Noura & the Girls Assets Framework lead the way to the SDGs

Investment in Noura will contribute to the achievement of Sustainable Development Goals: 1, 2, 3, 4, 5, 8, 13 and 17. Noura will provide a platform for partners to ensure adolescent girls in Egypt realize their full potential in health and nutrition, education, employment, and gender equality as well as decision-making in their communities by 2030 in line with the Sustainable Development Goals (SDGs).

OUR CALL TO ACTION

Investing in adolescent girls has the potential to yield Egypt’s most significant and greatest returns for a brighter future. Egypt tomorrow depends on our investment TODAY to ignite the potential of adolescent girls.

Join the partnership of Noura and the Girls Assets Framework

Invest in adolescent girls NOW, for a bright future of Egypt

Let’s make the vision a reality!

Let’s allow adolescent girls to realize their full potential!

Let’s achieve the 2030 Sustainable Development Goals!

INVESTING IN GIRLS IN EGYPT

The Egyptian Girl Initiative
WHO IS NOURA?

Noura is the symbol for the Girls Assets Framework in Egypt.

She stands for the need to invest in adolescent girls in Egypt to provide them with opportunities to reach their full potential.

Adolescence: A girl’s critical transition

Adolescence is a tumultuous time for girls, as they physically and emotionally transition into adulthood. It is the time when the foundations for gender roles are laid within their families and communities. Social norms often deprive girls of making decisions around their lives and futures and make them more susceptible to harmful practices such as FGM and child marriage.

Making the change

Investing in an adolescent girl means investing in families, communities, and entire nations

Only when an adolescent girl is EMPOWERED, when her health, social, and economic ASSETS are built, and when she is EDUCATED, then she can become an agent of change for herself, her family, and her community. Girls are the decision-makers, workers, leaders and mothers of tomorrow and investing in them can break the cycle of poverty.

Noura and the Girls Assets Framework Programme

The Girls Assets Framework will make investment in girls a priority and real possibility in Egypt, with the aim to empower adolescent girls and achieve gender equality in Egypt.

The programme aims to provide guidance to design and implement girl-centered programmes focused on reaching the most marginalized adolescent girls. It is a holistic and comprehensive programme that targets households, communities as well as services that surround adolescent girls.

The framework will enable adolescent girls and young women to build their social, health and economic assets through a 40-week intensive programme. The initial focus will be on those furthest behind in order to create a bubble up effect.

The Girls Assets Framework builds on UNFPA’s action for adolescent girls and the framework toolkit has been previously adapted to several contexts.

| HEALTH ASSETS: | Assets that help protect girls’ lives and the lives of those around them. This includes knowledge about their reproductive health. |
| SOCIAL ASSETS: | The networks that girls can access to help take advantage of opportunities. Girl-only safe spaces, social support, having at least three non-family friends, access to mentoring, developing life skills (decision-making, negotiating, building a rapport with others). |
| ECONOMIC ASSETS: | Specific skills that help girls plan for the future. Age-graded financial education, knowing how to create a simple budget (and establish a small savings account), and knowledge of vocational training opportunities and entrepreneurship. |

With Noura, invest in girls NOW, for a bright future of Egypt.