

## Pillar 4: Gender equality

We believe that gender equality is an integral part of sustainable, inclusive development and therefore an important aim in itself. An equal society where men, women, girls and boys live freely and are able to fulfil their potential is a critical part of our vision for Malawi.

Gender equality is also critical to achieving all our other programme pillars and outcomes.

UP will be implementing a two-pronged strategy. First, we will comprehensively mainstream gender across all our pillars. To this end a new gender strategy and a gender equality toolkit are being developed. This will support comprehensive gender responsive work along the entire programme cycle and include accountability structures for partners and staff for progress towards gender equality.

Second, we will focus on three outcomes that are fundamental to achieving gender equality.

### 1. More economically empowered women

UP will increase women's economic opportunities, especially in agriculture, by helping them to increase the quantity and quality of their crops and improve their market and financial service access.

### 2. Increased female leadership, decision-making power, and voice

UP wants to see more women participating and holding leadership positions at community and household levels,

as this way their views and needs will be better represented and their needs are more likely to be met. Having women in leadership positions will empower them to gain both the economic and social power to move out of poverty, and work to redress the unequal gender attitudes and beliefs that subordinate women. This involves using a very culturally sensitive approach of slowly creating an open and enabling environment for women's empowerment and also wider acceptance.

### 3. Shifts in attitudes, beliefs and behaviours about gender based violence among men and women

We will also strive to end violence against women and children by supporting shifts in attitudes, beliefs and behaviours about gender-based violence among men and women, and tackling issues of harmful cultural practices within our target areas, such as initiation rites, early marriage, school drop-outs.

