



GOAL A: GOVERNMENTS

Governments take action to address child marriage in their countries, with the active participation of civil society and other stakeholders.

OUTCOMES

- **Governments take action to address child marriage**, following their commitment to the Sustainable Development Goals, and their obligations under international human rights law.
- **All relevant ministries take action to address child marriage**, integrating it into work plans, and ensuring sub-national and local governments also take action.
- **Civil society organisations are key partners to government efforts**, holding them accountable to make and implement commitments.



How will we work together to achieve this goal?

Members will work together at the national level to advocate for effective responses; demand accountability; share lessons-learned, evidence and data; and, as appropriate, implement national strategies and programmes that complement government efforts. The Partnership will also mobilise and engage the international community to support nation-level action.



Example

National Partnerships and members in Chad, Morocco, Mozambique, Senegal, and Zimbabwe, as well as UN agencies and governments, are using the “Girls Not Brides Checklist for National Strategies to End Child Marriage” to develop their national responses to end child marriage.



GOAL B: GLOBAL

The global community champions and supports efforts to address child marriage.

OUTCOMES

- **International and regional actors support implementation of commitments**, and hold governments accountable.
- **Related sectors take action to address child marriage** and integrate a focus on it into their work.
- **The global community recognises child marriage as a priority issue**, helping to keep the issue on the agenda.



How will we work together to achieve this goal?

By coordinating collective positions and actions to call on international and regional mechanisms to hold all relevant actors accountable for the implementation of their commitments. Together, we will integrate approaches that address child marriage into other development and human rights initiatives. Working with champions and the media, we will keep ending child marriage on the global agenda.



Example

Three *Girls Not Brides* members sit on the Civil Society Organisations (CSOs) Reference Group of the African Union Campaign to End Child Marriage in Africa. *Girls Not Brides* supports them to ensure the meaningful engagement of CSOs in the campaign both at a regional and national level.



GOAL C: COMMUNITIES

Efforts to engage communities, families and girls are supported and highlighted.

OUTCOMES

- **Policy-makers and programme designers support community-level efforts** by local leaders, community-based organisations and local governments.
- **Community-based organisations have increased capacity** to lead change, working with key stakeholders and implementing evidence-based approaches.
- **Community voices are valued** and inform policy and programming at the national, regional and international levels.



How will we work together to achieve this goal?

By encouraging community-based actors, and removing obstacles to their work. We will amplify the voices of community-based organisations with decision-makers, support and develop their capacity, and enable them to share data, evidence and lessons-learned.



Example

Following the publication on the *Girls Not Brides* website of the story of Hilário Vilanculos, a local chief in Mozambique working to end child marriage, he was invited by the University of Pretoria to attend a national debate on addressing child marriage in South Africa. Moreover, the University invited five more organisations from the *Girls Not Brides* Mozambique National Partnership.



GOAL D: FUNDING

More sustainable funding is available from a diverse range of sources, particularly for community-based organisations.

OUTCOMES

- **Existing and new donors increase their funding**, especially in light of declining aid budgets and competing priorities.
- **Civil society can access funding**, to implement high quality and effective programmes to address child marriage.
- **Governments of high prevalence countries allocate funding**, ensuring domestic financial investments reach the local level.



How will we work together to achieve this goal?

The secretariat will connect members to funding opportunities and advocate globally for new and increased funding. In countries around the world, members will play a critical role in ensuring that government budgets include a focus on addressing child marriage and that funding filters down to the local level.



Example

The *Girls Not Brides*’ newsletter and fundraising guides are helping members and National Partnerships access funding from a variety of donors. “We are thankful for you supporting us to raise funds. We heard about AmplifyChange in the newsletter and applied to them for a grant. We mentioned we were a member of *Girls Not Brides*. We got the grant to raise awareness about child marriage and family planning.” Peace Foundation Pakistan



GOAL E: LEARNING

Efforts to address child marriage are based on evidence.

OUTCOMES

- **New data and evidence are generated and inform decision-making**, resulting in better policies and programmes to address child marriage.
- **The collective expertise of civil society drives the global discourse**, ensuring a focus on effective solutions.



How will we work together to achieve this goal?

By sharing new and existing research, evidence and promising approaches, and by learning directly from one another. With the deep collective expertise of members working on ending child marriage, the Partnership will act as a thought-leader on the issue, developing materials to shape the global discourse and influence decision-making.



