



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

SDG Area: Gender equality

Women and girls represent half of the world's population and therefore also half of its potential. Yet today gender inequality persists everywhere and stagnates all social progress. Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large. While the world has achieved some progress towards gender equality and women's empowerment, including equal access to primary education between girls and boys, women and girls continue to suffer discrimination and violence in every part of the world.

Inequalities faced by girls can begin at birth. In some countries, often due to a preference for sons, girls are deprived of access to health care or proper nutrition, leading to higher mortality rates. As girls move into adolescence, gender disparities widen. Child marriage affects girls far more than boys. Globally, nearly 15 million girls under age 18 are married every year – or 37,000 each day.

Violence and sexual violence remain huge concerns in relation to gender equality. The SDGs aim to eliminate all forms of discrimination against women, which includes eliminating all forms of violence and sexual exploitation in the public and private spheres.

NB: The SDGs include a broad range of specific targets relating to gender equality. The full targets can be found at <http://www.un.org/sustainabledevelopment/gender-equality/>. Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDG's universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

Around 120 million girls worldwide (slightly more than 1 in 10) have experienced forced intercourse or other forced sexual acts at some point in their lives. By far the most common perpetrators of sexual violence against girls are current or former husbands, partners or boyfriends. Some national studies show that up to 70 per cent of women have experienced physical and/or sexual violence from an intimate partner in their lifetime.

In the majority of countries with available data, less than 40 per cent of the women who experience violence seek help of any sort. Lack of access, lack of education, shame, and fear are all potential explanations for the lack of reporting.

What do we need you to do?

We want to mobilise and empower women around the world to report sexual violence. We need a big idea that can deliver on this goal with a cyber-campaign.



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Target Audience

You are speaking to an audience of digital natives. They use the internet frequently and freely, communicating personal information with their friends and broader online communities. Your audience shapes and contributes to a world in which we see unprecedented levels of online sharing.

Key message

Speak up about sexual violence. We need to eliminate all forms of discrimination against women, which means eliminating all forms of violence and sexual exploitation in the public and private spheres.