

*deliver for*  
**GOOD**


*Investments in girls & women  
power progress for all.*

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**The Investment Case  
for Girls & Women**

THE LANCET

**WOMEN  
DELIVER**



Join the movement.  
Make change for  
girls and women.

**Sign the commitment at**  
**[deliverforgood.org](https://deliverforgood.org)**



# The Commitment to Girls and Women

Wherever inequality lives, there stands a girl or woman able to turn the tide of adversity into a tidal wave of progress. We simply have to commit to her.

Deliver for Good is a global campaign that applies a gender lens to the Sustainable Development Goals and promotes 12 critical investments in girls and women to power progress for all.

Girls and women carry more than babies. Or water. They carry families. They carry businesses. They carry potential. And when we invest in their health, rights, and wellbeing, it creates a positive ripple effect that lifts up entire countries.

Give girls and women access to healthcare, they will deliver more resilient families. Give girls and women the chance to learn, they will deliver stronger economies. Give girls and women opportunities, they will deliver solutions.

**Deliver for them. Deliver for all. Deliver for Good.**



Sign the commitment at [deliverforgood.org](https://deliverforgood.org)



# Introduction

**Girls and women are the drivers of sustainable development and powerful agents of change. Evidence from around the world confirms that investing in girls and women creates a ripple effect that yields multiple benefits, not only for individual women, but for families, communities, and countries.**

Yet, despite all we know, decision makers have failed to consistently make girls and women a priority. They are deprived of access to health services, confront barriers to education, are vulnerable to gender-based violence, and face discrimination in political and economic spheres. Now, at the dawn of the sustainable development agenda, we have an opportunity to correct this wrong and prioritize the health, rights, and wellbeing of girls and women everywhere. To this end, Women Deliver and partners are launching the **Deliver for Good** campaign.

Deliver for Good is a new global push that applies a gender lens to the Sustainable Development Goals (SDGs) and promotes 12 critical investments – political, financial, and programmatic – in girls and women, which will bring high returns for women and for societies in decades to come. Deliver for Good will mobilize allies across sectors and issues, change the global narrative around girls and women, and help to fuel concrete action and SDG implementation at the global and country level. Deliver for Good will focus on solutions, on action, and on the links between gender equality, health, education, economic empowerment, environment, and access to resources.

Girls and women deliver for themselves, their families, communities, and societies. Now the world must deliver for girls and women, and deliver for good.

**The Women Deliver Team**



# Foreword

The 19th century philosopher John Stewart Mill famously said, “wives should have the same rights and should receive the protection of the law in the same manner as all other persons.” I wonder if it would surprise him to know that 160 years after he wrote these words, gender equality remains elusive to millions of girls and women around the world. Until the push for equality is recognized not only as a human right, but as a push for development, it will continue to elude them.

Without empowering girls and women – without allowing them to make informed decisions about their own sexual and reproductive health – the injustices they face will erode any health gains achieved in the era of the Sustainable Development Goals. Gender equality is the linchpin to enduring progress in maternal, child, and adolescent health, and beyond.

Through the Deliver for Good campaign, Women Deliver is highlighting strategies and best practices that emphasize the crucial link between gender equality and broader development goals, such as education, eradicating poverty, and adapting to a quickly changing climate. While the campaign illustrates the social, economic, and legal injustices girls and women face, it also recognizes their vast, untapped potential, and all that families, communities, and countries stand to gain by eliminating the obstacles that prevent them from realizing their potential.

As the following pages show us, the evidence is clear and uncontested. It’s now a matter of whether we care enough to do something. Do we? Do you?

