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Generation Gender partners with public figures to drive its message into communities

Generation Gender South African coalition is proud to announce a strategic partnership with activists and public figures who have joined the programme as media makers to support the efforts of the programme to realise a gender-just and violence-free society with and for young people, in their full diversity.

The Generation G partnership is a collaboration of partners in seven countries including; Indonesia, Jordan, Lebanon, Morocco, Rwanda, South Africa, and Uganda with regional and global-level support for these in-country changes, with a global consortium consisting of Rutgers (lead), ABAAD, Promundo, and Sonke Gender Justice. The Generation G South African Coalition comprises Sonke Gender Justice, Action Aid, and ACTIVATE! Change Drivers.

Generation G Programme, with "G" standing for "Gender," is a global partnership which strives towards the creation of gender-just and violence-free societies with and for young men and women in their full diversity.

"We believe that investing in youth is central to achieving sustainable, inclusive, and stable societies. This partnership engages an innovative gender-transformative strategy that equips youth leaders and civil society organisations (CSOs) to address the root causes of gender inequality and foster sustainable change", Rammolotsi Sothoane, programme manager at ACTIVATE! Change Drivers.

Some of the media makers chosen for the programme include Sir Bongani Luvalo and Merlize Jogiat who will join the champion-led efforts and participate at a community level to drive the programme message home.

“We wanted to include individuals who in their personal and professional space are already aligned with the objectives of this programme, these individuals are by no means perfect or idols of the work of the programme. They would be coming into the space to positively impact and true to the nature of the programme they would also learn from the young people leading in the space”, Zamayirha Peter, advocacy communications specialist.

“As a coalition, we felt that these individuals had a consistent track record that appealed to different communities within society that would benefit from knowing about the programme and also just meaningfully participating in it”, Peter adds

Some of the planned activities with the media makers include attending webinars, and community dialogues, joining the programme podcast ‘Gender chats’ podcast as well as providing support to the programme's young people who are called Generation G Gender Champions.

“Bongani Luvalo is passionate about empowering single dads and dads, in general, to play a meaningful role in the upbringing of their children. Merlize Jogiat is involved in compelling work that supports women in abusive relationships, her work is multifaceted in its approach to supporting marginalised communities”, she adds.

Young people (15-32) are at the heart of this partnership, as catalysts for systemic change and key target groups, who are often excluded from policymaking and legislative processes.

The programme aims to raise public support, advocate for improved policies and laws, and strengthen civil society by addressing gender injustices.

Now in year four of its five-year implementation the programme has established an active footprint in communities across South Africa through the initiation of community dialogues, imbizos, marches and training programmes that are geared toward empowering young people and their communities to become active in the fight against gender-based violence and femicide. In doing so, the programme aims to raise public support, advocate for improved policies and laws, and strengthen civil society by addressing gender injustices.

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CEO: Sipehelele Chirwa Executive Directors: Abueng Tebogo Suping,
Non-Executive Directors: Yolande Wright, Janet Jobson, Injairu Kulundu, Nariman Laattoe

Generation G is upheld by intentional guiding principles. The programme uses a gender-transformative approach (GTA) that examines, questions and changes harmful gender norms and power imbalances. Through their successful track record and database from previous campaigns, the organizations will create platforms and space for dialogues to be led by the youth to address these harmful truths.

Ends

About Generation G

Generation G is a global program implemented in seven countries, including South Africa, to create gender-just and violence-free communities for young people in their full diversity. The Generation G South African Coalition comprises three partner organisations: Sonke Gender Justice, and ACTIVATE! Change Drivers, and ActionAid South Africa, working together to advance the objectives of the Generation G program in South Africa.

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