

The header features a bright orange background with purple abstract shapes. Two stylized eyes with yellow lightning bolts are positioned in the top corners. Green leaves are visible on the left and right sides.

COLLECTIVE IMPACT

BUILDING A MOVEMENT

Generation G End- Term Evaluation Report



Executive Summary

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BACKGROUND

Since 2021, the Generation Gender (Generation G) partnership has been working with young people in all of their diversity in seven countries and globally towards the creation of gender-just and violence free societies. Working through the interrelated pillars of media and public campaigning, advocacy at local, national, regional, and international levels, and movement-building, Generation G has created significant changes in the landscape of work to end violence and gendered discrimination. Beyond its activities, the Generation G partnership has explored the potential of partnership to support meaningful and inclusive youth participation, taken on the challenge of shared leadership across contexts and regions, and invested into building and sustaining coalitions of diverse actors, communities, and institutions unified around a set of shared values and principles.

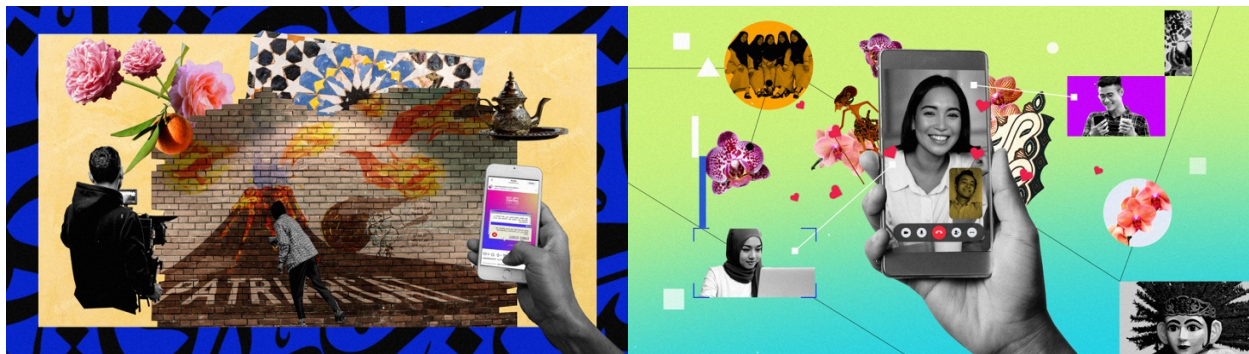


With the close of implementation in 2025, Generation G engaged Collective Impact, a feminist social justice consultancy, to conduct an end-term evaluation (ETE) of the programme through the use of explicitly feminist principles, participatory methodologies, and a realist approach. In addition to considering the effectiveness of Generation G's work towards its 5-year goals, the ETE was designed to test the Generation G theory of change (ToC) and its underlying assumptions at both country and global levels. The ETE also uses the lens of how Generation G supported power sharing and elevated opportunities for leadership from the Global South, and how the programme used and applied its own cross-cutting principles of meaningful and inclusive youth participation (MIYP), Do No Harm, and gender-transformative approaches (GTA) to understand and tell the story of who the Generation G partnership is and what it has accomplished.

FINDINGS

The ETE finds that Generation G made credible and context-responsive contributions to advancing gender justice across Indonesia, Jordan, Lebanon, Morocco, Rwanda, South Africa, and Uganda. The programme's ecosystem approach—integrating youth leadership, public mobilisation, advocacy, and civil-society strengthening—proved relevant and adaptive across diverse political environments, several of which faced shrinking civic space. Partners consistently applied the programme's cross-cutting principles—Meaningful Youth Participation (MIYP), Gender-Transformative Approaches (GTA), intersectionality, inclusivity, accountability, and safeguarding/Do-no-harm—ensuring the initiative remained anchored in feminist and youth-centred practice. Across settings, Generation G strengthened coalitions, improved the legitimacy of youth and feminist voices, and aligned programme efforts with national and global gender-justice priorities. Evidence shows that the outcomes of the programme activities align very well with each Long-Term Objective (LTO) of the Theory of Change.