**Richard Horton, Editor-in-Chief**

**THE LANCET**

# 12 investments in girls & women that power progress for all



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*Providing quality healthcare and nutritional support for all women and babies is a small price to pay for a healthy generation.*



# Improve Maternal and Newborn Health and Nutrition

## THE WORLD TODAY



Every two minutes, a woman dies in pregnancy or childbirth – the majority of these deaths are preventable



Poor nutrition among pregnant women accounts for 800,000 newborn deaths annually



Maternal mortality is one of the leading causes of death among 15-19 year olds globally

**2.6 MILLION**

The number of stillbirths that occur annually – 98% in developing countries

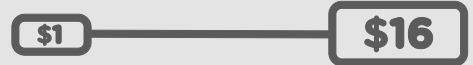
## THE INVESTMENT CASE

If we meet the need for modern contraception and provide all pregnant women and newborns with quality care,

**↓67%**  
maternal  
deaths

**↓77%**  
newborn  
deaths

Every dollar spent on scaling-up nutrition interventions for pregnant women and children yields \$16 in returns



## SOLUTIONS



Access to affordable care before, during, and after pregnancy



Quality midwifery and obstetric care, including safe abortion and post-abortion care

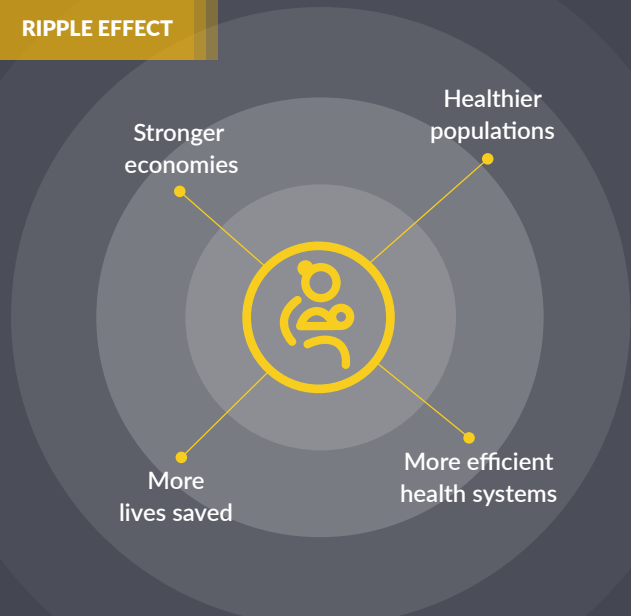


Access to modern contraception



Exclusive breastfeeding in the first six months of life

## RIPPLE EFFECT



*Access to modern contraception and reproductive health is the bedrock of gender equality, economic development, and progress for all.*





# Meet the Demand for Modern Contraception and Reproductive Health

## THE WORLD TODAY

**225 MILLION**

women in developing countries have an unmet need for modern contraception

**2/3**

of new adolescent HIV infections are among girls

**AT LEAST 22,500**

women died from unsafe abortion complications in 2014

## THE INVESTMENT CASE

**\$1** ————— **\$120**

If we provide sexual and reproductive health services and meet the need for modern contraception, every dollar spent will yield \$120 in benefits

If we meet the need for modern contraception and quality care,

**↓70%**  
unintended pregnancy

**↓74%**  
unsafe abortion

## SOLUTIONS



A broad mix of contraceptive methods in steady supply



Access to services to prevent and treat sexually transmitted infections

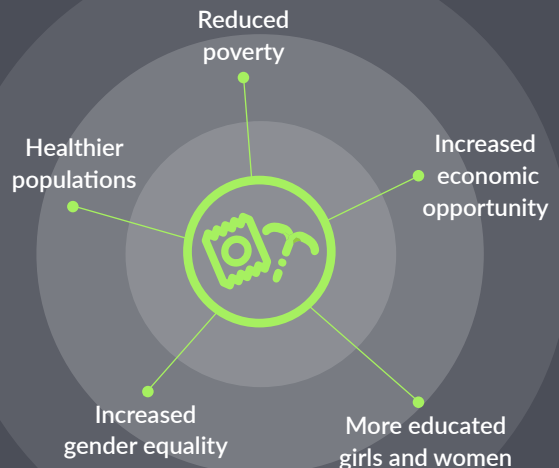


Reproductive health programs and services that include adolescents and marginalized populations



Less restrictive abortion laws and access to safe abortion and post-abortion care

## RIPPLE EFFECT





*When sexual health and rights are violated, girls and women are unable to fulfill their potential. A world without fear, stigma, or discrimination drives equality and progress for all.*

