Evidence shows that a gender-equal world is healthier, wealthier, more equitable, more peaceful, and more productive. Building on a decade of impactful advocacy in the gender equality and SRHR space, Women Deliver is well positioned to advance that vision.

Since 2007, Women Deliver has strengthened the capacity of thousands of advocates; spurred significant policy changes to advance gender equality and SRHR; elevated the voices of young people and the voices of those most affected by the policies and practices we are working to change; advanced the investment case for gender equality; and put crucial issues on the global stage through the world’s largest conference on gender equality. Over the next five years, we plan to do even more.

**OUR STRATEGY WILL CONTRIBUTE TO THE FOLLOWING**

**2021–2025 GOALS**

- Improved policies and programs for gender equality and SRHR
- Increased financial and political commitments for advancing gender equality and SRHR
- More effective advocacy for gender equality and SRHR
- Broader, more coordinated, and coherent base of allies for gender equality and SRHR
- Bolder and ambitious convenings for collective action for gender equality and SRHR
- Strengthened and sustainable organization

**OUR STRATEGY REFLECTS**

**KEY LEARNINGS & RECOMMENDATIONS**

- Remain grounded in SRHR
- Narrow focus within gender equality
- Context is critical and successful advocacy acknowledges this
- Holistic and multi-sectoral approaches are more likely to be impactful
- Gender equality and SRHR can be best achieved by using an inside-outside strategy
- An intersectional approach is critical for gender-transformative change
- Ensure meaningful youth engagement and inclusive decision-making

**OUR STRATEGY IS GROUNDED IN**

**THESE PRINCIPLES**

1. We will be impact- and outcomes-oriented.
2. We will center a human rights-based approach and intersectionality in everything we do.
3. We will take a “policy windows” and evidence-based approach to our advocacy.
4. We will support a community of engaged champions.
5. We will facilitate bidirectional connections between local and global actors to drive impact.
WE WILL HAVE A DEEPER FOCUS ON THREE OVERLAPPING AREAS WITHIN GENDER EQUALITY

Health and SRHR
Financing and Access

SRHR
Employment Access and Policies

Women’s Economic Rights and Justice
Social Protection

Climate Action
Gender Lens to Climate Action

WE WILL USE FOUR LEVERS TO DRIVE CHANGE

TO ACCOMPLISH OUR GOALS, WE WILL EVOLVE AS AN ORGANIZATION

Diverse, equitable, & inclusive
Talent & development
Impact driven & learning oriented
Partner of choice
Fit for purpose structure & systems

Advancing gender equality isn’t just the right thing to do, it’s the smart thing to do.

For more information, please contact Masha Devoe, Senior Manager, External Relations, at mdevoe@womendeliver.org.