PLAN INTERNATIONAL

GIRLS GET EQUAL

TIME TO ACT!

Eliminating child, early and forced marriage and reducing adolescent pregnancy in Asia-Pacific

LET'S GO DIGITAL!

Using digital technology to end child, early and forced marriage and reduce adolescent pregnancy

Plan International Asia-Pacific Regional Hub, April 2021

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ACRONYM LIST

ACMI	Asia Child Marriage Initiative
ASEAN	Association of Southeast Asian Nations
CBCPM	Community-based child protection mechanisms
CEDAW	UN Convention on the Elimination of All Forms of Discrimination against Women
CEFM/U	Child, early and forced marriage and unions
CRC	UN Convention on the Rights of the Child
CSOs	Civil society organisations
CVRS	Civil registration and vital statistics
IOT	Internet of Things
NGOs	Non-governmental organisations
Plan International APAC	Plan International Asia-Pacific Regional Hub
SAARC	The South Asian Association for Regional Cooperation
SDG	Sustainable Development Goal
SRHR	Sexual and reproductive health rights
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund

EXECUTIVE SUMMARY

The need to address child, early, and forced marriages (CEFM) with innovative, sustainable, and impactful solutions has never been greater. Globally some 650 million girls and women have already been affected by this harmful practice, and today 1 in every 5 girls is married off before the age of 18. This has devastating consequences, often robbing girls of an education, restricting their future work opportunities, and limiting their participation in public life. It also places them at increased risk of domestic violence.

The COVID-19 pandemic has exacerbated the situation, putting an additional 13 million girls at risk of CEFM. As instances of poverty rise, many girls have been forced to leave school and enter early marriages out of economic necessity. In addition, as girls and women spend more time at home, they are at increased risk of gender-based violence, marginalisation, and social exclusion.

At the same time, the pandemic has increasingly pushed social and economic life online, and individuals, governments, and organisations have become more and more dependent on digital technologies. While this can pose challenges, it also presents an opportunity for organisations working to eliminate CEFM to consider how they might effectively leverage digital technologies in these efforts. However, there remains a serious lack of public information and analysis about how digital technologies can support CEFM elimination efforts.

This report examines the role that digital technologies and online solutions can play in preventing, reducing, and eliminating CEFM in the Asia-Pacific region. Based on an in-depth literature review and key informant interviews, it examines the ways in which Plan International Asia-Pacific Regional Hub (APAC) and other child-rights based development organisations have integrated digital technologies in their programmatic and influencing approaches towards ending CEFM in the region. This includes cases studies of where digital technologies have been integrated within Plan International APAC's programming and influencing work. It also explores some of the digital technologies that have been developed by the private sector and which can be effective in CEFM prevention and elimination, even if they were not explicitly designed for that purpose.

Drawing on these insights, the report develops a series of recommendations about how development actors, governments, and donors working to prevent, reduce and eliminate CEFM can most effectively leverage digital technologies to reach scale and generate impact. The recommendations focus on optmising digital technology development processes; forming the right partnerships; and effectively aligning the digital technologies for scale, sustainability, and replicability. Following are an overarching recommendation and seven key recommendations.

OVER-ARCHING RECOMMENDATION: PLAN FOR SCALE

Many CEFM programmes are most successful at the local level, where their strategies are deeply tied to individual change makers and community values and norms. Replicating these successful programmes at scale has been a challenge for practitioners. One of the key value-adds that digital solutions bring to CEFM elimination efforts is new opportunities to tackle this challenge.

1. REUSE AND IMPROVE EXISTING DIGITAL TECHNOLOGIES

Look for ways to adapt and enhance existing digital solutions instead of developing new ones from scratch. This can help an organisation avoid resource-intensive technology development, and increase the chance that the technology will scale and generate the intended impact.

2. OPTIMISE THE USER-CENTRIC DESIGN PROCESS

Digital technologies can offer many benefits to CEFM elimination programming, but an effective process is needed to determine precisely what digital technology could be most effective, and how best to design the technology to suit both the user and the context.

3. ARTICULATE THE PROBLEM BEFORE CHOOSING THE DIGITAL TECHNOLOGY

A well-articulated problem can help guide the selection or development of a digital technology. It can also help in the early articulation of impact, which might also affect how the technology is adapted or designed.

4. EXPAND THE BASE OF PARTNERSHIPS

There are a broad range of technologies that can have a positive impact on CEFM elimination efforts. Identifying these solutions and forming the right partnerships to adapt, develop, and scale these technologies is recommended in order to optimise impact and increase the sustainability of technology-enabled efforts. The private sector in particular should engage more on CEFM prevention and elimination. After all, CEFM is not only a child rights violation, it also decreases the number of future leaders, innovators, and inventors in the workforce of tomorrow.

5. DEFINE AND TRACK THE IMPACT OF DIGITAL TECHNOLOGY EFFORTS

Clearly defining impact objectives at the beginning of the technology development process can improve the design of the technology, and more effectively align it to generate the intended impact. Regularly tracking these objectives is also important to understand how technologies are affecting key target groups. Digital harms or unintended consequences of usage must also be tracked and addressed.

6. ALLOCATE SEPARATE BUDGETS FOR DIGITAL TECHNOLOGY EFFORTS

Separate budgets can help to ensure that digital technology efforts always have the resources required to effectively develop, scale, and generate impact.

7. DEVELOP A STRATEGY FOR SUSTAINABILITY

A sustainability strategy can increase the chance that the technology will continue to generate impact, even after donor-funded programming ends. Finding the right partners and effectively aligning objectives and incentives is critical to sustainability planning.

© Girls Advocacy Alliance/Ilvy Njiokiktjien

The final section of this report provides an overview of how Plan International is contributing to the elimination of child, early, and forced marriage in the Asia-Pacific region more broadly. It describes in detail the programmatic and influencing approaches used in these efforts, and outlines some of the organisation's work in 10 countries where CEFM elimination efforts are ongoing. This includes details of four "flagship" projects which demonstrate promising practices and show strong potential for scale-up and long-term sustainability.

Identifying opportunities for innovation and scaling up promising practices is essential if we are to realise the Sustainable Development Goal (SDG) of ending child marriage by 2030. This is not only an ambitious target, it is also an urgent one: if current levels of CEFM remain what they are today, there will be an estimated 170 million new child brides in the world by the end of this decade. That is 170 million girls and young women deprived of their rights and condemned to a future of poverty, inequality, and discrimination. While there has been progress over the last decade, this has not been enough. Indeed, if we are to eliminate CEFM by 2030, progress needs to be 17 times faster than the progress of the last ten years.

No one set of actors can do this alone – ending CEFM once and for all will require concerted and coordinated effort from a wide range of stakeholders. At Plan International APAC, we are committed to doing all we can to support these efforts, and hope other development actors can learn from our experiences as we learn from theirs. This is why we will continue to publish the "Time to Act!" report on an annual basis, drawing attention to new research on ending child marriage and reducing adolescent pregnancy, and sharing our contributions.

We will also continue to ensure that the people who are most affected by this harmful practice – girls and young women – are front and centre of our efforts. They deserve to live in a world where they can learn, lead, decide, and thrive. They cannot wait. The time to act is now!

INTRODUCTION

Across Asia-Pacific, the futures of millions of girls are imperilled as the result of child, forced, and early marriage (CEFM). The figures are alarming: globally, more than 650 million girls and women are affected by CEFM, while each year, around 12 million girls are married off before the age of 18.[1] Today, an estimated 1 in 5 girls are married off before the age of 18.[2] The global pandemic has only exacerbated the situation, potentially resulting in additional 13 million girls being married off before their 18th birthday over the next decade.[3]

While boys are also affected by CEFM, girls and young women disproportionately suffer the effects of this harmful practice, which is rooted in gender-based discrimination and inequality, and has devastating consequences on girls' education, economic empowerment, and social participation. CEFM not only violates their sexual and reproductive health and rights, it limits girls' and young women's autonomy and places them at increased risk of violence, marginalisation, and social exclusion.

Asia-Pacific has alarmingly high levels of CEFM. The South Asia sub-region has some of the highest rates of CEFM in the world. Here, 56% of women between the ages of 20 and 49 were married off before turning 18. Countries within this region that are big contributors to young girls marrying include Bangladesh (52%), Nepal (37%), Afghanistan (33%), and India (27%).[4] Its large overall population means that India has the highest absolute numbers of CEFM globally – according to UNICEF one in three of the world's child brides live in India.[5]

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East Asia and the Pacific also has high rates of CEFM – 21% of women between the ages of 20 and 49 were married off before turning 18.[6] Laos has the highest prevalence (35%), while its population size means Indonesia (16%) is among the top ten countries globally in terms of the number of child brides.[7] In countries like Vietnam, the prevalence of CEFM drops to 11%.[8] However, even in countries where the rates of CEFM appear to be low, the figures are still unacceptable – in China, in 2018, 2% of women aged 20-24 were married off between the ages of 15 and 19, which translates to a staggering 900,000 child and early marriages.[9]

WHAT IS CHILD, EARLY AND FORCED MARRIAGE?

The terms child marriage and early marriage refer to two specific and distinct aspects of the overall harmful practice that forces girls and young women to marry. While the two terms are often used interchangeably, Plan International uses the full term child, early, and forced marriage (CEFM). This reflects the UN Human Rights Council definitions and further recognises the complexity of the issues in addition to the different dimensions they involve.

Child marriage is any marriage – legal or informal – where at least one of those involved is under the age of 18. Under international human rights law, any person under 18 years old is considered to be a child and as a result is entitled to specific protection.

Early marriages involve people under the age of 18 in countries where children are considered to become "adults" at an earlier age or once they are married. It can also refer to marriages where both parties are over the age of 18 but for various reasons – such as physical, emotional, sexual, or psychosocial development, or lack of information – are unable or unready to consent to marriage.

Forced marriages occur when at least one of those involved in a marriage has not given their full, free, and informed consent. This can be because they have been coerced into marriage – for example through physical violence, threats, or social pressure – or because they are unable to leave or end the marriage. Because children are often not able to provide full, free, and informed consent, child marriages are generally considered to be a form of forced marriage.[10]

Plan International undertakes a wide range of interventions aimed at preventing, reducing, and eliminating CEFM in Asia-Pacific and across the world. While each of these may require different tactics – measures for prevention can be different from those aimed at reduction – all are intended to end this harmful practice. In this report, any reference to efforts to ending or eliminating CEFM should be understood to also include prevention and reduction efforts.

Child, early, and forced marriage is often closely inter-related with under-aged voluntary **unions** and **adolescent pregnancy**. Unions refer to informal marriages or free unions that are to all intents and purposes equivalent to formal marriage, though without the legal status of a marriage. These unions are often not formalised by the state or religious authorities, making it difficult to account for them and collect sufficient data on the issue. Several different terms are used to name and describe these unions, including consensual or self-initiated/voluntary union, early union, and cohabitation.

DRIVERS OF CEFM

The factors that drive CEFM are complex, inter-related and vary from country to country in the greater Asia region. However, there are commonalities, and understanding these is essential to preventing, reducing, and ultimately eliminating this harmful practice.

Poverty is a significant factor that both drives and results from child marriage. The prevalence of child marriage correlates closely with levels of household wealth – greater wealth is associated with lower levels of CEFM. In poorer households, families often view marriage as the only way to relieve the economic 'burden' of girls and young women and safeguard their future, in particular when there is a lack of other options or opportunities, or in emergency situations. Child marriage also closely correlates with lower levels of education – the less education a girl receives, the more likely she is to be married off early and give birth at an early age. This in turn places girls and young women at increased risk of maternal mortality and morbidity, and other pregnancy-related complications.

While limited economic opportunities are often attributed to low levels of education, the situation of CEFM is much more complex, and economic deprivation is strongly linked to deeply rooted societal norms and traditions which assign girls and women a lower status in society. As a result, girls do not enjoy the same rights, resources, opportunities, or protections as boys.

These gender inequalities and stereotypes often dictate that women and girls' primary role is as mothers and caregivers, confining them to the home and often limiting their ability to participate in public life. This burden of care often leads to girls who are married off early being socially isolated – cut off from family and friends and other sources of support – with limited opportunities to continue and complete their education. Gender inequality and their role as caregivers also means that young women often lack the means and mobility to move to areas where there are better prospects of employment.

> **"There is no definition of what it means to be a girl. What a man can do, a woman can do, too. I believe life would be better if we didn't have those stereotypes."**
>
> *L., Vietnam*

Geographic location also affects rates of CEFM, and girls from rural areas generally get married off at an earlier age than their urban peers. The risk of CEFM is also especially high and further exacerbated for girls who live in situations of conflict, displacement, and humanitarian crisis, in particular because of the greater likelihood of poverty and financial instability. Child marriages are also driven by environmentally induced poverty, and environmental conditions and the climate crisis place additional economic pressures on families to marry off their daughters early.

Inadequate legal and policy frameworks and weak enforcement mechanisms also play a significant role in facilitating and perpetuating CEFM. Although many countries across the region prohibit child marriage, enforcement can be complex, especially in countries where plural legal systems allow marriages to be conducted under customary, traditional, or religious laws. Even where states have strong legal frameworks and enforcement mechanisms, governments often fail to allocate sufficient resources to efforts to end child marriage. Gender inequality also exists within legislation – indeed, the majority of countries where there is a significant disparity in the minimum age at marriage for males and females are in Asia.[11]

THE IMPACTS AND DEVASTATING CONSEQUENCES OF CEFM

While child marriage is not specific to one region, culture, or religion and has no one single cause, the consequences are the same and it has devastating, far-reaching impacts on the lives of girls and young women, robbing them of their childhoods and preventing them from reaching their full potential.

Girls who marry before the age of 18 are much more likely to drop out of school, leaving them with fewer opportunities and depriving them of knowledge and information which would enable them to make informed decisions about their future. Without education, women and girls are often financially dependent on male family members, further entrenching unequal gender hierarchies and leaving them vulnerable to abuse, exploitation, and life-long submission and servitude.[12]

> "In my opinion, now is the time to complete our studies to succeed in the future, not to get pregnant early."
>
> *C., Timor-Leste*

Girls married off at a young age are also often at heightened risk of domestic violence and forced sexual relations.[13] Their age and lack of education, combined with their low status within the home and the absence of support systems and other safety nets, make them especially vulnerable to abuse. Alarmingly, in many countries across Asia, young married girls seem to think that abuse by their husbands is justified.[14]

> "At the same age with me, my friend is now a mother of a 3-year-old baby. A demanding family life made her look older and appear quieter, as if she lost her childhood and grew up overnight. People in my village often ask me when will I get married but I don't want to follow the fate of my friends."
>
> *H., Vietnam (18 years old)*

Child marriage also puts girls and young women at much greater risk of early pregnancy, which significantly endangers their lives and health. Child brides often do not receive proper medical care while pregnant and are much more likely to die due to complications during pregnancy and childbirth. Their children are also more likely to be stillborn, die in the first month of life, or experience stunted development. Where they survive to infancy, these children are less likely to have a good start in education, do well in school, or continue beyond the minimum level of education, which – if they are girls – in turn exposes them to child marriage, perpetuating a vicious, intergenerational cycle of gender-based violence and inequality.[15]

In addition to the devastating human cost, a growing body of research indicates that CEFM also has significant economic costs for societies worldwide. A 2017 study by the World Bank and International Center for Research on Women (ICRW) estimates that if the negative impacts of CEFM hold steady, it could cost hundreds of billions of dollars globally from now until 2030. For example, the study estimates that if CEFM and early childbearing had ended by 2015, the estimated global welfare benefit from reduced population growth would have been US$22 billion in the first year (2015) and could be US$566 billion by 2030.[16] Similarly, the combined estimated gains of ending under-five mortality and under-five stunting resulting from CEFM were estimated to be US$51 billion in 2015, and by 2030 this number nearly doubles to US$98 billion.[17] In addition, the estimated losses in women's earnings due to having married early in 15 countries were estimated to be US$26 billion in 2015 alone. In many of the countries which are among the most affected by CEFM, national governments combined could save up to US$17 billion per year by 2030, just from savings related to providing universal secondary education.[18]

URGENCY OF ELIMINATING CHILD, EARLY AND FORCED MARRIAGE: THE TIME IS NOW!

What is striking about CEFM is that many of the impacts it has on girls and young women – lack of education, poverty, and entrenched gender inequality – are often also the drivers of this harmful practice. Tackling these root cases is therefore essential to prevent current and future generations from falling victim to ever widening cycles of discrimination, marginalisation, exclusion, and violence.

Eliminating many of the factors that drive CEFM are specifically addressed in the SDGs, a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity. Many of the goals are interconnected and mutually reinforcing, meaning they cannot be realised sequentially or in isolation. For example, while eliminating child marriage is itself a specific target under SDG 5,[19] it is also critical to achieving at least half of the SDGs.

> **"Every child has a right to dream, all girls need to study and to pursue their futures, and not to become a wife or a mother at a young age."**
>
> *O., Thailand (16 years old)*

Eliminating CEFM by 2030 is an ambitious target, even with the political commitments and support of governments around the world. It is also an urgent one: UNICEF estimates that if efforts to end child marriage remain at the levels they are today, 170 million girls will become child brides in the next decade.[20] Even if the progress of the last 10 years were doubled, there would still be an estimated 110 million new child brides in the world in the next decade.[21]

The COVID-19 pandemic has added a further layer of complexity, creating new challenges which require new and innovative solutions. However, if we act now, adopting a holistic, multifaceted strategy which simultaneously tackles the drivers and consequences of CEFM, we have a real opportunity to ensure that current and future generations of girls and young women can live and grow up in a world where they can learn, lead, decide, and thrive.

PART ONE

LET'S GO DIGITAL!

Using digital technology to end child, early and forced marriage and reduce adolescent pregnancy in Asia-Pacific

1. RESEARCHING THE ROLE OF DIGITAL TECHNOLOGIES

1.1 RATIONALE AND OBJECTIVES OF THIS RESEARCH

Digital technologies have already transformed our lives at an unprecedented pace and scale. For girls and young women in developed countries, they are born into a digital world and primed from an early age to engage with a wide array of digital technologies.

These technologies are used to communicate with peers, play video games and watch movies online, purchase goods and services, find work, and even find love or a partner to marry. Since the COVID-19 pandemic, digital technologies have also been used to access education and get critical updates about the spread of the pandemic. Digital technologies have penetrated nearly every sphere of life for girls and young women across the world, and have fundamentally changed how life is lived. However, a gender gap in access and effective use of digital technologies persists, and is in fact widening. Many girls around the world continue to be marginalised from the social and economic opportunities that come with being digitally connected and active.

