

act!onaid

YOUTH ACTIVISM & ADVOCACY



**A CATALYST
FOR CHANGE AND
DEVELOPMENT**

ACTIVISTA GHANA

Activista is ActionAid's global youth network involving more than 250 ActionAid partners and thousands of volunteers in more than 25 countries. Activista is composed of ActionAid country programmes, local and national youth organisations, movements and partners.

The youth movement is built around a culture of volunteerism and empowerment, using the Human Rights-Based Approach (HRBA) to support global campaigns, community sensitisation and online mobilisation for youth advocacy.

With a diverse range of young people from different communities in rural and urban areas, Activistas are young male and female change agents who come together to share ideas and work towards social development through effective campaigns and advocacy.

The objective of the movement is to increase youth activism on issues that affect them and volunteer their energies to campaign for improved government responsiveness to the rights of people living in poverty and exclusion.

Activista focuses on youth campaigning through mobilisation and engagement of youth at the local, national and international level, and is also involved with youth programming in ActionAid. Activista is working to empower and enable young people to actively participate in the decision making and political processes that affect their lives. Activista is aiming to build as a global youth movement.

Activista Ghana was launched on August 12, 2016 on International Youth Day (IYD), with the aim to mobilise and support youth to take purposeful and sustained action as leaders who are able to shape a more democratic nation that protects, respects, and fulfills the rights of the people living in poverty.

The establishment of Activista Ghana is expected to increase activism on issues that affect youth and improve government and duty bearers' responsiveness to people living in poverty.

VISION

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

MISSION

To achieve social justice, gender equality and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists and social movements.

Objectives for **Activista Ghana**

To develop effective platforms for taking action, sharing knowledge, promoting stories of change, guidance and coordinating for empowerment, solidarity actions and effective campaigns.



01

Integration of young people's perspectives and alternatives in programme priorities and campaigns



Advocacy on the structural causes of violence against women and girls and women's economic justice



Civic participation, redistribution and gender-responsive public services



Resilient livelihoods and climate justice



Women-led emergency preparedness, response and prevention

02

Young people-led accountability on the Sustainable Development Goals



03

04

Mobilising to address the causes of young people's unemployment and securing sustainable employment



How Activista is structured

Activista Ghana has a flat power structure with local, regional and national coordinators who will work with ActionAid Ghana to mobilise, educate and sensitise the youth at the local, regional and national level. Activista Ghana is present in six regions of Ghana where ActionAid works: Upper East, Northern, Upper West, Brong Ahafo, Greater Accra and the Volta region.

CAMPAIGNS AND ADVOCACY

Tax Power: Targeting multinational corporations and advocating for them to pay the right amount of taxes in developing countries. Every year, Ghana gives away about \$1.2 Billion in needless tax incentives to multinational companies to encourage investment and provide jobs in Ghana. This robs the country of money needed for infrastructural development. Activista campaign and lobbies national governments to stop handing out harmful tax incentives to multinationals and adhere to transparent global rules and regulations on taxation.

Women's Rights and Unpaid Care Work: Reduce women unpaid work burden and provide opportunities for women to engage in economic activities; reduce women's fear and experience of sexual violence, increase women's economic, political and social participation; advocate for political recognition of sexual violence against women and girls in public spaces and work with public institutions to protect the rights of victims.

Human Rights Based Approach (HRBA): Activista believes that poverty is a violation of human rights and a terrible injustice. Our HRBA centres on active agency: we take sides with people living in poverty and support them to become conscious of their rights, analyse their obligations, vulnerabilities and inequalities and act to claim their rights by holding duty bearers to account. There are three pillars to HRBA: empowerment, solidarity and campaigning.

Besides being young, Activistas are also women seeking equality with men, active people demanding democratic influence and demanding change for people living in poverty and the excluded. Activista is not about



generational conflict, but a struggle together with others for a fundamental shift in power imbalances based on class, gender, ethnicity and age.

Activista Ghana will serve as an umbrella for youth networks, movements and organisations working for the masses. It is a platform that seeks to educate and empower young people with transformative leadership qualities, skills, positive attitudes and knowledge to develop a progressive, transparent and non-violent organisational cadre to advance and strengthen their efforts to become an invincible force in tomorrow's power structures.

