness to local issues and strategic guidance from African experts

We recognise FGM as a form of violence

We recognize FGM as a form of violence against women and girls, held in place by social norms. We take a context-specific approach to social change communications, recognizing both the power of social influences and motivations, and the fact that FGM is an expression of gendered power dynamics.

We do no harm

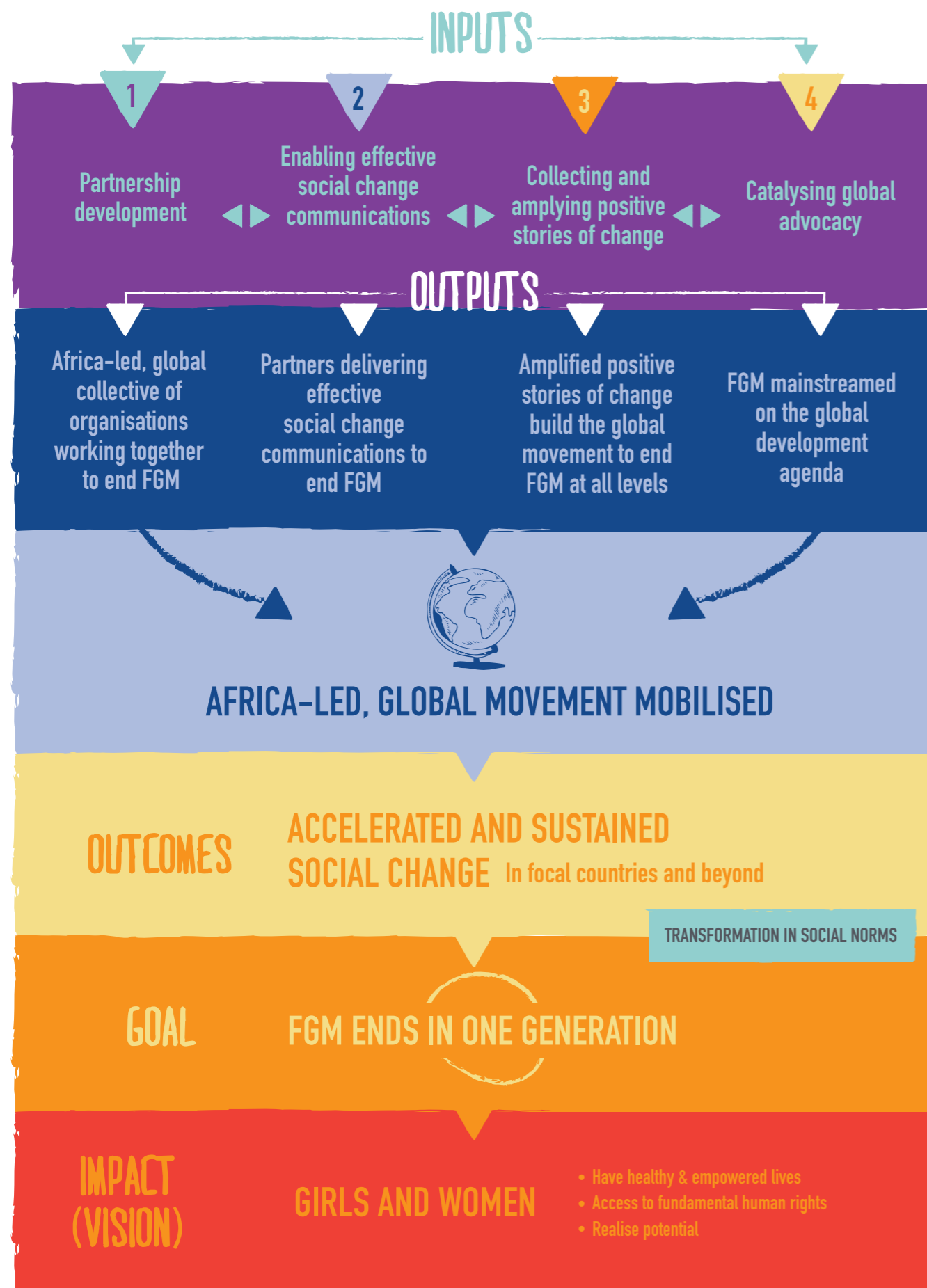
Our Do No Harm framework helps us to systematically apply this principle – and support our partners and members to do the same.

The Girl Generation is supported by the UK Department for International Development (DFID) as part of their wider End Female Genital Mutilation/Cutting (FGM/C) programme which also includes components of direct work with practicing communities, legislation and policy (led by the UNICEF-UNFPA Joint Programme on Ending FGM/C, the 'Joint Programme') and research (led by Population Council).

The Girl Generation, through the DFID funding, is the platform and catalyst for three other projects that share

its aims. These projects exist under the umbrella of The Girl Generation and are supported by other funders. We receive generous support from the Human Dignity Foundation for our End FGM Grants Programme. The Wallace Global Fund generously supports our Turn Up the Volume youth leadership project in Nigeria and Kenya, and our Global Ambassador, Leyla Hussein, for her ground-breaking Face of Defiance portraiture project. The Girl Generation is supported by a small team based in Nairobi, Kenya, and is led by a consortium including Options, FORWARD, and Equality Now.

OUR THEORY OF CHANGE



OUR JOURNEY SO FAR

This annual report covers our third year of implementation, and shows how we have continued to build on our past successes.

This year, we have expanded into six new countries (Burkina Faso, Mali, Senegal, Egypt, Ethiopia and Somaliland). Establishing The Girl Generation across ten countries – many of which have complex operational and political environments – has taken a great deal of careful planning. We are now fully operational in all ten focal countries, with a complete programme team (including Programme Officers for every country). This is a significant achievement for our small core team, and it considerably enhances our ability to deliver our Strategic Plan at scale.

Movement-building takes time and investment to build capacity and networks, to channel resources to small, local organisations, and to collect the resulting evidence of change. The majority of the positive stories of change shared in this report come from Kenya, Nigeria and The Gambia, where we have been working the longest. Over the next year, we will pay particular attention to capturing stories of change from some of our newer countries.

OUR JOURNEY SO FAR

YEAR 1 → AUGUST 2014 – JULY 2015

YEAR 2 → AUGUST 2015 – JULY 2016

YEAR 3 → AUGUST 2016 – JULY 2017

2014

Jan 2014

Inception. Design phase begins. Scoping visits to all ten focal countries. Convening of African campaigners and experts to agree the strategic direction and vision of the initiative.

Oct 2014

Launch of The Girl Generation in Kenya and The Gambia, with a side event in London. Website and social media platforms and The Girl Generation brand launched. Do No Harm guidance published and promoted. Sadly, shortly followed by the unexpected and tragic loss of our first Global Director, Efua Dorkenoo.

Dec 2014

Supported the first National Youth Conference on FGM and 'Booths Campaign' in The Gambia: bringing a safe space for dialogue and awareness-raising about FGM into communities. These proved to be catalytic moments for the emerging youth movement in The Gambia.

Our tagline, "Together to end FGM", and the Do No Harm guidance are adopted by existing national forums in Kenya.

2015 MEMBERS:70

Feb 2015

First Strategic Advisory Group held in Nairobi. Twelve African experts - including young people – come together from across the continent and the diaspora, and guide our agenda for the future. Our new Global Director, Dr Faith Mwangi-Powell, is appointed

July 2015

70 organisations signed up as members. The Girl Generation active in Kenya, Nigeria and The Gambia. Growing our team, and building relationships with the end FGM movement and government partners.

Aug 2015

Strategic Plan 2015-2020 published and implementation ramps up.

Sept 2015

Working with multiple partners, we issue a call to action for the inclusion of FGM as a universal indicator in the Sustainable Development Goals (SDGs), and promote civil society participation in the SDGs consultation. The indicator is included in the SDGs.

Dec 2015

US\$4.4 million secured for our End FGM Grants Programme, bringing much needed funding to grassroots organizations working to end FGM.

2016 MEMBERS:153

July 2016

153 organisations are signed up as members of The Girl Generation.

Aug 2016

Launch of The Girl Generation in Sudan. We deliver social change communications training in Nigeria and Sudan. Tools, frameworks and materials to support our social change communications (including this video which introduces our work <https://vimeo.com/149854960>) are developed.

The Human Dignity Foundation funded End FGM Grants Programme is launched in Kenya, and later Nigeria and The Gambia.

Youth networks are established in Nigeria, Kenya and The Gambia, and we launch our ambassadors' programme.

Nov 2016

Social change communications training is delivered in Kenya and The Gambia. The training of trainers model means that this training is cascading to other activists and campaigners.

Dec 2016

Launch of The Girl Generation in Somaliland.

2017 MEMBERS:625

Jan 2017

Launch of The Girl Generation in Burkina Faso, Mali, and Senegal – bringing The Girl Generation to Francophone Africa.