Under **LTO 1 (Public Support)**, the programme expanded awareness of gender norms, masculinities, bodily autonomy, and gender-based violence (GBV) prevention through culturally grounded, youth-led approaches. Community dialogues, faith-based reinterpretation, social media campaigns, adaptation to new and emerging forms of violence, storytelling, and intergenerational activities successfully resonated with local communities and young audiences. Youth demonstrated strengthened capacities in facilitation, feminist leadership, digital rights, and communication, enabling many to launch independent awareness-raising initiatives—an early indicator of sustainability. Hybrid online–offline outreach strategies increased reach and visibility, contributing to more open public conversation on gender justice, in alignment with Dutch MoFA priorities on civic space, digital safety, and inclusive participation.



Under **LTO 2 (Public Advocacy)**, coalitions identified strategic entry points to influence policy processes and institutional practices. Advocacy was most effective when aligned with ongoing reform agendas and when framed through technically robust, context-appropriate recommendations. Examples include Morocco's contribution to the Family Code (Moudawana) reform; Indonesia's establishment of sexual-violence procedures in Islamic boarding schools (pesantren) and response to technology-facilitated GBV (TFGBV); Jordan's co-development of gender-transformative shelter guidelines; Uganda's district-level by-laws on child protection, school attendance, alcohol regulation, and teenage pregnancy; and South Africa's local accountability gains responding to community-generated evidence on safety and GBV. Youth participation in advocacy increased significantly, though institutionalisation of youth voice in formal policy cycles remains uneven across countries.

Under **LTO 3 (Civil Society Strengthening)**, the programme delivered substantial improvements in organisational capacities across feminist, youth-led, LGBTQIA+, and community-based organisations. Investments in leadership pipelines, safeguarding, digital safety, MEL skills, coalition governance, and intergenerational collaboration enhanced movement resilience and expanded civic space for gender-justice actors. Coalitions strengthened internal coordination and relevance, particularly where intergenerational leadership mechanisms were introduced, youth feminist leadership was cultivated, and locally anchored accountability structures were established. Adaptive strategies enabled civil society to operate safely and maintain influence even in restrictive contexts. However, uneven organisational maturity and MEL variability required greater accompaniment than anticipated. Additionally, internal equity efforts such as the Power and Privilege Task Force were only partially implemented, limiting opportunities to fully model feminist governance and shared-power practices.



Across all three LTOs, the cross-cutting principles played an essential role. MIYP enabled youth to design and lead activities and in some contexts inform coalition priorities, though youth governance roles need further institutionalisation. GTA principles shaped curricula, messaging, and facilitation, but efforts to measure gender-transformative change varied in depth. Intersectionality improved representation within coalitions, particularly through inclusion of LGBTQIA+ youth, media influencers, marginalised girls, and young women in leadership. Safeguarding and trauma-informed practice were consistently integrated, particularly in contexts where TFGBV and youth vulnerabilities were prominent. Accountability was strengthened externally through community, district, and municipal mechanisms, though internal accountability processes showed mixed progress.

KEY FINDINGS ALIGNED TO THE THEORY OF CHANGE AND CROSS-CUTTING PRINCIPLES

Findings reflect the programme's contributions to gender justice in seven diverse national contexts and its operationalisation of feminist, youth-centred, and intersectional approaches.

LTO 1: PUBLIC SUPPORT FOR GENDER JUSTICE INCREASED

- **Youth-led, culturally resonant interventions**—including community dialogues, school-based discussions, digital storytelling, faith-based reinterpretation, sports mobilisation, and TFGBV awareness—successfully shifted community attitudes on gender norms, masculinities, bodily autonomy, and GBV prevention. These approaches built trust, improved conversation safety, and expanded the legitimacy of feminist and youth leadership among local communities.
- Across countries, **young people demonstrated strengthened skills** in facilitation, feminist leadership, communication, digital safety, and community engagement. Many progressed from participants to credible organisers, influencers, and facilitators. In several settings (Indonesia, Uganda, South Africa), youth used these new capabilities to **design and lead independent initiatives**, indicating early signs of sustainability.
- **Innovative hybrid strategies**—offline dialogues combined with WhatsApp mobilisation, digital campaigns, online testimonies, TFGBV awareness, and youth-produced media—extended reach to new audiences and aligned with the rising importance of digital rights and safe online participation.
- Public discussions on gender equality became **more visible, inclusive, and community-driven**, particularly where the programme elevated youth voices and embedded feminist principles within local cultural and religious frameworks.

