

THEORY OF CHANGE

What's the problem?	WOW's solution	WOW's Outcomes	How we Measure	Our Impact
<p>Systemic inequality based on gender exists in every country around the world.</p> <p>.....</p> <p>Women and girls routinely face barriers, discrimination and impact to opportunities in almost all aspects of life.</p> <p>.....</p> <p>According to the World Economic Forum Report, 2022 it will take 132 years for the global Gender Gap to be closed.</p> <p>.....</p> <p>In January 2023, the UN predicted an even longer campaign of 286 years.</p>	<p>To convene intersectional voices, stories and campaigns that celebrate, inspire and educate.</p> <p>.....</p> <p>To create optimism, determination and renewed energy to the gender equality campaign.</p> <p>.....</p> <p>To connect activists, campaigners and audiences to each other to accelerate progress.</p> <p>.....</p> <p>To highlight gender equality as a core part of the public and private agenda in more places around the world.</p>	<p>Grow our global network, with toolkits to accelerate progress.</p> <p>.....</p> <p>Develop skills and confidence in individuals to lead change.</p> <p>.....</p> <p>Increase reach and awareness of the facts about gender equality.</p> <p>.....</p> <p>Inspire and galvanise individual and collective action.</p>	<p>Quantitative Number of people and places with active WOW programmes</p> <p>.....</p> <p>Qualitative More people are:-</p> <ul style="list-style-type: none"> • Better informed • Better equipped • More confident • More optimistic • Take action for change <p>.....</p> <p>Case studies Conduct interviews and collect testimonials.</p>	<p>Direct More people believe that a gender equal world is desirable, possible and urgently required.</p> <p>.....</p> <p>Those striving for gender equality are better able to take or sustain action.</p> <p>.....</p> <p>Women and girls recognise themselves as leaders.</p> <p>.....</p> <p>Knock on More people are involved in social action for gender equality.</p> <p>.....</p> <p>Community level Homes, workplaces and communities change and the gender gap reduces.</p>