



**Building &
Engaging**

**Y
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Leaders

A MenEngage Alliance Strategy
2021–24



THIS STRATEGY captures the aspirations of MenEngage Alliance's Youth Reference Group.

A set of **PRINCIPLES AND VALUES** has been articulated by young people and roots this strategy. These are living and breathing values that will guide young people's work within the Alliance and will evolve over time.

This is a **GLOBAL STRATEGY** that proposes a new, enriching, and invigorating path forward. The Strategy creates space for growth, learning, and collaboration across the entire Alliance. And, thus, the benefits will be felt on both an individual level and also at the local, country, regional, and global levels.

The Global Secretariat will ensure the Strategy's **FORWARD MOVEMENT** but is not expected to lead the implementation of every strategy. Importantly, the Global Secretariat will also be a facilitator and support efforts led by the Youth Reference Group, and the regional and country networks.

THIS STRATEGY is the result of collaboration among the Youth Reference Group (including its core planning group), members of the Global Secretariat, and members of the regional networks, as well as consultations with external stakeholders.

Principles & Values

YOUTH LEADERSHIP



As young people, we are the experts on our own lives. Our experiences are an important source of knowledge. They provide us with valuable insights on how we can contribute to gender transformation. Our contributions should be valued and respected. We must be equal partners in all decision-making that affects us.

YOUTH PARTICIPATION



We are a powerful constituency. We must be engaged as serious civil society actors. Access to knowledge, resources, networks, and opportunities is essential to our meaningful participation in programs and policies that seek to transform patriarchal masculinities and create socially- and gender-just societies.

TRANSFORMING PATRIARCHAL MASCULINITIES



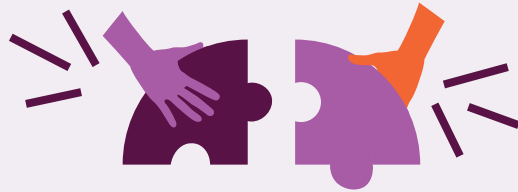
We aim to transform patriarchal masculinities. We will continuously re-educate ourselves and unlearn the influences of patriarchy in our lives as young people. Committed to acting to end men's violence against women, we strive to challenge the discriminatory and unequal power relations, and harmful gender norms and stereotypes that perpetuate violence.

ALLYSHIP & ACCOUNTABILITY



We are committed to gender justice and advocate in support of the progressive agendas of women's rights, feminist, climate, LGBTQI, and other social justice groups and movements. Throughout our work, we center those most affected by gender inequality and violence.

Principles & Values



COLLABORATION

We strive to work in partnership with other young people and adults from diverse gender and social justice movements at the local, national, regional, and international levels. Our work is strengthened by intergenerational partnerships.

INTERSECTIONALITY

We engage men and boys for gender-transformative change using feminist and transnational intersectional approaches.



HUMAN RIGHTS



Our commitment to gender and social justice is informed by respect for the human rights of all people and the recognition that these rights are absolute.

INCLUSIVITY



We are an inclusive community. We are strengthened by the participation of young women and girls, men and boys, and people of all genders, as well as by the participation of people of all sexual orientations, ethnicities, abilities, and any other personal or social identities that contribute to their exclusion and/or marginalization.



GOAL 1

CENTER YOUNG PEOPLE IN ALL THEIR DIVERSITY:

Young people's perspectives are at the center of MenEngage Alliance's work to promote gender justice and transform patriarchal masculinities.

Young people are included in governance structures.

1.1. Establish a framework and process for inclusion of young people across the Alliance's governance structures in order to move towards a power-sharing model.

Diverse young people influence and have decision-making power at all stages of MenEngage Alliance's programming and advocacy.

1.2. Establish a membership model and conduct succession planning.


1.3. Review all institutional processes and practices that may prevent the meaningful participation of young people from all regions and in their full diversity in the Alliance's programming and advocacy.

1.4. Develop dissemination strategy to share updated processes and ways of working.



Goal 1

Outcomes

- ▶ Young people have an impact on the work of MenEngage Alliance.
 - ▶ Young people's voices are integral to MenEngage Alliance's decision-making.
 - ▶ Transparency, inclusion, and belonging are elevated and provide young people with a clear understanding of their role within MenEngage Alliance.
 - ▶ The participation of diverse young people strengthens MenEngage Alliance's governance, programming, and advocacy.
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GOAL 2



EMPOWER YOUNG PEOPLE:

Young people have the skills, knowledge, and opportunities they need to lead and actively participate in all aspects of the MenEngage Alliance's work


Young people have the capacity and tools they need to meaningfully develop personally and professionally, and to contribute to the Alliance's work.

2.1. In consultation, develop and implement capacity strengthening measures for young people, and members of the Alliance, including staff, on using an anti-racist lens, feminist and intersectional

approaches, and on skills that strengthen young people's confidence and ability to participate.

Young people have opportunities to make capacities, skills, and knowledge actionable.

2.2. Identify key internal and external participation and leadership opportunities for young people and young staff.



2.3 Create opportunities for young people to identify and lead on campaigns or programming that advance MenEngage Alliance's mission and vision.