LTO 2: PUBLIC ADVOCACY STRENGTHENED THROUGH STRATEGIC ENGAGEMENT

- Coalitions effectively used **strategic, context-sensitive advocacy entry points** to influence policy debates and institutional practices. Success was strongest where partners aligned work with ongoing national or district-level reform processes.
- Advocacy was most effective when **coalitions engaged constructively with power-holders**, respected institutional realities, and framed recommendations in technical, feasible terms—fully consistent with Dutch MoFA's feminist foreign-policy emphasis on inclusive, dialogue-based governance.
- Strengthened public advocacy contributed to **institutional responsiveness**, including increased openness to consult youth, feminist organisers, and CSOs across ministries, district authorities, religious institutions, and municipal bodies—even in restrictive contexts.
- Youth participation in public advocacy increased substantially, although institutionalisation of youth voice (e.g., representation in governance structures, policy cycles, or decision-making fora) remained structurally inconsistent.

LTO 3: CIVIL SOCIETY STRENGTHENING ACHIEVED ACROSS MOVEMENTS

- The programme delivered **substantial improvements in organisational capacity**, including leadership development, advocacy planning, MEL competencies, safeguarding, TFGBV response skills, coalition governance, and cross-movement collaboration. This strengthened the resilience and legitimacy of feminist, youth-led, LGBTQIA+, and community organisations.
- In several countries, coalitions demonstrated **enhanced intergenerational leadership**, expanding decision-making spaces to young activists, digital feminists, and emerging youth-led organisations.
- Strengthened coordination and coalition functioning contributed to **movement-building**, including shared advocacy agendas, collective messaging, joint campaigns, and improved alignment between feminist, youth, LGBTQIA+, and child-rights actors.

- Adaptive strategies were essential to operating in restricted civic spaces. Partners relied on **incremental advocacy**, relationship-based influence, institutional embedding, and “working-with-the-grain” approaches to maintain safety and relevance.
- Despite notable gains, **organisational maturity varied significantly**, requiring more accompaniment than anticipated. Gaps in MEL systems and uneven documentation capacity limited consistent cross-country evidence aggregation.

CROSS-CUTTING PRINCIPLES: KEY FINDINGS ACROSS ALL LTOS

Meaningful Youth Participation (MIYP)

- Youth shifted from peripheral actors to facilitators, organisers, advocates, and, in some cases, coalition leaders.
- MIYP was strong in programme implementation and governance but less consistently institutionalised in MEL systems.

Gender-Transformative Approaches (GTA)

- GTA informed curricula, dialogues, religious reinterpretation, leadership programmes, and advocacy messaging.
- Effectiveness varied; some contexts required deeper accompaniment to translate GTA theory into systematic practice or measurement.

Inclusivity and Intersectionality

- Intersectionality strengthened coalition legitimacy by elevating voices of LGBTQIA+ youth, feminist digital advocates, survivors, rural young women, and other marginalised groups.
- Application was uneven; some coalitions required further capacity strengthening to consistently reflect intersectional practice.
- Coalitions broadened their membership to youth-led, feminist, human rights, and digital-activist organisations, enhancing democratic representation and coalition credibility.

Accountability

- External accountability strengthened through District Coordination Committees in Uganda, municipal dialogues in South Africa, Masjid-based governance spaces in Indonesia, and state-led reform consultations in Morocco.
- Internal accountability varied; the Power and Privilege Task Force, while a key equity initiative, remained only partially implemented—limiting its intended role in addressing structural inequity within the consortium.

Safeguarding

- Strong emphasis on do-no-harm, trauma-informed facilitation, digital safety, and survivor-centred practices emerged across countries and often led to shifts in norms and expanded reach.
- Youth-led organisations demonstrated commitment but required continued investment to sustain safeguarding systems independently.

Overall, Generation G delivered meaningful advances in public support, public advocacy, and civil society strengthening, offering evidence of durable changes in gender-justice ecosystems. The programme’s coherence, adaptability, and principled approach positioned it as a credible

actor in politically diverse contexts and aligned closely with Dutch MoFA priorities on feminist foreign policy, civic space, youth leadership, digital rights, and GBV prevention. Sustaining and deepening these gains will require continued investment in movement infrastructure, strengthened MEL systems, further institutionalisation of cross-cutting principles, and reinforced equity governance. Nonetheless, the programme leaves behind stronger networks, more capable organisations, and a rising generation of young feminist and gender-justice leaders poised to carry the work forward.