Mar 2017

Launch of The Girl Generation in Egypt.

Directly reached over 13,000 people with social change communications through the End FGM Grants Programme.

May 2017

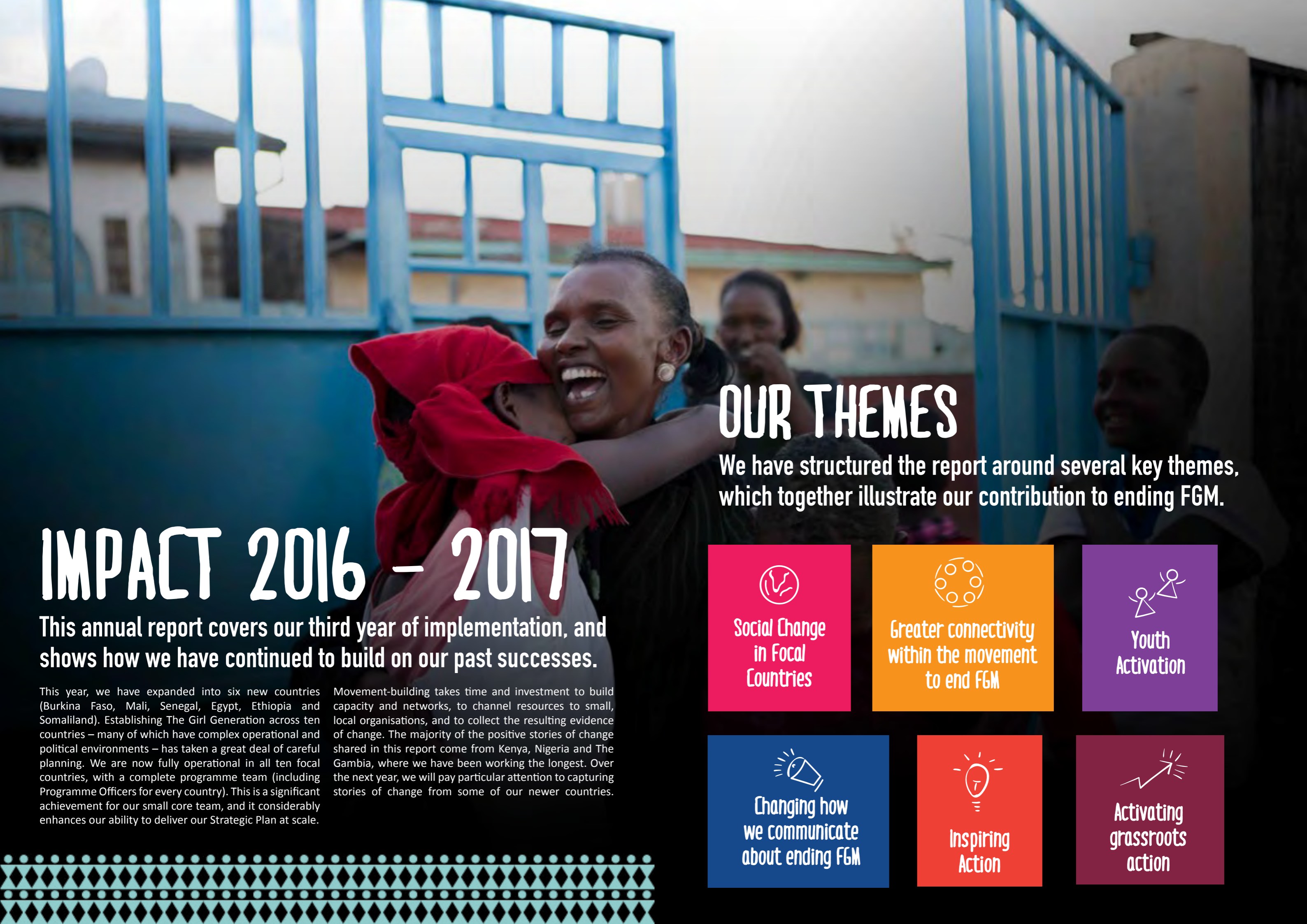
Launch of the End FGM Grants Programme in Sudan and Somaliland.

July 2017

100th grant awarded.

Launch of The Girl Generation in Ethiopia – we have now launched in all The Girl Generation focal countries.

625 organisations and activists are now part of The Girl Generation, 91% from African continent.



IMPACT 2016 – 2017

This annual report covers our third year of implementation, and shows how we have continued to build on our past successes.

This year, we have expanded into six new countries (Burkina Faso, Mali, Senegal, Egypt, Ethiopia and Somaliland). Establishing The Girl Generation across ten countries – many of which have complex operational and political environments – has taken a great deal of careful planning. We are now fully operational in all ten focal countries, with a complete programme team (including Programme Officers for every country). This is a significant achievement for our small core team, and it considerably enhances our ability to deliver our Strategic Plan at scale.

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OUR THEMES

We have structured the report around several key themes, which together illustrate our contribution to ending FGM.



Social Change
in Focal
Countries



Greater connectivity
within the movement
to end FGM



Youth
Activation



Changing how
we communicate
about ending FGM



Inspiring
Action



Activating
grassroots
action





THEME I

Social change in focal countries

STRATEGIC OVERVIEW

This theme describes how we have contributed towards our outcome “accelerated and sustained social change in focal countries and beyond” this year.

The Girl Generation’s role is to galvanise and catalyse the social movement to end FGM, such that it can drive forward the changes needed to end FGM. To monitor progress towards our outcome, we track the strength of focal countries’ social movements to end FGM, using a specially-designed scorecard¹. We hold focus group discussions with a youth group, and a national stakeholders group, all of whom are knowledgeable about the end FGM

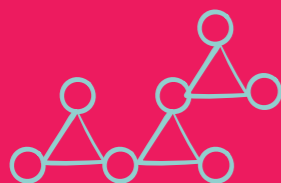
movement in their country. Participants discuss different dimensions of the social movement, such as the extent to which there is a collective agenda or a strong grassroots base, and assign each a score out of ten.

We also continually review contextual information and other evidence of change as it emerges. The following section includes examples of such evidence.

1. Adapted with permission from the Global Fund for Women. See Annex 5 for more details on the scorecard methodology and results.

Achievements

Social Change in Focal Countries



Stronger social movements recorded among youth and national stakeholders in Kenya, The Gambia, and Nigeria.



Increased inclusion, leadership and regional collaboration.



West Africa end FGM Network and International Men's Movement to End FGM – Big Brother movement formed.



Powerful stories of public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders emerging.

We have recorded stronger social movements among both youth and national stakeholders in Kenya, The Gambia, and Nigeria (countries where we have worked the longest) since the start of The Girl Generation.

In countries where we started work in the last year, we have recorded some promising growth, though not across all dimensions of the movement. For example, in Senegal, the youth movement has strengthened, but there was no concomitant strengthening within the broader stakeholders' movement. In Burkina Faso, the stakeholders' movement grew stronger, but the youth movement recorded no such improvement.²

The Girl Generation has made a significant contribution to these changes by providing a platform for convening the movement (in many cases, bringing partners together who had not worked together before), leading to increased collaboration; providing social change communications training (including joint strategic planning for movement-strengthening); and directly supporting the grassroots base (including youth activists and groups) for the movement with financial, capacity-building, and other forms of support. This has led to their greater inclusion and leadership within the movement. A more detailed example exploring factors behind movement-strengthening from The Gambia is included below. We will publish a full report exploring the dynamics of movement change across our countries in early 2018.

As a result of The Girl Generation, we have also observed stronger regional connections across the movement. During our regional social change communications training in Senegal, we brought together stakeholders from Mali, Burkina Faso and Senegal. Participants benefitted from sharing a rich pool of experience, approaches and

2. Baselines have now also been established in Sudan and Mali

strategies. Participants resolved to form a West African Network to mobilise the francophone movement to end FGM.

Globally, the end FGM movement continues to expand and become increasingly interconnected. In the USA, The Girl Generation participated in the US End FGM summit. Our Strategic Advisory Group member Jaha Dukareh, and Global Ambassador Leyla Hussein, both played key roles in the Summit, which garnered considerable attention from the media, policy makers and politicians. During the Summit we also co-hosted an activists' meeting, bringing together campaigners from across Africa and the US, which kick-started numerous partnerships and collaboration. Through our End FGM Grants Programme, The Girl Generation funded several young, grassroots activists from focal countries to attend, who shared their experiences of the Sisters Movement - a mentorship and support network of activist and survivors including Jaha Dukareh and Domitila Chesang. As a result of these inspirational stories, a new international men's movement committed to ending FGM has emerged - The Big Brother Movement, led by one of our members from Kenya. The Sisters Movement and Big Brother Movement are complementary to the work of The Girl Generation and we are collaborating closely. In addition, more non-African members signed up as members of The Girl Generation.