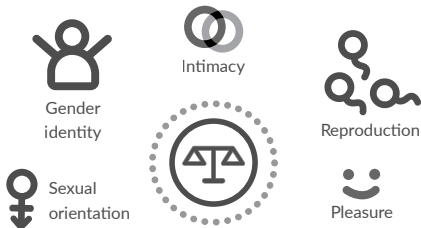




# Respect, Protect, and Fulfill Sexual Health and Rights

## DEFINING SEXUAL RIGHTS

- The right to personal autonomy and bodily integrity
- The right to a safe, satisfying sexual life
- The right to live a sexual life free of discrimination
- The right to privacy
- The right to sexual health



Components of sexual health

## THE WORLD TODAY



Current laws against sexual orientation increase stigma and violate human rights



6.9 million women in developing countries were treated for complications from unsafe abortions in 2012



In developing regions, 8 in 10 women with curable sexually transmitted infections do not receive treatment

## SOLUTIONS



Strong legal policies and systems to protect the sexual and reproductive health and rights of all



Comprehensive sexuality education in schools

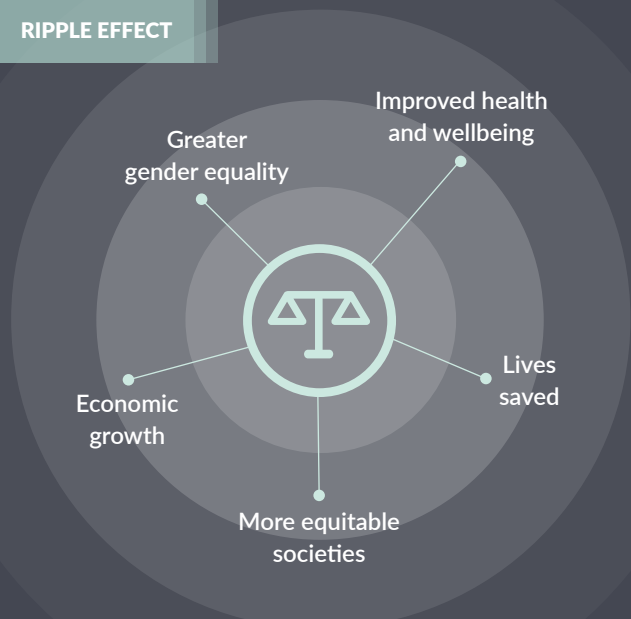


Access to care for marginalized populations



Engagement of men and boys in sexual health and rights initiatives

## RIPPLE EFFECT





*Healthy girls and women are the cornerstone of healthy societies. Provide girls and women access to health throughout their lives and they will deliver a healthier and wealthier world.*



# Ensure Access to Comprehensive Health Services

## THE WORLD TODAY

**1 BILLION** people do not receive the healthcare they need

**100 MILLION** people are impoverished by the cost of healthcare

**38 MILLION** people die per year from non-communicable diseases like cancer, heart disease, and diabetes



Suicide is now a leading cause of death among adolescent girls

## THE INVESTMENT CASE

Vaccinating against the human papilloma virus (HPV):

**\$10-\$25** → **3 MILLION**

cost just \$10-\$25 per person

averts more than 3 million cervical cancer deaths

Reducing the mortality rate for ischemic heart disease and stroke by 10% in the developing world would save \$25 billion per year

**\$25 BILLION**

## SOLUTIONS



Universal health coverage that includes reproductive health and non-communicable disease care



Women-centered models of healthcare



Integrated service delivery and individual medical records for improved care coordination



Robust and well-trained health workforce, inclusive of rural areas

## RIPPLE EFFECT

More lives saved

Stronger economies

Healthier populations

More efficient health systems





*As long as girls and women fear for their safety, they cannot realize their full potential. Securing their dignity rests upon eliminating the threat of gender-based violence and harmful practices everywhere.*





# Dramatically Reduce Gender-Based Violence and Harmful Practices

## THE WORLD TODAY

**1 IN 3**

women experience physical or sexual violence in their lifetime, mostly by an intimate partner