There is a significant body of literature defining and identifying risks inherent to digital technologies, in particular in relation to girls and young women spending time online. This includes sexual exploitation, cyberbullying, fraud, and Internet addiction, among other risks. However, the benefits of technology remain less addressed and explored. This is especially true when it comes to the role digital technologies can play in ending CEFM, and this research identified a substantive gap in literature on the subject. Given Plan International's expansive mandate, strategic prioritisation, and commitment to eliminating CEFM, Plan International APAC commissioned this research to begin addressing this gap.

The research, which was conducted from November 2020 to March 2021, has several aims and objectives. The first is to articulate the role that digital technologies may play in eliminating CEFM on one hand, while more broadly empowering girls and young women on the other. It places particular emphasis on highlighting the digital technologies that have been developed by Plan International APAC, and which are being used within current portfolios of programming and influencing. The report will also highlight digital technologies that have been developed by the private sector and can be effective in CEFM prevention and elimination, even if they were not explicitly designed for that purpose.

The report further highlights learnings and promising practices emerging from the digital technology innovation efforts of Plan International APAC, and other child rights-based development organisations working to prevent and eliminate CEFM or to empower girls and young women.

The report concludes by making key recommendations on how all development actors can most effectively utilise digital technologies to end CEFM. The recommendations focus on optimising digital technology development processes, forming the right partnerships, and planning for scalability, sustainability, and replicability.

1.2 METHODOLOGY

A range of activities informed the insights and recommendations outlined in this report. The first was a **literature review**, which analysed more than 50 documents, including published development and academic reports, media articles, and online opinion pieces.

This review highlighted different approaches to leveraging digital technologies to prevent, reduce, and eliminate CEFM. Because knowledge and understanding of the relationship between digital technologies and CEFM is limited, the review also mapped digital technologies that could positively impact CEFM elimination efforts, even if they were not explicitly designed to do so. This includes digital solutions that:

- Increase girls' access to quality education and keep girls in school longer.
- Promote digital spaces where girls can learn and acquire new income-generating skills to achieve financial independence.
- Link girls to income-generating activities and stimulate youth economic empowerment.
- Engage young girls and boys in personalised learning experiences where their unique learning needs are met.
- Ensure that girls are protected from violence.
- Ensure that girls have access to sexual and reproductive health and rights (SRHR).

A full mapping of these solutions is included in **Appendix 1-B** (https://www.civilsocietyasia.org/resources/lets-go-digital-report).

The report also draws on information and insights gathered during key informant interviews with 19 individuals with expertise and experience relevant to the research. This includes interviews with 14 Plan International staff, the majority of them based in Asia-Pacific and who are directly involved in the implementation of country and regional level programming and influencing related to CEFM elimination. The Plan International Country Offices represented in the informant interviews include Bangladesh, Cambodia, India, Indonesia, Laos, Nepal, the Philippines, Thailand, Timor-Leste, and Vietnam. Two representatives from Plan International's regional and global hubs were also interviewed: the Regional Head of Child Protection and Partnerships, and the Global Lead for Digital Development. One of the key outputs of these interviews is a full mapping of digital technologies that have been developed and are currently being used in Plan International's work on CEFM across the Asia-Pacific region. This mapping is included in **Appendix 2-B** (https://www.civilsocietyasia.org/resources/lets-go-digital-report).

In addition, key informant interviews were conducted with external stakeholders from five different organisations working to address CEFM or more broadly to empower girls and young women. In some cases, these organisations had leveraged technology in their programming and were able to effectively communicate both learnings and promising practices. Interviews were conducted with representatives from ECPAT, Girls Not Brides, Save the Children International, UNICEF, and WeProtect.

A full list of key informants interviewed is included in **Appendices 1-A and 2-A** (https://www.civilsocietyasia.org/resources/lets-go-digital-report).

1.3 LIMITATIONS

One of the key limitations of this study is the lack of existing evidence around the role of digital technologies in initiatives focusing on CEFM elimination. This is due to the nascent stage of digitally enabled innovation in this area, in addition to a lack of public documentation that outlines learning from these innovation efforts. A clear finding is that all actors working on ending CEFM should dedicate specific resources to better understand the relationship between digital technologies and CEFM, and create a body of evidence that can inform effective interventions and stimulate innovation.

To circumvent the knowledge gap, the literature review was expanded to include an overview of digital technologies in other impact areas that could support CEFM elimination, even if they were not explicitly designed to do so. This is because CEFM is a complex challenge, with multiple root causes. CEFM responses require multi-sectoral and comprehensive approaches that improve educational outcomes, empower youth economically, protect youth from violence, and improve their sexual and reproductive health and rights. Documenting digital technologies that can affect outcomes in these periphery areas is thus important.

Given the lack of existing research and documentation, particular effort was taken to interview individuals who have been directly engaged in leveraging technology in CEFM elimination efforts. Many of these lessons came from Plan International APAC staff. Interview questions focused on identifying lessons and promising practices based on pre-existing work and programmes.

The nature of this initial mapping – in addition to the COVID-19 pandemic-related limitations – meant that it was beyond the scope of this research to interview girls, young women, and other potential users of digital technologies developed as part of CEFM elimination efforts. As a result, the evidence in this report was mainly derived from secondary accounts from literature, and through interviews with Plan International APAC staff and other key informants in the CEFM elimination community. Additional future research should be conducted to uncover the experience of uptake and usage amongst target users, and more importantly, to identify any impact that might have emerged from these technologies being adopted and used.

1.4 REPORT STRUCTURE

The first part of this report presents the insights derived from the literature review and the key informant interviews. These insights summarise the main findings and key learning points from the research. They also provide the basis for the recommendations, which are presented in the final section. In total, 24 insights are presented, grouped under six overarching themes: CEFM elimination efforts, design, scale, benefits, impact, and challenges. This section also provides cases studies of where digital technologies have been integrated within Plan International APAC's programming and influencing work.

The next section makes recommendations on how development actors working to eliminate CEFM can most effectively leverage digital technologies to reach scale and generate impact. The recommendations were co-created with the involvement of Plan International APAC staff and practitioners and provide a blueprint for the implementation of effective and impactful digitally enabled CEFM focused programming in Asia-Pacific and beyond.

The report concludes by drawing together the main findings and arguing for greater attention to the role digital technologies can play in CEFM elimination efforts.

1.5 DIGITAL TECHNOLOGIES: KEY TERMINOLOGY

The term digital technologies is encompassing and typically includes the devices and applications that generate, store, and process data and/or facilitate communications. The effective functioning of digital technologies is enabled by digital infrastructure, which provides an essential backbone for connectivity.

Devices are the physical tools that allow users to access applications. The most common include mobile phones, laptop and desktop computers, and tablets. Devices facilitate communication between individuals and thing. Internet of Things (IOT) technology enables billions of devices, from cars to wine decanters, to connect to the Internet and collect and share data with users.

Applications, or apps, are pieces of software that enable users to perform certain tasks on a mobile device or computer. All computers and mobile devices are sold with pre-loaded and built-in applications, such as web browsers. Users can also purchase and download millions of applications from online stores such as Google Play or Apple's App Store. The more applications that a device has, the more powerful it becomes. The most common applications across Asia-Pacific include social media apps like Facebook, Instagram, Twitter, and Tik Tok, and communications apps like WhatsApp, WeChat, LINE and Facebook Messenger. Most online solutions would be considered applications.

These devices and apps are enabled by **digital infrastructure**. This includes the underlying technology that facilitates data sharing and communication between devices. This category is expansive and consists of undersea, underground, and above-ground cables; tower sites; data centres; satellites; the invisible spectrum used for wireless communication; and a variety of other equipment that interconnects the world through the Internet.[22]

2. KEY INSIGHTS

KEY INSIGHTS SUMMARY

Plan proposes 24 key insights that inform recommendations to be developed and implemented.

2.1 CEFM ELIMINATION

INSIGHT 1

Plan International APAC is already integrating several digital technologies into CEFM elimination programming

INSIGHT 2

Digital technologies were positioned as enablers to CEFM elimination efforts

INSIGHT 3

Promising practices are emerging from development organisations leveraging digital technologies in their CEFM elimination efforts

INSIGHT 4

Digital technologies can positively impact CEFM elimination efforts, even if they are not specifically designed to do so

2.2 DESIGN

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In some countries, development organisations deploy a user-centric design process

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INSIGHT 7

Numerous organisations made efforts to clearly define their target users

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The principles for digital development already inform technology development processes in some Plan International APAC Country Offices

INSIGHT 9

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INSIGHT 10

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Digital technologies have become critical for programme continuity during the COVID-19 pandemic

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2.5 IMPACT

INSIGHT 17

Impact evidence on how digital technologies affect CEFM elimination outcomes remains scarce

INSIGHT 18

In some instances, stakeholders defined in advance how they expected digital technologies to affect CEFM outcomes

INSIGHT 19

There is emerging evidence that digital technologies support real-world impact

2.6 CHALLENGES

INSIGHT 20

Access to digital technologies remains a challenge for some girls and young women

INSIGHT 21

While there are access challenges for girls and young women, these can be overcome

INSIGHT 22

Digital technology initiatives face sustainability challenges

INSIGHT 23

Digital technology initiatives also face resourcing challenges

INSIGHT 24

Potential and actual harms inflicted through use of digital technology remain a key concern

The insights below articulate the key findings from the research process. These findings were derived from desk research and key informant interviews with Plan International staff and external organisations working to prevent and eliminate CEFM. In some cases, these insights will lead to a direct set of recommendations which can be implemented by Plan International APAC and other development stakeholders with a similar mandate to eliminate CEFM.

2.1 CEFM ELIMINATION

INSIGHT 1

Plan International APAC is already integrating several digital technologies into CEFM elimination programming

The research mapped more than 20 different ways in which Plan International has already integrated digital technologies into CEFM elimination programming the Asia-Pacific region. The full mapping is included in **Appendix 2-A** (https://www.civilsocietyasia.org/resources/lets-go-digital-report).
The most common use of digital technologies involved social media applications such as Facebook or Instagram. In several cases, social media was used to support digital marketing campaigns that were intended to reach girls and young women with targeted messaging on topics such as gender-based violence, SRHR, and the risks of CEFM.

Mobile applications that facilitated two-way communications were also used in several projects that focused on CEFM elimination. Applications such as WhatsApp, LINE, Viber, and Facebook messenger facilitated communication between Plan International APAC staff and girls and young women in local communities. These apps were often used to communicate upcoming meetings and seminars where information relevant to CEFM would be disseminated. Plan International APAC staff, local community leaders, and NGOs also used these apps to coordinate victim support and to disseminate critical information related to policy and regulation that might affect CEFM response efforts.

Mobile and web applications that facilitated the dissemination of video content were also commonly used. In most instances, YouTube was used as the main platform for the dissemination of such content. In many cases, Plan International APAC staff would produce a video, or would partner with another organisation to produce such content and post the videos on YouTube in the local language. Social media applications such as Facebook were often used to advertise and disseminate the videos. The video content was often targeted towards young people, with an emphasis on girls and young women. Where applicable, content was also developed for other stakeholders, including parents, teachers, and community leaders.

In several countries, Plan International APAC staff developed and brought to market digital technologies that could be used to prevent CEFM. For example, in Bangladesh the country team built a mobile application to assist marriage registrars verify the age of girls before registering the marriage. In Vietnam, the country team built an app to help youth access support services, claim their rights, and learn about issues that might affect them such as child trafficking. In Timor-Leste, where there are high levels of child and early pregnancy, the country team developed an app to create a safe space for girls, and young women and men to ask questions about SRHR. One of the key reasons for the development of this digital technology was the high rate of pregnancy amongst girls and young women. More information about the mobile application used in Timor-Leste is provided in the case study on the following page.

"I campaign a lot from my WhatsApp. I just post information about the risks of child marriage, and peers reply. By using this simple approach, I open up a safe space for peers to discuss, socialise the risk of child marriage, and gain information about child marriage cases in my community."

S., Indonesia (17 years old)

CASE STUDY: REPRODUCTIVA, THE APPLICATION FOR THE IMPROVEMENT OF SEXUAL AND REPRODUCTIVE HEALTH IN TIMOR-LESTE

Timor-Leste has alarmingly high levels of pregnancy among girls and young women – approximately one in every four young women in the country will have a child before turning 20. One of the chief reasons for this is that teenagers often know little about sexual relationships, reproduction, and contraception. Unexpected pregnancy is often a driver of child, early, and forced marriage, meaning that efforts to tackle CEFM must also address the lack of knowledge and understanding of SRHR.

In partnership with Marie Stopes, Plan International Timor-Leste developed Reproductiva, a mobile application which provides girls and young women a safe and confidential space to gain valuable and relevant information about their sexual and reproductive health in real time. Users of the application can ask questions, share tips in group chats, and organise consultations and medical appointments. Expert advice is provided by trained professionals from Marie Stopes Timor-Leste. Questions that have already been answered through Reproductiva include "What is ovulation?" and "How is a baby made?". There have also been several queries about traditional beliefs that prevent women from washing their hair when they have their period.

The application will also include a function that allows girls to track and predict their periods. This was designed to help girls avoid missing school, due to being unaware of their cycle. It also allows girls to become aware of pregnancy early, and to access information and support in the event of early pregnancy.

One of the key advantages of the app is that it allows youth, and girls and young women in particular, to access accurate information about sexuality and reproduction confidentially. In addition, information is provided in their local language of Tetum. Before Reproductiva, girls and young women would search the Internet, however the information they found was not always accurate and much of it was not available in Tetum.

To develop the application, the Plan International Timor-Leste team undertook a rigorous human-centred design process. They consulted with youth, teachers, and other key stakeholders in two schools in Timor-Leste. The initial research informed the design of the prototype. Early versions of the product were tested with target users to ensure an optimal design and intuitive user experience.

To date, there are more than 1,000 users on Reproductiva. Plan International Timor-Leste is constantly working to improve the app, including by expanding the breadth and quality of SRHR information. The development of this technology is part of a broader effort at Plan International Timor-Leste to decrease the high rate of teenage pregnancy and reduce instances of child, early, and forced marriage.

INSIGHT 2

Digital technologies were positioned as enablers to CEFM elimination efforts

In most cases, digital technologies functioned as enablers and facilitated the delivery of existing Plan International APAC programming. These technologies were positioned to meet key targets and objectives that were explicit in the country and regional programming.

For example, one of the key objectives of Indonesia's 'Yes I do!' programme was for adolescent girls and boys to take informed action on their sexual and reproductive health. To meet this objective, the Indonesia country team leveraged social media applications like Facebook and Instagram to disseminate content to their target audience, and to engage young people in a conversation around SRHR. In Indonesia, as in many other countries, social media usage was high among this group, making it a viable application to support communication efforts around SRHR.

The Indonesia Country Office also had a Girls Leadership Programme which leveraged Zoom and WhatsApp to promote agency amongst women, with the aim of preventing and reducing child marriage. These digital tools proved effective for the Indonesia team to reach a critical mass of girls, at a reasonable cost.

Because digital technologies were positioned as enablers, most technology-focused initiatives did not have their own budgets or key performance metrics. Instead, the targets were aligned to broader programmatic objectives related to CEFM elimination.

INSIGHT 3

Promising practices are emerging from development organisations leveraging digital technologies in their CEFM elimination efforts

A recent UNICEF report provides several promising practices to conduct impactful and measurable online engagement for the prevention and reduction of CEFM, even when the COVID-19 pandemic makes interpersonal communications challenging.[23] It suggests that practitioners working in this space leverage a broad range of digital technologies to understand how the pandemic is affecting individuals, and to reach and engage key populations with effective content. The report makes clear that digital technologies rarely succeed in changing norms and behaviours when used in isolation. To generate substantive impact, digital approaches need to be complemented by other interventions and reinforced through online and offline channels. This includes face to face communication and group meetings in the community.[24]

The UNICEF report also illustrates how digital technologies can be leveraged by developmental organisations to continue their CEFM elimination focused work, especially in remote and hard-to-reach areas.[25] It suggests that community outreach activities should be adapted to digital channels of communication, and that new partners with experience in delivering community-based interventions in hard-to-reach areas via digital channels should be leveraged. It does note that connectivity challenges can sometimes hamper these efforts, but suggests that digital and electronic technologies that are pervasive in the area, such as radios, be used for communication efforts. It also suggests that practitioners working in this area leverage social media platforms that facilitate communication, such as Twitter or Instagram, to ensure that the immense challenge of CEFM remains high on the global agenda.

A few other organisations, such as the Organisation for Economic Co-operation and Development (OECD) and Commonwealth Learning, have focused specifically on how digitally enabled approaches to learning and skills development can help empower girls and young women and decrease incidence of CEFM and gender-based violence.[26] As was the case with UNICEF, these projects integrated digital approaches into a broad array of offline activities in order to reach girls, young women, and other CEFM elimination stakeholders in the community. This included face-to-face interaction where possible.[27]

The impact of leveraging technologies in programmatic efforts is not measured or clearly articulated in the literature. However, several reports do highlight that technology can be effective as part of a comprehensive approach to tackling the root causes of CEFM and gender inequality, adding the most value when used alongside these offline methods of engagement.

INSIGHT 4

Digital technologies can positively impact CEFM elimination efforts, even if they are not specifically designed to do so

To date, the development community has been predominantly responsible for the design and development of digital technologies, or technology-enabled programming, to prevent, reduce, or eliminate CEFM. However, the factors that increase the risk of CEFM are complex and often inter-related. As a result, this research also mapped digital technologies that directly empower young women and girls, and indirectly contribute to efforts to eliminate CEFM, even if they were not specifically designed for this purpose. This includes digital solutions that improve educational outcomes, link girls to income generating opportunities, increase access to government services, and ensure that girls are protected from violence and can access SRHR. This full mapping is included in **Appendix 2-B** (https://www.civilsocietyasia.org/resources/lets-go-digital-report).

Many of these digital technologies were introduced by private-sector players, often tech start-ups, increasing the chances of their scalability and long-term sustainability. There is a much richer body of evidence around the impact of these solutions, and ample efforts made by donors and academics to extrapolate proof points and disseminate learnings.