These events resulted in a close partnership with US activists, and in July 2017 our Global Director was invited to be part of a panel discussion around ending FGM in the Islamic context sponsored by the US State Department, where she was able to share experiences from Africa.

Calls for FGM to be recognized as a truly global phenomenon – particularly in Asian countries - grow ever louder, with groups such as Sahiyo playing a key role and highlighting evidence that FGM is taking place in previously unreported communities (e.g. in Kerala, and the Bohra communities of India).

Factors behind movement growth in The Gambia

In The Gambia, there was broad agreement that the primary reason for the movement's growth was the enactment of the law banning FGM by the former President, which gave activists and others more freedom to tackle the issue. The Girl Generation contributed towards the change, by supporting the youth movement at critical moments at its embryonic stages, and making grants available to grassroots organisations. The media work of our Programme Officers and their activist peers has also been influential in amplifying the movement.

Evidence of social norms and attitudinal change

Powerful stories of public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders are emerging as a result of our work.

We hear them through the stories of change that we gather systematically from our grantees, from focal countries via our Programme Officers, and from stories shared with us on social media

See www.thegirlgeneration.org/blog for more stories of change.

A young mother dedicates herself to stop FGM in her community in Nigeria

The story of Christiana, a young mother from Nigeria, demonstrates changing norms in West Africa, resulting from the work of our member, the Society for the Improvement of Rural People (SIRP) – one of our grantees who had signed up to our Do No Harm guidance. Before participating in SIRP's end FGM project, Christiana saw FGM as a way of life for any young girl in the community:

“We were told, or rather, indoctrinated over time that if, as a girl, you were not ‘cut’, then you are ‘unclean’: not deserving of a decent marriage and acceptability in the society,” remarked Christiana. “As a result of this project, I will dedicate my life from now on to make sure that FGM is stopped completely in Awgu. I will use the skills I have learnt in social change communication to convince more members of the Awgu community to stop practicing FGM. I will use dialogue as a principal skill to share with members of my family information regarding the disrespect to the dignity of the girl child as a result of the FGM practice. I will listen to their position and empathetically feel for them, but in a very understanding tone with respect, share with them information, drawing from the Bible, our constitution and the recent child rights Law (Enugu State, 2016) that criminalises FGM.”

“As a result of this project, I will dedicate my life from now on to make sure that FGM is stopped completely in Awgu.”
– Christiana, Nigeria

Over 2,000 people pledge to end FGM in Kenya

Murua Girls Child Education Programme, one of our grantees funded by the Human Dignity Foundation funded End FGM Grants Programme, used a social change communication approach to reach out to young people about ending FGM. Sport was used as a way to bring young people together for discussion forums in Narok County. Over 2,000 people involved pledged to end FGM, and the project is now engaging directly with 324 youth and 35 activists (including many young men) to end FGM across six constituencies of the county.

Over 2,000 people pledged to end FGM, and the project is now engaging directly with 324 youth and 35 activists



School children and health workers join the movement to end FGM in Nigeria

After educating young people in schools in Lagos state about the implications of FGM on women and girls, students in Nigeria were very excited to be advocates and join the campaign to end the practice. The students requested for more information materials like flyers and posters to take back to their various communities and use it to educate others.

Through the work of Child Health Advocacy Initiative (CHAI) - supported by an End FGM grant - health workers in hospitals were visited during an awareness campaign. The nurses told us about women who bring their babies to them to perform FGM. These mothers are told by their grandmother/mother-in-law to take the babies to the hospital for the FGM if they don't want to take the baby to the traditional circumciser in the village. The health workers promised to continue to educate mothers and never encourage medicalization of FGM in hospitals, which is common in cities like Lagos State and South West States in Nigeria

A community project reports comprehensive change in Nigeria

The practice in Imo State, Nigeria, is to conduct FGM on new-born girls on the 8th day. Community and Youth Development Initiatives (CYDI) – through the support of End FGM Grants – implemented an integrated end FGM project in the state, working with community champions who carry out community educational sessions and monitor home deliveries of babies. They report the following results:

“Our project succeeded in reducing this practice by 100% from 1st January to 31st March 2017. For example, 187 female babies were born in the 15 communities and none of them were subjected to FGM within that quarter [...] As a result of the improved communication, many families have become End FGM Community Champions (FCCs) by talking to friends and colleagues about the dangers of the practice, after participating in the education sessions. Through social diffusion the message is spreading beyond those directly contacted by the FCCs. When these change agents find it difficult to convince any person, they consult the FCCs. Since we now recognize the community as the unit of change, the FCCs submit their monthly work plans and reports to their traditional rulers for approval, before submitting to CYDI. This ensures the ownership of the project by the communities. This approach was inspired by the Social Change Communication training”. CYDI, Nigeria.



Local leaders take ownership of ending FGM in The Gambia

One of our members, the Child Environmental Development Association Gambia (CEDAG) (an End FGM grantee and communications trainee) in The Gambia aimed to encourage community leaders to claim ownership in ensuring that FGM is abandoned within their community. An example of this is in Saaba village (North Bank Region). The Village Chief said that he and his village committee will ensure that FGM is not practiced by any member of his community, through continuous consultative meetings and dialogue with community members on issues regarding FGM. He joined CEDAG during a community radio programme to create greater awareness, and used the opportunity to advocate to his fellow Chiefs to take a bold step in assuring that FGM is denounced within their communities, through engaging community members to understand the negative effects of FGM on women and girls.



Theme 2:

Greater connectivity within the movement to end FGM

STRATEGIC OVERVIEW

The Girl Generation aims to build an Africa-led collective, united by the vision of ending FGM in a generation, which is not only interconnected, but actively working together to advance our shared agenda. This will give the movement greater influence and visibility both on the global stage and within specific localities.

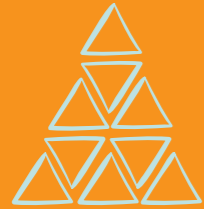
By working collectively, we can mobilise for joint actions and amplify unified messaging. Working together also has positive implications for sharing learning and peer support, which are critically important for ending FGM.

Our work to build an Africa-led, global collective to end FGM includes growing, supporting and mobilizing our membership base; as well as connecting with 'sister movements' and national and international partners as we strive towards shared goals.

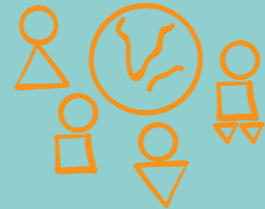
Achievements

Greater connectivity within the movement to end FGM

The Girl Generation is now the largest collective of organisations working to end FGM, bringing unprecedented opportunities for connections and communications channels.



472 new members this year. 625 members in total, 91% on the African continent.



Strengthened relationships with members through Programme Officers in each country.

We can readily connect with, and bring together, local stories and activists from across multiple countries – and we facilitate the communication of ideas, information and inspiration from global to grassroots level, and back again.