**37,000**

girls under age 18 are married off every day

**200 MILLION**

girls and women in 30 countries have been subjected to female genital mutilation/cutting

## THE INVESTMENT CASE



Economists found that investing in the elimination of gender-based violence is one of the 19 most cost-effective SDG targets



= estimated cost of global inaction

## SOLUTIONS



Functional legal systems that hold offenders accountable and encourage women to seek justice



Behavior change initiatives locally, nationally, and globally

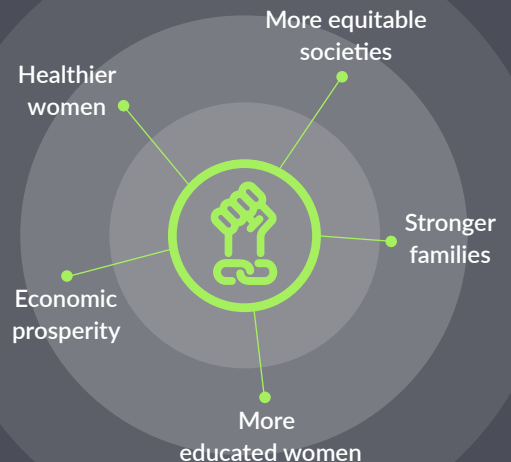


Services and treatment for survivors



Women-centered civil society organizations

## RIPPLE EFFECT





*Give girls and women the chance to learn,  
and they will deliver more equitable, healthy,  
and prosperous societies.*





# Ensure Equitable and Quality Education at All Levels

## THE WORLD TODAY

**ONLY 29%** of countries have achieved education gender parity at the upper secondary level

**90%** of children living with disabilities in developing countries do not attend school

**1/2** of primary schools in developing countries lack adequate water and sanitation, increasing absenteeism among adolescent girls

**2 out of 3** illiterate adults are women

## THE INVESTMENT CASE

**10-20%**

Every additional year of schooling for a girl increases her future earnings by 10 to 20%

**↑0.37%**

Each additional year of schooling for children increases the average annual GDP by 0.37%

## SOLUTIONS



Transportation and infrastructure to make schools accessible



Low or no enrollment fees

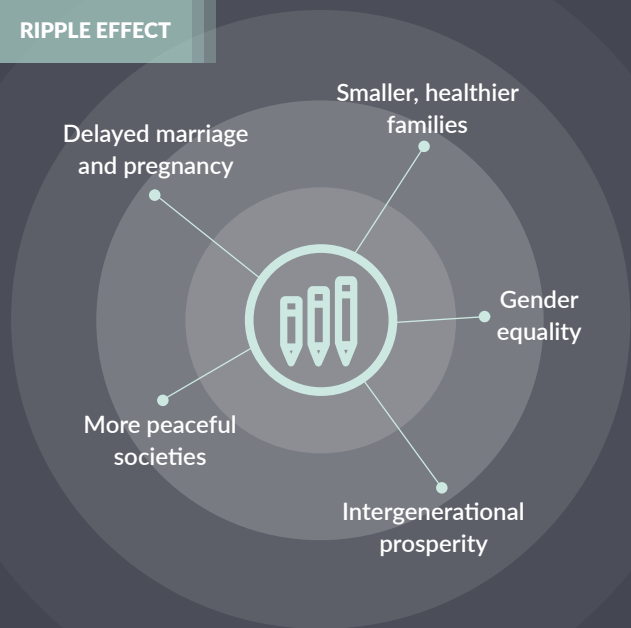


Awareness of the importance of educating girls



Safe, supportive, and gender-sensitive school environments

## RIPPLE EFFECT





*Give women a fair opportunity to earn, and they will deliver solutions. Granting them equal space in the formal economy is a victory in the battle against poverty.*





# Boost Women's Economic Empowerment

## THE WORLD TODAY

**\$10 TRILLION**

is the estimated annual value of women's unpaid work, 13% of global GDP

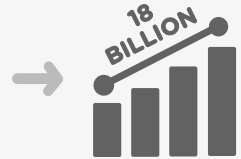
**50%**

of working women are in vulnerable employment situations, often unprotected by labor laws

