Generations for Peace

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I. INFORMATION ON THE IMPLEMENTING ORGANIZATION

Organization submitting the project proposal: Generations For Peace

Status of the organization: International youth-led or youth-focused NGO


Statutes document: GFP Bylaws-English-Final-clean 31-03-11.pdf

Year of creation of the organization: 2007

Examples of previously implemented projects:

Generations For Peace (GFP) is a Jordan-based international NGO, dedicated to youth-led peace building and sustainable conflict transformation. Supporting a growing volunteer movement of inspirational youth leaders, we work at grass-roots to unleash the potential of youth as social actors and agents of change, leading changes in attitudes and behaviour to address issues of direct, structural and cultural violence in their own communities.

Please view our video and slideshow: https://www.dropbox.com/sh/qf69f0u3zxqh6qy/bdIlK505s
We promote four values: youth leadership, community empowerment, active tolerance, and responsible citizenship; and focus on four "drivers of change": innovation, quality, impact, and sustainability.

Since 2007, we have trained >8,300 volunteer youth leaders, in 46 countries and territories in the Middle East, Africa, Asia, and Europe, and supported and mentored them to design, implement and evaluate their own conflict transformation programmes impacting >213,000 children and youth.

Our inspirational young volunteers (47% female) are leading change, as passionate change-agents in their own communities, to address local issues of conflict and violence. They are passing-on and cascading GFP’s values, knowledge and skills in conflict transformation.

Diverse contexts include violence between different tribes, ethnic groups and religions; gender inequality and GBV; post-conflict trauma response, reconciliation and rehabilitation; exclusion of minorities including IDPs, refugees, and PWD; and challenges of integration in multi-cultural societies.

We use sport, arts and advocacy to engage with youth, and carefully-facilitated activities as a vehicle for integrated education and behaviour change to support conflict transformation in different contexts.

The field research of our GFP Institute, in partnership with Georgetown University and University of Oxford, and our participatory processes for monitoring and evaluation, provide qualitative and quantitative evidence of outcomes and impacts:

• reductions in different forms of violence;
• increased capacity to manage conflict in non-violent ways;
• strengthened ability to break-out of cycles of violence;
• changes in attitudes, shattering of stereotypes;
• greater understanding, tolerance, respect and trust between different tribes, ethnic groups, religions, genders, and minorities;
• strengthened social capital, social networks;
• empowerment of girls, women;
• greater volunteerism, youth engagement, responsible citizenship.

Our volunteer youth-led programmes in Arab States include:
• Jordan: using sport, arts and dialogue activities to address systemic violence in schools; escalating violence on university campuses; and the Syrian refugee response in refugee camps and host communities.

• Palestine (five cities in the West Bank): using sport to empower girls and women in communities; using sport, arts, and dialogue activities to bridge divides between different Palestinian communities and to strengthen capacity to manage conflict without resort to violence.

• Lebanon: using sport and arts activities to bring children and youth together from different communities and religions, breaking-down stereotypes and fostering greater understanding, tolerance and trust.

• Yemen: creative advocacy activities, using music, social media, and social action in communities, to promote awareness of issues of violence related to IDPs, Somali refugees, and gender inequality; and sports-based activities to bridge divides and provide a safe space for inter-group youth engagement.

GFP is ranked in the "Top 100 NGOs in the World" by The Global Journal, based on an assessment of innovation, impact and sustainability.

**Main Resource Person for the project:**

*Main resource person name:* Mr/Ms Ms. Salwa Abdel Wahed
*Main resource person title:* Programmes Coordinator
*Age:* 24

**Deputy Resource Person for the project:**

*Deputy resource person name:* Ms. Lama Hattab
*Deputy resource person title:* Programmes Manager

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**II. PROJECT PROPOSAL**

**Executive summary:**

Generations For Peace (GFP) believes in engaging and empowering young women and young men and mobilizing them as volunteer movement for social change in their community, as responsible citizens and important social actors who need to be heard, engaged and valued for the contribution they can make to create a better future for their community.