CONCLUSION: THE STORY OF GENERATION G

The story of *Generation G* is one of bold ambition, collective growth, and deep transformation. From its inception in 2021, the programme set out not merely to end gender-based violence but to reimagine how power, leadership, and learning could be shared across continents, institutions, and generations. Guided by its three long-term outcomes—public support for gender justice, policy advocacy for gender-transformative and youth-inclusive governance, and a resilient, inclusive civil society—*Generation G* evolved into a living example of how feminist and realist principles can turn partnership into power.

YOUTH AT THE HEART OF CHANGE

At its core, *Generation G* was a movement of young people reclaiming public space to redefine gender justice. Across seven countries, youth leaders mobilised through advocacy, art, activism, digital storytelling, and community dialogue—making gender equality not only visible but relatable. From Morocco's #Manchoufouch campaign and South Africa's *EngageGBV* app to Indonesia's interfaith youth dialogues, young people became credible voices shaping social narratives.

The evaluation found that mobilisation was most effective where youth ownership, mentorship, and institutional linkages converged. In contexts like Uganda and Indonesia, coalitions bridged young advocates with local governments and faith leaders, ensuring activism translated into systemic influence. Where coalitions **trusted youth to lead—and supported them to do so safely**—awareness turned into action and sustained engagement. Yet, the story also reveals that youth inclusion was at times symbolic, limited by resource gaps and gatekeeping at higher decision-making levels. Still, the evidence is clear: youth leadership became the moral and creative engine of *Generation G*, igniting public conversations that outlasted campaigns themselves.



FROM EVIDENCE TO INFLUENCE

If youth were the heart of Generation G, advocacy was its voice. The programme's second outcome—policy change—came to life through relationships, evidence, and adaptive diplomacy. Coalitions in Rwanda, Morocco, and Indonesia **embedded gender-transformative language in policy frameworks, by-laws, and ministerial procedures, resulting in more inclusive, equitable and survivor-centred policies and regulations.** In Uganda, community-generated data informed district ordinances on teenage pregnancy and child marriage. In Jordan and Lebanon, **CSOs reframed sensitive issues through culturally resonant narratives—environmental activism, survivor-centred manuals, and social dialogues—to navigate restrictive contexts.**

The evaluation concludes that policy transformation was achieved where coalitions combined credibility with flexibility—where evidence opened doors and trust kept them open. **Advocacy was most successful when rooted in long-term relationships** rather than one-off campaigns. Government partners became allies; civil-society organisations evolved into co-creators of solutions rather than external critics. Even under repression or conservatism, coalitions adapted—shifting scales, reframing language, and maintaining progress without compromising principle. These strategies exemplified *adaptive resilience*, showing that flexibility, not confrontation, often sustains reform in fragile settings.

FROM PROJECTS TO MOVEMENTS

The third outcome tells the story of a movement made stronger. Through Generation G, partner organisations took on the hard work of international transformation—embedding GTA, MIYP, and Do No Harm as everyday practice. Across countries, CSOs adopted gender transformative policies, safeguarding frameworks, and reflective learning spaces like Rwanda's "Gender Cafés" and Indonesia's feminist solidarity networks. Morocco's intergenerational leadership models and Lebanon's culturally sensitive outreach expanded legitimacy in restrictive environments.

The evaluation found that institutional transformation occurred when capacity-strengthening was continuous, context-sensitive, and donor-flexible. Multi-year support allowed reflection and reform; where funding was rigid, innovation stalled. By the end of the programme, civil society partners reported stronger internal governance, improved accountability, and higher credibility as national and regional gender-justice actors. They became models of the inclusive, resilient systems they sought to influence externally—proof that **how** organisations work can be as transformative as **what** they advocate for.

FROM IDEALS TO PRACTICE

Threading through these results were Generation G's defining principles: GTA, MIYP, and Do No Harm. Initially abstract, they matured into concrete, measurable practices. The SCIL Working Group institutionalised GTA through focal points, training, and the development of self-assessment and monitoring tools, while the Youth Board elevated youth from participants to decision-makers. The SEAH Manifesto and safety protocols built an ethic of care into governance. These shifts demonstrated that transformation is not linear—it is relational and iterative, shaped by context, reflection, and shared accountability.



