



المجلس القومي للمرأة  
THE NATIONAL COUNCIL FOR WOMEN



نورة  
Noura

THE SYMBOL FOR  
EVERY ADOLESCENT  
GIRL IN EGYPT





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**Noura** is part of the National Girl Empowerment initiative, under the auspices of the First Lady Intissar al-Sisi. It is implemented within the framework of the National Program for the Development of the Egyptian Family.



## Who is **Noura**?

**Noura** is the symbol for every adolescent girl in Egypt.

She is the central character who represents the investment in adolescent girls through building their health, social and economic assets through the Girls Assets Building Program.

UNFPA launched the **Noura** Framework in 2021, in partnership with the National Council for Women (NCW). It is now under the auspices of Her Excellency the First Lady of Egypt Mrs. Intissar al-Sisi.

The **Noura** Framework responds to the National Strategy for the Empowerment of Egyptian Women 2030, the National Program for the Development of the Egyptian Family and the Haya Karima project, and will contribute to the SDG targets set in Egypt's Vision 2030.

## How does the **Noura** Framework work?

The program places adolescent girls' aspirations and needs at the center:




- **Empowers** adolescent girls by providing them with health, social, economic, and digital assets to make their own choices

- **Creates** positive social and gender norms towards adolescent girls within their households and communities

- **Strengthens** systems to ensure quality and accessible services responsive to adolescent girls in Haya Karima villages

## Who does the **Noura** Framework target?



Adolescent **girls** aged 10-14, with a special focus on the 12-13 age bracket and on those most left behind.

Young **women** aged 18-24, who will act as mentors of the asset-building program and come from the same villages. They will go through the same social health and economic assets building framework in a short time frame.

A variety of **community** members - namely family members in her household, community members, religious and community leaders, young people and youth networks, including men and boys.

Service **providers** will be capacitated and policy makers will be sensitized to create an ecosystem that is supportive to the promotion of adolescent girls' empowerment.



## Where will the **Noura** Framework be implemented?



The **Noura** Framework will initially kick off in **20** villages of Haya Karima



It will reach the most left behind **adolescent** girls aged 12-13

Between **150** and **200** young **women** aged 18-24 from the same villages will be trained as mentors

The mentors along with **supervisors** will be responsible to ensure that the households and village are taken along in all activities, ensuring through creative means such as interactive theater, sports, developing songs, comic drawing etc. that the empowerment of the girls will not happen in isolation.



## Unique elements of the **Noura Framework:**

The program applies a  
multi-stakeholder approach




Different ministries will have a role to play in the overall program and use their existing programs to develop new initiatives.



Partnerships will be established with the private sector.

Placed within the United Nations Sustainable Development Cooperation Framework (UNSDCF), the Noura Framework will be integrated within the scope of activities implement by the UN agencies and programs.





# Why support Noura?

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## So **GIRLS** can...

- ◀ know their rights
- ◀ build friendships
- ◀ access quality reproductive health services
- ◀ access inclusive and equitable quality education services
- ◀ make informed decisions about their future

## So **WE** can...

- ◀ eliminate the digital divide
  - ◀ eliminate harmful practices
  - ◀ achieve gender equality
  - ◀ achieve financial inclusion for all
  - ◀ break cycles of poverty
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لتنمية  
الأسرة المصرية

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Noura

is implemented by

GOVERNMENT

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THE NATIONAL COUNCIL FOR WOMEN



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THE BODY SHOP



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