**20% LESS**

In developing economies, women are 20% less likely than men to have an account at a formal financial institution

## THE INVESTMENT CASE



If another 600 million women had access to the internet, annual GDP could increase by as much as \$18 billion across 144 developing countries



Fully closing gender gaps in work would add up to \$28 trillion in annual GDP by 2025

## SOLUTIONS



Equal pay for equal work and working conditions and policies where women can thrive



Economic literacy and access to financial services such as cash transfers, loans, credit, and savings

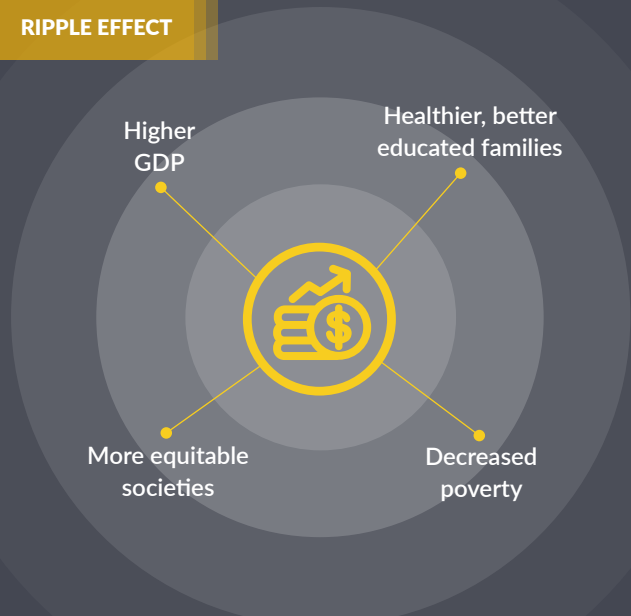


Secure land rights and inheritance rights for women



Continued tracking of women's unpaid work

## RIPPLE EFFECT





*Paving the way for more women in the political, business, and civic arena is an investment in more just, equitable, and peaceful societies.*





# Strengthen Women's Political Participation & Decision-Making Power

## THE WORLD TODAY

22%

Roughly 22% of parliamentarians globally were women in 2015

17%

In 2015, just 17% of government ministers globally were women

10%

Between 1992-2011, women accounted for less than 10% of people at peace negotiation tables

## THE INVESTMENT CASE



### Women in positions of authority tend to :

- Resolve national crises without resorting to violence
- Advocate for social issues that benefit all
- Allocate budgets to health and education

Companies with strong female leadership on their boards have shown a return on equity that is 10.1% annually vs. 7.4% from companies without

## SOLUTIONS



Temporary quota systems to help bring women into political spheres



Civic and political engagement training for women

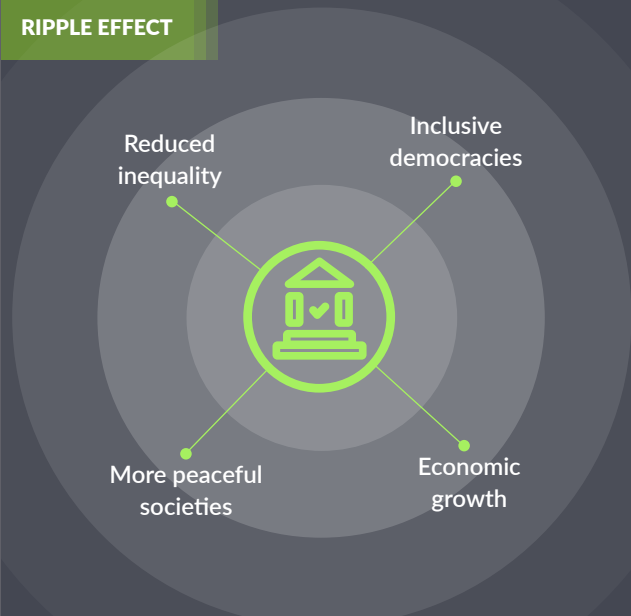


Sport and community programs that foster leadership



Leadership pathways that are gender-sensitive

## RIPPLE EFFECT







*Improve girls' and women's access to resources — land, water, sanitation, and clean energy — and they will be healthier, wealthier, safer, and better educated.*