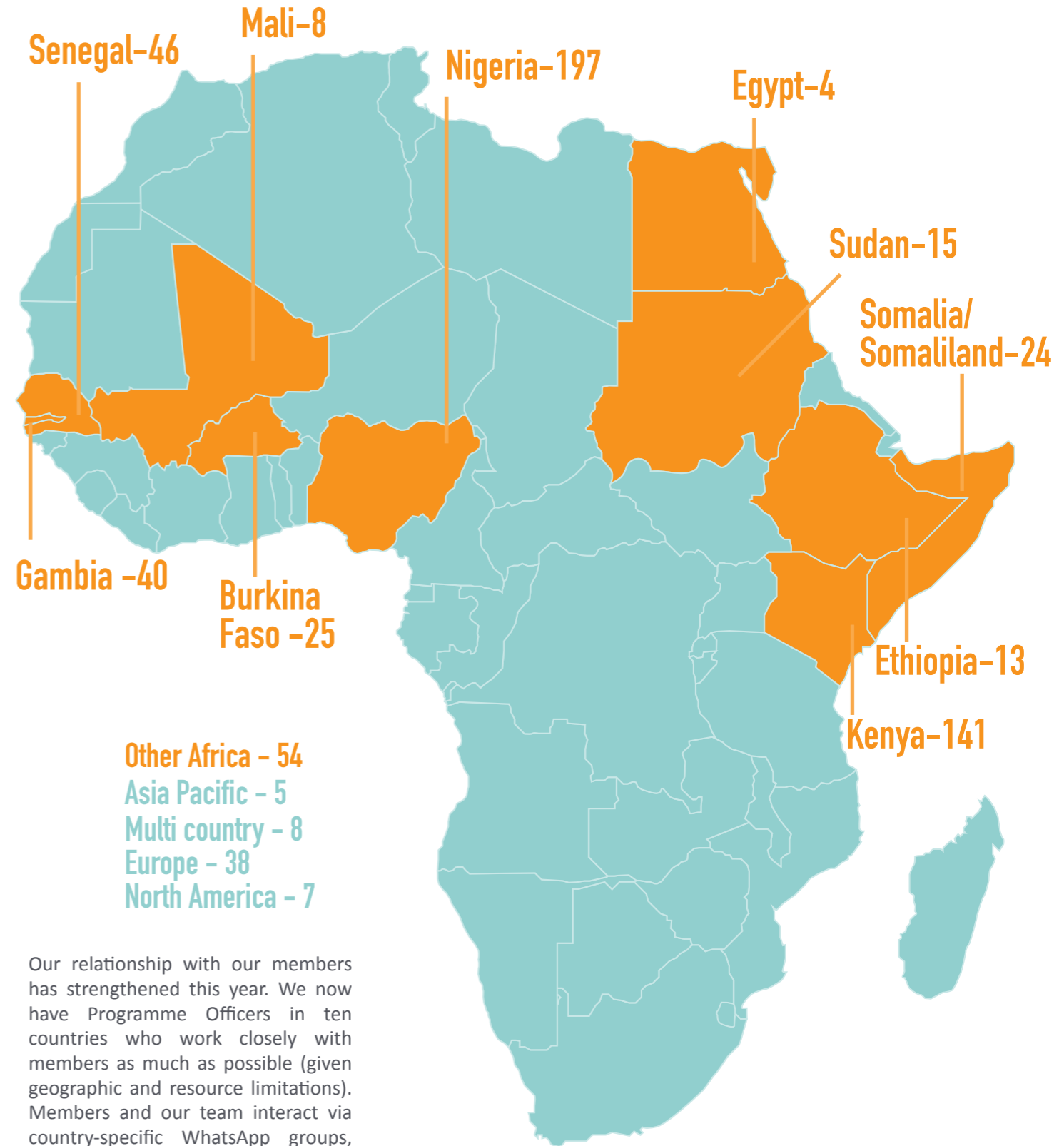
We signpost our members to funding opportunities and we encourage and support members to apply for End FGM Grants.

We collaborate with our members at global events and in local forums; we support them to cascade social change communications trainings; we advise them on their messaging and branding (particularly applying the Do No Harm principle and The Girl Generation brand values of positive communication); and we learn a great deal from – and are truly inspired by – them.

As we have moved into new countries, and continued to communicate on global platforms, we have attracted 472 new members this year, taking our total membership to 625

organisations (91% of whom are on the African continent). The high volume of members has exceeded our most optimistic projections, suggesting there is huge appetite to be part the end FGM movement, and that organisations are attracted to The Girl Generation's ethos, principles and communications approach. The rapid increase in membership we experienced after the launch of the End FGM Grants Programme also highlights the importance of accessing funding resources for our members.

Distribution of The Girl Generation member organisations



Our relationship with our members has strengthened this year. We now have Programme Officers in ten countries who work closely with members as much as possible (given geographic and resource limitations). Members and our team interact via country-specific WhatsApp groups, sharing content on social media, and at trainings and other convenings.

Evidence of change

A recent membership survey interviewed **88 members across three countries** (Nigeria, The Gambia and Kenya) during June and July 2017. Respondents included a mixture of grantees, trainees, and members who had not been trained or received funding. The survey captured the following highlights and insights:

Reported increase in engagement

48% of all respondents reported that membership of The Girl Generation has enhanced their level of engagement in ending FGM, mostly as a result of taking part in training or receiving a grant. Given the limited human and financial resources we have in each country, and the high membership we have in Kenya and Nigeria, we believe this is a positive baseline figure, which we aim to improve over the coming year. Members explained how/why being part of The Girl Generation had inspired them to do more:

- It has helped change the perspective of our members who have attended The Girl Generation activities on FGM, as well as encouraged the organization to embark on more community outreach programs.
- It has helped members learn about the importance of bringing people together
- The social change communications training has enabled members to communicate with their listeners more effectively, thereby achieving better results.
- It has increased members' understanding on how to deal with FGM cases diligently through the Do No Harm principles, to eliminate the practice without hurting practicing groups.

100% of respondents said they would like to participate in any future campaign coordinated by The Girl Generation

- Members have a strong appetite for The Girl Generation to provide focused, unifying actions for them to take: 100% of respondents said they would like to participate in any future campaign coordinated by The Girl Generation.
- Members working on ending FGM reach almost 240,000 people directly with their end FGM work, with a total potential reach through mass and social media of 6.3 million, showing the huge potential for amplification through our networks.

48% of all respondents reported that membership of The Girl Generation has enhanced their level of engagement in ending FGM

48% engagement is significantly higher than average membership organisations, which normally sit at 10% actively engaged members

Members reach almost 240, 000 directly
6.3 million potential reach through mass and social media

The levels of engagement we see (at 48%) are significantly higher than average membership organisations - with any 'membership' organisation, the general rule of thumb is that 10% will be actively engaged, and 1% will be super-engaged. As such, we now have a strong base into which to provide materials, opportunities and actions for our members to use within their own contexts - our public-facing campaign is our primary strategy for the final year of the campaign to demonstrate and activate the importance and value of the end FGM movement working together.

We also have strong partnerships with other organisations, including the Global Media Campaign to End FGM (formerly The Guardian Global Media Campaign), Girls Not Brides, the Africa Coordinating Centre for the Abandonment of FGM (ACCAF), the UNICEF/UNFPA Joint Programme on FGM/C, and the Population Council led Research programme. Relationships with these partners are essential for connecting with in-country partners, liaising on global advocacy issues, and joint planning and coordination. Our national partnerships with UN agencies

and government Ministries have also helped us to secure media coverage, through joint press initiatives. We have collaborated with such partners at events such as:

- The 'Gender is My Agenda' conference in Addis Ababa, where we co-hosted a learning and networking session on 'Investing in Youth to End FGM' with the Young Women's Christian Association (YWCA)
- The African Diaspora Women's Forum, with FORWARD and the International Planned Parenthood Federation (IPPF), where 70 women from the UK diaspora heard from a panel of prominent panellists, including our Global Director. Together, they strategized on how to make gender equality a reality by 2030.



Participants at The Girl Generation's regional social change communications training which connected activists and campaigners from Mali, Burkina Faso and Senegal.



STRATEGIC OVERVIEW

Young people are the heart and soul of the end FGM movement and the work of The Girl Generation. They are connected, questioning, increasingly vocal in some contexts, and spreading new ideas.

Young people are the heart and soul of the end FGM movement and the work of The Girl Generation. They are connected, questioning, increasingly vocal in some contexts, and spreading new ideas. They are the future parents and decision-makers within their communities – to influence them now makes gains for the future. Young people want to spend time and energy on social change – it is a new currency - and they will spread ideas which they believe in. Importantly, young people have the power to inspire dramatic generational change within their communities, as future parents who have the potential to decide not to cut their children, as well as influence their whole community with their decision. Engaging them and putting a youth voice at the front and centre of the movement to end FGM **now** paves the way for extensive future change.

We realise our commitment to youth by catalysing, supporting and amplifying youth networks; rolling out our ambassadors programme; by communicating in a style and through channels that resonate with young audiences. In addition, many of our grantees also choose to focus on working with young people – indeed the work is often led by young people themselves.

The youth networks are for youth, by youth, setting their own agenda and designing their own approaches to ending FGM in their spheres of influence. Although they operate independently, they receive ongoing support from The Girl Generation in areas including strategic planning, communications, and networking.

By supporting young people in our ten focal countries to engage in national conversations about ending FGM and to become agents of change themselves, we will contribute to fostering youth ownership of the end FGM movement. We trust the energy and momentum will take a life of its own. We need to think differently about how to achieve this, not being limited to formal groups, and working closely through inspiring youth activists, taking their own lead on how best to reach their generation.

Our End FGM Ambassadors Programme involves working with passionate young activists who have already stepped out of their comfort zone to bring about change in their communities and country. As ambassadors, they amplify their message of hope and change, championing and remodeling social norms and mobilising society to get involved in the issue. They raise attention to the importance of ending FGM in their local communities, support social change communication training and community dialogues, and help to raise FGM on the agenda with the media, and at international meetings and events.

THEME 3

Youth Activation

Achievements

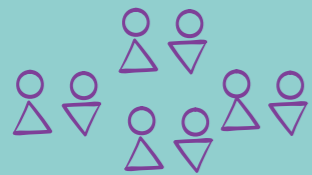
Youth activation



The next generation of end FGM activists in Sudan, Burkino Faso and Somaliland catalysed through The Girl Generation support.



Young people building a critical mass of support to end FGM. They continually raise awareness about FGM, and seek commitments from a range of leaders and influencers, through wide-ranging and creative initiatives and projects



4,500 people were engaged in person by The Girl Generation and our members in three months – during April – June 2017 alone, representing significant scale.