GFP is dedicated to peace building and conflict transformation at grass-roots in communities, addressing local issues of conflict and violence of different forms, including direct, structural and cultural violence. The primary theme for the proposed action is therefore “Violence and Conflict Prevention, and Consolidation of Peace”. However, GFP believes the proposed action will also contribute significantly towards the other priority themes in UNESCO’s Operational Strategy On Youth 2014-2021:

- Social Inclusion: especially of minorities and excluded groups, and between communities divided by conflict.
- Civic Engagement and Participation: especially of youth as responsible citizens in their community, volunteering and taking on leadership roles; playing their part and contributing their energy and talent to the community.
- Intercultural Dialogue: especially between community groups divided by conflict (different tribes, ethnic groups, religions, genders, as well as between IDPs, refugees and host communities).
• Social Entrepreneurship and Innovation: especially in creative advocacy and innovative ways to engage youth to play their part in their community. Also looking to harness social media and new technology for change and for monitoring and evaluation.

• Democracy: especially through fostering greater volunteerism and community service by youth, and opportunities for dialogue and to have the voices of youth, and other minorities and excluded groups, heard and valued in communities, promoting greater social justice.

• Skills Development: especially life skills in facilitation, conflict transformation, advocacy.

The proposed programme actions will unleash the potential of youth as social actors and agents of change, leading changes in attitudes and behaviour to address issues of direct, structural and cultural violence at the grass-roots in their own communities.

The proposal is focused on supporting volunteer youth-led actions for conflict transformation in communities in eight MENA Region Arab States: Algeria, Egypt, Jordan, Lebanon, Libya, Palestine, Tunisia, and Yemen.

GFP has been working in Jordan, Lebanon, Palestine and Yemen since 2007, and will train its first youth leaders from Algeria, Egypt, Libya and Tunisia in October 2013, at our Generations For Peace Amman Camp 2013.

The Camp is a centralized training event, gathering 70 youth-leaders selected from the 8 listed countries, and training them in GFP’s unique conflict transformation curriculum. It will be our 9th GFP Camp, and is particularly special because it is focused 100% on the MENA Region. Whilst the Camp itself provides a powerful life-changing experience for the youth leaders participating, it is really an input to prepare and empower them, to design, implement and evaluate programmes in their own communities to address issues of conflict and violence they have identified and are passionate about.

The Camp is therefore just the beginning of their journey with GFP. Indeed it is the first step of their Pioneer Certification Programme, because participation as a Delegate at the Camp leads only to a participation certificate; to gain recognition and certification as a GFP Pioneer the youth leaders must each successfully implement and evaluate their own programme, to the scale and standards agreed with GFP.

The youth leaders will be trained and supported to use sport, arts and advocacy to engage with other youth, and carefully-facilitated activities as a vehicle for integrated education and behaviour change to support conflict transformation in different contexts.
Each programme design follows our GFP’s robust Programming Framework, and is carefully tailored to the local context, detailed conflict analysis, community strengths and stakeholders assessment, selected of Target Group and Beneficiary Community, and construction of a sound Theory-of-Change and Programme Logic, with identified outcome and impact indicators and processes for learning and reflection.

In each community, the chosen priority issues of violence, the selected target group and intervention activities (sport, arts, advocacy, dialogue, empowerment activities) will differ. However, each programme will require:

- some initial advocacy and demonstration events, to generate awareness in the community; to attract potential youth peers to be trained and to participate in activities; and to secure support from stakeholders in the community;
- some training of youth peers; to grow the pool of volunteers to ensure capacity to deliver and sustain ongoing programme activities with the target group;
- a series of programme activities in which the target group participate over a sustained period of time (six months or more) in order to ensure sustainability of behavior-change outcomes and reductions in violence impacts.

For more details, our GFP Programming Framework can be downloaded here: https://www.dropbox.com/sh/qf69f0u3zxqh6qy/bdtlIlK505s

The field research of our GFP Institute, in partnership with Georgetown University and University of Oxford, and our participatory processes for monitoring and evaluation, will provide qualitative and quantitative evidence of results.

In the eight countries, over the 23 month period, the expected outputs are:

- approximately 700-1,000 youth leaders will be trained in the GFP Curriculum to a level where they can confidently and competently run high quality GFP activities for other youth in their own community over a sustained period.
- the ongoing GFP activities (whether sport, arts, advocacy, dialogue or empowerment activities, or combination of them) will engage approximately 7,000-10,000 youth over a sustained period, allowing the desired behavior-change outcomes to emerge.

The expected outcomes and impacts are:

- reductions in different forms of violence;
• increased capacity to manage conflict in non-violent ways;
• strengthened ability to break-out of cycles of violence;
• changes in attitudes and shattering of stereotypes;
• greater understanding, tolerance, respect and trust between different tribes, ethnic groups, religions, genders, and minorities;
• strengthened social capital, social networks;
• empowerment of girls and women;
• greater volunteerism, youth engagement, and responsible citizenship.

