

## WHAT WE OFFER

Organisational gender capacity building, sector-specific gender integration, technical support for gender-responsive programme development, knowledge management, gender analysis, gender policy review and development, communication, advocacy and material development.

## NEXT STEPS

- ➔ Become a model women-friendly employer with a gender responsive institutional culture.
- ➔ Empower all staff to become ambassadors of gender equality in all of their work.
- ➔ Empower communities to reject violence, patriarchy and gender inequality.
- ➔ Promote gender equality through partnering with Girls not Brides Bangladesh and Engage Men and Boys Network.
- ➔ Advocacy at local and national levels for gender equality



## WHY IT WORKS

### Global and national priorities

Setting our sights on change everywhere and aligning our work with international efforts

### Using gender equality to achieve targets

Improving quality through incorporating gender equality

### Social transformation

Targeting underlying causes of gender inequalities at the family, community and national level

### Prioritising women leadership

Ensuring equal opportunities for women at all levels across the organisation

### Creating ambassadors

Creating men and women change agents

# JOIN THE WORLD'S BIGGEST FAMILY, AS WE PROMOTE GENDER EQUALITY AND A WORLD FREE FROM VIOLENCE

BRAC Communications/Gender/2018

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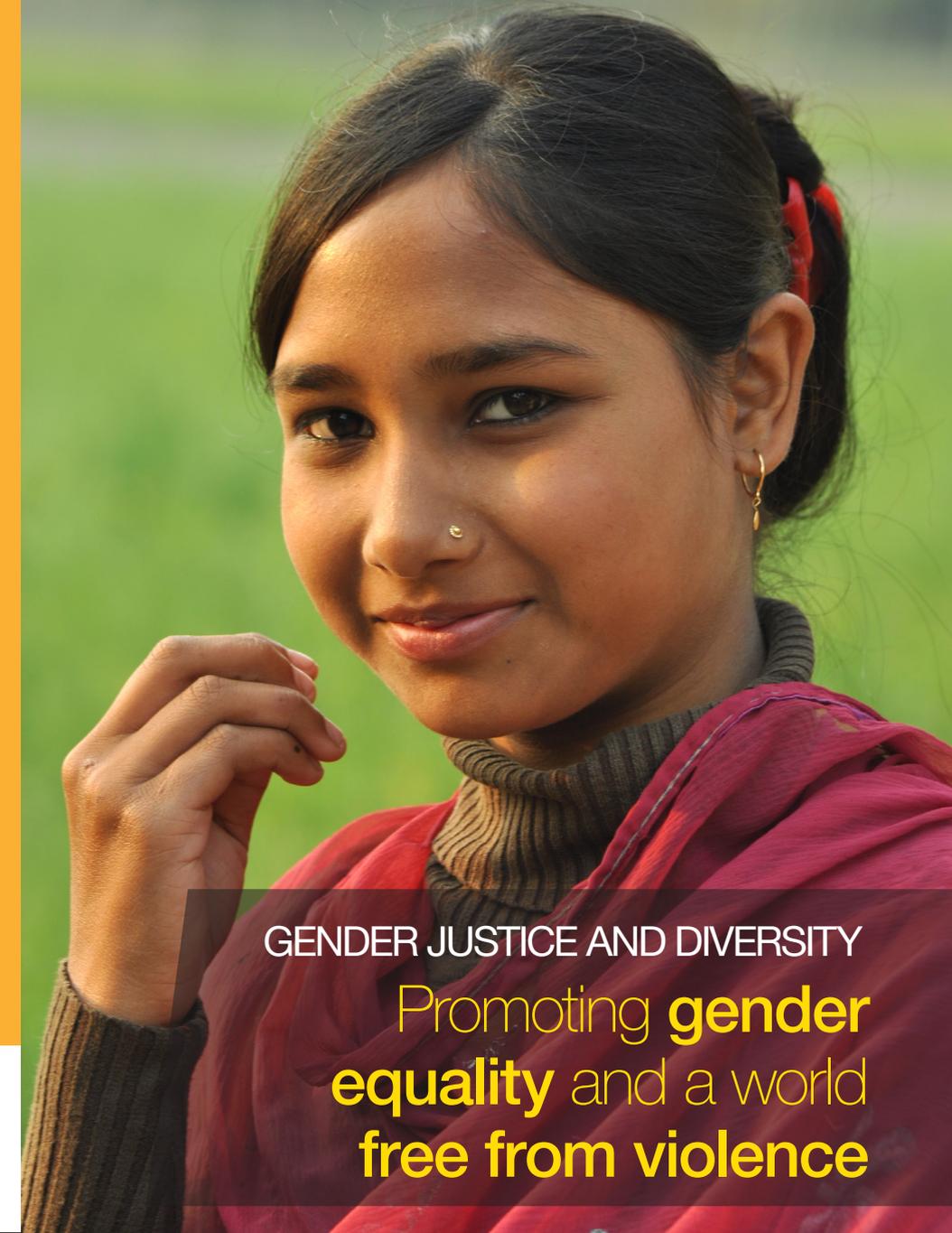
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Strategic partnership arrangement – delivering real results together

