OUR STRATEGIC PLAN 2015 – 2020

Our strategy will deliver four outputs each contributing to strengthening the Africa-led global movement to end FGM.

**These are:**

**Output 1:** An Africa-led, global collective of organisations working together to end FGM.

**Output 2:** Partners delivering effective social change communications to end FGM.

**Output 3:** Amplified positive stories of change build the global movement to end FGM at all levels.

**Output 4:** FGM mainstreamed on the global development agenda.

Together, these outputs emphasise the role of The Girl Generation as a platform for social change communications. Each output contributes to building the Africa-led global movement to end FGM - developing partnerships at a local, national and global level under the common identity of The Girl Generation brand (output 1); supporting organisations and activists in our focal countries to deliver more effective social change communications, whilst working with them to gather learning and stories of change (output 2); amplifying these stories of change to broader audiences to engage new supporters and promote dialogue on the issue (output 3); and targeted advocacy to secure greater policy support and resourcing for ending FGM globally (output 4).

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**Find out more:**

Become a member at www.thegirlgeneration.org

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Email us info@thegirlgeneration.org
Our specific goal is to contribute to the transformation in social norms underpinning FGM and an end to FGM in one generation.

Between 2015 and 2020, we aim to achieve the outcome of accelerated and sustained social change in ten of the most affected countries in Africa, and beyond.