# Accelerate Access to Resources – Land, Clean Energy, Water, and Sanitation

## THE WORLD TODAY



Women and children spend up to 5 hours per day gathering fuel for household needs



Annually, girls and women spend 97 billion hours looking for a safe place to defecate and 73 billion hours fetching water

**20%**

Worldwide, less than 20% of agricultural land is held by women

## THE INVESTMENT CASE

**\$1 → \$5.50**

Each \$1 invested in water and sanitation in developing countries can yield up to \$5.50 in returns

Halving the number of people worldwide who cook with solid fuels could average

**\$91 BILLION**

in societal benefits per year

## SOLUTIONS



Clean and renewable energy at all levels of society



Water and sanitation systems in communities and schools

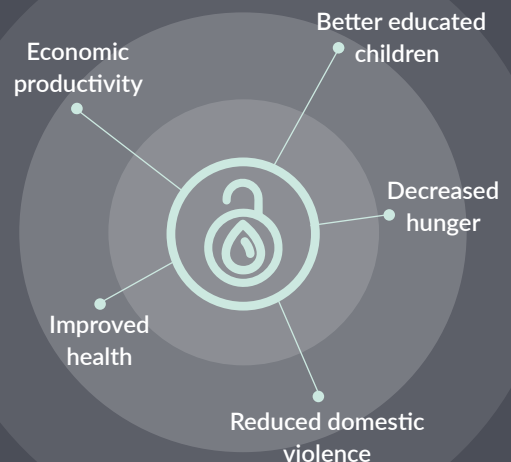


Secure land rights and inheritance rights for women



Menstrual hygiene management programs and supplies

## RIPPLE EFFECT



*Women bear the brunt of climate change,  
but they are the world's best bet in the fight  
for a clean, healthy, and sustainable planet.*





# Invest in Women to Tackle Climate Change and Conserve the Environment

## THE INVESTMENT CASE

**4.3 MILLION**

people died prematurely from household air pollution in developing countries in 2012

**26 MILLION**

people have been climate displaced

**2.9 BILLION**

people in the developing world still use polluting fuels like wood, coal, and charcoal

**ONLY 20%**

of the renewable sector workforce is women

## THE WORLD TODAY

Continuing to use solid fuels =  
\$123 billion in annual costs

**\$123 BILLION**



health



environmental



economic

A study of 130 countries found female parliamentary representation is associated with the ratification of international environmental treaties

## SOLUTIONS



Female involvement in climate negotiations and resource management, including indigenous women



Integration of environmental conservation strategies within women's health programming

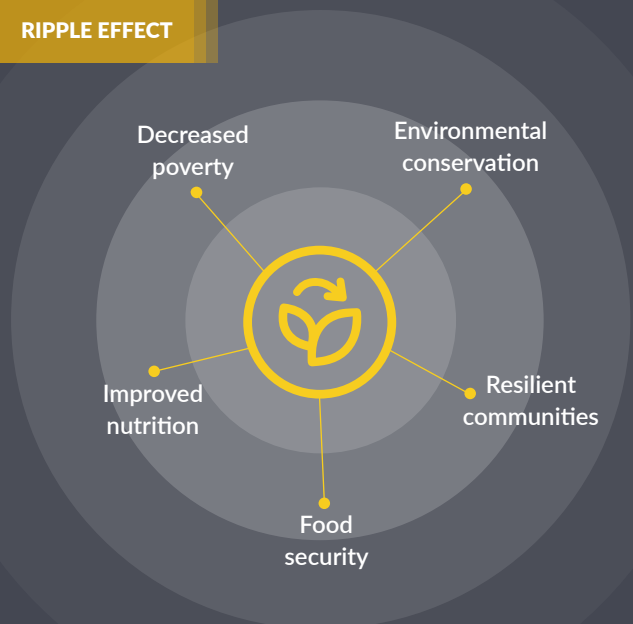


Technologies that enhance renewable and clean energy sources



Secure land rights and inheritance rights for women

## RIPPLE EFFECT





*Girls and women count and must be counted. Reliable, timely data collection and management is a critical tool to help citizens hold governments accountable.*