This research has created a separate **literature review** that summarises the evidence of global solutions that could affect CEFM outcomes, and empower girls and young women, even if they were not explicitly designed to do so. It also summarises any impact evidence that makes clear the effect of these technologies on girls and young women, especially noting the positive outcomes that can emerge through effective usage.

2.2 DESIGN

INSIGHT 5

In some countries, development organisations deploy a user-centric design process

The processes used to design and scale up digital technologies differed across the Plan International APAC operational areas, and were often dependent upon the objectives of the project and the resources at hand to support the innovation process.

In a number of cases, a very rigorous and user-centric design process was undertaken to uncover user needs and develop solutions to fit those needs. The Open Civil Registration and Vital Statistics (OpenCRVS) system in Bangladesh is a good example. OpenCRVS was part of a global effort by Plan International to address a current gap in the market for a user-centric and rights-based CRVS system that is free to use, adaptable to the country context, interoperable with other government systems (e.g., health and ID issuance systems), and rights-based to ensure it protects and provides for those most vulnerable.[28]

To kick off the technology-development process of OpenCRVS, Plan International commissioned a comprehensive and consultative research study. This included a wide range of methods, from household surveys to focus group discussions and stakeholder consultations. The aim was

to understand both the existing CRVS landscape and also to identify users, while assessing their potential user needs. The study resulted in a detailed programme blueprint for a scalable and sustainable birth registration model, which then informed the pilot process.

There is an opportunity for Plan International APAC to capture these best practices in the development and scale of digital technologies, and digitally enabled initiatives, and to have these best practices inform digital technology innovation efforts across other Asia-Pacific countries.

CASE STUDY: OPENCRVS IN BANGLADESH

Civil Registration and Vital Statistics (CRVS) systems record the details of all major life events in a country, such as births, deaths, marriages, divorces, and adoptions. Birth registration is the first step in securing legal identity – the foundation for accessing basic human rights. It can play an important role in ensuring children are vaccinated, educated, and protected from exploitation.

These systems can be costly to develop and maintain, and as a result 44% of countries do not have functioning CRVS systems. Instead, they either operate inefficient paper-based systems or have ineffective, poorly designed information systems. Both of these leave large parts of the population unregistered, unrecognised, and therefore left behind.

To address this gap, Plan International developed an open source digital CRVS solution that is free to use, adaptable to different country contexts, interoperable with other government systems (e.g. health and ID systems), and rights-based to ensure it protects and provides for those most vulnerable. OpenCRVS is challenging the need for costly, custom-built solutions on a country-by-country basis. By following international standards, human-centred design principles, and adopting a rights-based approach, Plan International is designing a configurable system that can easily be adapted to all country contexts.

As a global digital good, OpenCRVS is freely available to all countries. OpenCRVS is being built using decades of experience in identifying and mitigating the bottlenecks and barriers faced by civil registration authorities around the world. It also recognises and provides for families trying to access registration services in increasingly complex, rural, and transient environments.

To create OpenCRVS, Plan International partnered with registration authorities, leading health system providers, expert software developers, and communities to design and build a global digital product that will serve the needs of end users and those being registered. By investing in a global digital product for CRVS and using an expert technical team, Plan International can ensure that OpenCRVS is built to the highest technical standards. At the same time, involving local talent ensures that OpenCRVS products can be locally owned, managed, and maintained.

In Bangladesh, the OpenCRVS was configured to the country's legal and policy frameworks and provides high levels of data interoperability across government information systems. The initial system facilitated birth and death registrations and successfully utilised community-based health assistants and family welfare assistants to capture birth and death details at the local level. By now digitising the data capture at the source, Plan International Bangladesh was able to accelerate the civil registration process, increase data quality and minimise the administrative load on community health workers.

INSIGHT 6

Several organisations considered gender in their user-centric design process

Several organisations that engaged in user-centric design for digital technologies noted that gender dimensions played a substantive and critical role in their design process. For example, UNICEF discovered that female users were often more comfortable talking to other women, especially when discussing private or sensitive topics. When feedback for any early version of a technology was needed, they would allocate a female facilitator to guide the process.

Furthermore, in focus groups where user feedback is gathered, UNICEF advises that only other females are present. This is especially important when discussing sensitive topics such as menstruation, reproductive health, mental health, or violence. In many contexts, adolescent girls and young women will not speak freely if men or boys are present.[29]

UNICEF further advises that the physical space in which the user testing occurs is important. Some venues can be perceived as 'unsafe' by adolescent girls, their parents or guardians, and venue selection could affect participation. Girls and young women might also face time constraints and mobility restrictions. To effectively include this group in the design process, it is advisable to go to the communities where girls and young women reside.

INSIGHT 7

Numerous organisations made efforts to clearly define their target users

Numerous studies and key informants noted that girls and young women are not a homogenous group and instead reflect a diverse range of identities, backgrounds, and experiences. They further noted that one of the key success factors in any user-centric design process is to clearly define a potential user within this larger target group. This can include out-of-school girls, girls with disabilities, and girls in school leadership roles, among others. The clear definition of a target group can help to identify the unique needs of that group, which can be incorporated into the design of the technology.

Articulating who the target group is also critical to developing powerful, specifically tailored content that can be disseminated through social media platforms with the aim of increasing knowledge and generating impact. Some organisations develop user archetypes to define the focus female group, and to articulate their technological needs and abilities.[30]

INSIGHT 8

The principles for digital development already inform technology development processes in some Plan International APAC Country Offices

The principles for digital development were developed by DIAL, an organisation that focuses on supporting digital transformation efforts across developing countries. These principles are guidelines that help organisations integrate best practices into their digitally enabled programmes, and to generate scale and impact with their programming.[31]

Plan International has adapted these principles as part of its globally focused digital technology work. In a few situations in Asia-Pacific, Plan International APAC and country teams have applied the principles in their technology development efforts. This was the case, for example, with the OpenCRVS system in Bangladesh. To support the development of this technology, the Plan International team focused on prioritising user needs in the development process and building the technology to be effectively used offline. They also prioritised making it accessible in remote communities and to marginalised groups.

The effective application of such principles can help country-level teams successfully leverage digital technologies in their efforts to reduce or eliminate CEFM.

FIGURE 1
Principles for Digital Development

INSIGHT 9

Partnerships are critical to develop effective and scalable digital technologies

Partnerships supported Plan International APAC at all stages of their technology development process. Several Country Offices relied on local partners, from NGOs to local government officials, to develop the initial prototypes or concepts for the technology. This was especially the case with mobile or web applications. Engagement with partners was also shown to be important during the development and initial user testing phase, in particular by supporting user enrolment and collecting feedback on the user experience.

Plan International APAC and Country Offices also engaged local youth groups – in particular those with extended networks of girls and young women – in the initial design process. Such engagement was essential to ensure the technology was suitable for these groups. Once these technologies were ready to scale, local youth groups also helped to drive the initial uptake of the technologies amongst young people in their network.

Plan International APAC also relied on private-sector partners with specific technical skills in their technology development efforts. This included individual mobile and web developers, or specialist firms, that developed the software and updated it based on user feedback provided during the early piloting process. These partnerships were especially critical as Plan International APAC did not have such expertise in-house.

In several countries, Plan International APAC also relied on partnerships for the development of effective and targeted content to drive digital engagement. For example, in Timor-Leste Plan International APAC partnered with Marie Stopes, an NGO that provides SRHR services to some of the hardest to reach communities in the country. Together, Plan International Timor-Leste and Marie Stopes created a smartphone app called Reproductiva, which created a safe and confidential space for youth to discuss their SRHR. Experts from Marie Stopes helped to both develop the content and to answer specific questions posed by the users of the app. Content from the Ministry of Health, another project partner, was also integrated into the app. Such partnerships optimised the resources, both financial and human, required by Plan International APAC to develop and continue scaling the technology.

2.3 SCALE

INSIGHT 10

Digital technologies can help reach target audiences at scale

Social media applications like Facebook and video content platforms like YouTube helped Plan International APAC reach a wide audience. For example, in India, one single CEFM-focused Facebook campaign reached more than 700,000 viewers in just a few weeks. In Indonesia, the County Office developed an engaging video that told the story of a CEFM survivor which was posted on YouTube. The video included actors who are well known in the country and have a large following of young people.[32] The video went "viral" and has already clocked up more than 740,000 views on YouTube. This type of reach would not have been possible with offline methods of engagement. The Indonesia Country Office also used social media to promote the video, which helped to increase the audience.

Videos and other online content also offer an opportunity to direct audiences to Plan International's wider work and resources. For example, the Indonesia video also provided a link to information on measures youth can take to reduce their exposure to CEFM and associated risks. These resources also provide information about how those at risk of CEFM, or already in early marriages, can access support and assistance. Although digital technologies, and more specifically social media applications, have been effectively leveraged to reach a wide audience, more work is required to understand the composition of the audiences reached, the effect that digital marketing has on awareness raising, whether these efforts result in any observable changes in behaviour, and if there is any risk to running such campaigns. Ongoing audience monitoring and analysis of audience data should be considered. Additional follow-on research to track and articulate behavioural changes over time should also be considered.

> **"We use an online campaign to make it easier for people to access information regarding the positive impact of preventing child marriage, and to counter other online campaigns that encourages child marriage."**
>
> *F., Indonesia (21 years old)*

INSIGHT 11

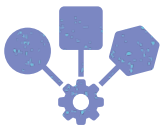
Open-source technology solutions support cost-effective scaling efforts

Open-source technology refers to a software programme or platform with source code that is readily accessible and which can be modified or enhanced by anyone. Open-source technology is often developed collaboratively by a community of developers. If effectively executed, open-source efforts can leverage collaboration, increase product quality, and allow the development costs to be shared across many stakeholders, drastically lowering the cost of developing and maintaining digital technologies.

Plan International hired a global technical team to develop an open-source CRVS system that could be tested and scaled across contexts. This OpenCRVS system was eventually piloted in Bangladesh. One of the benefits of this approach is that it allowed the Plan International Bangladesh team to leverage the technology development efforts of Plan International and to optimise the costs of this process.

Other development stakeholders such as UNICEF have also relied on open-source approaches to scale and replicate digital technologies. One example is UNICEF's Oky mobile application, a period tracking and sexual education application. After successful testing and early uptake in Indonesia, UNICEF took the decision to scale the solution across several countries globally. To facilitate scale up, a decision was made early on to take an open-source approach. This would allow Oky to be deployed quickly and effectively, and be adapted to different local and country contexts with minimal additional development and investment from UNICEF.

Such open-source approaches can provide development organisations with a cost-effective way to reuse the code, build new features of the technology, and accelerate the development and scale up of digital technologies in new countries.



INSIGHT 12

Efforts at scaling digital technologies across countries requires rigorous localisation

Several key informants had learned that replicating successful technologies from one context to another required additional efforts to ensure the design of the digital technologies was suitable to the local context and relevant to its target users. One example is UNICEF's Oky mobile application, the period tracking and reproductive health education mobile application designed for girls and young women. The application was initially developed in Indonesia, but its success led UNICEF to scale to other countries, including Kenya.

Several changes had to be made to the app to make it relevant to the local context in Kenya. For example, the user interface and content had to be translated to Kiswahili, the local language, and adapted to the local norms. Features of the design also needed to be revised. For example, the avatars on the app had to be redesigned to look more Kenyan than Indonesian. Such efforts were critical to drive adoption and usage in this new environment.

2.4 BENEFITS

INSIGHT 13

Digital technologies have become critical for programme continuity during the COVID-19 pandemic

When the COVID-19 pandemic struck Plan International APAC countries, many Country Offices noted a significant disruption in their regular programmatic activities. Target stakeholders such as girls and young women entered lockdown, and continuing face-to face and community-based efforts to reduce or eliminate CEFM proved challenging.

During this time, a number of Country Offices in the Asia-Pacific region, including Myanmar, India, Cambodia, and Bangladesh, ran digital marketing campaigns through social media that raised awareness of CEFM-related issues in the context of the pandemic. Staff developed targeted messaging around CEFM prevention, domestic violence response, and managing mental health. Digital technologies provided a critical way for Plan International APAC to communicate and disseminate key messages, in particular when face-to-face interaction was no longer possible due to lockdowns and travel restrictions.

Such campaigns were especially important given the reported increase in instances of domestic violence and CEFM since the start of the pandemic. It would have been extremely difficult to reach and engage girls and young women with appropriate content without digitally enabled marketing efforts.

INSIGHT 14

Digital technologies provide girls and young women with opportunities to network during the COVID-19 pandemic

When girls and young women entered lockdown during the pandemic, one of the key consequences was a significant decrease in social interaction amongst peers in their communities. In countries such as India and Bangladesh, social media platforms facilitated social interaction online when face-to-face contact between peers was not possible. The impact of such interaction was not measured, but emerging global research has shown that safe and time-bound forms of online interaction amongst peers helped children to cope with loneliness during the pandemic. Over the long term, these online interactions could help reduce mental health conditions such as depression and anxiety.[33]

> **"We have established an online Girl Rights platform, providing girls from ethnic minority groups with useful and helpful information. Girls are now able to learn on their rights, adolescent reproductive health, professional career orientation, access to decent jobs and other topics to help them continue education and avoid early marriage and adolescent pregnancies."**
>
> *Female youth activist, Vietnam (18 years old)*

> **"I think communications about child marriage elimination in old style like posters and banners no longer work. As youth, we are keen on technology. Why don't we create a game where you can choose to get or not to get married early and see the consequences from there?"**
>
> *T., Vietnam, (15 years old)*

INSIGHT 15

Digital technologies offer girls and young women anonymity

Several Plan International APAC Country Offices noted that a key benefit to digital technologies is that they provide youth with new opportunities to access information anonymously. This was especially important with programmes that focused on improving SRHR. Girls, young women, and youth more generally could access accurate information through apps developed by Plan International, without fear that others in the community, including close family members, would find out that they had sought information about SRHR. Anonymity was especially important in contexts where information about sexuality and reproduction is considered taboo and not openly discussed in public.

INSIGHT 16

Digital technologies can facilitate cost-effective research efforts

In the Philippines, the Plan International team utilised a digital tablet to facilitate participatory research among girls and young women, some of whom lived in remote communities. The aim of the research was broad and designed to uncover some of the key challenges that this group face while also assisting the development of effective and actionable solutions.

The digital tablet was programmed with a software called Sensemaker, a narrative-based research tool that allows respondents to confidentially tell stories about situations that they have encountered in their communities. They do this by responding to a series of pre-identified story-prompts or questions on the tablet, which enables the capture and analysis of a large quantity of stories. This innovative approach allows respondents to share stories of their own choosing and enables researchers to collect a wide range of perspectives without inserting their own interpretation or bias.

Data was transmitted from the tablets straight to a web portal where it was displayed on a dashboard. This dashboard allowed Plan International staff to monitor research results in real time, and to begin identifying some of the key challenges faced by girls and young women. This facilitates the development of solutions in direct response to user inputs very early in the research process.

The use of the tablet also helped Plan International APAC mobilise a critical mass of research respondents – the team reached 2,000 people in just two weeks. This provided a cost-effective way to gather quality insights at scale, which were then used to inform the design of programmatic interventions.

2.5 IMPACT

INSIGHT 17

Impact evidence on how digital technologies affect CEFM elimination outcomes remains scarce

The literature review and key informant interviews were unable to identify other sources that provided tangible impact evidence regarding how digital technologies can be used in CEFM elimination efforts. This is likely because much of the innovation efforts in this area have been driven by development stakeholders like Plan International and UNICEF, rather than private-sector actors. It is also because the impact of digital technologies is often not tracked and measured separately, but rather as part of broader programmatic monitoring and evaluation efforts.

This has likely caused some challenges to the scalability and long-term sustainability of digital solutions, and contributed to a decrease in adoption and usage after donor funding runs out or the project ends. This is especially the case with digital technologies that are developed from scratch.

The nascent state of knowledge and limited experimentation in this area present a real opportunity for development actors to invest in digital approaches to eliminate CEFM, and to support digital innovation efforts that generate real and measurable impact on the lives of girls and young women at risk of, or directly affected by, this practice.

INSIGHT 18

In some instances, stakeholders defined in advance how they expected digital technologies to affect CEFM outcomes

The open-source CRVS project implemented by Plan International Bangladesh effectively articulated the impact that the digitisation of a national birth registration system could generate. This included:

- Increasing the birth and death registration rates and the provision of legal documentation of birth and death.
- Improving the data quality of birth and death registration records.
- Improving processing times for birth and death registrations.

The project documentation also identified the potential impact that the digital registration system could have on different groups affected by CEFM. This includes girls and young women who could be forced into CEFM, their parents, district and national level government officials, as well as the national government.

Clear articulation of impact from the outset can facilitate effective measurement of impact when the digital technology is developed, implemented, and scaled.

INSIGHT 19

There is emerging evidence that digital technologies support real world impact

As mentioned above, in Bangladesh, Plan International worked to develop and pilot an application to verify the ages of a bride and groom. During the six-month pilot period, the mobile app prevented more than 3,700 child, early, and forced marriages from taking place. It is not clear what impact was generated by the technology when it was scaled to other districts.

Because other digital approaches reached a significant number of people, in particular youth, it is likely that they generated impact that could be tracked and measured in the future. This is especially the case with social media campaigns, which likely increased awareness amongst CEFM stakeholders and could have led to behavioural change affecting CEFM outcomes.

It is critical to integrate impact measures into all digitally enabled initiatives to understand what impact is being generated and with which audiences. It is also important to note any unintended consequences, or digital harms, that are being generated as technologies are being adopted and used. All digitally focused programming should address and effectively minimise, or eradicate these harms.

2.6 CHALLENGES

INSIGHT 20

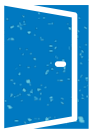
Access to digital technologies remains a challenge for some girls and young women

In many of the CEFM-focused programmes that leveraged digital technologies, there were several constraints in reaching intended groups, especially girls and young women living in rural areas. One of these was related to digital infrastructure. Some of the areas where Plan International APAC has utilised digital technologies did not have adequate network coverage which made accessing the Internet challenging.

Another challenge was device ownership, especially with mobile phones. In some rural communities across Asia-Pacific, Plan International APAC staff reported low instances of mobile phone ownership and access, in particular among girls and women. This was often linked to patriarchal structures within the communities themselves. There were also some challenges reported with digital literacy, which hindered the ability of girls and young women to make effective use of the technology, even if they did have access.