12 End FGM Ambassadors actively promoting the movement in influential spheres.

The Girl Generation has catalysed the next generation of end FGM activists. Last year, we reported how The Girl Generation catalysed youth networks in three countries: The Gambia, Kenya and Nigeria. Formal launches for each of these networks were held in August 2016, involving over 220 young people across the countries.

We are also supporting the first national youth network to end FGM in Sudan, and an existing youth network in Burkina Faso. Young people (from Mali, Burkina Faso and Senegal) attending our regional social change communications training in Senegal have established a regional youth network to ensure strong participation of the Francophone countries in the movement. Young people in Somaliland have also recently determined to establish a youth network to end FGM as a result of a The Girl Generation convening.

In Nigeria, the ambassadors reach over 1,000,000 people through their social media platforms, while in The Gambia they reach over 200,000 people. This year we have provided safeguarding and communications training, and strategic planning support to our ambassadors; facilitated their participation in international events to build their networks and leadership skills; and amplified their work. A comprehensive profile of our ambassadors in Kenya, including their achievements so far, can be found on www.thegirlgeneration.org. Similar profiles for The Gambia and Nigeria will be published shortly.

This year, our networks and ambassadors have gone from strength to strength, rolling out a busy timetable of events and projects according to their own work plans, and achieving admirable results in terms of building political will to end FGM, increased visibility of the movement, and support to social change at the community level. They are developing leadership and campaigning skills – including media engagement, influencing, and effective

Young people are building a critical mass of support to end FGM

communication – which will ensure that they can take the movement forward over the next generation. The effectiveness of our focus on youth has been recognized by others supporting the end FGM movement, as evidenced by our grant from the Wallace Global Fund, to support the development of youth leadership in the end FGM movement in Kenya and Nigeria.

Young people are building a critical mass of support to end FGM. As shown by the stories on the following page, the continually raise awareness about FGM, and seek commitments from a range of leaders and influencers, through wide-ranging and creative initiatives and projects.

From April 2017, we began collecting data on the number of people reached through youth initiatives to end FGM, via work carried out directly or indirectly by The Girl Generation. Through The Girl Generation and our members over 4,500 people were engaged in person during April – June 2017 alone, representing the significant scale of this work. We are excited to see how this base can now grow even further, as each youth member and activist is increasingly supported and inspired to take action for ending FGM amongst their own community.

12 Ambassadors in three countries

In addition, we currently have 12 ambassadors in three countries (five in Kenya, three in Nigeria, three in The Gambia, and one globally (Leyla Hussein). One criterion for selecting ambassadors is that they have broad spheres of influence. Ambassadors in Kenya alone have a combined reach of approximately 50,000 people directly, and over 200,000 indirectly (e.g. by working with local organisations who then go on to work with their respective communities).

Evidence of change

Young people are building a critical mass of support to end FGM

Keeping FGM high on the agenda in Nigeria

The Youth Network in Nigeria has successfully lobbied key stakeholders like DFID, Embassies and High Commissions, Ministry of Health and development partners to entrench the participation of youths in End FGM work, keep the issue of FGM high on the political agenda, and call their political leaders to action. The network also focused on engagement with the National Association of Circumcisers in Nigeria. As a significant result, the leader of this body - a critical structure in ending FGM - spoke out against the practice.

Amplifying public support to end FGM in Kenya

During the International Day of the African Child on 6th June 2017, the Youth Network in Kenya (in collaboration with The Girl Generation members and local partners) organized the 'Samburu Moran Festival', a cultural event aimed at promoting community solidarity to ending FGM and other harmful practices like early child marriage and 'beading' (when girls are assigned to men to make them available for sexual activity). Morans - traditional Maasai warriors whose community has a high prevalence, and who are young men who will soon marry, and become parents themselves - publically declared to abandon FGM. This ceremony sent a strong, highly visible message of male commitment to the abandonment of FGM.

Kenya's youth network shares learning with a Chinese delegation

In July 2017, a partnership between The Girl Generation and the Youth Anti-FGM Network Kenya hosted a youth delegation from China for a cross-cultural learning meeting to share good practices and how they can be replicated. The volunteers from China House gave a presentation on how foot binding came to an end in China.

Our youth networks and ambassadors also provide effective channels for amplifying the end FGM movement, coming up with creative ways of marking events, raising awareness, and breaking the silence about FGM. They

Changing minds on the streets of The Gambia

Our Programme Officers in The Gambia showed us what innovative, youth-led change looks like, distributing 200 roses in the streets of Banjul on Zero Tolerance Day in an activity that they coordinated closely with local opinion formers, the media, and national stakeholders including UNFPA, for maximum impact. With the assistance of volunteers and their ambassador, they engaged people in conversations about ending FGM, and gauged their perceptions of the practice. More than 250 people from diverse backgrounds were reached directly (students, security personnel, bankers, traders) - with up to 150,000 more reached through media coverage of the initiative.

Young women's leadership in The Gambia

The Vice Chairperson of the End FGM Youth Network, Mariam Saine, displayed considerable leadership and confidence in raising an end to FGM as a central campaigning issue in national politics. She successfully vied for a parliamentary seat using the slogan "women empowerment, sustaining FGM Law and ending FGM in The Gambia" when, after the ousting of their former President, certain sections of the country began lobbying for a repeal of the Anti-FGM law he had passed previously.

enhance our reach and ability to mobilise and convene, which are key components of movement-building: the Youth Anti-FGM Network Kenya (YANK) has active county branches, and the Sudan Youth Network has nationwide representation. In The Gambia, youth members come from across the country. Working in partnership and collaboration with others, across our focal countries, they mark key events within the advocacy calendar, including Zero Tolerance Day, the Day of the African Child and the 16 Days of Activism against Gender Based Violence, to catalyse conversations about the importance of ending

FGM, garner support from leadership for ending FGM, and support social change in affected communities. The youth networks all have active social media accounts (independent from The Girl Generation, although we promote one another's content) and many of the network members blog regularly for The Girl Generation and others, including Girls Globe. The youth movement's

sphere of influence has been significantly expanded by social media, making actions in diverse locations more visible. It has proven to be a powerful tool to inspire and influence their peers. Youths are motivated to see FGM as a global issue because of the participation of different people across the world.

Youth networks catalyse change at sub-national level

The following update from Harrison Emu was posted on the Nigeria Youth Anti-FGM Network's public Facebook page on the 7 August 2017, summarizing their recent achievements.



**The Girl Generation,
Youth Anti-FGM Network,**

7 August . Nigeria.

We have made the following positive strides since last week:

- Two well-known Nigerian blogs have contacted us for partnership. Our membership strength is growing and awareness campaigns are in conception.
- We have been granted 30 minutes to speak to prospective mothers in a reputable Hospital in Delta State on FGM.
- FGM has just been abolished in Boki Community, in Cross-River State.

Congratulations to South-South Zone. Great Job we doing. These are the news in Headlines... I am very happy, congratulations to you all, you made this happen.

To the team, thank you.



The following are examples drawn from the broad portfolio of the Youth Networks' and ambassadors' communications and advocacy work:

In July 2017, Youth Anti-FGM Network Kenya – working with Amnesty International Kenya and FilmAid International – supported and participated in a documentary film about FGM and its effects among refugees, with inputs from The Girl Generation.

www.youthantifgm.or.ke



Alice Masinte, a Youth Anti-FGM Network Kenya member, was on K24 TV discussing FGM on 6th February 2017. K24 TV is Kenya's number one Social TV station which livestreams news to national and diaspora audiences, and is one of Kenya's fastest growing media houses.



Youth Anti-FGM Network Kenya, with a local NGO partner, organized an end FGM Caravan in Kuria.

A Youth Anti-FGM Network Kenya member produced a video 'say no to FGM' which has had over 4,500 views on YouTube.

Nigerian youth network and ambassadors held a 30-minute live Twitter chat gaining 100,000 social media impressions to amplify the Day of the African Child.

A symposium to mark the Day of the African Child in the Gambia brought together ten journalists with 50 young people – many of whom were students in tertiary institutions, who are rarely targeted by end FGM initiatives. The event ignited many conversations among people who had not discussed FGM openly before.

In Nigeria, Ambassador Raymond Ukwa, runs a Facebook campaign; #200millionisntjustanumber - attracting many youths between the ages of 15-35 years, including diaspora audiences, to spread the End FGM Campaign.

Expanding the Youth Space to End FGM convening was held in July 2017, The Gambia.

"We are very thankful to The Girl Generation as it's a new initiative to support us and promote synergy between us."

