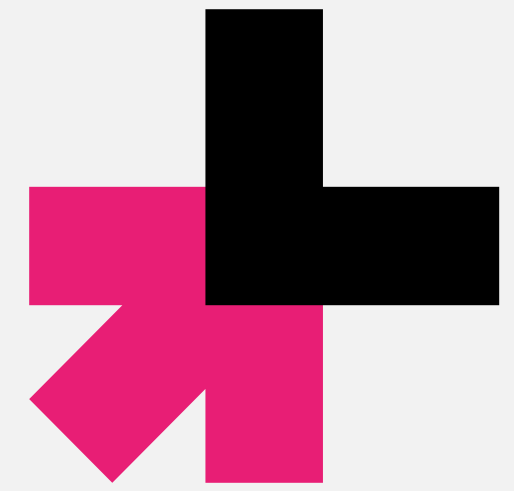


**Proven
Solution**

Future Leaders



HeForShe

World Scouting
Mobilising young leaders
to become change agents
for gender equality



Global Context

Engaging young people is crucial to achieving gender equality and ensuring that it becomes an embedded principle of society. The next generation will inherit a world with many complex, interrelated challenges and it's the duty of people in positions of responsibility to help them address these challenges.

There are more than 54m scouts worldwide. Scouting has a unique power to engage young people in coordinated, enjoyable efforts to tackle some of the most pressing social, environmental and economic challenges facing our planet. We work alongside schools, families and other social organisations to inspire young people and help them to build a better world.

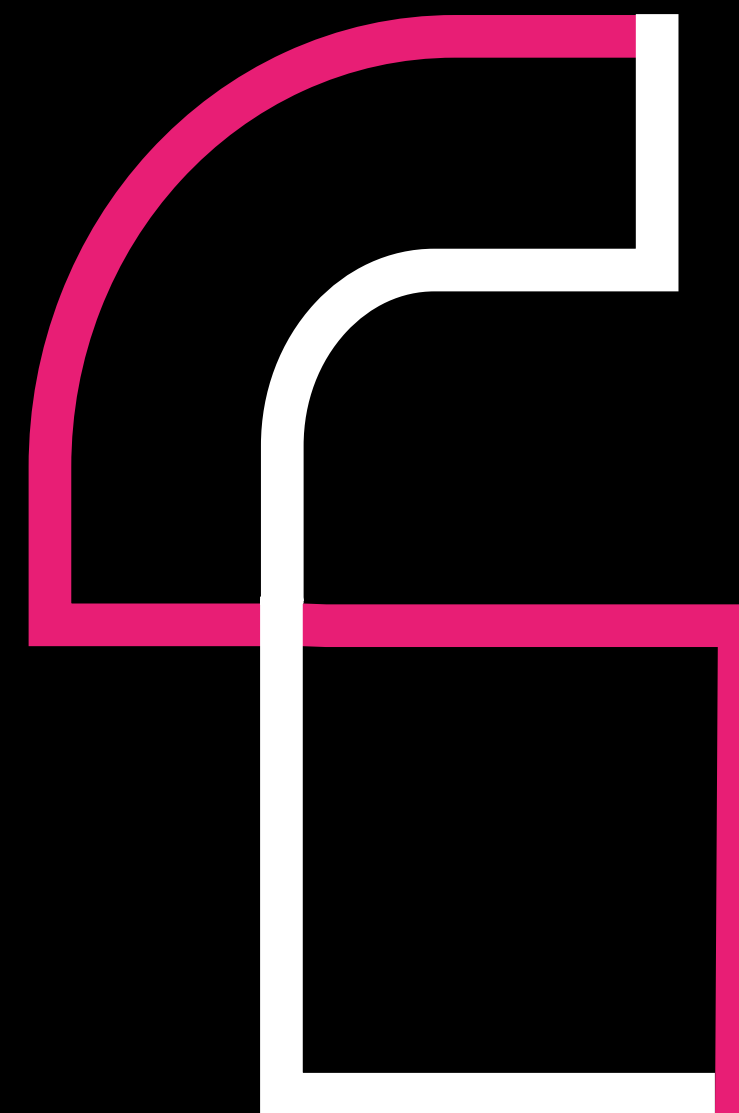
Globally, scouts have contributed more than two billion hours of community service towards the SDGs. However, we originally

had no tools or trainings devoted to SDG 5, gender equality. We therefore decided to develop specific materials, tools and trainings to ensure progress in gender equality throughout all the communities in which we are active around the world.

