



WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS

NOR $\rightarrow$ C  
NORWEGIAN AGENCY FOR  
EXCHANGE COOPERATION

# THE YESS GIRLS' MOVEMENT ...journey of a lifetime

Dubbed 'journey of a life time', the Youth Exchange South to South (YESS) Girls' Movement is WAGGGS' international exchange programme for young women (18-35 years) -undertaken in collaboration with NOREC, a Norwegian Government Agency.

From 2015 to 2023 the programme has given 266 Girl Guides and Girl Scouts from 17 different Member Organisations across Africa and the Asia-Pacific region a once in a lifetime opportunity to live and volunteer in another country for six months to one year. Over 300 young women serving on the National YESS Task Forces have also had the opportunity to lead, grow and impact through the Programme.

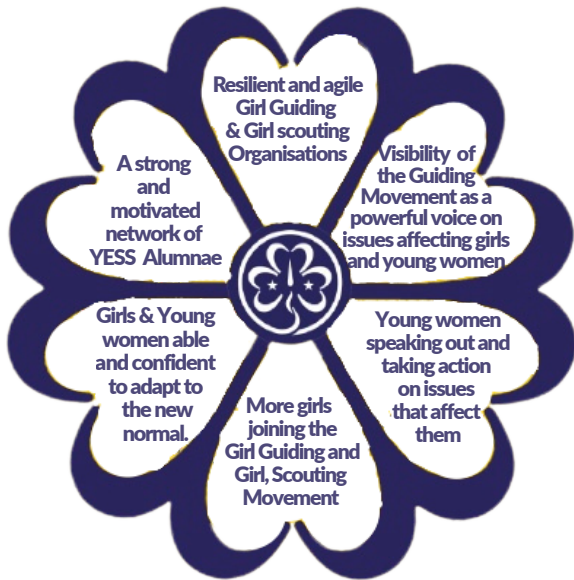


# PROGRAM FOCUS FOR 2022 TO 2026

**Mission:** To create an empowering environment where young women confidently lead, raise their voices and make a difference on issues important to them at local, national and global levels.

## RESULT AREAS

Through the YESS Girls' Movement, we intend to achieve the following 6 main changes or results:



Through these initiatives, the programme gives young women a platform and helps Member Organisations to create awareness on a national, regional and global scale about the positive impact Guiding can have on a girl's life. By being actively involved and visible in this global programme, all participating Member Organisations benefit from being part of the world's largest voluntary organisation of 10 million members across 152 countries.



## THE SIX CORE INITIATIVES

To achieve our targeted result areas, we focus on the following six core initiatives

**Welcome To My World**

A membership recruitment initiative; reaching out to unreached girls and young women; and recruiting them into our world of Girl Guiding where they can grow, lead, take action and impact.

**#WelcomeToMyWorld**

**1**

**The YES! Girls Can Campaign**

An awareness creation and advocacy campaign that gives girls the space and platform to identify, speak out, take action and call other stake holders to action on issues that affect them. This campaign mostly addresses gender inequalities and stereotypes on what girls cannot do because they are girls.

**#YES!GirlsCan**

**2**

**Green Tech Generation Campaign**

Challenging young women to take responsibility for the environment through awareness creation, advocacy and taking action

**#GreenTech Generation**  
**#GreenGirls**

**3**

**RED PRIDE**

Empowering girls and young women to be proud of their periods; fighting period stigma and associated mental health challenges; awareness creation and calling stakeholders to action on period poverty and associated challenges.

**#RedPride**

**4**

**Her Sanctuary**

A safe space to support and empower girls and young women to learn, connect and grow in a supportive and nurturing environment. Among other things the girls get counselling and psychotherapy; get involved in team building activities; benefit from life skills development; go for adventure; hold campfires and also have opportunities for play days and talent show.

**#HerSanctuary**

**5**

**STEM GIRL**

Breaking the stereotype that STEM (Science, Technology, Engineering and Math) is not for girls; mentoring girls from a very young age as a way of ushering them into STEM fields; holding STEM camps exclusively for girls as a pipeline to build and sustain them in STEM; and connecting girls and young women in their early STEM Careers with seasoned mentors

**#STEMGirl**

**6**

# PROGRAM CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)



At WAGGGS, we place the ambition of the SDGs at the heart of all our work. The YESS Girls' Movement particularly contributes to the following SDGs: -



## SDG 5: Gender Equality

Our annual YES! Girls Can campaign addresses issues of gender inequality. We give the girls a platform and space to speak out, create awareness and call stakeholders to action on issues that are important to them -especially on gender disparities. .



## SDG 10: Reduced Inequalities

Our Welcome to My World and Red Pride Core Initiatives, explicitly contribute towards reducing gender inequalities. The Welcome to My World initiative helps us to reach out to unreached girls including those in poor communities; and as practically possible include and engage girls with disabilities. The Red Pride initiative fights taboos and stigma associated with menstruation helping to reduce the inequality gap.