Virginie, Youth Network member, Mali

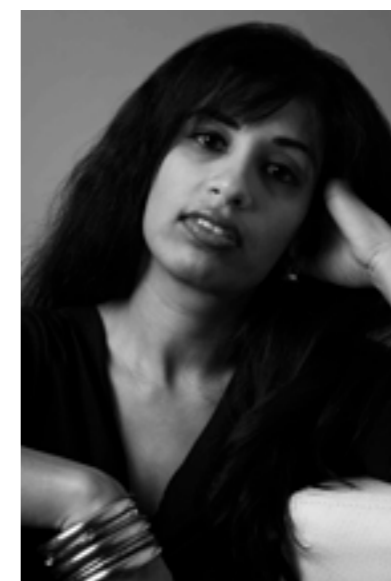
Young people have built a shared vision to end FGM. Young people from across our team and youth networks have begun planning a major international youth event for March 2018. They aim to celebrate the change that is already taking place, share what has worked and what hasn't, and show the world that they are seriously committed to ending FGM. They will make their call to action, and deliver their demands to African leaders at the African Union about the future they want to be part of. This level of ambition, coordination and regional collaboration among young people in ending FGM is unprecedented, and marks a step change in the role of young people in the end FGM movement. The Girl Generation has boosted their confidence, connections and resources to elevate their cause to the global stage – and hold their leaders to account for the achievement of SDG 5.



Face of Defiance

Our Global Ambassador, Leyla Hussein, has developed a photography portraiture project "Face of Defiance" in partnership with The Girl Generation, to showcase survivors and campaigners against FGM from Senegal, working closely with our Senegal Programme Officer, our members and partners in Senegal, and photographer Jason Ashwood. Supported by the Wallace Global Fund and the Human Dignity Foundation, this project combines portraits from campaigners in Senegal with others previously taken in the USA and UK (including African and diaspora campaigners). An exhibition was held in New York in September 2017. The aim is to ensure FGM remains a high priority in terms of achieving the SDGs, and to attract donors' attention to secure further funding for ending FGM. The portraits will be exhibited in Senegal during the 16 Days of Activism (November/December 2017). The exhibition and accompanying media coverage will stimulate dialogue and conversations about FGM, and celebrate the achievements of the end FGM movement.

Find out more at: facebook.com/FaceofDefiance



Theme 4:

Changing how we communicate about ending FGM



STRATEGIC OVERVIEW

FGM is a sensitive and often taboo issue, enshrined within complex political, social, cultural and religious perceptions that go to the heart of gender relations. Efforts to end FGM can result in damaging consequences.

The Girl Generation celebrates positive change. It values and empowers women and girls, and focuses on solution-based and practical action where everyone can play their part. Our Do No Harm guidance helps raise awareness of the potential for backlash, both personal and cultural, and how to mitigate against these negative effects. We support our partners and members to do the same.

Through social change communication, we promote locally-led and culturally relevant communications approaches to spark discussion and dialogue, inspiring

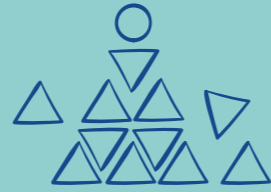
individuals and communities to question their own beliefs, creating an enabling environment for community-based interventions and broader policy and legal reforms, and amplifying change where it is happening. We promote and build capacity in these approaches through a Training of Trainers model (training a small cohort of learners who will in turn train others) across our focal countries, targeting grassroots groups who are committed to sharing and applying their learning, and by developing and sharing learning resources such as 'How To' guides.

Achievements

Changing how we communicate about FGM



Social change communication delivered in 8 countries to 431 organisations, resulting in development of local communications strategies



Community members taking a lead in the abandonment of FGM because of the increased knowledge and better understanding they have on FGM as a result of the training

Examples of what participants have committed to doing following Social Change Communication training...

“Integrate Social Change Communication approaches into their current activities”

“Develop community networks to end FGM”

“Apply and advocate for the Do No Harm approach”

“Integrate Social Change Communication approaches into their current activities”

“Start a radio show to end FGM in my country”

“Be a champion for change”

“Train others in the skills learned”

“Write to our local newspaper about ending FGM”

“Work with youth and key drivers of communication”

461 people trained in our social change communication approach.

Organisations across eight countries have now received social change communications training either directly from The Girl Generation or through cascaded training: 270 have been trained directly, and at least 161 have subsequently been trained across our focal countries. In total, this represents 461 people who have been trained in our social change communication approach.

Trainees have included campaigners, community activists, young people, ambassadors and End FGM grantees. Participants develop local strategies to implement together after the training. Many have subsequently engaged Traditional Birth Attendants, cutters, and Community Health Workers through these strategies.

Number of people trained by The Girl Generation:

Country	No. of people
Sudan	37
Nigeria	23
Kenya	70
The Gambia	40
Senegal, Burkina Faso, Mali (regional training)	65
Somaliland	35
TOTAL	270



The feedback we receive through our pre- and post-training surveys have been very positive, with many participants acknowledging a paradigm shift in their thinking about FGM:

“The training will have much impact on the work I do as a Project Manager and the knowledge I gained will improve the services I provide to communities. The training has helped me to use the best communication approach during our dialogue meetings with target groups. This has resulted in community members taking the lead in the abandonment of FGM because of the increased knowledge and better understanding they have on FGM. The community leaders, religious leaders and women groups who are influential persons are now ready to take the lead to end FGM through community consultative meetings, “Bantaba” talk shows and radio programmes. With the social communication approach used during the peer group discussions held in Senior Secondary Schools, the number of FGM ambassadors in these schools has increased. The group can now freely discuss and talk about FGM in a more appropriate and acceptable way (Do No Harm) with their peers, and can equally discuss it with their parents and other community members”

- Child Environmental Development Association, The Gambia

“The Do No Harm approach has helped us reduce backlash as we now focus on use of sensitive language and positive messaging rather than the negative impact of FGM on the girl child [...] nor do we stigmatize the women and girls who have already been “circumcised.” These have produced great outcomes as we have now seen attraction rather than backlash. Many women and men and youth in the village want to hear more and to participate in ending FGM. Social Change Communications training enabled us to understand the value of being visible through sharing positive stories of change on social media. This gave us the ambition to use photos and videos to amplify our stories of change. We also became more proactive in using local radio to share our messages to the wider community”

- Hope Foundation for African Women, Kenya.

“After the social change communication training in Lagos, we conducted a step-down training for the staff and FGM Community Champions (FCCs). This made us appreciate the importance of focusing on the community as the unit of change. The knowledge gained from the training, especially the Do No Harm approach, was reflected in the manner that the FCCs presented their messages during the interpersonal communication sessions with mothers and their households. It was also evident in their interaction with social networks/groups in the community. The sessions with these groups became more participatory and enabled them to understand their needs, demand their rights, and collaborate with other groups in order to transform their social system”

- CYDI, Nigeria.

“The social change communication training helped me realise the need to not just focus on condemning the practice of FGM, but to educate them on the effect and implication of FGM on women and girls and the community as a whole”

- Child Health Advocacy Initiative, Nigeria.

“The knowledge of social change communications also helped the NIGAWD team to listen and understand the participants’ point of view without wearing the judgmental lenses. This supported the participants to move from the mixed feeling of either to practice FGM on their unborn daughter or abandon the practice without knowing why, to a point of informed decision to abandon FGM as a practice, encourage others to do same and even sign a commitment pledge card against FGM”

- NIGAWD, Nigeria.

THE DO NO HARM APPROACH

Another route by which we have influenced how people communicate about FGM is by promoting uptake of our Do No Harm approach. We oblige our grantees to agree to our Do No Harm guidance and safeguarding policy, which commits them to safeguarding children or other vulnerable people involved in their work, and communicating sensitivity regarding about FGM to avoid potentially damaging backlash.

We review their external communications before they are published, and make recommendations if necessary for how they can be adapted. So far, we have received universally positive feedback from grantees about the recommendations made. Our Global Ambassador, Leyla Hussein, has been a huge advocate for the Do No Harm approach, sharing it with the multiple media partners she works with. She says, ‘it’s literally my bible’.

“The Girl Generation’s Do No Harm guidance is literally my bible.”

- Leyla Hussein, Global Ambassador

We have also promoted our social change communication approach within the European end FGM movement and wider development community, via our partner FORWARD. They presented our social change communication approach to the ‘End FGM European Network Building Bridges Seminar’, which was a great opportunity to share

positive stories of change, and to inform our European members and partners about our work and our approach.

Our Diaspora Coordinator also led our contribution to the European Development Days, which was attended by our Ambassador Seleyian, from Kenya. Seleyian’s blog - www.thegirlgeneration.org/blog/road-ending-fgm - gives a compelling insight into the importance of attending such events. The Girl Generation and FORWARD ensured that gender and human rights were strongly represented at the event, and that our model of communication and representation was empowering, interactive and women- and Africa-led. The session on FGM was completely full (over 70 delegates), and over 300 delegates interacted with our stand. Our session was noted by participants as being a rare example of youth leadership and inclusion at such high-level events, and the event was amplified on both social and traditional media.