The literature review and key informant interviews revealed a number of root causes, including low levels of education and inherent biases and socio-cultural norms that prevent women from accessing and effectively using digital technologies.[20] Traditionally assigned gender roles, together with prevailing cultural norms, place little value on a girl's or young woman's education and her role outside the household. In addition, there are gender specific barriers to digital technologies being adopted and used.[35] For example, where there are few devices at home, parents may tend to favour boys over girls.[36]

It is critical to understand and mitigate digital inequalities, in particular because they can exacerbate and entrench other inequalities that adversely affect a girls' or young women's opportunities to contribute to the labour force, obtain new skills, and access information and services. This is especially the case in the midst of the COVID-19 pandemic as social and economic life has increasingly shifted online.



INSIGHT 21

While there are access challenges for girls and young women, these can be overcome

Key informant interviews indicate that stakeholders are well aware of the contextually specific barriers that might limit the uptake and effective usage of digital technologies.[37] Plan International APAC teams have produced robust connectivity landscapes that identify some of these barriers in Asia-Pacific countries where the organisation has active programming.[38] Any effort to utilise digital technologies to reduce or eliminate CEFM must include effective solutions to circumvent these barriers.

Plan International APAC has also tested solutions that take into account poor connectivity and other infrastructural barriers. For example, the OpenCRVS system in Bangladesh was specifically designed to work offline and with low connectivity. It tells users when they are not connected to the Internet, and when the user is offline, the system stores inputted data and then uploads it to the cloud when connectivity is next established.

UNICEF has developed a gender toolkit which provides best practices, practical steps, and examples of how to design digital technologies specifically for girls and young women, and takes into consideration the various and unique barriers they face.[39] The toolkit was used by UNICEF in local innovation efforts, such as in Indonesia, where it helped identify some communities in which girls and young women shared access to mobile phones. In response, UNICEF staff built the option for multiple user log-ins into their period tracking app. This enabled several girls to use the app on a single device. Such creative workarounds can drive the uptake and usage of digital technologies.

INSIGHT 22

Digital technology initiatives face sustainability challenges

Sustainability is important in digitally enabled initiatives. Without building in sustainability from the start, such initiatives risk being undermined, interrupted, or becoming obsolete, especially in the event of loss of funding or a project coming to an end. In most cases, Plan International APAC Country Offices considered sustainability as important, but did not have a clear plan for continuing digital initiatives after funding ran out. Most of these initiatives did not have their own separate budget and funding was instead integrated into ongoing CEFM programming and budgets. As a result, their continuity was at risk when these projects ended.

Several Country Offices had considered partnerships with their respective governments as part of their sustainability and exit strategies. Some were cultivating plans for the government to fund and operate the technology when the Plan International programme came to an end. However, such plans presented several challenges, including staff turnover, lack of technical skill, and changing priorities within the government which threatened long-term sustainability.

Other sustainability strategies, such as developing a business model that could generate revenue or finding the right private-sector partners to scale the technology, were not commonly pursued.

Plan International APAC was not the only organisation that faced challenges with sustainability. In fact, this was one of the most commonly encountered challenges cited by external key informants who had undertaken technology development processes, or had leveraged digital technologies in their programming. Devising effective sustainability strategies and integrating these into technology development efforts from the start will be critical for any actor working for long-term impact and sustained positive change, including on CEFM elimination.

INSIGHT 23

Digital technology initiatives also face resourcing challenges

Staff from several Plan International APAC Country Offices noted that finding the right resources to build, maintain, and scale the digital technologies was challenging. Many noted that they did not have anyone on their team who had the necessary skills to support their technological development. This was especially the case in County Offices that were building their own mobile applications.

Regular support was also needed to maintain different technological solutions and approaches. For mobile applications, this meant regular troubleshooting and fixing any bugs or other issues that caused downtime in the technology or affected the user experience. For social media platforms, this meant ensuring sufficient resources to maintain audience engagement, for example by posting frequently and generating interesting content, and to further expand reach amongst target audiences.

Some Plan International APAC Country Offices attempted to form partnerships with digital companies to fill their resourcing gaps, but this approach also posed challenges. In some cases, these partnerships proved to be too expensive. In others, it was difficult to find partners who could align to Plan International APAC's objectives, had strong presence in remote and rural areas, and could effectively reach girls, young women, and other CEFM stakeholders.

INSIGHT 24

Potential and actual harms inflicted through use of digital technology remain a key concern

One of the most frequently cited concerns that emerged from the key informant interviews was related to the risks faced by youth going online and utilising digital technologies. Several key informants had ample data to quantify this risk. For example, Care International in Sri Lanka had recently conducted an in-depth scoping of children's use of the Internet in the country. It found that 3 in 10 children faced some form of online violence while engaging with digital technologies.[40] Care International was putting significant focus in developing solutions to reduce instances of such violence.

Organisations such as ECPAT also had programming that focused on mitigating the risks of sexual exploitation and abuse online. The organisation had developed an effective partnership model in Nepal where they worked with Internet service providers and Interpol to identify and later prosecute perpetrators of sexual exploitation and abuse online. Nearly all organisations interviewed noted that they had specific policies and processes in place to track, prevent, and address these harms.

Plan International is also well aware of these risks and has created a robust global policy for safeguarding young people online.[41] The policy outlines several key risks that could emerge when children and youth engage with digital technologies. This includes content risk, which involves young people being exposed to extreme, inappropriate, and harmful content when using digital technologies created or used by Plan International. It also includes contact risk, which occurs when users knowingly or unknowingly share information about themselves or others, which puts them at risk. Other risks include data privacy breaches, which can have numerous harmful effects including exposure of private details or identity and other fraud.

The policy document also provides Plan International staff with tools to help them assess risk, and clear guidance and procedures on how to mitigate and respond to risk. The policy makes clear that safeguarding against online risk should be factored into the core design of any digital technology, and that these technologies should be regularly assessed to ensure that new risks have not emerged.

3. RECOMMENDATIONS

Based on the above insights, Plan International APAC has devised a series of recommendations to help organisations, governments, and donors effectively integrate digital technologies into their CEFM elimination programming, and to align their digital technology efforts to optimise impact, especially among girls and young women. Most of these recommendations should be implemented at a regional level across the Asia Pacific. However, efforts will also need to be made to implement at the country level in order to ensure sustainability.

3.1 REUSE AND IMPROVE EXISTING DIGITAL TECHNOLOGIES

Before leveraging digital technologies in programming, embark on a resource-intensive technology development process. All actors should look for ways to adapt and enhance existing digital solutions. This could be solutions within their existing programming that have seen rapid growth or demonstrated early signs of positive impact. This includes digital technologies such as the OpenCRVS and age verification mobile application in Bangladesh, and the Reproductiva mobile application in Timor-Leste. However, before significant effort is put into the replication of these digital technologies, their impact must be measured, and clearly understood.

Reusing and adapting digital technologies can also increase their chances for sustainability. In several countries, Plan International APAC has already set up service level agreements (SLAs) where the teams that developed the digital technologies are funded to support their scale across other countries and contexts. This model can ensure consistent resourcing to improve and enhance the digital technology.

If the suitable digital technologies do not exist within an organisation's portfolio, the market should be scanned to identify digital solutions that could be suitable to the innovation problem, target user, and context. Improving and building on an existing solution could be far less resource intensive than undertaking an entirely new product development process.

Regularly scanning the landscape within an existing market to see what digital technologies are fit for adaptation is a critical first step. Doing this regularly is important, because the landscape of technology innovation is rapidly evolving and new digital solutions, which could be relevant to CEFM elimination programming, are constantly being introduced. Understanding how easily the digital technology can be adapted to both the user and the context is also critical to ensure that the technology is the right fit, and that the adaptation process will not be too resource intensive.

3.2 OPTIMISE USER-CENTRIC DESIGN PROCESSES

If an expansive scan does not uncover a digital technology that is effective in solving the problem that has been identified, development organisations can consider embarking on their own technology development process. It must be emphasised that this decision should only be made after carefully considering and securing the required resources. This includes people with the right technical skills as well as the required funding to enable a successful technology development process.

If the decision is made to develop a digital technology from scratch, then an effective process is needed to determine precisely how best to design the technology to suit both the user and the context. The process must be gender sensitive and gender responsive. For example, ensuring that women facilitate at least some focus groups will likely enable girls and young women to discuss private or sensitive topics which could be crucial for the development or design of a particular digital technology. It could also mean identifying safe spaces

for focus group discussions to be held and for the technologies to be tested. Age and disability should also be considered as these factors could further affect the design of the application.

UNICEF has developed a gender toolkit that provides best practices, practical steps, and examples of how to design digital technologies specifically for girls and young women and take into consideration the various and unique barriers they face.[42] This toolkit could be used by development organisations and others to guide their technology development efforts.

There are other beneficial resources that can guide technology development efforts. One of the most robust is the Principles for Digital Development, stewarded by DIAL. These principles were specifically designed to help international development organisations integrate digital technologies into their programming. The principles provide detailed guidance and resources to support each stage of the technology development process.

Development actors should consider adapting the Principles for Digital Development to their programming and adapt or create their own 'Digital Technology for CEFM Elimination' toolkits. This should include ensuring that gender is taken into account at each stage of the technology development process, and that the process can be safely and effectively deployed with children and youth. The process should also recognise and track the potential digital harms that could emerge from the technology and directly affect girls and young women.

For development actors working in multiple national contexts, a regional resource can also be established to ensure support for individual country teams in the execution of an effective technology development process. This regional resource could extrapolate best practices from country efforts, and regularly capture learnings from technology development processes to ensure best practices are incorporated and can inform all future technology development efforts.

3.3 ARTICULATE THE PROBLEM BEFORE CHOOSING THE DIGITAL TECHNOLOGY

Most user-centric technology development processes begin with a clear articulation of the problem or challenge that the technology is meant to solve or an opportunity that can be captured. For example, Plan International developed the Reproductiva app in Timor-Leste because staff there observed high instances of early or unexpected pregnancy in communities which led to a high number of CEFM. One of the identified reasons for high pregnancy rates was the lack of knowledge around sexual and reproductive health, which was the result of the stigma attached to this issue. The app was specifically designed to help mitigate this indirect contributor to CEFM.

The precise articulation of the problem is important because it can also point to some of the product attributes that should be built into the digital technology, or considered when a technology is adapted. In the Timor-Leste example, providing girls with anonymity when searching for sexual and reproductive health was important, as it enabled them to circumvent social stigma and allowed them to feel safe when acquiring information on a sensitive issue. This in turn increased and promoted additional usage.

Effective articulation of the problem will also help to identify the key users of the technology, with whom the greatest upkeep can be expected and impact maximised. This could include girls and young women, but also other CEFM elimination stakeholders such as teachers, local leaders, and health experts. Once users are identified, research should be undertaken to determine their specific needs as well as the contextual factors that might affect uptake and usage. The design of the technology can be then adapted accordingly. For example, UNICEF discovered that in Indonesia, mobile phones were often shared among girls and young women. They thus integrated multiple login functionality on one account to facilitate usage on shared phones.

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3.4 EXPAND THE BASE OF PARTNERSHIPS

As shown in **Appendix 2-B** (https://www.civilsocietyasia.org/resources/lets-go-digital-report), there are several technologies that could have a positive impact on CEFM elimination efforts, even if they were not specifically designed for this purpose. This includes digital solutions that improve educational outcomes, link girls to income-generating opportunities, increase access to government services, and ensure that girls are protected from violence and can access SRHR. In many cases, these digital technologies were developed by private-sector players, and had reached both scale and sustainability.

Development actors should consider forming partnerships with private-sector players that have already developed the technologies that could address a specific CEFM-related problem or challenge that needs to be programmatically addressed. Before development actors spend resources on developing a digital technology, they should first ensure that a similar solution has not already been built, and assess whether the existing technology can be adapted to the specific project needs and local context. If so, they should consider structuring a partnership with the private-sector company that has deployed the digital technology, rather than pursuing a technology development effort.

If the technology does not exist on the market, organisations can also consider partnerships with the innovation community to develop it. This community consists of accelerators that support early-stage companies, also known as start-ups, to build technology solutions. There are close to 600 of these accelerators across Asia-Pacific.

FIGURE 2
GSMA's Accelerator Mapping for APAC

Ranking	Country	Number of Tech Hubs
1	India	> 250
2	Indonesia	51
3	Malaysia	39
4	Thailand	38
5	Vietnam	37
6	Pakistan	35
7	Philippines	34
8	Bangladesh	15
9	Myanmar	14
10	Nepal	12
11	Laos	< 5
12	The Pacific Region	< 5

Development actors could consider running an innovation challenge with these accelerators. An innovation challenge clearly defines the problem that the digital technology should address, and usually assigns some funding to support the technology development process. The funding is usually in the form of prize money given to the company that develops the best digital solution. Taking this approach will increase the chance that the technologies developed will be sustainable, as the technology start-ups consider sustainability issues from inception.

Having strong connections with these accelerators, and the broader technology and innovation ecosystem, can help programme implementers better understand the digital technologies that have already been developed and tested locally, and adapt or localise these solutions rather than having to go through, and fund, the entire technology development process.

Partnerships are also crucial when it comes to any applications that depend on the frequent dissemination of content. At Plan International, this includes social media pages linked to applications like Reproductiva where girls and young women can access relevant information. In the case of Reproductiva, the partnership with Marie Stopes was critical in ensuring that girls and young women were able to access relevant content on a wide array of thematic issues related to sexual and reproductive health. Similar partnerships should be formed for any technology-focused initiatives that rely on the regular dissemination of content that is relevant and accurate.

3.5 DEFINE AND TRACK THE IMPACT OF DIGITAL TECHNOLOGY EFFORTS

Because digital technologies are positioned as enablers, most technology focused initiatives do not have their own key performance metrics or impact targets. Instead, the targets are often aligned to broader programmatic objectives related to CEFM elimination.

This presents several challenges with sustainability and impact measurement. For sustainability, if the technology is bundled under broader set of CEFM elimination programming, there is a significant risk that the technology might not continue to grow and generate impact after the programme to which it is attached ends. As far as social media campaigns are concerned, this means that a large audience of girls and young women could be lost. For the development of digital technologies, resources could be wasted or impact compromised if technologies are discontinued because of resourcing challenges.

In terms of impact measurement, clearly defining impact objectives at the outset can affect how the digital technology is adapted to the user and context, maximising its ability to generate the intended impact. For example, if a technology is designed to decrease teenage pregnancies, the technology will need to be designed to present the most relevant content on the subject and to help girls understand and track their menstruation cycles.

Regularly tracking impact targets is essential because it will indicate the actual effect that digital technologies are having on CEFM elimination. If the outcomes are not being effectively met, it could indicate a need to revisit the choice or design of the digital technology, or to rework the content that is being disseminated through digital channels.

It is also essential to monitor any unintended consequences or digital harms that emerge when a technology is adopted and used. Every technology development process should begin with the articulation of possible harms that could emerge, and a clear strategy for preventing and addressing these harms. The global policy for safeguarding young people online developed by Plan International and other child-rights focused organisations is a strong resource to help with the identification of harms. The policy also presents several useful suggestions on preventative measures to limit these harms, which should be integrated into all digital technology efforts.

3.6 ALLOCATE SEPARATE BUDGETS FOR DIGITAL TECHNOLOGY EFFORTS

In many cases, the digital technology efforts did not have their own separate budgets. Rather, they were resourced by the projects or programmes to which they were attached. This is problematic as it restricts innovation efforts and, in some cases, can result in efforts being under resourced, delayed, or discontinued altogether.

In many cases, these digital technology efforts can be expensive, as many of the required resources need to be externally sourced. This includes technical experts like developers and coders, and user interface and user experience experts. For social media focused initiatives, regular audience engagement also requires significant effort, in particular uploading new content or answering audience queries.

3.7 DEVELOP A STRATEGY FOR SUSTAINABILITY

The research found that most organisations faced sustainability challenges when developing new digital technologies or integrating existing technologies into their programming. As such, it is vital that deliberate efforts be taken to integrate sustainability into all technology development efforts.

This means articulating a clear strategy for sustainability at the start of every technology adaptation or development effort. This strategy should make clear how long the technology should operate, and when it should be shut down. While some digital technology efforts could have a definite end, others should be operational for as long as they provide real value to the users and generate impact with intended user groups. The strategy should also define the plans for long-term ownership of the digital technology. Examples include commercialisation, adoption by a government entity or local NGO, or establishment of an active user community to provide user support and software maintenance, as is the case with open-source solutions.

If partners such as the government or private sector are critical to the sustainability strategy, it is vital to identify them and ensure that they are willing to participate in the process and eventually take on ownership of the technology. For example, if the government is eventually to assume ownership, it is critical to identify several government champions and to engage them throughout the different stages of the process.

These champions should have frequent access to progress updates, monitoring and evaluation data, and have an advanced understanding of the numerous challenges that arise during the process. If possible, these partners should have heavy involvement and decision-making capacity from the start of the process.

When choosing partners, it is critical to assess their willingness and capacity to take on the digital technology. If they do not have the capacity from the onset to be involved, it is highly likely that they might not have the capacity in the future, which might require a re-evaluation of partnership approach. When working with external entities, both private sector and government, there is always the risk that strategies can change and key champions leave the organisation. It is thus essential for development organisations to align themselves with several champions, at different levels and functions, to ensure continuity and relevance, even in the context of larger changes.

Quantifying the long-term cost of the digital technology initiative and ensuring that the resources are in place to sustain the cost are also important. This means having sufficient budget, but also ensuring that all aspects of the digital technology process are considered in the process. This includes support for early research, technology development, the maintenance of technology, any training required for staff, users, and marketing and customer support teams. It is crucial to recognise that these costs might change as the technology scales and the user base expands. The resourcing for development efforts must consider these evolving costs.

Finally, development organisations should consider developing a business model for the digital technology which can facilitate long-term sustainability. This could mean finding organisations or individuals that are willing to pay for the technology in order to promote goods or services. Ethical considerations will have to lead partner selection and determine which products can be presented to girls and young women.

Additional methods to attain sustainability are articulated in the Principles for Digital Development. These methods should be tested regionally, and best practices can be incorporated into developing robust strategies for sustainability.

4. CONCLUSION

The need to address CEFM with innovative, sustainable, and impactful solutions has never been greater. Globally, some 650 million girls have already been affected by this harmful practice. The COVID-19 pandemic has only exacerbated the situation, putting an additional 13 million girls at risk of CEFM. As instances of poverty rise and deepen, many girls have been forced to leave school and enter early marriage out of economic necessity. The pandemic has also led to increases in gender-based violence, as girls and young women spend more time at home.