Strengthen knowledge and support for youth leadership, meaningful youth participation, and youth-adult partnerships among the Global Alliance and regional networks.



2.4. MenEngage Alliance undertakes a needs assessment to identify gaps in capacities, knowledge, and skills to support young people's leadership, engagement, and youth-adult partnerships at the country, regional, and global levels.

2.5 Develop a global level fundraising strategy to support the implementation of the youth strategy, including at the country, regional, and global levels.

2.6. Provide ongoing support to networks, members and


partners in the joint implementation of the youth strategy, including building and strengthening youth structures and strategies at the country and regional level.

Create opportunities for intergenerational skills and knowledge sharing at all levels.

2.7. Identify and assess knowledge and communication pathways at the country, regional, and global levels that prevent transparent communication and create knowledge silos between young people and the Alliance's leadership and staff.

2.8 Identify/strengthen systems to capture best practices on youth leadership and engagement at the country, regional, and global levels.

2.9 Create a virtual hub/ interactive platform that facilitates interaction, houses resources to support young people's meaningful participation and leadership, and creates space for cross-regional and intergenerational learning.



Goal 2

Outcomes

- ▶ Young people gain confidence in utilizing feminist and intersectional approaches, and an anti-racist lens when engaging in the Alliance's work and advancing its vision.
- ▶ MenEngage Alliance's leadership and staff are more strongly positioned to champion meaningful youth participation and leadership.
- ▶ Young people achieve greater visibility and support MenEngage Alliance to reach a broader group of community members, stakeholders, and decisionmakers.
- ▶ MenEngage Alliance's structures and processes create space for intergenerational learning.



GOAL 3

BUILD AND STRENGTHEN COMMUNITY:


The YRG is an active community for young people from all regions and is connected with youth, social, and gender justice movements.

The YRG facilitates connections between young members at the country, regional, and global levels to support movement building efforts.

3.1. Develop systems for onboarding and continuous support of young people within the Alliance.

3.2 Identify and/or create opportunities for young people across regions to gather and jointly reflect on progress towards goals and engage in team building.

3.3 MenEngage Alliance will consult with current and former young members to assess barriers to vertical and horizontal participation in each region and use creative tools to eliminate and minimize barriers to sustainable youth engagement.



3.4 Develop assessment tools to regularly monitor and address barriers to youth engagement within the Alliance.

3.5. Undertake a consultative process to rebrand the YRG.

The YRG builds trust and develops partnerships with politically aligned youth organizations/ networks.

3.6 Develop institutional partnerships with youth-led and youth-serving organizations working youth, gender, and social justice issues.

3.7 Collaborate with diverse groups to develop shared analysis and conduct advocacy.


3.8 Collect and share lessons learned and evidence

on engaging men and boys with youth, social, and gender justice groups and movements.

Exchange knowledge, analysis, and tactics across regions and generations of activists and advocates.

3.9 Create a virtual hub/ interactive platform that facilitates interaction, houses resources to support young people's participation and leadership, and creates space for cross-regional and intergenerational learning on gender equality and masculinities.

3.10 Convene YRG and representatives from the global secretariat, regional networks, country networks annually to reflect, rejuvenate, and learn from the Alliance's efforts over the preceding year to strengthen youth leadership and engagement.



Goal 3

Outcomes

- ▶ The Youth Reference Group shares a common vision and has a sense of identity and community.
- ▶ The Youth Reference Group is a source of support for partners and allies in youth, gender, and social justice movements.
- ▶ MenEngage Alliance facilitates the sharing of knowledge, experiences, and tools across generations and regions.
- ▶ MenEngage Alliance centers inclusion and belonging, bringing out the best in its members.

GOAL 4

ACCOUNTABLE ADVOCACY AND ALLYSHIP:

The YRG builds and practices solidarity and accountability for feminist advocacy agendas for gender equality and social justice.

The YRG engages in – and mobilizes men and boys to engage in – gender-transformative praxis.

4.1. Develop coach/mentees cohort to support young people to engage in personal reflection and transformative analysis (i.e. unlearning patriarchal masculinities)

4.2 Organize an annual workshop for the YRG to recommit to and update the YRG's Principles and Values so that it is reflective of the evolving membership of young people within the Alliance.

The YRG advocates for social and gender justice and promotes transforming patriarchal masculinities.

4.3 Young people lead and participate in MenEngage's advocacy work, including through participation in the Advocacy Working Group

4.4 Identify key advocacy opportunities for collaborative advocacy with MenEngage, and in youth spaces.



Goal 4

Outcomes

- ▶ The Youth Reference Group is an accountable space for young people.
- ▶ The Youth Reference Group is increasingly a voice for gender transformative approaches to engaging men and boys in influencing and decision-making spaces.
- ▶ Young people are increasingly accountable to gender transformative ethos in their daily lives.
- ▶ MenEngage Alliance's advocacy reaches diverse youth spaces, delivered by credible messengers (young people themselves).



GOAL 5

CROSS-CUTTING GOAL: ACCOUNTABILITY.

Accountability to those most affected by gender inequalities and violence, and to one another.

5.1. Create a monitoring and evaluation tool.

Timeline