The programme will run from November 2013 to September 2015.

The total budget requested from UNESCO is US$ 190,000. In fact, the total programme costs will be US$ 380,000, but GFP will match UNESCO’s funds dollar-for-dollar, indicating GFP’s commitment to partnership in support of these youth-led conflict transformation activities.

**Main type of intervention**: Support for /promotion of youth-led action

**Main theme**: Violence and Conflict Prevention, and Consolidation of Peace

**Objective(s) of the project**:

GFP is dedicated to peace building and conflict transformation at grass-roots in communities, addressing local issues of conflict and violence of different forms, including direct, structural and cultural violence. GFP works to support youth volunteers to lead social transformation:

• in how people manage and respond to conflict, so they have the capacity to respond constructively and without violence
• in how people relate to one another, to improve the quality of relationships so they are founded on mutual understanding, respect, tolerance and trust
• in which people and communities are empowered to break out of long cycles of violence, through sustained behaviour change

The proposed actions will unleash the potential of youth as social actors and agents of change, leading changes in attitudes and behaviour to address issues of direct, structural and cultural violence at the grass-roots in their own communities.
The proposal is focused on supporting volunteer youth-led actions for conflict transformation in eight MENA Region Arab States: Algeria, Egypt, Jordan, Lebanon, Libya, Palestine, Tunisia, and Yemen. In the context of the 2011 Arab Spring and subsequent changes sweeping the Arab world, these countries are seen as a priority for action, and engagement and empowerment of youth in these countries is recognised as having enormous potential to drive positive change.

A specific Theory-of-Change, Target Group, Programme Logic, and outcome and impact indicators for each country will only be identified with the selected youth leaders themselves who will be trained at the forthcoming GFP Amman Camp in October 2013. This is essential to ensure their personal passion and ownership of the objectives and to ensure the selected intervention methodology is based on their own skills and strengths, and their access to networks, resources and support in their community. However, the issues of conflict and violence which are anticipated as programme objectives in each country are described in the Implementation section, below.

Overall, across the eight countries and over the 22 month period, the expected outputs are:

- approximately 700-1000 youth leaders will have been trained in the GFP Curriculum to a level where they can confidently and competently run high quality GFP activities for other youth in their own community over a sustained period.
- the ongoing GFP activities (whether sport, arts, advocacy, dialogue or empowerment activities, or combination of them) will engage approximately 7,000-10,000 youth over a sustained period, allowing the desired behavior-change outcomes to emerge.

The expected outcomes and impacts are:

- reductions in different forms of violence;
- increased capacity to manage conflict in non-violent ways;
- strengthened ability to break-out of cycles of violence;
- changes in attitudes and shattering of stereotypes;
- greater understanding, tolerance, respect and trust between different tribes, ethnic groups, religions, genders, and minorities;
- strengthened social capital, social networks;
- empowerment of girls and women;
- greater volunteerism, youth engagement, and responsible citizenship.

**Implementation strategy:**
The implementation strategy applies GFP’s conflict transformation curriculum and follows GFP’s tried-and-tested cascading methodology, training and supporting volunteer youth leaders to ensure maximum reach and impact in a cost-effective and sustainable manner.

The proposed action begins at the close of the GFP Amman Camp in October 2013, at which 70 selected youth leaders from the eight listed countries will have been trained as GFP Delegates in the full GFP Curriculum. These Delegates will return home and begin work to train other youth leaders to use sport, arts and advocacy to engage with other youth more broadly in their community, using carefully-facilitated activities, sustained over a long programme cycle, as a vehicle for integrated education and behaviour change to support conflict transformation in different contexts.

Each programme design follows our GFP’s robust Programming Framework, and is carefully tailored to the local context, detailed conflict analysis, community strengths and stakeholders assessment, selected of Target Group and Beneficiary Community, and construction of a sound Theory-of-Change and Programme Logic, with identified outcome and impact indicators and processes for learning and refection.

In each community, the chosen priority issues of violence, the selected target group and intervention activities (sport, arts, advocacy, dialogue, empowerment activities) will differ. However, each programme will require:

• some initial advocacy and demonstration events, to generate awareness in the community; to attract potential youth peers to be trained and to participate in activities; and to secure support from stakeholders in the community;

• some training of youth peers; to grow the pool of volunteers to ensure capacity to deliver and sustain ongoing programme activities with the target group;

• a series of programme activities in which the target group participate over a sustained period of time (six months or more) in order to ensure sustainability of behavior-change outcomes and reductions in violence impacts.