The pandemic has pushed social and economic life online, as individuals, governments, and organisations increase their dependency on digital technologies. This presents a critical opportunity to those working on CEFM elimination to effectively harness digital technologies in their efforts, and reverse the alarming increase in cases. This novel and ground-breaking study has identified promising practices that can be implemented and scaled to eliminate CEFM. It has uncovered some of the key challenges that emerge when leveraging digital technologies for CEFM elimination efforts.

The report is accompanied by an extensive mapping to identify the digital technologies that can be leveraged to support CEFM elimination efforts. This includes the digital technologies adapted, developed, and deployed by Plan International APAC, some of which show early evidence of positive impact on CEFM elimination efforts. A separate mapping showcases a broader set of digital technologies that can positively affect CEFM elimination outcomes, even if these digital technologies were not explicitly designed to do so, is also available.

This comprehensive mapping of digital technologies is meant to inspire stakeholders to expand the boundaries of their innovation efforts and adapt or develop a comprehensive set of digital solutions to eliminate CEFM and to reduce the harm among children and young women who are already married. Such expansion is vital because the challenge of CEFM is complex, and the root causes are multiple. Having a selection of digital solutions that can improve educational outcomes, empower youth economically, protect young people from violence, and improve sexual and reproductive health can play a valuable role in incrementally, but impactfully, addressing this challenge.

Finally, the report makes a set of recommendations on how CEFM elimination stakeholders can effectively and impactfully integrate digital technologies into their programming. The recommendations were inspired by promising practices identified at Plan International APAC, as well as other developmental organisations with a CEFM elimination mandate. They take into account gender, as well as age, considerations. They also provide some tangible suggestions on partnerships, especially in areas where individual NGOs may have limited resources or capacity. Most of these recommendations should be implemented at the regional level, across Asia-Pacific, but efforts will also need to be made to implement at the country level to ensure sustainability.

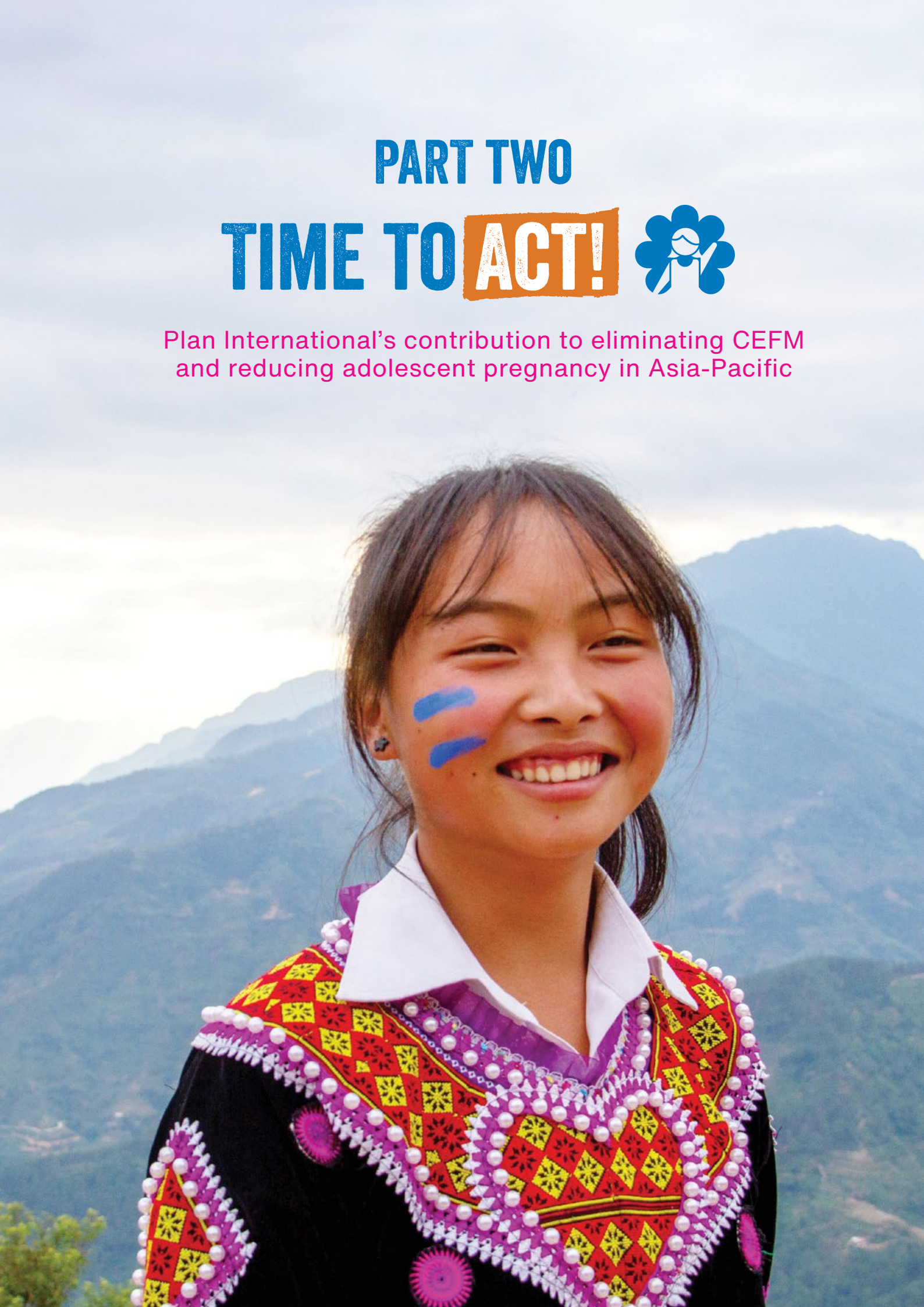
This report is meant to push the boundaries on digitally enabled innovation among development actors. It provides some practical advice which can guide such innovation efforts. But it is only a starting point. Digital technologies will evolve, as will the practices on how these technologies are adapted and used by girls, young women, and others affected by CEFM. This means that the possibilities for technology-enabled innovation will constantly expand.

The impacts generated by digitally enabled efforts to eliminate CEFM will also change. Positive impacts emerging from these efforts might be compromised by digital harms which negatively affect girls and young women. Such impacts must be regularly monitored, and greater efforts to enhance the positive and reduce the negative. This is no easy feat and will require the efforts of an entire community dedicated to innovation and digitally enabled experimentation. Such efforts can lead to bold solutions that can have a meaningful and sustainable impact on the hundreds of millions of girls that are at risk of CEFM or have already been harmed by this practice.

PART TWO

TIME TO ACT!

Plan International's contribution to eliminating CEFM and reducing adolescent pregnancy in Asia-Pacific



Plan International works around the globe to prevent, reduce, and eliminate CEFM. At the global level, this work is led by Plan International's Global Hub, setting the organisation's overarching strategy and undertaking high-level and strategic advocacy, including at the United Nations. In the Asia-Pacific region, work on CEFM is led by Plan International's Asia-Pacific Regional Hub (Plan International APAC), in partnership with Country Offices (COs) across the region.

THINKING GLOBALLY: STRATEGIES AND PRIORITIES

At the global level, Plan International's work on eliminating CEFM is informed and guided by the Global 18+ Theory of Change, an overarching, action-oriented framework for tackling CEFM across the world. Formalised in 2016, the '18+' framework was developed by Plan International technical experts from across the federation and now provides a multifaceted framework aimed at ending CEFM and ultimately contributing the organisation's vision of a world in which children's rights are respected and protected, and where girls are treated equally and without discrimination. It recognises that in order to achieve this vision, Plan International must adopt a holistic strategy, one which seeks to change social and cultural attitudes while simultaneously pushing for better legal and policy frameworks, improved public services, and social safety nets. Central to the strategy is the inclusion and empowerment of girls, young people, their families, and communities.

To better articulate this strategy, Plan International has identified three key "dimensions of change" or pathways, and developed specific objectives within these which help guide our work on CEFM. The first dimension focuses on **changing social norms, attitudes, behaviours, and relations**. Central to this work is empowering girls to make choices about who, if, and when to get married. Engaging men and boys is also essential, in particular because they can also play an important role in challenging gender stereotypes. We also engage with families, including care-givers, religious and traditional leaders, and civil society organisations to raise awareness about the harmful effects of CEFM, and equip them with knowledge and skills to help prevent, reduce, and ultimately eradicate the harmful practice in their communities and in wider society.

The second dimension is aimed at **building and strengthening social and economic resources and safety nets** to create an enabling environment for ending CEFM. This includes mobilising resources and supporting public services. Within this dimension, our work is geared towards ensuring that parents – both fathers and mothers – and wider family members allocate resources for girls' alternatives to marriage and include girls and young women in decision-making processes. Peer support networks play an important role in this. We also work with the public and private sectors to make economic opportunities available to women, for example by working with corporations and corporate platforms to expand employment opportunities for young women. Through community volunteers and leaders, we also empower girls, including by equipping them with educational and vocational skills. As with our work with parents and families, continuous peer support helps individuals to stand up against CEFM. Finally, this dimension also works with service providers to deliver gender-responsive, children-sensitive services. In this area, education – in particular on sexual and reproductive health and rights (SRHR) and protection from violence – is a key way to empower girls and young women to claim their rights.

Change at the individual and local levels is supported by efforts to bring about **change to legal and policy frameworks, and budgets**. A key focus of this work is ensuring that governments at different levels implement and enforce overarching legal and policy frameworks to stop CEFM – for example, by adopting legislation establishing a minimum age of marriage. It also includes influencing and advocacy work to push government actors at different levels to make specific budget allocations for tackling CEFM across all relevant ministries and sectors. Enforcement of laws and policies is also of critical importance, which is why we also engage with judicial and other law enforcement actors to ensure they undertake their mandates with a gender-equitable and rights-based perspective. Much of this work requires strong partnerships with civil society organisations, and we also ensure the inclusion of girls, their voices, perspectives, and actions.

Terminology used to describe CEFM is frequently interchangeable, although "child marriage" remains the most common. At the global level, Plan International has recognised the need to address issues around the increasing trend of informal unions, which are also widely recognised as being akin to child, early, and forced marriage, though without the legal status of a marriage. While this report will continue to refer to different aspects and dimensions of this harmful practice, all usages of the term will imply child, early, and forced marriage in its various complexities, in addition to adolescent pregnancies that are often key triggers of early and forced marriages.

FOSTERING AND PROMOTING A GENDER TRANSFORMATIVE APPROACH

There are many forms of inequality and exclusion and they vary from place to place. But everywhere Plan International works there exists some form of gender-based discrimination, gender stereotyping, and an unequal distribution of power between women and men, girls and boys, and other genders.

Robust evidence demonstrates that gender equality is beneficial for girls and boys, women and men, and for society as a whole. Adopting a gender transformative approach ensures that our work tackles root causes of gender inequality and discrimination and results in positive changes and sustainable outcomes for girls and young women, and for society more broadly. Working proactively with boys and young men to champion gender equality is part of this approach.

This is why in 2017, Plan International decided to adopt a gender transformative approach, meaning all our programmes go beyond addressing "symptoms" to explicitly tackle the root causes of gender inequality, particularly unequal gender power relations, discriminatory social norms and systems, structures, policies, and practices. It improves the daily condition of girls while advancing their position and value in society. Some of the ways we adopt a gender transformative approach include:

- Understanding and addressing **how gender norms influence** children throughout their life-course, from birth to adulthood;
- **Strengthening girls' and young women's agency** over the decisions that affect them, as well as building their knowledge, confidence, skills, and access to and control over resources;
- **Working with and supporting boys, young men, and men to embrace positive masculinities** and to promote gender equality, while also achieving meaningful results for them;
- Recognising that a one-size-fits-all solution simply does not work. Instead, we need to **consider girls, boys, young women, and young men in all their diversity** when identifying and responding to their needs and interests;
- Adopting a two-track strategy which simultaneously improves the conditions (daily needs) of girls and young women while also working to **improve the social position (value or status) of girls and young women**; and
- Ensuring sustainable outcomes by **fostering an enabling environment** (including with policies) where all stakeholders work together to support children and youth on their journey towards gender equality.[43]

Gender transformative approaches are fully embedded in our intervention to eliminate CEFM and adolescent pregnancies throughout the implementation cycle.

IMPLEMENTING A DYNAMIC AND HOLISTIC APPROACH TO ENDING CEFM IN ASIA-PACIFIC: TIME TO ACT!

Plan International's work on eliminating CEFM in Asia-Pacific spans more than a decade and is led by Plan International APAC. While it draws from and supports the Global 18+ framework and related Theory of Change, this work has taken on a distinctive character in Asia-Pacific, utilising comprehensive programmatic and influencing interventions and processes to effect change. It draws heavily on the knowledge and expertise we have developed over the last 10 plus years.

Initially, our work on CEFM in Asia-Pacific was undertaken under the auspices of the Asia Child Marriage Initiative (ACMI), a multi-country initiative established in 2010 and aimed at preventing child marriage and mitigating its negative consequences on children, families, and communities.

A key objective of the ACMI was to establish an evidence base to guide Plan International APAC's work and inform interventions, and from 2012-2014, in partnership with the International Center for Research on Women (ICRW), Plan International APAC undertook research on the perceptions of girls, boys, parents, community leaders, and government officials towards CEFM in three countries: Bangladesh, India, and Nepal. This study clearly identified social values and norms, in particular traditional attitudes to women's role in the family, as major drivers of CEFM, and also highlighted a strong link between poverty, education, and child marriage. The report also found a need for greater awareness about the negative consequences of child marriage and better implementation and enforcement of the law.

In 2015, building on these findings and this time in partnership with Coram International, we published an in-depth report on the situation in Bangladesh, Indonesia, and Pakistan. The research focused on understanding social attitudes relating to child marriage, and identified some of the key structural and environmental factors which influence them. Once again, the research uncovered a clear link between child marriage and harmful gender stereotypes. It also showed how girls' access to education – or lack of it – was a significant factor in the age at which they got married off, and confirmed the link between child marriage and economic deprivation, underscoring the need for solutions which address poverty and lack of opportunity. While the ACMI was primarily focused on the situation in the Asia-Pacific region, its findings were relevant to Plan International's global work, and supported the development of the Global 18+ framework and Theory of Change.

Today, Plan International APAC's work on CEFM has evolved into a regional initiative called **Time to Act!** The initiative, launched in 2018, builds on a decade of previous CEFM-focused interventions. It places a strong emphasis on influencing and youth-led activism, while maintaining a firm commitment to evidence-based interventions, partnerships, and addressing root causes by tackling harmful gender stereotypes and cultural norms. Time to Act! focuses on four key areas of interventions which – when combined as part of a holistic strategy – our research and evidence indicate are most effective to increase efforts to end CEFM: continuous education, youth economic empowerment, protection from violence, and education on sexual and reproductive health rights and strengthening related services.

DEVELOPING A PROGRESSIVE AND DIVERSIFIED PORTFOLIO OF RESEARCH

In the last decade, Plan International APAC has developed a diverse and dynamic research agenda in the Asia-Pacific region. This research is aimed at understanding root causes and consequences of CEFM, as well identifying emerging forms of gender-based violence. It also allows us to document promising practices and innovations, inform our programming and influencing, ensure our responses are timely, relevant, effective, and gender transformative. Key regional research reports and studies include:

2013	*Asia Child Marriage Initiative: Summary of Research in Bangladesh, India and Nepal* (with the International Center for Research on Women)
2015	*Getting the Evidence: Asia Child Marriage Initiative* (with Coram International)
2015	*Unrecognised Sexual Abuse and Exploitation of Children in Child, Early and Forced Marriage* (with ECPAT)
2018	*Their Time is Now: Eliminating Child, Early and Forced Marriage in Asia*
2019	*Time to Act! Accelerating Efforts to Eliminate Child, Early, and Forced Marriage in Asia*
2019	*Comparative Analysis of Approaches to Youth Activism and Engagement to Eliminate Child, Early and Forced Marriage in Asia*
2021	*Let's Go Digital!: Using digital technology to end child, early and forced marriage and reduce adolescent pregnancy in Asia-Pacific*

GLOBAL 18+ THEORY OF CHANGE

Purpose: We strive for a just world that advances children's right and equality for girls

To ensure that all children, particularly girls and the excluded:

Enjoy the right to live free of CEFM + **Are safer, more resilient, and thrive** + **Are empowered and have a more effective voice**

Social Norms, Attitudes, Behaviours, and Relations

- Girls are empowered to make choices about who, if and when to get married
- Boys and men challenge gender stereotypes and lead the flight against CEFM
- Families (including caregivers) and communities transform gender norms and practices that drive CEFM
- Religious and traditional leaders, champions and role models actively oppose CEFM
- Civil society organisations initiate and scale up innovative approaches and programmes to end CEFM
- Government officials and technocrats challenge gender stereotypes and lead the fight against CEFM

Policy Framework and Budgets

- Governments at different levels implement and enforce overarching legal and policy frameworks to stop CEFM (customary law superseded)
- Governments at different levels make specific budget allocations for tackling CEFM across all relevant ministries
- Judiciary implements and re-enforces legal and policy framework
- Civil society organisations strengthen partnerships, structures, and networks to influence (1,2,3)
- Girls influence legal and policy framework and budgeting (tracking, too) through the amplification of their voices in all sectors

Social and Economic Resources and Safety Nets

- Parents (fathers and mothers) and relevant family members (both men and women) allocate resources for girls' alternatives to marriage, strive for equal participation of men and women in decision-making processes, and have peer support available for doing so.
- Private/public sector/NGOs advance and make economic opportunities accessible to women and girls (employment, credit, saving, etc.)
- Community volunteers and leaders empower girls with psychological/legal/CSE/skills/info
- Girls (married & unmarried) have and utilise skills (CSE, education, vocational, etc.) and benefit from continuous peer support to stand up against CEFM
- Service providers provide gender-aware, child-friendly quality services (SRHR, education, protection, etc.)