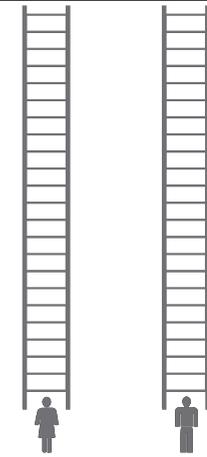
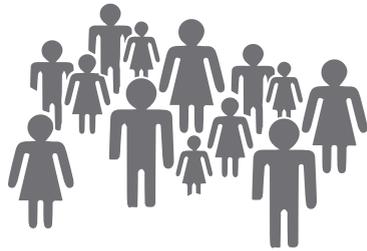


GENDER JUSTICE AND DIVERSITY  
Promoting **gender equality** and a world **free from violence**

## BRAC Gender Strategy Goals (2016-2020)

**Goal 1:**  
Coordinated action to address violence against women and children

**Goal 2:**  
Mobilise men and boys in addressing violence against women and children



**Goal 3:**  
Ensure equal opportunities for BRAC employees



**Goal 4:**  
Ensure a violence-free working environment



## THE WORLD'S BIGGEST FAMILY



## THE TIME IS NOW

Over half of the girls in Bangladesh are married before the age of 18.

- Only 3 out of every 10 women are in the workforce.
- Currently, 32% of married, employed women who earn cash make decisions on how to use their own earnings by themselves.
- Less than half of married women participate in decisions about their own healthcare, their child's healthcare, household purchases and visits to their family or relatives.
- Women own less than 4% of total land.

1 in 3 unmarried women experience non-partner physical or sexual harassment. 1 in every 6 men in Bangladesh believe that it is acceptable to beat women. 28% of women agree with one or more reasons justifying wife beating.

- *The State of the World's Children: A fair chance for every child (Unicef 2016)*
- *Bangladesh Bureau of Statistics (2016)*
- *BRAC Violence against Women Survey (2015)*
- *International Land Coalition (2014)*

## WHY BRAC

Founded in Bangladesh in 1972, BRAC is "by most measures the largest, fastest-growing non-governmental organisation in the world - and one of the most business-like"  
- **The Economist**

We ranked #1 NGO in the world in 2016 and 2017 by NGO Advisor, and consistently ranked in the top three NGOs globally in 2013-2015.



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We act as a catalyst, creating opportunities for people living in poverty to transform their lives. We specialise in taking ideas, piloting, perfecting and scaling them up to change the lives of millions.

Our approach is comprehensive, from operating the largest secular private education system in the world to the largest NGO-led legal aid programme in the world. We operate in 11 countries across Asia and Africa, and are almost completely self-sustainable through our own network of social enterprises and investments.

We stand out from others not just for the scale and range of our work, but because of our relentless drive to tackle our world's biggest challenges.

Join us on the frontline.

## WHAT WE DO

Embed gender transformation into how we deliver all of BRAC's services. Work through all of our programme platforms to shift social norms, and coupled with government initiatives and activism from other non-government entities and individual activists, reduce violence against women by 10% in 2020.

We focus on three areas:

### 1. Gender mainstreaming within BRAC:

Ensure gender perspectives at every stage of programme planning and implementation, initiate action learning projects that address gender issues and develop gender-responsive communications material.

### 2. Strengthen organisational systems and culture:

Provide tailor-made gender training to staff, psychosocial support, run a daycare centre, strengthen gender-responsive organisational policies, procedures and systems, facilitate implementation of sexual harassment elimination policy and open forums and ensure gender-responsive field offices.

### 3. Knowledge-based advocacy and partnership

Influence gender-related policies through regular, collaborative initiatives with government, civil society organisations, networks and alliances.

**Seven out of ten married women in Bangladesh experience violence at least once in their lifetime.**