Example

Members are using the *Girls Not Brides* Theory of Change (ToC) to shape their individual and collective work, and are sharing case studies of their programmes addressing child marriage to illustrate the ToC.



GOAL F: PARTNERSHIP

The Partnership continues to collaborate, diversify and strengthen.

OUTCOMES

- ***Girls Not Brides* members have greater impact by working together**, and speaking with one voice.
- ***Girls Not Brides* members have increased capacity** to work effectively to end child marriage.
- **There is increased diversity in the Partnership**, with new members from under-represented regions, sectors and constituencies.
- ***Girls Not Brides* is inclusive and reflects the voices of those most affected**, including in its decision making.



How will we work together to achieve this goal?

Members, National Partnerships, working groups and the secretariat will continue to advocate for change, and share knowledge and information about developments at the national, regional and international levels. We will spread the word about ending child marriage and about the Partnership to reach those who are not yet addressing the issue.



Example

Girls Not Brides’ youth activists and youth-led members are coming together in an online youth group to coordinate action, forge connections and deliver a unified message.



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A GUIDE TO USING THE GIRLS NOT BRIDES STRATEGY 2017-2020

'WE WILL BE MORE EFFECTIVE IN ACHIEVING OUR OBJECTIVES BY WORKING TOGETHER THAN BY WORKING ALONE.'

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Girls Not Brides is a global partnership of civil society organisations from around the world committed to ending child marriage and enabling girls to fulfil their potential.



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What is Girls Not Brides?

Girls Not Brides is a global partnership of civil society organisations from around the world, committed to ending child marriage and enabling girls to fulfil their potential.

What is our mission?

- Raise awareness of the harmful impact of child marriage at the community, local, national and international level.
- Facilitate learning and coordination between organisations.
- Mobilise all necessary policy, financial and other support to end child marriage.

What is the Girls Not Brides' strategy?

It is a roadmap for the Partnership's work together. It aims to identify specific areas where collective action by civil society will be crucial for further progress in the next four years (2017-2020). This strategy was developed with input from over 500 individuals, of which over 80% were from Girls Not Brides member organisations.

What it is not...

This strategy does not seek to reflect all the work of individual Girls Not Brides member organisations (hereafter just referred to as members), nor does it identify everything that needs to be done to address child marriage, which is reflected in our Theory of Change.

The strategy's overarching themes

- **Accountability** to commitments and obligations by all actors.
- **Gender inequality** as the main and common root cause to be addressed.
- **Multi-sectoral and multi-stakeholder** child marriage prevention and response.
- **Meaningful youth participation** in the design and delivery of solutions.

Key terms

- **"Address child marriage"** includes both prevention and mitigation.
- **"Girls"** rather than children highlights the importance of gender inequality.
- **"Child marriage"** includes both formal and informal unions.
- **"High prevalence countries"** refers to countries with either high rates or high absolute numbers of child marriage.

How to use this strategy

- Adopt elements of the Girls Not Brides strategy as part of your own strategy to address child marriage.
- Use it as a guide when developing your organisation's overall strategy or your programmes to address child marriage, and reflect on areas where you could work.
- Use it to define the goals and objectives of your initiatives to address child marriage.
- Use it to reflect how you can contribute to the Partnership, and explore if there are areas where you could start contributing, or where the Partnership could support your work.
- Use it as a reference tool to develop your advocacy strategy or work plan.
- Use it to guide you in framing your advocacy messages.
- Use it to reflect on the levels (local, national, global) you are working at, and at what levels you could exercise influence by working with other Girls Not Brides members and the secretariat.
- Use it to build common objectives and action plans when working with other Girls Not Brides members to ensure co-ordination and avoid duplication.
- Share it with other organisations to explain the work of the Partnership and the added value of collaborating and being part of a movement.
- Use it to explain to different audiences how the work you are doing to address child marriage is part of a bigger movement and contributes to change beyond just your context.
- Use it to support your request for partnering and networking funds in your fundraising proposals.
- If you are part of a National Partnership or national alliance to end child marriage, consider aligning the goals and objectives of your group to those of this strategy.
- Use it as a roadmap as you exploit all the avenues available in addressing child marriage in your context or community.
- Use it with the Theory of Change as a tool for sparking discussions in your community or country about how all actors need to work together to address child marriage.



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