# Improve Data and Accountability for Girls and Women

## THE WORLD TODAY

### BIG COMMITMENTS LITTLE ACTION

Despite government commitments to improve the health and wellbeing of girls and women, there has been too little action



Many countries do not have the necessary systems to collect or track civil registration and vital statistics



The lack of gender, age, and income disaggregated data is an obstacle to addressing the needs of girls and women

## THE INVESTMENT CASE



### \$3 TRILLION

Open data could unlock an estimated \$3 trillion in annual economic potential in seven areas of the global economy

**Example:** Using open data in education could create \$1 trillion in economic value every year

## SOLUTIONS



Disaggregated data collection, dissemination, and use to improve accountability for underserved populations



Strategies that hold governments accountable to their policies, commitments, and budget allocations

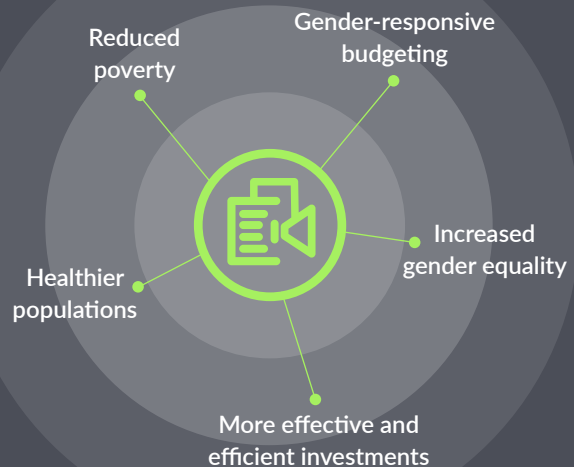


Partnerships to increase development assistance for girls and women



Transparency and aligned data collection across initiatives, regions, and sectors

## RIPPLE EFFECT





*The transformative power of girls and women is undeniable. It is time for development partners to invest wisely, invest together, and invest often.*



# Build Sustainable Financing and Partnerships for Girls and Women

## THE WORLD TODAY

**ONLY 2%** of the aid allocated to economic development in 2012 and 2013 prioritized gender equality

**LESS THAN \$400 MILLION** in funding was specifically dedicated to women's civil society organizations in 2012 and 2013

**LESS THAN 0.4%** of national budgets in 13 developing countries was allocated to ministries or agencies that addressed girls' and women's development and empowerment in 2013

## THE INVESTMENT CASE



By tackling tax avoidance, countries can reclaim \$160 billion in annual revenue

**\$1 → \$9**

For every dollar spent on primary health goods and services in 74 high-burden countries, society would gain almost \$9 in economic and social benefits by 2035

## SOLUTIONS



New partnerships across sectors



Robust social protection schemes that support the most vulnerable

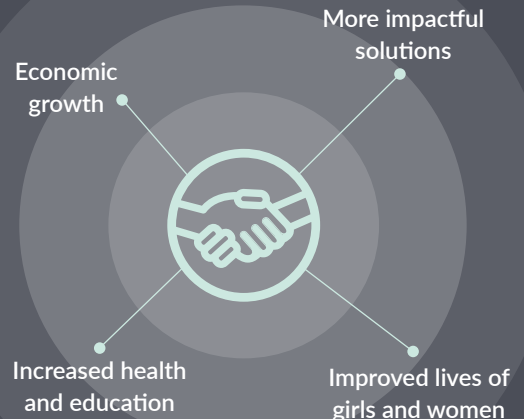


Gender-responsive budgets that are in line with development commitments



National and sub-national taxation and redistribution to finance SDG investments for girls and women

## RIPPLE EFFECT





Are You Ready to  
Deliver for Good?







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