Seleyian Agnes Partoip is the Founder and Director of the Murua Girl Child Education Programme as well as a girls and women’s rights activist.



Theme 5:

Inspiring Action

STRATEGIC OVERVIEW

We believe that amplification of social change — including how, where, and why FGM is ending — is critical in both mobilising a global movement to end FGM and bringing new actors and voices into it, and supporting social change at the national and local level. The Girl Generation connects diverse actors and stories together, providing a platform from which a positive vision of change is consistently communicated.

Achievements

Inspiring action

We amplify social change to inspire action in numerous different ways:

We collect & document...

We collect and document positive stories of change from our grantees, members and SCC trainees

We promote...

We promote positive stories of change from across the end FGM global movement on our social media platforms

We support...

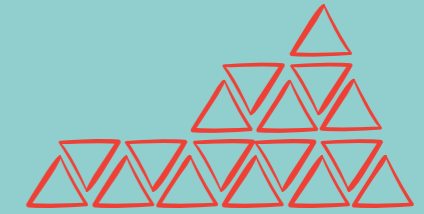
We support our youth networks, ambassadors, grantees and members to engage in media amplification in their respective countries

We participate...

We participate in events and forums where there is a clear and strategic opportunity to raise the profile of ending FGM



The Girl Generation is established as a communications platform for the movement to end FGM.



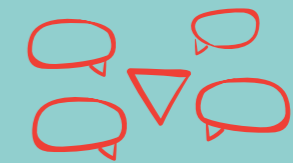
41% increase in social media followers.



Potential reach of 200.4 million through media alone.



Radical increase in locally-owned efforts to bring partners together to celebrate International Zero Tolerance Day to Female Genital Mutilation and International Women's Day (IWD)



The Girl Generation play a leading role in promoting inspiring communications, collaboration, and ensuring grassroots and youth representation and leadership in the movement.



Evidence of change

We have successfully established The Girl Generation as a communications platform that regularly collects and amplifies stories of change from the local level from across multiple countries, and amplifies them across our channels (social media platforms, newsletter, and events).

Over the course of this year, we have contributed to the publication or broadcast of 125 positive stories about ending FGM and/or the end FGM movement in new and traditional media across our focal countries and beyond. We are reaching large audiences through our work with media partners, including traditional (print press, radio) and non-traditional (bloggers, online, social) channels: our Meltwater media analysis tools estimate that articles featuring The Girl Generation had a potential reach of 200.4 million people over the past year.

Most of these articles report specific activities or events resulting from the work of our Programme Officers or grantees (particularly in The Gambia, Kenya and Nigeria), ranging from local sensitisation drives, youth conferences, community trainings, the Day of the African Child and International Day of Zero Tolerance to FGM events. The launch of our youth networks attracted significant press attention. An article on the use of social media by Nigerian

end FGM activists (produced by Thomas Reuters) reached 12 different publications: our single most successful article. Thirty-one of these positive stories are blogs, stories or profiles hosted on The Girl Generation website, and produced by members of The Girl Generation team, ambassadors and other partners. Although the majority of our amplification work relates to our members and the wider movement, our team is increasingly called upon to engage directly in media work, including our Global Director, who has given comment/opinion pieces on national TV in Kenya, and several of our Programme Officers, such as our Programme Officer in the Gambia who appears on a twice-monthly radio show to discuss FGM and related issues. Our Programme Officers have networks of committed and dedicated local and national journalists, with whom they regularly engage, train and encourage to do more – and do better – to amplify the issue of ending FGM and share positive stories.

Highlights this year include:

- In our focal countries, we saw unprecedented levels of locally-owned effort to bring partners together to celebrate International Zero Tolerance Day to Female Genital Mutilation and International Women’s Day (IWD), with The Girl Generation playing a leading role in promoting inspiring communications, collaboration, and ensuring grassroots and youth representation and leadership in the movement.
- Our social media reach continues to grow – in the last year we achieved:

Over 1.4 million social media impressions

3,800 link clicks

Over 30,000 social media engagements, up 29% on the previous year

16,285 total fans on Twitter and Facebook – up 41% on the previous year.

- A regular quarterly newsletter to our members and mailing list: our opening rate of 36% is well above benchmarks for the sector.
- In Nigeria, the youth network has created strong partnerships with many media stations that they supply FGM content to, and influence, through the Do No Harm approach.
- We increasingly observe our members, in particular our ambassadors and youth network members, connecting with one another via Twitter chats and Facebook: supporting one another, providing encouragement, and facilitating networking.
- Numerous grantees are working with local radio stations in the local language (see below) to promote social change.

Morans against FGM in Samburu County, Kenya

In Samburu, our grantee the Pastoralist Child Foundation is using the local radio station, Serian FM, to raise awareness, allow the local population to ask questions about FGM, and amplify public shows of support for the abandonment of FGM, such as a ‘Morans Festival’. Using the radio as a way of interacting with the local population allows them to gauge public opinion: their recent initiative #MoransAgainstTheCut has received positive feedback from audiences, providing hope that indeed change to end FGM is happening.





Theme 6:

Activating Grassroots Action

STRATEGIC OVERVIEW

Activating grassroots action to end FGM is a high priority for The Girl Generation, as the social change required for FGM to end in a generation needs to take place at the level of the community and the family. Local groups are best placed to mobilise existing structures and strengths within communities – schools, faith-based networks, women’s groups, traditional political structures – to catalyse change.

Many of our approaches to activating grassroots action to end FGM have already been covered under previous themes, but one final, critical piece is increasing the financial resources available to small groups committed to the abandonment of FGM in the most affected communities. To realise their dreams of ending FGM, they need financial and capacity-building support to mobilize communities, for transport, communications and public events that make visible support for an end to FGM, and to develop as organisations.

Global advocacy, including influencing policy and donors, is an important part of this. It is vital for mainstreaming FGM into development policies and programmes, so that

additional resources are leveraged to support, strengthen and expand efforts, particularly at the grassroots.

We also aim to support our members to advocate effectively at national and regional levels for duty bearers to meet their commitments to ending FGM, as per the SDGs. We developed an accountability framework which proposes a bottom-up, multi-layered and multi-stakeholder process of accountability and which considers The Girl Generation members and stakeholders as critical partners in the realization of Goal 5 Target 5.3. Through advocacy and accountability, we are encouraging members to hold governments accountable to ending FGM and allocating local or domestic resources towards this agenda.

Achievements

Activating grassroots action



Over 35,000 beneficiaries in Kenya, Gambia and Nigeria in 3 months alone



104 grants awarded



\$850,483 distributed in 3 countries Nigeria, The Gambia and Kenya



End FGM Grants programme launched in Sudan, Somaliland, Mali, Burkina Faso and Senegal

The End FGM Grants Programme

Launched in 2016 through funding from the Human Dignity Foundation, the End FGM Grants Programme empowers small, local organizations to implement social change initiatives towards ending FGM through funding and associated capacity building.

In Year Three, we completed two open rounds of funding in Nigeria, The Gambia and Kenya, and launched the grants programme in Sudan, Somaliland, Mali, Burkina Faso and Senegal. We also successfully piloted innovations such as video applications, to allow for equal opportunity to potential grantees whose passion, ambitions and concepts are best captured verbally.

We have developed a robust two-fold due diligence approach that involves references from a renowned organisations or from the movement. This ensures high impact organisations are funded and that the amount of funding matches the organisation's capacity to manage the grant.

Since inception, 104 grants have been awarded, with a total of \$850,483 released to grantees. The grants are funding activities with extensive reach and impact – reaching over 35,000 beneficiaries in Kenya, Gambia and Nigeria in the last calendar quarter alone. These activities include marches, community education, youth leadership, and the use of radio and media to amplify positive stories to inspire others to ensure girls are protected from FGM. The travel grants also bring our activists to international forums to ensure FGM remains squarely on the international stage.

There is high unmet demand for grants, far beyond what we are currently able to provide. For example, we received approximately 500 applications alone for the first two open calls for funding in Kenya, The Gambia and Nigeria.

As such, our resource leveraging efforts will focus on the urgent need to expand the numbers of grants we can provide, and look to provide longer term grants with a

The impact of the End FGM Grants Programme

The following stories of change illustrate the wide-ranging social change that is being catalysed by local organisations supported by our End FGM Grants Programme, which is funded by additional resources leveraged from the Human Dignity Foundation:

Galvanising political support for ending FGM

In Enugu State, Nigeria, the traditional ruler's council of the Agwu community issued a public declaration denouncing the practice of FGM, and the Roman Catholic Church made a commitment to dedicate the second Sunday of every month to encourage members to stop FGM.

Raising awareness about FGM and child protection

Radio programmes and listening sessions increased understanding and awareness of the effects of FGM in Kuria, Kenya. The grantee also conducted child safeguarding training of trainers workshops for teachers, which led to increased knowledge of child protection among teachers in the area.