## SDG 13: Climate Action

The Green Tech Generation Campaign gives girls and young women the platform to make their small but impactful contribution towards environmental conservation.



## SDG 17: Partnerships for the Goals:

The exchange between the WAGGGS Member Organisations in Africa and Asia Pacific is a powerful South to South partnership that strengthens their institutional capacities in different functional areas.

## PROGRAMME COVERAGE



- |            |            |           |         |              |          |
|------------|------------|-----------|---------|--------------|----------|
| Bangladesh | Kenya      | Nepal     | Rwanda  | South Africa | Uganda   |
| Burundi    | Malawi     | Nigeria   | Senegal | Tanzania     | Zambia   |
| Ghana      | Madagascar | Mpanazava | Fanilo  | Kiady        | Zimbabwe |

# ALUMNAE GUILD



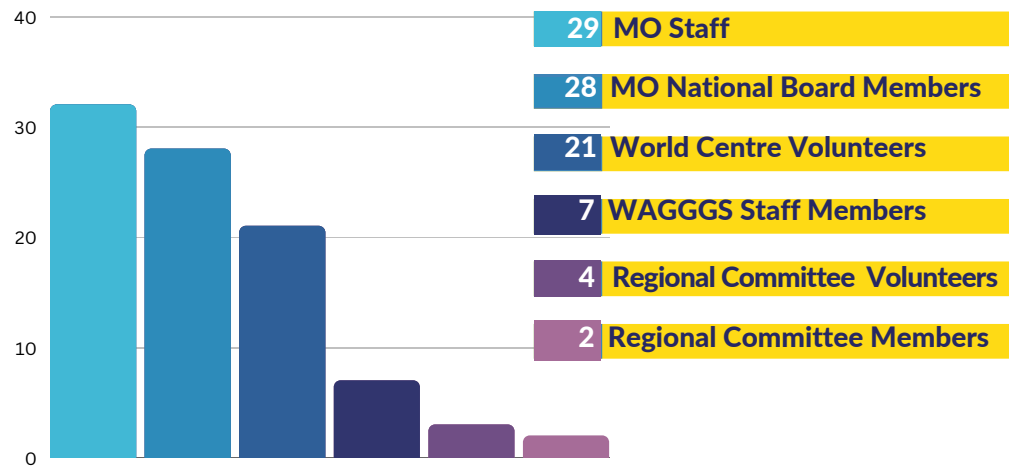
The YESS Girls' Movement currently has 266 YESS Alumnae and this number is estimated to have increased to 500 by 2026. This is a big resource of international change agents for WAGGGS and its Member Organisations. Every YESS Alumnae makes a Pledge of Allegiance to the Guiding Movement and this is a powerful commitment to keeping the Girl Guiding and Girl Scouting fire burning.

And indeed after their exchange, many YESS Alumnae have been of great service to the Guiding Movement in their own National Member Organisations, at Regional Levels and at the WAGGGS global level.

“No matter what I have accomplished, who I have met or where I have gone, one of the greatest honours of my life is being a proud YESS Alumnae.”  
-Linnet Odero, 2019 YESS Participant from Kenya to Rwanda



## ALUMNAE SERVICE TO THE GUIDING MOVEMENT IN DIFFERENT CAPACITIES



PS: In addition to the above, over 100 YESS Alumnae have been directly supporting the program itself as YESS Country Coordinators, Peers, Task Force Members and serving in the Volunteer Working Groups.

The Alumnae meet once every three to four years to reconnect, reunite and relive some of the beautiful memories when they were participants. The first Alumnae Summit was in July 2017 in Kigali Rwanda; and the second one was online in 2020. The third YESS Alumnae Summit will take place in 2024.

## THE DIFFERENCE WE MAKE

Recruited over **350,000 New Girl Guides and Girl Scouts**

This is expected to reach **500,000 by 2026.**



Annual **YES! Girls Can** campaigns in the Africa and Asia Pacific Regions.



Annual **Green Tech Generation Campaigns** including planting of **Over 100,000 Trees.**



Annual **Red Pride Week** celebrations  
Over **100,000 girls** trained on **Menstrual Hygiene and Health.**



**OVER 250 Friends of Guiding** (mostly influential men and women) who have committed themselves to support girl guiding and girl scouting; including using their platforms to amplify our messages.

## AND ALSO..

- More active and vibrant youth participation in guiding activities .
- Networking, cross learning and sharing of best practices among Member Organisations.
- Leadership and personal development of the young women participating in the programme

“I thought as an 18 year old there was nothing much I could do. But the YESS Girls' Movement gave me that platform where by the time I got back to Zimbabwe I had changed both in mind and purpose. I became a giant in a world where women were looked down upon”  
**Precious Tikambenji, YESS Participant from Zimbabwe to Uganda in 2019**