Who can be an Activista Ghana member?

Activista is open to youth between 18 years and 35 years who believe in the campaign for social justice and are ready to volunteer their time and energies for a noble cause. Interested persons would register to be part of our established structures through a standard procedure and commit not to use Activista Ghana as a space for discrimination, partisan politics and religious issues.

YOUNG URBAN WOMEN MOVEMENT (YUWM)

The Young Urban Women Movement (YUWM) is a national movement of more than three thousand (3,000) young women between the ages of 15-35 years mobilised from urban and peri urban communities in three (3) out of the ten (10) regions of Ghana: Greater Accra, Northern and the Upper East regions. With a steady growth in numbers, there are plans to extend to other regions in ActionAid operational areas. The movement is made up of young women of diverse backgrounds, majority of whom are professionals, young teachers, students and out-of-school young women who are looking for opportunities to improve their lives. There are also informal workers, factory hands, young brides and girls engaged in trades.

As development-conscious young women, they work to promote personal and community development by challenging discrimination, unequal power relations and traditional acts of violence. The Movement emerged from the 'Young Urban Women: Life Choices and Livelihoods project', a multi-country intervention sponsored by NORAD.

The YUWM is recognised at the local level with the Ga West Municipal Assembly and nationally with the National Youth Authority (NYA) as a social movement of young women driving social change by campaigning in the areas of unpaid care work, decent work and economic security, Sexual Reproductive Health Rights (SRHR), bodily Integrity and access to gender-responsive public services.

The YUWM has strategic alliances with the Ghana Trade Union Congress (GTUC) at both the national and regional levels. They are also in alliance with the Network for Women's Rights in Ghana (NETRIGHT), Marie Stopes International and other gender rights and women empowerment platforms. The movement is independent and young women led. It has a ten (10) member national leadership team with representation from leaders from the three (3) participating regions as well as three (3) regional leadership teams driving the local the regional movement actions.

Two resource centres have been developed in Kpobiman in Greater Accra and Tuutingli in Tamale. Through regular advocacy and campaign work, the girls have participated in local and international conferences to campaign for women's rights and youth empowerment.

In the Greater Accra region, the YUWM coordinates and plans the movement's work from the Young Urban Women Resource Centre located at Kpobiman which they run independently. The YUWM has an advocacy platform with advocacy teams working on unpaid care work, decent work, SRHR and access to gender-responsive public serves. The movement also has the Peer Educators Platforms who lead peer to peer education interventions while the Social Media & ICT support groups manage the social media activities of the movement.



VISION

A world where young people, especially women in the most remote areas around the globe, enjoy their fundamental human rights and hold the power to create opportunities for themselves and others.

MISSION

Working with youth especially young women and other organisations as the essential means for the protection and the promotion of rights of all including decent work, SRHR and other fundamental human rights through advocacy, awareness creation, education and training as the primary mechanism for equipping all with information, knowledge and ideas.



OBJECTIVES AND PURPOSE OF THE YUWM



To organise and unite young women between the ages of 15–35 years who fall within the jurisdiction of the Movement into locals under the direction and authority of the YUWM



To provide an organisational vehicle for the united expression of the views of its members and for securing united action on all issues affecting its members and the Movement



To defend and promote human rights within its jurisdiction and administer collective actions and negotiate with any other organisations or agency to cater for the interests of young people.



To improve the working and service conditions of its members as well as any other conditions relating to their employment or non-employment



To secure and retain employment for its members



To ensure the protection of young women against any forms of discrimination



To safeguard the reproductive health rights and safety of its members.



To promote the education, training and retraining of its members to meet emerging trends



To safeguard the unity and independence of the YUWM



To provide for members through advocacy or any other means, any or all of the following benefits or support, namely disability, unemployment, victimisation and sexual harassment, or such other reliefs as the Movement may from time to time so decide



To contribute to securing favourable legislation in the interest of young women in general.



To join the YUWM, call **0268240504 / 0204188775**

-  Young Urban Women's Movement
-  @youngurbanwomen
-  Young Urban Women Ghana

To join Activista Ghana, call the Vice Coordinator on **0249749489** or write to **activistaghana@gmail.com**

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