We will take 3 PATHWAYS TO LASTING IMPACT

Programme Strategies

- We will enhance access to gender-aware, child friendly quality sexual and reproductive health information and services, in partnership with key service providers, to all children and particularly to girls.
- By effectively implementing BIAAG 2.0, we will support the strengthening of a social movement on gender equality and girls' rights by working closely with civil society, particularly with women's movements, to end CEFM.
- We will support the empowerment and engagement of girls, boys, and other relevant actors (including youth) through training, group formation and peer-to-peer dialogues and actions to end CEFM.
- We will provide direct support for incorporating issues of CEFM into emergency response and where fragility exists.
- We will encourage mainstreaming of gender equality issues in education at all levels (from early childhood to higher education) and in all settings (from formal to non-formal and informal) to tackle CEFM.
- We will use evidence to advocate, and in partnership and collaboration with the media and community influencers, for an end to CEFM.
- We will increase awareness and understanding of the harmfulness of CEFM for girls, boys, and communities while promoting the value of girls.
- We will build links/ pathways to economic opportunities for adolescent girls (emerging adults) as well as for women.

Organisational Strategies

- Mobilise and leverage resources to end CEFM
- Utilise media and ICTs as critical enablers of change
- Develop internal capacity on gender transformative programming to tackle CEFM
- In-depth and innovative context and analysis (e.g. ethnographic analysis) to respond to country-specific drivers of CEFM
- Build and learn from evidence of Plan's experience in advocacy and gender transformative programing, as well as from girls themselves and other civil society organisations, to tackle CEFM

QATAR

RESPONDING TO THE COVID-19 PANDEMIC

While there has been important progress towards reducing CEFM in Asia-Pacific, these gains risk being lost or significantly reversed as people and governments around the region struggle to deal with the impact of the COVID-19 pandemic. To date, more than 188 countries have introduced measures to restrict movement in their societies, resulting in over 1.5 billion children and youth going into lockdown.[44] As national economies have slowed, borders have closed, and governments have imposed lockdowns and reduced public services, people from all walks of life – in particular from marginalised communities – have been exposed to increased levels of poverty, isolation, and exclusion.

There is ample emerging evidence that girls and young women have been disproportionally affected by the pandemic.[45] The situation has also exposed millions of girls in the region to CEFM, in particular as families seek to use CEFM as a negative coping strategy to respond to interrupted education, economic hardship, early pregnancy, and increased gender-based violence.[46] The development of positive mitigation strategies – and their deployment at scale – is essential to counter this risk.

Recognising this risk – and the need to deploy at scale positive mitigation strategies – Plan International APAC developed the **Time to Act! COVID-19 and Girls in Asia-Pacific Strategic Framework**. The framework reflects the regional ambition to see CEFM in Asia-Pacific reduced by 50% in the next five year towards its eventual elimination in 2030 – in line with the UN Sustainable Development Goals (SDGs) – while simultaneously outlining the likely negative impacts the pandemic will have on ending CEFM and suggesting interventions to minimise these impacts.

The framework anticipates, among the others:

- long periods of disruption to education, which will likely cause many girls not to return to school;
- a reduction in opportunities for girls to obtain decent work and gain economic independence;
- an increase in domestic and gender-based violence triggered by isolation and social distancing; and

> **"I also know two girls who just got married during this pandemic. I truly think that education offers us a chance to a brighter future. However, due to the current pandemic, many girls are giving up their learning opportunities for marriage to alleviate the new economic hardship."**
>
> *H., Vietnam*

- a lack of access to services, including health and sexual and reproductive health services, resulting in an increase in unwanted adolescent pregnancies.

It proposes a number of possible responses to help mitigate these impacts on CEFM, for example by:

- advocating for cash support for vulnerable households, in particular female-headed households;
- working with the private sector to secure flexible working arrangements during the pandemic, in particular for young people and women; and
- undertaking a rapid "market scan assessment" to determine future employment opportunities and – if necessary – adjust education curriculum on life skills.

The strategy also emphasises provision of critical sexual, reproductive, and family planning supplies, including contraception, pregnancy tests, menstrual health and hygiene kits.

The strategy also proposes:

- harnessing online tools and digital technologies to mitigate the adverse impacts of the pandemic, for example, by providing capacity building and upskilling for teachers on the use of relevant technologies so children and youth can continue education remotely;
- transitioning to digital methods of skills development and learning for economic empowerment projects; and
- providing online psychological support through helplines, social media groups, and other online platforms as part of broader protection programming.

TIME TO ACT! COVID-19 AND GIRLS IN ASIA-PACIFIC: STRATEGIC FRAMEWORK

VISION	**Girls in Asia transition into adulthood in societies which protect their rights, invest in their development and wellbeing, promote their self-determination and foster gender equality**			
IMPACT	**Child, early, forced marriage is eliminated and adolescent pregnancies reduced by 2030 despite COVID-19**			
LONG-TERM OUTCOMES ↑	Girls have diversified options and choices in life based on their education status	Girls cease to be married off early as a negative coping strategy in response to economic recession	Girls live lives of dignity and respect in safe families and societies	Girls assume ultimate decision-making on their bodies and lives
INTERMEDIATE OUTCOMES ↑	Girls **complete secondary education** and their decisions whether and when to marry are delayed and reflect their own choices	Girls attain **economic independence** that creates opportunities and choices other than being supported by someone else	Girls are **safe and protected** and enjoy their autonomy unharmed, empowered and spared from gender-based violence	Girls **decide** for themselves whether, when and whom to marry and have a final say in their family planning and child-bearing
THEMATIC INTERVENTION APPROACHES AND PILLARS ↑	**Continuous education** Distant home-based learning will be provided throughout the crisis, followed by full return of girls to school, supported by policy and campaigning	**Economic empowerment** Vocational trainings will be delivered to equip girls with entrepreneurship skills for decent jobs, and connect them to resources to find work and other livelihood opportunities	**Protection from violence** Continuum of care and protection will be ensured through gender-sensitive reporting mechanisms and essential services providing protective measures against gender-based violence.	**Sexual reproductive health and rights** Access to sexual and reproductive health and reproductive rights to reduce adolescent pregnancies and minimise risks from CEFM as a social protection mechanism
OVERARCHING STRATEGY ↑	Eliminating CEFM requires long-term and well-resourced efforts. Any backwards movement on CEFM due to COVID-19 in the coming months and years could slow down and obstruct the elimination of this harmful practice for decades. Plan International will boost investments to uphold a holistic approach by combining interventions across its thematic areas of programming and influencing with a particular focus on continuous education, economic empowerment, protection from violence and access to gender-responsive sexual and reproductive health services over the next two years.			
PROBLEM	**The COVID-19 emergency will expose millions of girls across Asia to CEFM when families use CEFM as a negative coping strategy to respond to interrupted education, economic hardship, early pregnancy and increased gender-based violence. This threatens to reverse a decade of progress in preventing, reducing and eliminating CEFM unless positive mitigation strategies are deployed at scale.**			

TIME TO ACT! COVID-19 FRAMEWORK reflects the regional ambition to see CEFM reduced in Asia by 50% over the next five years towards its eventual elimination by 2030 (in line with the SDGs). It outlines key aspects of the predicted COVID-19 crisis impact on CEFM and offers a vision supported by combined interventions to minimise its detrimental and regressive effects

	1. CONTINUOUS EDUCATION	2. ECONOMIC EMPOWERMENT	3. PROTECTION FROM VIOLENCE	4. GENDER RESPONSIVE SRHR SERVICES
SUPPORTING ACTIVITIES	1. Consult girls and boys about suitable distance learning measures for their contexts; assist them to deliver their recommendations to power holders; 2. Invest in capacity building and upskilling for teachers on the use of relevant technologies; 3. In coordination with education authorities focus support on girls who are preparing to sit exams; 4. Support provision of unconditional cash for vulnerable households including refugees, internally displaced people, female-headed families who are currently out of school 5. Gender-Transformative Back to School Campaigns	1. Conduct a rapid market scan assessment to determine employment opportunities; 2. Adjustment on the curriculum of life skills; 3. Transition to digital methods of skills development and learning to avoid social physical contact; 4. Partnership with the private sector to help ensure flexible working arrangements especially for young people and women will be granted through the course of the pandemic	1. Provide online psychological support through helplines, social media groups, online platforms; 2. Lobby for cash transfers to vulnerable families, particularly female-headed households to improve health, protection and wellbeing; 3. Work with Child Protection Services to strengthen child-sensitive and gender-responsive reporting mechanisms and referral pathways and to provide timely and effective gender-responsive services and assistance for most vulnerable children; 4. Continue to work with the health and protection sector to sustain quality and access to services for survivors of gender-based violence, including reproductive health, clinical management of rape, mental health and health and psychosocial support	1. Identifying alternative service delivery mechanisms and information sources; 2. Provision of critical supplies including contraception, pregnancy tests, menstrual health and hygiene kits; 3. Shifting service locations to mobile clinics, pharmacies and local shops, phone messages, internet-based messages, IEC materials, etc. 4. Continue to work with the health and protection sector to sustain quality and access to services for survivors of gender-based violence
SUPPORTING STRATEGIES	Are addressing multiple root causes of CEFM and further reinforcing the anticipated impact of the thematic pillars interventions: ▪ **Holistic and gender-transformative Interventions** build on all gender-transformative programmes and influencing thematic areas tackling multiple root causes and creating replicable and effective models to bring about gender transformation ▪ **Girls-led youth activism** supports girls and youth to identify and pursue actions and solutions based on their own perspectives and choices ▪ **Evidence-based orientation** implements activities informed by research and proven to be promising and/or successful in achieving significant impact to scale ▪ **Scalability and replicability** designs and implements interventions which can be scaled up and replicated across Asia through peer learning and exchange.			
ASSUMPTIONS	▪ Long periods of disruption to education will cause many girls not to return to learning; ▪ Economic hardships will reduce opportunities for girls to get decent jobs and gain economic independence; ▪ Repeated social distancing regimes will cause gender-based violence to increase; ▪ Unwanted adolescent pregnancies will increase because girls and young women have less access to necessary goods and services; ▪ Education, economic opportunity, protection and control over reproduction have proven effective interventions to reduce CEFM in the past so their negation as a result of COVID-19, will cause an increase in CEFM in the future, if no corrective action is taken.			

"I hope that parents and people in society know that child marriage is a social problem. It has a negative effect on the life of a child. We need to stop supporting child marriage, and start supporting girls to complete their school and enrol in higher education to better pursue their dreams. I want to raise my voice to governments and relevant organisations to invest in interventions to eliminate child, early and forced marriage."

Female Youth Activist, Thailand (16 years old)

STRATEGIC PRIORITISATION: THE CEFM DIAMOND

Recognising that we operate in a world where financial and human resources are limited, Plan International APAC is constantly assessing which of our interventions on CEFM are most urgent, and in particular, how we can utilise our resources for maximum impact. A key way we engage in setting strategic priorities is through the "CEFM Diamond", a prioritisation tool which offers a visual articulation of our main strategies towards eliminating CEFM and adolescent pregnancies in Asia-Pacific. It identifies Plan International APAC's key programmatic and influencing strategies in order of priority, while allowing for adaptations to local contexts making it clear that all approaches are inter-dependent and equally important as part of a wider, holistic strategy. It emphasises the four key foundations of Plan International APAC's work – working in partnership, evidence-based interventions, scalability and replicability, and the importance of tackling social norms, attitudes, and behaviours – while also showing how all of this work should be underpinned by a gender-transformative approach. In its current iteration, the Diamond identifies five top-level priorities for Plan International APAC:

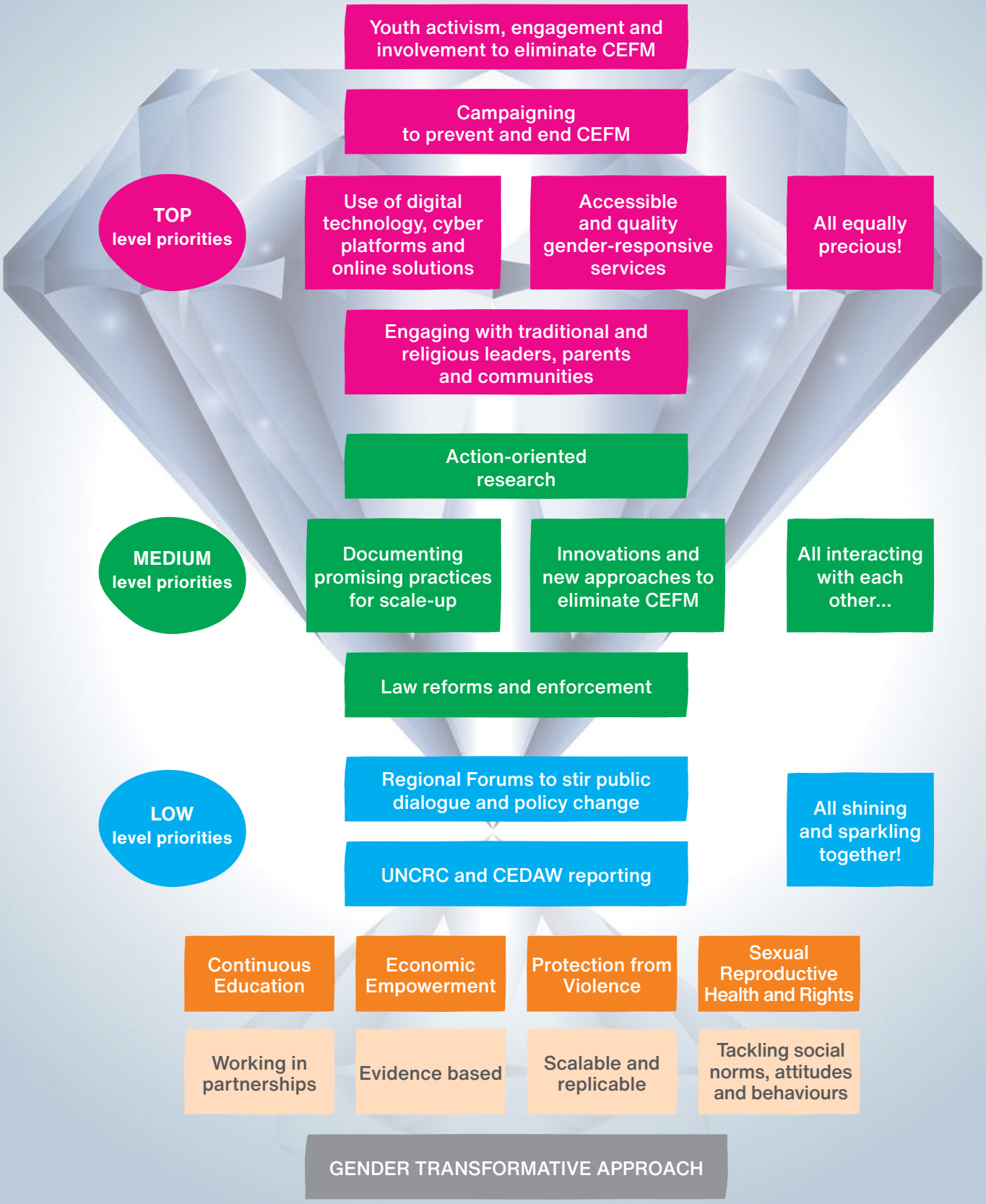
1. Youth activism, engagement, and involvement to eliminate CEFM;
2. Campaigning to prevent and end CEFM;
3. Use of digital technology, cyber platforms, and online solutions;
4. Accessible and quality gender responsive services; and
5. Engaging with traditional and religious leaders, parents, and communities.

While the CEFM Diamond is primarily an internal prioritisation tool, it is very much envisaged as a dynamic, region-specific and externally responsive device which allows us to re-evaluate priorities in response to fast changing realities. This can most clearly be seen in the 2020 iteration of the Diamond, in which use of digital technology, cyber platforms, and online solutions are elevated from a medium to top priorities. This reprioritisation is a clear response to the COVID-19 pandemic and the need to find alternative and online solutions for populations who are restricted in their ability to physically access services and other support systems. Similarly, the greater prominence given to gender-responsive services in most recent CEFM Diamond iteration acknowledges the increasing evidence that Plan International's work is most effective when it is specifically tailored to target groups and communities.

CEFM DIAMOND

Programme and Influencing Strategies to Eliminate Child, Early and Forced Marriage and Adolescent Pregnancies in Asia Pacific

Priority Levels



TRANSLATING TIME TO ACT! INTO REALITY

Plan international APAC deploys multiple programmatic approaches and strategies in our work aimed at eliminating CEFM in the Asia-Pacific region. While these are always tailored to specific countries and contexts – following robust situational analysis and close consultation with relevant stakeholders – an essential component of all our work is that we mainstream gender equality throughout. Starting from the initial project conceptualisation, through to consultation, implementation, and evaluation, all our programmes are designed to be **gender transformative** and make significant contributions to tackling gender inequality.

A key priority in Plan International APAC's work in Asia-Pacific is **youth activism, engagement, and involvement to eliminate CEFM**. A major focus of this work involves engaging with girls and young women themselves, developing and strengthening their skills so that they are empowered to make decisions about their own lives and futures. We also engage with youth groups more broadly, holding youth forums, sports events, and other activities to educate, raise awareness, stimulate discussion, and create peer groups and support networks to promote sustainable, youth-led change.

> "Law enforcement is the responsibility of all members of the global community ... we need support from all the people in this room to increase our capacity and increase awareness of child marriage."
>
> *Female youth activist, Cambodia (18 years old)*

We also facilitate inter-generational dialogue, which brings children, youth, parents, decision-makers, and leaders together to discuss issues around gender equality. This offers youth activists an important space in which their voices can be heard, especially as in many countries in Asia-Pacific, young people are often expected to defer to older people and their opinions.

We also actively include girls and young people in our local, national, and international **campaigning to prevent and end CEFM** and promote gender equality – both online and offline. Girls' voices play a central role in our global **Girls Get Equal** campaign, which deploys strong visuals and empowering messaging to show girls challenging those who undermine and underestimate them, instead raising their voices to demand rights, equal opportunities, and respect. Plan International APAC also supports smaller scale campaigning initiatives, for example through mobilising people at the grassroots level, building campaigning capacity, offering technical support, and providing seed grants and other financial support.

ENERGISING CAMPAIGNS TO ACCELERATE CEFM ELIMINATION

Plan International APAC oversees a range of exciting campaigns in Asia-Pacific. While some of these are nationally focused, others are more grassroots, aimed at affecting change in specific communities or on specific issues. Similarly, while we run some of our campaigns online, others are run offline, while others still are a combination of both approaches. Central to all our campaigns, however, is a strong understanding of what we are trying to achieve, who we are targeting, how we will do it, and – of course – how we will ensure we amplify the voices of children and young people.