Breaking the silence on FGM in Kenya

The amplification of positive stories via social media by a grantee in Nyamira County, Kenya, encouraged the discussion of FGM by women who had never before opened up about the issue. Women in the area committed to create a network to mobilise Community Based Organisations (CBOs), self-help groups, Non-Governmental Organisations (NGOs) and churches to end FGM

Changing minds about FGM in The Gambia

A project evaluation found that before the project, many participants viewed FGM as a good practice that needed to be continued, as it was part of their tradition and helped women control their sexuality. After going through training about FGM, there was a shift in attitudes, with participants wanting the practice to be stopped due to its harmful effects. They also committed to sensitise their family members and community about the dangers of FGM, the existing law on FGM and its penalties.

vision for giving our grantees the timeline for sustainable change in their communities. We also want to provide more grants to support African youth leadership to end FGM, following on from our current Turn Up the Volume programme.

"I will ensure that I work with my community to protect the girl child from FGM"

- School head boy, Riamanoti Primary School, Kenya

Catalysing advocacy and accountability in focal countries

We have supported our members in focal countries to actively engage national and local government to meet their commitments to ending FGM.

For example, in The Gambia, the National Steering Committee held a meeting to discuss the state's level of commitment to ending FGM. About 15 of our members participated, with the aim of raising awareness about the importance of ending FGM, and putting pressure on the state to put in place effective enforcement and implementation mechanisms. The participation of campaigning groups in such forums helps to ensure that FGM remains high on the agenda in discussions at national level.

Community and Youth Development Initiative (CYDI), one of our members in Nigeria, has effectively engaged Government agencies and policy makers in mainstreaming FGM at the State level. They have engaged the State

Ministry of Health, the Ministry of Women Affairs and the National Orientation Agency by coordinating quarterly meetings and action planning on effective campaign advocacy and inclusion of FGM on the state agenda. Our members in Nigeria have also engaged directly with the Senior Special Assistant to the President on Diaspora Affairs. This is a strategic partnership that will lead to greater advocacy at the Federal Level and to policy makers in Nigeria.

Our youth members in Senegal have continued to advocate for the inclusion of FGM in the National Communication Plan for Youth and Sexual and Reproductive Health. Our members are also working with local government representatives of the in the region of Sedhiou, a high prevalence region. As a result, there is increased Government involvement in ending FGM. One immediate result of this increased involvement is that the Directorate of Reproductive Health has agreed for communication spots on FGM to be produced; our members are currently working on the scenarios for the spots. The information will be broadcast in advice centres for youth and on national television.



LESSONS LEARNED

There is great appetite for collaboration to end FGM through the global movement.

This year we have enjoyed increased membership and demands for collaboration from our members and partners. There is great enthusiasm for joint action, and there has been a tremendous growth in networking, from local initiatives to global linkages.

Going with where the energy is.

Our focus on young people and grassroots groups, and involving men, has paid dividends. The youths are significantly heeding the call to end FGM. They are creatively engaging on social media and creating innovative opportunities to speak out against FGM. They are also emerging with courage to seek political goodwill and the involvement of traditional, political and religious leaders in ending FGM. Grassroots groups are able to use local languages to work in affected communities, making it more likely that they gain their trust and support for ending FGM. Working with men has enabled us to bring new constituencies into the end FGM movement, including traditional leaders and men's age-sets.

Our social change communications approach and Do No Harm principles are highly valued.

Our partners, trainees and members highly value the approach we promote of sensitive, locally-led communication, such as community dialogues, to empower communities to be the change agents themselves. These ideas, along with the Do No Harm approach, have had great traction and are readily taken up by trainees, grantees, young people and other partners – they 'go viral': our trainees are sharing them both formally through cascaded training, and informally in discussion with peers and colleagues, often without any additional financial support from The Girl Generation. We believe that our training and resources give members a framework to articulate and share these ideas – and the confidence to take them forward in their work.

Time, energy and investment are needed to keep up with the speed of change in social media.

We have found that Twitter is not reaching our African audiences effectively (only about 30% of our members in Kenya regularly use Twitter, for example), and it has been difficult to reach numbers at scale in our focal countries via Facebook. We are generating strong content, but we need to be connecting with influencers in order to amplify it further. We also need more video and image-based content to share with our audience, as this is what social media audiences prefer to consume. We will also continue to explore how we can drive forward and encourage word-of-mouth communication about ending FGM on the ground.

Extensive investment is required to maximize the impact of the social change communication training.

Ongoing investment is required both in terms of staff time (to keep momentum and relationships going), and in terms of funding activities. We can now fund many ideas and plans developed at the social change communication trainings through the grants programme, which also enables us to monitor results more readily, as grantees have reporting obligations. Investment in grassroots groups is absolutely critical for the continued growth and strengthening of the end FGM movement – and hence, for the implementation of The Girl Generation's strategic plan: without them, there is no movement.

CHALLENGES, QUESTIONS AND PRIORITIES GOING FORWARD

How can we demonstrate the value of the movement – and how it helps to end FGM?

For FGM to end in a generation, change needs to be driven by a broad-based social movement, with young people and grassroots groups in the most affected countries at the fore. The movement also needs visibility and political clout on the global stage, in order to secure the resources and commitments it needs to deliver its vision. We are developing a unified campaign to launch in 2018, inspiring a wide range of people to take public action, at scale, to show their support for ending FGM.

This will...

- **Unite and support collective action from across the Africa-led movement to end FGM**
- **Achieve a groundswell of support and action for the movement to end FGM**
- **Renew pressure on decision-makers to make commitments and invest in efforts to end FGM**
- **Inspire and spark conversations and dialogue which tackle the deeply held norms which sustain the practice of FGM**

The campaign design will ensure that we can demonstrate concrete and quantifiable results. We need to be creative and clever in demonstrating the power and impact of the movement to those who have invested in it (including DFID and British taxpayers). Evaluating the impact of social movements in the relatively short term is one of the most challenging fields of evaluation in the entire development sector. Over the next year, we will invest increased time and resources in following up on, and documenting, the impact of our work, through an outcome harvesting approach – and gathering quantitative data to back this up wherever possible.

Sustainability:

What will happen when The Girl Generation's core funding comes to an end in January 2019?

It has taken several years to get The Girl Generation up and running in ten countries, as per the vision of the Strategic Plan: this is complex, sensitive work. It's not just about bringing people together, but giving them the tools (resources, finances, capacity, space) to work together – often in very challenging and unstable environments. As this Annual Report has shown, we are now seeing The Girl Generation model – and all of its constituent parts – working across multiple countries. However, we only have just over one year of core funding left from DFID, and we are conscious that we do not want to lose the gains that we have made so far – and risk doing more harm than good. This year, we will develop scenarios for the future of The Girl Generation and its constituent parts. We will intensify our advocacy and lobbying for more resources to end FGM, particularly for our end FGM grants programme, through The Face of Defiance platform, our Youth Summit and its outcomes, and our Global Campaign.

Critical to the sustainability of The Girl Generation approach is making sure that the next generation of activists are willing and able to take forward the end FGM movement. In the coming year, we will continue to scale up and support existing End FGM ambassadors and youth networks. We are also planning a significant movement-building moment for the Africa-led youth movement: the **international Youth Summit to end FGM**, which will result in:

- **Young people taking collective action to lobby AU decision-makers on commitments to end FGM.**
- **Growth in the end FGM youth movement in Africa, expanding its presence and influence across Africa and beyond.**
- **Youth action to end FGM gaining greater visibility, promoting the Africa-led movement to end FGM.**
- **Young people being equipped to take action to end FGM at scale in their own countries, and increasing their role in working towards SDG 5.**

How do we engage in a meaningful sense with our large membership?

Given that we have a large number of members, and a small team, it is difficult for us to deliver on the “promise” and expectation raised through membership. We do not have the staff or other resources to bring them all together in person, and many of them desire a stronger relationship than email or social media interactions can deliver. We will strive to find creative ways to connect them to one another so that interaction does not need to take place through The Girl Generation platform – and we will continue to try and develop cost-effective communications approaches that engage them.

In the coming year, we will continue to build the capacity of our members through targeted follow-up trainings and self-guided tools. We will publish and share ‘How To’ guides for our members, grantees and the wider end FGM movement across a range of areas in social change communications (e.g. ‘How to conduct a community dialogue’ and ‘How to develop a media engagement plan’).

We have experienced huge demand for our social change communications training, so we want to make the learning and resources as widely available as possible, including through webinars. The development of our global campaign was in direct response to our members’ request for deeper engagement, and we hope that it will provide them with an exciting and concrete way to work together, as part of The Girl Generation, towards a shared vision.



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Genital Mutilation
EACH YEAR

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