THE PARTNERSHIP—POWER, LEARNING, AND EQUITY

Generation G's internal journey mirrored its external change. The consortium moved from a top-down governance model to one anchored in equity and transparency. Decision-making became more distributed, enabling trust and autonomy among partners. Global South organisations like Sonke and ABAAD bridged global and local roles, though dual responsibilities often stretched their capacity.

The Power and Privilege Taskforce and other technical working groups were steps toward democratizing leadership, but resource constraints limited their reach. Still, 81% of partners acknowledged progress in balancing power and amplifying Southern leadership—an achievement rooted in intentional learning rather than structural redesign.

Yet, inequities remained. Northern partners retained financial control and administrative authority; working conditions and time allocations often disadvantaged Southern actors and youth. The evaluation underscores that **true equity requires donor-supported structural change—flexible funding, shared accountability, and recognition of lived expertise.**

THE MEANING OF GENERATION G

From an evaluator's lens, Generation G stands as both proof and possibility. Proof that targeted investments of time and resources into shifting power structures can build resilient and adaptive programmes, and possibility that **inclusive, youth-led, and context-grounded coalitions can reshape the architecture of global social transformation.**

The partnership achieved remarkable results: it mobilised youth voices into movements, transformed advocacy into policy, and strengthened civil society into engines of equality. It also confronted hard truths about power, voice, and sustainability—truths that will guide future iterations in the fight against GBV.

Ultimately, the story of Generation G is not one of perfection, but of progress with purpose. It is the story of how trust replaced hierarchy, how evidence met empathy, and how a partnership spanning continents learned to embody the justice it sought to create. The next chapter will depend on carrying forward these lessons—anchoring equity in structure, resourcing Southern leadership, and sustaining the spaces where young people, feminists, and institutions can continue writing the story of a truly gender-just world.



RECOMMENDATIONS FOR FUTURE PARTNERSHIPS

INVEST IN SHIFTING POWER STRUCTURES

For donors and global partnerships, there is a need to look at what Generation G was able to accomplish in creating spaces for shared decision-making and learning, and where it was constrained by the structures of development funding. Generation G was able to invest significant time and resources into collaborative and shared processes, but occasionally at the expense of already overburdened staff and partners in the Global South. Future funding for global partnerships should include:

- **Provide resources dedicated to collaborative design in proposal development**, including through reducing the administrative burden of proposal development on partners. Funders could consider providing smaller seed grants to shortlisted projects to engage in collaborative proposal development, or include transitional funding at the end of programme implementation to support partners to strategically plan for future collaborations.
- **Create more flexible core funding mechanisms**. A growing body of literature indicates the decolonisation and power-shifting potential of flexible core funding that allows in-country partners to determine their own priorities and strategies.¹ Providing flexible resources up front allows for movements to build resilience and respond to emerging needs.
- Recognise the additional labour costs of collaborative decision-making and **increase funding available to project partners for administrative, technical, and advisory staff**. Remove limits on overhead or increase the percentage of project funds that can be allocated to staff time, particularly for implementing partners and partners in the Global South.
- **Provide additional flexibility during implementation** for strategic shifts to programme activities and goals. Recognise that contexts are evolving throughout any project lifecycle and streamline approval processes for changes to budget, planning, and measurements to enable partners at country level to adjust to changes. Support additional flexible funding mechanisms, like the Innovation Fund, that can support project partners to take on additional priorities and experiment with new approaches over the course of a longer project.
- **Design decision-making and equity-focused structures at outset**, ensuring clear roles, responsibilities, and accountability mechanisms. **Design consortium partner roles, youth boards, and working groups more strategically with greater participation from countries**, to ensure equitable division of responsibility, resources, and labour, avoid inefficiency, and maximize their impact on key programme and partnership objectives and principles. Create open accountability mechanisms accessible and safe for Global South partners to provide ongoing feedback.

¹ Womanity, and the Center on Gender Equality and Health, 2025; Financing for Feminist Futures Walking the Talk, 2025; and Shake the Table, 2022.