In Nepal, we have undertaken grassroots campaigning on the ground to sensitise people to issues relating to CEFM and other harmful practices. Activities included door-to-door visits, sticker campaigns, petitions, street performances, rallies, and candlelight vigils. In Thailand, our campaigning against CEFM has involved awareness raising activities such as workshops, radio broadcasts, and social media messaging, and provided seed grants, and our Teen Power for Better Life project includes a strong emphasis on girl-led activism and campaigning. Meanwhile in Bangladesh, as part of our work to stop girls dropping out of school and promote the importance of continuous education, we ran a monthly online awareness raising campaign, engaging around 200 parents to participate in lively discussions about issues like continuous girls' education.

Boys and men play an essential role in overcoming gender inequality and we engage actively to educate them about the harmful effects of CEFM. One of the most effective ways we have done this is by creating "Champion Fathers" – men who lead by example in their communities, raising awareness and providing support to other parents. By campaigning to prevent and end CEFM, boys and men also play an important role challenging the harmful stereotypes which see women and girls as inferior and reduce them to roles as mothers and caregivers.

> **"I feel that it's successful to engage all of the community – leaders and parents – to gain a positive response and work collaboratively to end child marriage."**
>
> *Female youth activist, Indonesia (19 years old)*

Engaging the wider community in efforts to eliminate CEFM and end gender inequality is also a vital strategic approach. We work especially to **engage traditional and religious leaders, parents, and communities**, identifying individuals who command influence and respect to teach them about CEFM and promote positive attitudes towards women and girls. With them, we have been able to establish Community-Based Child Protection Mechanisms to monitor and respond when children are at risk of CEFM or other forms of abuse. We also work closely with people who are directly linked to the marriage process – such as registrars, match-makers, marriage solemnisers, and birth registration officials – to equip them with the knowledge and tools which allow them to intervene and prevent suspected cases of CEFM.

Plan International APAC supports work at the grassroots level by undertaking various interventions aimed at strengthening **law reform and enforcement**. Part of this work involves advocating for better legal standards – in particular laws explicitly prohibiting CEFM – as well as strengthening state institutions to respond to and prevent cases of CEFM, for example through training of government officials, law enforcement officers, and judicial actors. We also work closely with governments to ensure specific budget allocation for tackling CEFM across different ministries. This includes ensuring sufficient funding for key services – such as healthcare, education, and child protection services.

Another key approach is ensuring all Plan International APAC's programmes support **accessible and quality gender-responsive services**. This requires an in-depth understanding of the gender roles and inequalities in the specific countries and contexts we work in, which we develop through close collaboration with local partners and rigorous research. Understanding this context enables us to design our programmes in a way that ensures the content, service, and delivery addresses the specific needs of girls, boys, and young adults, in a way that takes into account other vulnerabilities which may emerge from intersecting forms of discrimination. This deep contextual understanding also helps us to develop gender transformative strategies, supporting Plan International's broader organisational goal of ensuring that all programme and influence work makes significant contributions to gender equality.

To better understand how we can most effectively work to end CEFM, Plan International APAC has developed a robust, **action-oriented research** agenda. The first phase of our regional research resulted in the report *Their Time is Now: Eliminating Child, Early and Forced Marriage in Asia*.[47] The report had two key aims: (1) developing a better understanding of the practice of CEFM in the region; and (2) reviewing actions and strategies to prevent and respond to CEFM in the region in order to identify positive practices. This was followed by the second phase of research, resulting in the report *Time to Act! Accelerating Efforts to Eliminate Child, Early and Forced Marriage in Asia – Emerging Effective Interventions and Strategies*, which focused on actions which are most likely to eliminate CEFM if implemented at scale by governments and other relevant stakeholders.[48] As part of this work, we have recently conducted a mapping of new and innovative approaches to ending CEFM, such as the use of digital technologies and online platforms, which forms the first part of this report.

ENGAGING WITH TRADITIONAL AND RELIGIOUS LEADERS

Involving religious, traditional, and community leaders in our efforts to end CEFM in Asia-Pacific has become an increasingly important part of our programming. This is because in many countries in the region, these leaders have significant influence in their communities, and as a result, have the potential to change attitudes, in addition to taking direct action to prevent instances of CEFM.

In December 2020 and January 2021, Plan International APAC conducted a regional mapping of our work engaging with traditional and religious leaders. It found that we interact with religious leaders from a range of faiths, in addition to a wide range of traditional and community leaders, including village heads, tribal chiefs, village councils, witch doctors, healers, and village elders. Often, the religious leaders we engaged with were also traditional leaders.

These interactions range from informal – such as ad hoc meetings and community discussion – to more formal engagement such as the establishment of Community-Based Child Protection Mechanisms or the development of Village Codes. Often, girls and young people are not actively involved by religious, traditional, and community leaders. This is why our work supporting girl and youth empowerment is so important, and why we work to support inter-generational dialogue.

At Plan International APAC, we are always exploring **innovations and new approaches to eliminate CEFM**. One of the ways we are doing this is through mapping the **use of digital technology, cyber platforms, and online solutions**. This has taken different forms in different places and during different stages of our projects. For example, in the Philippines we are trialling digital data collection methods as part of participatory research project aimed at understanding key challenges faced by girls and young women living in remote communities. In Bangladesh, we developed and piloted a mobile application to verify the age of a bride and groom in real time and support the digital registration of births and deaths. We have also mapped some of the different tools and technologies that can be used to support programmes preventing and reducing CEFM, which is the subject of the first part of this report. The research also features a set of action-oriented recommendations to inform our increasing investments in the use of digital technologies to accelerate efforts towards CEFM elimination.

> **"In my village, many boys and girls made friends online and fall in love virtually. Then they met each other outside, got pregnant, and then dropped out from school at age 14 or 15. It's become very common now. I think we should do something to prevent this issue, such as promotion messages on child marriage elimination on social media platforms."**
>
> *M., member of Plan International Vietnam's Youth Advisory Committee (21 years old)*

MAPPING INNOVATION AND NEW TECHNOLOGIES

Digital tools and online platforms have the potential to play a significant role in supporting CEFM elimination efforts. Plan International has mapped some of the ways these solutions can be harnessed, which are described in detail in the first part of this report. They include:

- **Preventing and reducing child marriage**, for example through real time, online verification of the age of bride and groom prior to performing a marriage;
- **Awareness raising**, which can be generally within communities, as well as in contexts where risks of CEFM are high, for example humanitarian settings;
- **Sharing information**, in particular information on services, support mechanisms, as well as on new regulations and official policies at the national and state/provisional levels;
- **Improving communication and coordination**, for example through the use of group messaging chats and online channels. This approach has been particularly useful for community-based child protection mechanisms; and
- **Conducting research**, in particular by enabling large-scale data collection and processing.

Digital tools and online platforms already being used deployed text messages; online messaging applications; online messaging channels such as WhatsApp, Telegram and Viber; and social media platforms such as Facebook, Instagram, and YouTube.

Whenever we trial new or innovative approaches, we always ensure we set aside sufficient time and resources for **documenting promising practices for scale up**. This includes assessing political will and opportunities, building strong coalitions and partnerships, ensuring a clear evidence base for decisions to scale up, and building in sustainability, community ownership, and participation through participatory design and exploring ways to adapt programmes to local contexts.

LEARNING LESSONS AND SHARING IDEAS

Project reporting is an essential part of documenting promising practices, and our in-house CEFM Project Library is a vital repository of information, allowing us to keep track of all Plan International APAC's work towards ending CEFM in the region.

Progress made via project implementation is reviewed on an annual basis through our newly introduced Regional Monitoring, Evaluation, and Reporting (MER) Framework. This enables us to monitor the overall regional situation and progress toward eliminating CEFM in Asia-Pacific and capture our country-level contributions. It also enables us to analyse outcomes of these interventions – both positive and negative – in the medium and long term.

To support sharing of experiences and cross-fertilisation of ideas, Plan International APAC also facilitates weekly "CEFM Chatterbox" dialogues and debates among colleagues working on CEFM in countries across the region. No issue or idea is off the table!

Among our other approaches is engagement through **regional forums to stir public dialogue and policy change**. This includes joining regional events aimed at influencing the Association of Southeast Asian Nations (ASEAN) and the South Asian Association for Regional Cooperation (SAARC) – the two main regional blocs in the Asia-Pacific region. For example, in September 2020, we lobbied for an introduction of a regional plan of action to end CEFM and adolescent pregnancies in Southeast Asia at the 2nd ASEAN Regional Forum on Eliminating Child, Early and Forced Marriage. In April 2020, we partnered with UNFPA and UNICEF to engage in the South Asia Regional Tripartite Dialogue, and are advocating with SAARC and its members states for implementation of the Regional Plan of Action to End Child Marriage in South Asia.

We also continue to engage in international advocacy at the UN level, including through **CRC and CEDAW reporting** – providing up-to-date information to the two UN expert bodies tasked with monitoring state compliance with the Convention on the Rights of the Child and the Convention on the Elimination of All Forms of Discrimination against Women, both of which enjoy near universal ratification among states in the Asia-Pacific region.

WHAT ARE WE ADVOCATING FOR?

Plan International APAC is deeply involved in influencing – including advocacy, campaigning, and mobilisation – on a number of issues which are linked to CEFM elimination in the region. While the specific calls can differ from place to place and country to country, some are universal and – if adopted – would play an important role in ending CEFM. They include:

- ✓ Ensuring girls and young women are included and consulted in decisions affecting their lives.
- ✓ The creation of national child protection systems which are fully functional and resourced and which can be quickly deployed to prevent sexual exploitation and gender-based violence, in particular child, early, and forced marriage.
- ✓ National education ministries and departments including child protection mechanisms in all social welfare residential schools.
- ✓ Mainstreaming information on sexual and reproductive health and rights and gender equality in the national curriculum, and ensuring inclusion of these topics in education in formal and informal institutions, including government schools, community learning centres, and madrasahs and other religious schools.
- ✓ Community and official rejection of CEFM through the creation of "Child Marriage Free" villages, sub-districts, and districts.
- ✓ Strong legal frameworks prohibiting child, early, and forced marriage, including revision of laws relating to marriage to establish 18 as the minimum age of marriage.
- ✓ Mandatory registration of marriages.
- ✓ Adoption or revision of regulations and policies at the national and local levels to ensure protection against child marriage.
- ✓ Companies and corporate platforms to prioritise young women in their investments on job-oriented vocational training.
- ✓ Evidence-based influencing strategies for child protection; respect, protection and fulfilment of sexual and reproductive health and rights; and gender equality.

OUR PROGRAMMATIC INTERVENTIONS TOWARDS ELIMINATING CEFM AND REDUCING ADOLESCENT PREGNANCIES IN ASIA-PACIFIC

Today, Plan International APAC works to eliminate CEFM in 10 countries in Asia-Pacific: Bangladesh, Cambodia, India, Indonesia, Laos, Nepal, the Philippines, Thailand, Timor-Leste and Vietnam. While our activities in these countries may differ, all our programmes and influencing are underpinned by the same strategic framework and in addition to four thematic pillars: achieving continuous education, youth economic empowerment, protection from violence, and sexual and reproductive health and rights. These pillars are based on evidence, gathered through our ongoing research and analysis, that interventions to end CEFM are most effective when they tackle root causes – gender inequality, harmful gender stereotypes, poverty and economic deprivation, and low levels of education.

Plan International began working in **Bangladesh** in 1994, and we have a long history of working on CEFM in the country. Our CEFM programming is now in its fourth generation and focused on realising girls' rights to education, health, and protection. We are currently running two projects: Building better futures for girls and Combatting early marriage in Bangladesh. Our interventions have been centred around empowering girls, changing social and gender norms – particularly by engaging boys and men, with supplementary actions by duty bearers. We work in schools as well as with out-of-school girls and boys to build their agency and to help create economic empowerment opportunities. This includes by conducting market scans to identify demand for specific skills, mapping existing training opportunities, and developing training modules on life skills.

> "I have realised that early marriage and pregnancy have a negative impact on physical and mental health of young girls. It also takes away the chance of completing education and many other development opportunities in our life. I was empowered with the learning that, as girls, we can make our choices on our own and no one has the right to force us to do anything we do not like."
>
> *Youth Activist, Thailand (16 years old)*

Bangladesh: Building Better Futures for Girls
Flagship country project profile

KEY AREAS OF INTERVENTION: CHILD PROTECTION, SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS

Our flagship project **Building Better Futures for Girls** – takes place in Kurigram District, Rangpur Division. Rangpur Division has some of the highest rates of CEFM in Bangladesh, and Kurigram is one of the worst performing districts in the country with 82.4% of women married off at the age 15-19 and 20-24 years and 44.3% of women aged 15-49 years married off before they were 15 years old. The project is designed to pilot a district model which could be scaled up in other districts to help the Government of Bangladesh reach its target of ending marriage of girls under 15 years of age and reducing marriage of girls under 18 by one third by 2021.

The project deploys three key approaches, which are designed to be mutually reinforcing and support the same broader, holistic strategy for change. The first approach centres on **building knowledge and awareness of CEFM**. To do this, we undertake a number of activities, such as providing education on gender equality and sexual and reproductive health and rights to girls and boys enrolled in schools as well as out-of-school children and young adolescents, to ensure no one is left behind.

The second approach is **working in local communities to challenge gender stereotypes and shift attitudes** so that people, in particular those in positions of power and influence, support delaying marriage. We have supported the establishment of youth forums and provide them with life-skill trainings and promote events and activities which celebrate the birth and lives of girls. We have also identified Champion Fathers and Mothers to act as leaders within their communities.

Our final approach centres on **strengthening existing child protection mechanisms**, with a particular focus on child marriage and birth registration. So far, we have trained more than 4,000 religious leaders and matchmakers on SMS-based age verification to help prevent CEFM in real time. We also undertake regular and quarterly meetings with local (upazila) and district officials on child marriage prevention.

In line with our own commitment to **scalability**, both projects have been specifically designed so that the government could scale them up in other districts to help achieve its target of ending marriage of girls under 15 years of age and reducing marriage of girls under 18 by one third by 2021. Similarly, we ensure **sustainability** by empowering girls and young people through skills building, learning self-protection strategies, and supporting collective action, as well as by working with and strengthening the capacity of existing government systems and committees.

Key achievements at a glance

- 76 union-level youth forums comprising 2,736 girls and boys established to promote the elimination of CEFM.
- 4,044 religious leaders, marriage registers, and match-makers trained to help reduce child marriage.
- 684 Champion Fathers became role models and influencers for stopping child marriage.
- 10,944 Community-Based Child Protection Committee members monitoring and working to prevent child marriage at the grassroots level.
- 76 local government councils (Upazila Parishad) engaged to stop child marriage and ensure birth registration.

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Our work on three projects in **Cambodia** has several different strands. Given the high level of poverty in the country, a key intervention is on youth economic empowerment and we are working to support young women and men – in particular indigenous out-of-school adolescents – to acquire and develop skills to help them transition into decent jobs. Activities include delivering trainings on employment-related skills, including technical and soft skills, providing trainees with healthcare and other support during training and internships, and providing job-placement services. Inclusivity is a key aspect of this work and we provide special support to trainees with disabilities, including by adapting training courses to meet their specific needs.

In Ratanak Kiri province, we are running a project to contribute to the reduction of CEFM and early pregnancy among indigenous adolescent girls and young women living in remote areas by teaching a small group writing, communication, and journalism skills. They then use these skills to create articles, reports, videos, and documentaries to raise awareness about CEFM among their peers, striving for changes in attitudes within their communities and beyond. Across the country, we also work with civil society partners to promote sexual and reproductive health and rights and provide child protection training to village chiefs, parents, teachers, religious leaders, and police officers.

In **India**, our main project focuses on programmes which empower girls through education and developing vocational skills. Working in target areas, we have developed learning centres where we support out-of-school girls to return to education by offering bridging courses to get them back up to speed with their peers. To help prepare adolescent girls for future employment we offer pre-vocational trainings on computer literacy and life skills, and help equip young women with financial and other skills to start their own enterprises. We also work closely with the education department to promote increased enrolment of girls in schools.

India: Girls Advocacy Alliance
Flagship country project profile

KEY AREAS OF INTERVENTION: CONTINUOUS EDUCATION, CHILD PROTECTION, YOUTH ECONOMIC EMPLOYMENT

Our flagship project **Girls Advocacy Alliance** runs in two southern states of India – Andhra Pradesh and Telangana, and covers about 15 districts. The project is multi-faceted, focusing on reducing child marriage and trafficking through strengthened child protection mechanisms while simultaneously increasing access to secondary education and job-orientated vocational training.

A key element of this project has been **engagement with religious and other traditional leaders**. These individuals play a hugely influential role in their communities, in particular when it comes to challenging or asserting social and cultural attitudes. They are often also directly involved in the marriage process, meaning they have the potential to play a critical role in intervening to prevent CEFM in their communities. We have worked with them to provide training on CEFM and child trafficking and prevention methods, and have developed local language materials – such as posters – to educate them on the law as well as the harmful impacts of CEFM. Trainings have been expanded to individuals involved in the wider marriage process, including function hall owners, photographers, tent house suppliers, printing press, and decoration contractors.

Another key area of intervention has been around **youth economic empowerment** and we have worked with civil society organisation partners, corporations, and the private sector to provide job-oriented vocational trainings. To better understand the context for youth economic empowerment opportunities, we have mapped job-orientated vocational centres in both Andhra Pradesh and Telangana. We have also undertaken studies into barriers for young women accessing vocational training opportunities as well as assessing national and state budget allocations for education. As part of our campaigning against CEFM and child marriage, and stressing the importance of secondary education, we engaged two celebrities – a leading actress and an ace tennis player – to produce videos.

Engaging and empowering young people has also been central to this project, and one of the ways we are working to ensure **sustainability**. To do this, we have supported girls and young women with training to enable them to speak out and advocate for their rights – at both the community and national levels.

Key achievements at a glance

- 334 religious and community leaders took measures to prevent child marriage and child trafficking in their communities.
- More than 450 girls given advocacy training.
- 31 young advocates given a specialised four-day training on Plan International's youth advocacy toolkit.
- 100 child rights NGOs supported to strengthen their institutional policies on child safeguarding and gender equality.