In Jordan, Lebanon, Palestine and Yemen, the Delegates trained at the GFP Amman Camp 2013 will be reinforcing and augmenting the existing Delegates and Pioneers in those countries, and boosting the youth-led conflict transformation programmes in existing communities or scaling-up to new communities.

Jordan:

• Violence among students, both system violence in schools and escalating violence on university campuses.
• Inclusion and integration of Syrian Refugees and addressing issues of violence in refugee camps and in host communities.

Lebanon:
• Dispute among youth from different political parties
• Inter-religious conflict

Palestine (five cities in the West Bank):
• Disputes among youth from different political parties
• Female Empowerment and gender based violence
• The gap between camps and cities communities

Yemen:
• Female Empowerment and gender based violence
• Dispute among youth from different political parties
• Inclusion and reintegration of IDPs

In Algeria, Egypt, Libya and Tunisia, the Delegates trained at the GFP Amman Camp 2013 will be the first GFP Delegates in those countries, so will be responsible for working, in their country group, to initiate programmes. Particularly close support and priority mentoring of these Delegates will be given by the GFP headquarters Programmes Department to ensure they overcome the challenges they will face and succeed in starting small-scale but effective programmes which can be nurtured and scaled-up.

The anticipated programme objectives are:

Algeria:
• Youth empowerment and capacity building

Egypt:
• Dispute among youth from different political parties
• Female Empowerment and gender based violence
• The gap between urban and rural communities

Libya:
• Inclusion and reintegration of IDPs
• Female Empowerment and elimination of gender based violence
• Youth empowerment and capacity building

Tunisia:
• Dispute among youth from different political parties
• Youth empowerment and capacity building
• The gap between urban and rural communities

The programme cycle timeframes are shown in the section below.

The Delegates will be supported and mentored throughout by professional staff of the GFP headquarters Programmes Department, who themselves have been through the same journey from being trained as Delegates to becoming certified as GFP Pioneers and then continuing more advanced training and selection for recruitment to the headquarters. This support includes regular contact by phone, skype video calls, and emails, as well as field visits by Programmes Department staff and by researchers from the GFP Institute.

**Beneficiaries:**

- Youth in general
- Young leaders
- Young women
- Vulnerable and marginalized youth
- Youth with disabilities
- Indigenous or minority youth
- Diaspora youth
- Students
- Out-of-school youth

**Implementing organization(s):** – see information on the organisation in Section I.

The implementing organisation is Generations For Peace, directly supporting and mentoring youth leaders trained as GFP Delegates and Pioneers.

In each country, Generations For Peace works with selected institutional partners to leverage local networks and secure value-in-kind resources - see below.

**Institutional partners:**

In Jordan, Lebanon, Palestine and Yemen, GFP already has ongoing programme activities and the following institutional partnerships:
- Jordan: Ministry of Education; Jordan University; British Council; Madrasti Initiative.
- Lebanon: Alif-Act for Human Rights; Forum for Development, Culture & Dialogue; MAP-Media Association for Peace.
- Palestine: OneVoice Palestine; Palestinian Centre for Peace and Democracy; Sharek Youth Forum.
- Yemen: SOUL; Social Fund For Development; RIWAA Youth Development Foundation; Social Services Association; SaferWorld.

In Algeria, Egypt, Libya and Tunisia, GFP is just initiating programmes and is currently scoping and exploring the following institutional partnerships:
- Algeria: AFEPEC; British Council.
- Egypt: Andalus Institute for Tolerance and Anti-Violence Studies; El Sadat Association for Social Development and Welfare; ElMadina for Performing and Digital Arts.
- Tunisia: Search For Common Ground; AIESEC.

**Project duration (months): 23**

**Timeframe:**

The Programme runs from November 2013 to September 2015. Key phases are as follows:

1. 4th November 2013: the 70 selected youth leaders return home from the GFP Amman Camp 2013 to their communities in Algeria, Egypt, Jordan, Lebanon, Libya, Palestine, Tunisia, and Yemen, having been trained in the full GFP Curriculum.

2. November-December 2013: the Delegates (with support and mentoring from the GFP headquarters Programmes Department), complete their Programme Design, including conflict analysis, assessment of community strengths and key stakeholders, selection of target group, and construction of their theory-of-change, and detailed programme logic, including identification of outcome and impact indicators.