"Gender equality is more than an idea: it's the norm that should be lived in every family, circle and workplace. We developed a multi-year campaign and action kits that engage our wide membership in making an equitable world. Young people have the

power and imagination to change the status quo, and the need for change has never been so urgent. With the actions they take every day, they are turning an aspiration into reality for all the world's people."

**Ahmad Alhendawi, Secretary-General
World Organization of the Scout Movement**



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Key Stages of Implementation



Step 1 Creating relevant, engaging education materials

We developed an Action Kit consisting of a set of activities on gender equality that can be carried out by all scouts and adults of all ages. The materials include information about the global context, games and simple steps scouts can take, including ideas for advocacy and social media activity. The Action Kit is available in five different levels and the activities can be adapted to each country's circumstances. We ran webinars

in five Scout Regions to train leaders in the Action Kit so that they could implement it worldwide. As well as the Action Kit, World Scouting developed an e-learning training course about gender equality which is available to all scouts.

It's important to develop engaging, interactive educational materials which capture young people's imagination and inspire conversations about gender equality as well as providing clear, simple and memorable actions that they can take in their daily lives.

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Step 2 Mobilising for a common, compelling goal

We aimed to engage 50m scouts in the world's largest coordinated youth contribution to the 17 SDGs. To support this, we developed the SDG Hub: an online platform that provides scouts with an understanding about the SDGs, explains how they can contribute to the goals in their communities and enables them to log their community service hours. The SDG Hub also offers user-generated content that allows scouts to write about their projects and submit them to be featured on the platform. We made great progress towards SDG 5 through the use of the hub.

Having a centrally available platform combining information resources with tools for capturing progress helps to support individual and team efforts, while giving everyone involved a sense of purpose and appreciation of the community's diverse approaches to the common goal.



Step 3 Creating a communications strategy and implementing awareness campaigns

We ran several campaigns to promote gender equality with calls to action for young people through articles, videos and inspiring projects. An important aspect was recognising and promoting projects that are impacting the community, especially those developed by young people. By having young people advocating for gender equality to other young people, the number of projects that focused on gender equality and women and girl empowerment grew exponentially.

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Awareness campaigns work best when they highlight the achievements of the target audience, enabling everyone to see themselves in the work of others and identify with the wider movement for gender equality on a personal basis.

Step 4 Training and enabling leaders

We provided training opportunities for our adult leaders with the necessary tools and knowledge to help them influence, educate and empower young people to take action. This was done through regional workshops, sessions in regional and national conferences and webinars.

Leaders need tailored training so that they can support young people in their actions. It's important that they are enabled to help the young people rather than take projects over. World Scouts has an active tradition of empowering young people with skills, judgement and a sense of service, which may make it easier for us to design appropriate training for leaders. However every organisation recognises that leadership training must be different from task training – achieving gender equality requires the same kind of distinction.



Step 5 Maintaining a strong presence in relevant events

We included our gender equality activities in events worldwide, promoting gender equality to all age ranges and raising awareness.

Initiatives for gender equality need to be sustained and embedded wherever possible in relevant events held by the organisation. Events provide the ideal opportunity to introduce new joiners to the initiative, report on progress and allow those involved to share their experiences and achievements to date.






Step 6 Monitoring and evaluating impact

We set up processes for assessing the progress of the initiatives so that we could make any necessary adjustments.

Gender equality can and should be managed in the same way as any other transformative activity. By measuring progress against goals, leaders can change their approach at local or global levels, as well as identifying areas of early success which can provide learning to others.



Resources

-  [HeForShe Action Kit and webinars](#)
-  [SDG Hub](#)
-  [E-learning course on gender equality](#)
-  [Webinar on ending gender-based violence](#)
-  [Gender equality self-assessment tool for national organisations](#)

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