BUILD STRONGER, MORE DIVERSE, AND MORE RESILIENT COALITIONS AND MOVEMENTS

At all levels, Generation G found that time spent building stronger relationships across partners coming from different backgrounds, communities, and areas of focus strengthened their movement. Whether in bringing together intergenerational feminist movements in Morocco, joining mainstream gender advocates with disability rights and LGBTQI+ activists in Rwanda, or convening technical working groups and governance boards that strove to centre leadership from country partners, Generation G found that investing into the internal transformation and growth of its own coalitions and partners meant more resilient movements and stronger foundations for public and policy advocacy. When planning for future programmes seeking to influence public perception on gender and violence, partners could take into consideration:

- **Provide time and resources to building diverse relationships and movements.** Future programmes should consider the benefits of and investing time and resources into reaching beyond their current networks and building alliances with new partners and movements. Dedicate time and resources to reaching out to aligned movements, such as disability rights, migration and climate networks, civil rights, and social justice movements to find common cause. Create flexibility for messaging on gender issues to allow for intersectionality between movements.
- **Recognise the ongoing work of partnership and collaboration,** including through resourcing collaboration mechanisms and investing into structural learning on power, privilege, anti-racist and decolonial practices. Consider dedicated funding for co-learning, conflict resolution, and staff time for coordination between partners, and create strong and accessible accountability mechanisms for internal processes that centre shared learning and restorative justice. Create mechanisms for measuring internal equity and accountability to shared principles and values.
- Create space for self-care and reduce the risk of activist burnout by **ensuring that partners have funding for staff well-being.** This could mean creating funding resources dedicated to mental health, reducing limits on staff assigned to projects to allow for lower task burdens, or opening more flexible support for partner institutions to invest in comprehensive benefit packages for staff.

MEANINGFULLY INVEST IN MOVEMENT-LED STRATEGIES AND PRODUCTS

At the country level, Generation G's adaptability and flexibility created space for partners to design, re-design, and innovate strategies for public and policy influence in response to their own needs. Country programmes showed that working across movements and issues, with diverse partners, and creating space for innovation allowed them to have impact even in hostile environments. Future programmes could employ and expand on Generation G's flexible model of multi-level advocacy and influencing:

- **Ensure maximum flexibility in advocacy goals and targets** to allow for local actors to take advantage of new opportunities and shifting priorities. Programmes can set flexible and expansive targets grounded in values, rather than specific policy changes, and support local partners to define their own strategies and successes.

- **Invest in institutional strengthening** alongside content-specific capacity to support youth-led and community organisations. Broadly define capacity strengthening to include financial controls, administrative support, budgeting, fundraising, and management skills. Focus institutional strengthening on feminist, anti-racist, and decolonised systems of management and organising.
- **Focus on quality of media content** in addition to reach. Invest in collaborations with artists and creators, and in training in content creation for programme staff. Support media and influencers to anticipate and respond to backlash against progressive and gender content and to advocate for more values aligned content.
- **Build trust within advocacy coalitions** to allow for multi-level aligned advocacy without overburdening any individual organisation. Invest in time spent in relationship-building within coalition spaces and in creating safe and accessible platforms for sharing information and expertise.

STREAMLINE PROJECT MEASUREMENT AND FOCUS ON LEARNING

Advocacy, sustainability, and social change are notoriously difficult to measure, particularly during a programme lifecycle. Generation G worked with both MoFA and with country coalitions to find reasonable solutions that met donor requirements without overburdening country teams, but their success was limited. Investments into outcome harvesting, realist evaluation, and the collaborative spirit of the PMELR working group all meant that Generation G was able to effectively communicate the scale and scope of their success, but these processes required immense investment of time and resources into adjusting and learning these systems. Future projects could further streamline these processes while applying a feminist, equity-focused lens that further prioritises and elevates the voices and perspectives of communities and participants.

- **Include process and nearer term outcome indicators for advocacy** aligned with meaningful achievements and timelines. Continue to invest in outcome harvesting and feminist monitoring, evaluation, and learning as a way of understanding and communicating success, and consider additional qualitative tools to capture achievements missed by traditional indicators.
- **Invest in non-hierarchical technical support and capacity building** among country teams for measurement of advocacy implementation and impact. Find resources for technical support within countries and project partners, and dedicate time and resources to supporting partners to share their expertise with each other. Elevate programme monitoring, evaluation, and learning expertise among implementing partners, using a Global South lens to determine indicators, learning approaches and priorities, and to develop tools.
- **Support collaboration and learning among partners within large-scale global programmes.** Particularly for programmes which focus on movement building, investment into building relationships of trust are important at all levels, including among implementers and partners at the country level. Provide funding for learning events, communication platforms, and cross-country collaboration, and to ensure front-line implementers are included in international fora and decision-making spaces.

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