4. January to February 2014: the Delegates conduct advocacy and demonstration events to raise awareness, attract youth who are to be trained, and to secure support from stakeholders.
5. February to March 2014: the Delegates conduct their first trainings of other youth peers, to expand their pool of trained GFP volunteers who can help them organize activities for the target group.

6. April 2014 to May 2015: a 14 month long series of ongoing activities with the Target Group. During this period there will be additional advocacy, field visits by GFP Programmes Department, and additional/refresher trainings to continue to ensure capacity to deliver high quality ongoing activities.

7. June to July 2015: a pause, to allow time to pass to see if changes are sustained.

8. August 2015: re-measure outcome and impact indicators and compare change against Baseline. Complete Participatory Evaluations.

9. September 2015: complete research meta-evaluations for submission to UNESCO.

**Overall budget:** (US$) 190,000

**Budget Breakdown:**

Conferences, meetings: $73,150

Training seminars, courses: $57,000

Fellowships, study grants: $0

Consultants: $0

Supplies and equipment: $41,850

Publications, translations, reproduction: $18,000

Miscellaneous (please specify) $ NOTE: the total costs are double what is stated, but GFP will match UNESCO's funds dollar for dollar.

**Monitoring, reporting and evaluation:**

All GFP programmes are guided by our Programming Framework, which integrates robust processes for programme design, monitoring and evaluation right from the start.

Our GFP Programming Framework can be downloaded here: https://www.dropbox.com/sh/qf69f0u3zxqh6qy/bdtlIK505s

The Delegates will be supported by the GFP headquarters Programmes Department to work through the Programming Framework, to ensure their programme design is carefully tailored to their local context. They will complete detailed analysis of conflict dimensions, assessment of community strengths and key stakeholders, a risk assessment, selection of Target Group and Beneficiary Community, and construction of a sound Theory-of-Change and Programme Logic, with identified outcome and impact indicators and processes for learning and reflection.
Recognising that all the youth leaders are volunteers, the monitoring and evaluation processes are robust but not too onerous. Monitoring focuses on key quantitative data including:

- number of volunteers active in the programme
- number of hours spent volunteering
- number of people trained
- number of activity sessions and total number of activity hours
- number of participants in the ongoing activities (recorded by age and gender)
- classification of participants by reference to conflict group identifiers
- changes in Baseline indicators for outcomes and impact

The monitoring phase also examines learning and reflection processes, and monitors:

- in what ways is learning and reflection happening:
  > amongst the Delegates and Pioneers?
  > amongst the Target Group?
- what is the process to ensure lessons-learned are being used?

In order to ensure some assessment of sustainability of change impacts, evaluation is only conducted after a pause of at least two months after the last activities.

The evaluation processes are participatory in nature, involving the Delegates and Pioneers, the Target Group (who participated directly in the activities), and representatives from the broader Beneficiary Community (such as parents, teachers, community elders etc.).

Focus groups and a large community discussion go through a facilitated process to answer the following questions:

1. Understanding what happened and why:
   - What worked well and why?
   - What didn’t work well and why not?
   - What evidence is there to show outcomes/impacts?

2. Most Significant Changes:
   - What do people in the Target Group and Beneficiary Community, consider the most important changes over the last year, and why? (note their first response, then prompt to consider personal, relational, structural, cultural dimensions)
• What do they believe caused these changes?
• Why are these changes considered the most important?

3. Unexpected, unwanted, and unconnected changes:
   • Were there any unexpected or unintended outcomes/ impacts?
   • Have there been any negative outcomes/impact?
   • What else was happening that could have caused the changes?

4. Looking Forward:
   • Are the changes sustainable? (will the changes be lasting or will things return to the way they were)
   • Is the programme cost-effective? (consider time, effort, and resources put in)
   • Should this programme be replicated or scaled-up? (should it be continued, or increased in size, or taken to a new place, or not?)

5. Action Points:
   • What changes should we make to update our understanding of the Conflict Context?
   • What changes should we make to our Theory of Change?
   • What changes should we make to our Programme Logic or Activities?
   • For Pioneers/Delegates: What changes should we make to improve our indicators and our processes for M&E and Learning?

The whole process maximizes collective learning and reflection, which itself is an important driver of empowerment and conflict transformation in communities.

Additional research papers and meta-evaluations are prepared by the researchers of the GFP Institute, helping us to make comparisons between different programme contexts.

Supporting documents: [13052013] Brochure-1.pdf

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