Plan International runs several different programmes in **Indonesia**, including the 'Yes I Do', 'BLOOM', and 'Let's Talk!' projects. In central and eastern Indonesia, our work is aimed at improving knowledge of and increasing access to sexual and reproductive health and rights by holding community discussions, in particular with community gatekeepers, to raise awareness about the risks of CEFM and teenage pregnancy.

We have supported the establishment of 12 community-based child protection mechanisms, run by a network of local change agents who facilitate community discussions, respond to cases, and assist victims. We also undertake influencing work at the national and sub-national levels to press government officials to accelerate the enforcement of child marriage prevention initiatives at the district and village levels.

Indonesia: Yes I Do
Flagship country project profile

KEY AREAS OF INTERVENTION: CHILD PROTECTION, SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS, YOUTH ECONOMIC EMPOWERMENT

In Indonesia, our flagship project Yes I Do operates across three locations: Sukabumi District in West Java Province, Rembang District in Central Java Province, and Lombok Barat District in West Nusatenggara Province. It places a strong emphasis on sexual and reproductive health and rights, in particular by equipping adolescent girls and boys with knowledge and information to make informed decisions about their bodies, lives, and futures. This includes discussions about other harmful practices such as female genital mutilation (which in Indonesia is often referred to as "female circumcision").

In addition to educating them about their rights, we also work to ensure that adolescent girls have alternatives beyond child marriage through **education and personal empowerment**. This includes running classes and workshops on entrepreneurship as well as pre-vocational trainings. We have also supported 511 young people to develop business plans or plans for their future profession, identifying professional goals and how they can achieve these.

Child protection within the local community is another central component of the Yes I Do project, and we have undertaken several initiatives aimed at creating a stronger protection environment at the grass roots level. Key to this has been securing support and buy-in from parents and community gate-keepers, for exmaple, holding community discussions. This has allowed us to support the establishment of 12 community-based child protection mechanisms (CBCPMs), run by a network of local change agents who facilitate community discussions, respond to cases, and assist victims.

Already we have seen positive impacts – to date, 175 cases of violence against children have been reported to CBCPMs, of which 111 were cases of child marriage. In 22 of these cases, the marriages were cancelled. While modest, these figures show the potential of CBCPMs to prevent, reduce, and ultimately eliminate CEFM. The CBCPM model – which is adapted to local contexts and communities – offers an exciting, **sustainable and scalable** model for future interventions on CEFM and ending gender inequality more broadly.

Our work at the community level is supported by national and sub-national level advocacy. We undertake influencing work aimed at **engaging government officials** and securing their support, in particular for the enforcement of child marriage prevention initiatives at the district and village levels. In addition, we have worked closely with NGO and CSO partners to successfully advocate for revision of the marriage law.

Key achievements at a glance

- 3,506 youths attended economic empowerment classes and workshops on entrepreneurship, also pre-vocational training.
- 155 young people from three districts trained to conduct campaigning and advocacy initiatives on child marriage prevention using Plan International's Champions of Change learning module.
- 12 CBCPMs created.
- 175 cases of violence against children were reported to CBCPMs. Of these, 111 were cases of child marriage.
- 68 policies established against child marriage, including village, regent, and district regulations; decrees and circular letters from head of villages; and budget allocation for community-based child protection and the development of child-friendly schools.
- 115 campaigning activities undertaken, including reaching more than 4 million people through village activities, short films, newspaper articles, online media, and national TV.

In Laos, our three projects centre around ensuring continuous education for girls and empowering them to support the realisation of their sexual and reproductive health and rights (SRHR). Much of this work is done in schools, where we have supported the creation of student clubs which offer a forum to learn about SRHR and gender equality while also developing life skills. We also support girls to increase their leadership skills across five key areas – voice (assertion), decision making, self-confidence, organisation, and vision (motivate others). Recognising the challenges of speaking about sensitive topics in some areas, we have supported the creation of safe spaces in schools to enable discussion, part of our project 'Anakhot Kong Koi' ('My Future'). We are also working to build capacity of our staff, government counterparts, and civil society partners in addition to service providers such as teachers and health centre staff.

National-level influencing is a core feature of our work in **Nepal**, where we are pushing for revision of the National Strategy to End Child Marriage, as well as for the government to endorse a costed action plan for the strategy. Our influencing is done primarily through direct engagement with the government; however, we also operate at the grassroots level to educate and engage people in positions of influence on the harmful effects of CEFM. This includes religious and community leaders, parent teacher associations, in addition to those who are directly involved in the marriage process, such as registrars and marriage solemnisers. Through our two country-level projects, we also support girl-led campaigns, awareness events for parents, and extracurricular activities in schools. In addition, we have trained 63 children – 33 girls and 30 boys – in radio journalism, assisting them to produce broadcasts for community radio to raise awareness on issues relating to child protection and CEFM.

We are in the initial stages of working on CEFM in the **Philippines**, and are currently focused on a project gathering evidence on the drivers of child marriage in humanitarian settings, in particular in situations of displacement. This research will be used to inform a technical briefing outlining steps to prevent and respond to child marriage. As is the case with our research elsewhere, we are putting an emphasis on consultation with girls, young women, their families, and communities, in addition to other stakeholders. We are also utilising a new digital research tool, administrated through mobile phones or tablets, which allows us to collect and analyse a large amount of data – some 2,000 interviews will inform the research. This tool also allows for the capture of micro-narratives about people's experiences, free from the interpretative or cultural bias of researchers or other data collection staff.

In **Thailand**, our two projects have two key strands of work. The first is youth economic empowerment, in which we deliver training on entrepreneurship to youth and parents, and financially support community enterprise groups. The second strand focuses on challenging gender stereotypes through providing information on sexual and reproductive health and rights. We also train youth as community volunteers, equipping them with information and empowering them to train other youth activists to eliminate child marriage and teenage pregnancy. We are already seeing the fruits of this work – last year the number of villages with community youth volunteers increased from 10 to 16.

We also provide SRHR education, training, and workshops to poor and marginalised migrant communities on the Thailand-Myanmar border. Given the importance of directly reaching migrant communities, a key focus has been to produce education and other information materials in the Burmese/Myanmar language. We partner closely with migrant-focused civil society organisations and support them in influencing and changing attitudes at the local level – in particular among community leaders such as village headmen, heath volunteers, teaching staff, and parent and teacher associations. In time, we hope to scale up this advocacy to effect change at the national level.

In **Timor-Leste**, Plan International is currently undertaking three projects, and we integrate strategies for the prevention of child marriage through projects promoting SRHR and tackling gender-based violence. A key component of our work on SRHR involves supporting civil society to improve knowledge of these rights among children and youth, in particular girls and young women. We also work to engage men's organisations and faith and other traditional leaders to change attitudes and increase knowledge about the importance of gender equality and women and girls' participation in decision-making processes. In addition, we engage men and boys as part of our 'Say no to gender-based violence' project – which provides education and training in schools, encourages children and youth to become community role models, and facilitates intergenerational community dialogue on gender-based violence. This project is also increasingly incorporating digital technologies, and we are working with civil society and community-based organisations to use an innovative data collection system while monitoring gender-based violence, which would be used to also record instances of CEFM.

We are currently undertaking two projects in **Vietnam**: 'EMPoWR' and 'Girls are ready to shape their future'. A key part our work is supporting girls who are at risk of CEFM by helping them access improved educational opportunities and providing information about future employment opportunities. To do this, we have developed career guidance materials and offer coaching and mentoring sessions. We have supported this by providing teacher training, so they are equipped to provide advice and guidance. We also conduct labour market scanning activities to identify opportunities for employment as well as the necessary skills required for entry in to that sector, and disseminate the findings among our partners and those we work with.

Vietnam: EMPoWR
Flagship country project profile

KEY AREAS OF INTERVENTION: CHILD PROTECTION, CONTINUOUS EDUCATION, SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS, YOUTH ECONOMIC EMPOWERMENT

In Vietnam, our flagship project EMPoWR operates in four provinces Hà Giang and Lai Châu in the far north of the country, and Quảng Bình, Quảng Tri in the central area. There is a high prevalence of CEFM among ethnic minority communities in the country,[49] and we have, therefore, focused our efforts on supporting ethnic minority girls, boys, and young people from 10 to 24 years old to use the digital space to understand and claim their rights, access support services, and raise their voices towards policy makers.

One of the ways we are doing this by **improving levels of digital literacy and online safety skills** through a specially developed training package as well as the creation of educational videos which can be shared online. These online activities are supported by offline activities raising awareness about gender-based violence, CEFM, and other abuses. We have done this, for example, through the creation of peer-to-peer support groups and school-based youth clubs, which are open to both girls and boys.

We have also **utilised digital technology** by developing an online platform – the Girls' Rights Platform (GRP) – to encourage dialogue, information, and exchange on girls and women's rights. In addition to being a tool to promote dialogue, the GRP is also designed to help to protect ethnic minority girls, boys, and young women and men from human trafficking and child marriage. We actively engage with these groups to promote participation in online discussions through online games, quizzes, competitions with prizes, awards, and a certificate for the most active users.

To ensure the platform is **sustainable**, we are **working are working closely with local partner civil society organisations** to promote access to the platform and build their capacity to manage information content, available services, and upload videos and other information materials. Together, we are also conducting networking workshops to facilitate collaboration between civil society organisations and the media aimed at supporting human rights and countering CEFM and human trafficking.

Raising awareness and knowledge in government about issues of human trafficking and child marriage, particularly of child minorities, is another key objective. We pursue this in a number of ways, for example, by holding sensitisation workshops for national-level government agencies, introducing government representatives to the GRP so they can use it as a resource, and undertaking regular meetings with key government stakeholders.

Key achievements at a glance

- Successful design and rollout of the GRP, including a needs assessment for child-friendly design.
- 1,731 children, adolescents, and youth reached through the GRP – 1,022 of them girls and young women.
- Continuous development of child-friendly training and communication content related to CEFM, human trafficking, digital literacy and online safety skills that will be animated and transferred into gamification.
- Local NGO partner has the capacity and confidence to sustain the GRP after the project ends.
- Building of partnerships with key government agencies.
- Strong partnerships and networks established with NGO partners for online safeguarding.

AMPLIFYING THEIR VOICES: EMPOWERING GIRLS AND SUPPORTING YOUTH-LED ACTIVISM

Girls and youth play a central role supporting Plan International's vision of a world in which children's rights are respected and protected, and where girls are treated equally and without discrimination. We work with and for young people on the issues that are important to them, seeking their views and ideas and empowering them not just to make decisions about their own lives, but to be agents of change in their communities and wider society. Investing in young people is also an investment in future leaders, decision makers, and influencers.

Youth empowerment strategies are especially important in Asia-Pacific, as in many countries children and young people are expected to defer to the opinions and decisions of elders. The region is also incredibly diverse, and at Plan International, we recognise that youth are not a homogenous group, and place a strong emphasis on engaging with young people from different backgrounds and communities who often have multiple identities, which can expose them to intersecting forms of discrimination, marginalisation, and exclusion.

> **"I encourage everyone to support the efforts to prevent and end child marriage by engaging more young people, increase their capacities and give them trust to take strategic roles in organisations, communities, and other bodies relevant for child marriage response."**
>
> *Youth activist, Indonesia (17 years old)*

Engaging with young people is especially important for our work on CEFM. This is because they are most affected by the harmful practice – either through their own lived experience, or because they have witnessed the harm caused to their friends, peers, and wider societies. Their views and opinions are essential to help us develop a better understanding of the contexts which facilitate and perpetuate CEFM, identify emerging trends, and develop new and innovative strategies to eliminate the practice. A growing body of evidence confirms that the meaningful involvement and participation of young people informs decision-making and leads to more relevant and effective outcomes.

Girls and young women who have been directly affected by CEFM are denied their rights and agency, and are often left in positions where they are disempowered and unable to make decisions about their lives. By engaging directly with them, Plan International seeks to support them to reclaim that agency and demand their rights, as well as the right of others.

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HOW A YOUTH CLUB EMPOWERED A GIRL TO PREVENT HER MARRIAGE IN NEPAL

"We have to empower girls. If more girls are aware of their rights, their situation will improve." – L. 16 years old, Nepal.

L. was 16 when her parents told her they had found a boy who would be good for her to marry. Shocked to hear this news, she immediately told her friends at Plan International's children's club. "If I had been married so young, it would have been like a suicide," She said. "I might get pregnant and giving birth wouldn't be easy. It's a risk for my physical health and wouldn't be good for my mental health either. I will have to obey my in-laws and my fate would depend on them. I would feel like my life is dark and lonely."[50] The club facilitators put her in touch with the NGO FOHRE, one of Plan International's partners in Nepal, which helped her to persuade her parents to prevent the marriage just before it was due to take place.

Across the Asia-Pacific region, we engage and include young people in our work and programmes in different ways. Youth participation implies, at a minimum, that young people are free to get involved in social and developmental processes. Their involvement is voluntary, well informed, inclusive, and proactive. To ensure ethical, quality, and meaningful participation, Plan International makes specific efforts to build and strengthen young people's knowledge and skills for effective implementation of activities they identify based on their own ideas and solutions.

A major area where we are investing our energy is in girls' empowerment and leadership. To support these efforts, in 2020 we launched the Asia Girls' Leadership Index.[51] The Index is the first of its kind and consolidates existing international and reliable data to present the status of girls' leadership in 19 Asia-Pacific countries.[52] It examines six key domains – education, health, economic opportunities, protection, political voice and representation, and laws and policies – to provide insights into key trends and issues that enable or constrain empowerment and leadership of adolescent girls and young women. The Index is designed to raise awareness of and advocate for actions to support girls' development, empowerment, and ability to realise and exercise their rights. In particular, it is aimed at assisting those working in government, academia, aid, and development to further understand how investments in certain areas can help to close the gaps in gender inequality and "leave no one behind".

At the grassroots level, youth engagement ranges from raising community awareness on the need to prevent and eliminate CEFM, to holding community forums and direct discussions with peers at risk of CEFM and their parents. In India, through door-to-door campaigns, street plays, and public rallies, youth groups speak out against CEFM and report CEFM cases to village-level authorities. Through similar forms of engagement in Nepal, youth advocacy led to declaring dozens of villages 'CEFM-free zones'. In Bangladesh, the proactive intervention of young 'wedding busters' in rural areas has stopped imminent cases of CEFM and prevented many others.

As highlighted earlier, increased understanding of sexual reproductive health and rights plays a key role in tackling CEFM. Discussions on SRHR are at the heart of peer-to-peer discussions in Laos, Thailand and Timor-Leste. In Cambodia, youth groups engage in peer-to-peer education to motivate youth who drop out of school to restart their education. In Vietnam, activities go as far as to provide youth who drop out of school with concrete opportunities for economic empowerment. Youth networks also leverage public opinion on CEFM-related topics, including gender-based violence and improving access to sexual and reproductive health services.

We have also supported the formation of active youth and student clubs, forums, and platforms in Bangladesh, Cambodia, India, Indonesia, Laos, Nepal, Timor-Leste, Thailand, and Vietnam. These groups create opportunities for young people to learn about their rights and how to exercise them, while gaining a deeper understanding of the harmful effects of CEFM. Group activities and collective efforts help build their confidence and ability to claim their rights and to challenge traditional gender norms through constructive and solution-oriented forms of engagement. Youth groups also engage beyond the grassroots level: through the assistance of national child rights coalitions, their CEFM-related concerns are being brought directly to the attention of national parliaments and international policy-makers.

> **"We need to focus on education for girls and boys to end child marriage."**
>
> *C., Youth reporter, Nepal*

INCLUDING CHILDREN AND YOUNG PEOPLE IN POLICY DISCUSSIONS

When we advocate for girls, boys, and young women and men to be included in discussions and decisions about their lives, it is not just because we believe they should be given a seat at the table – of course they should. Our experience has shown that when children and young people are consulted and included, they make suggestions which are more tailored to their needs, which in turn increases the likelihood interventions will be successful.

In Thailand, we supported children and young people to communicate their views as part of the 'Voice of Children' forum. This initiative was aimed at sharing ideas and solutions to end CEFM and reduce adolescent pregnancy, and resulted in the submission of recommendations to government institutions operating at district, sub-district, and municipality levels. They included calls to:

- Allocate budget for training on SRHR and on the impacts of CEFM and adolescent pregnancy;
- Promote vocational activities for children and their families;
- Promote the importance of education and foster action to encourage children and young people to stay in the education system; and
- Promote extracurricular activities and make better use of free time, including through sports and vocational activities.

Young people's ideas, solutions and actions to end child, early, and forced marriage are gathering considerable momentum across the Asia-Pacific region. At Plan International APAC, we aim to support this creativity, boldness and energy, ensuring that it can be effectively channelled, built upon, scaled up, and sustained.

WHAT NEXT? FUTURE CHALLENGES AND INNOVATIONS

Despite the challenges in tackling and eliminating child, early, and forced marriage, the last decade has seen important progress. Globally, an estimated 25 million child marriages have been prevented in the last ten years.[53] South Asia had the largest decline in the prevalence of child marriage during this time, from 49% to 30%.[54] However, if we are to reach the ambitious target of ending child marriage by 2030, progress needs to be 17 times faster than it has been over the last decade.[55] The need to accelerate efforts is clear – if rates of child marriage stay the same as they are now, there will be more than 170 million new child brides by the end of the decade.[56]

At Plan International, we are committed to increasing our efforts to end CEFM and are planning a range of actions and activities in 2021 and beyond to this end. This includes launching a major regional campaign calling for accelerated efforts toward eliminating CEFM, and running a month of action to raise awareness and mobilise key stakeholders and decision makers.

We will also take action to strengthen our advocacy capacity – and the capacity of girls, young women, and partners – in order to ensure that CEFM remains a priority issue for countries across the region. To this end, we are developing new toolkits to support those engaged in CEFM elimination efforts.

Holistic and evidence-based interventions remain a key focus of Plan International APAC. We will therefore continue to undertake in-depth research on issues relating to CEFM, in particular new and emerging trends, to ensure our programmes are responsive to the realities on the ground. As the long-term impacts of the COVID-19 pandemic become clearer, we will also continue to modify and adapt our strategic and operational approaches, reprioritising as and when necessary.

Recognising the role that digital technologies and online platforms can play in preventing and eliminating CEFM, we also plan to invest more in new and innovative online solutions. This includes cutting-edge tools to assist on-the-ground activities, for example supporting fast-acting prevention mechanisms, facilitating online discussion and awareness raising initiatives, or by equipping young people with digital skills to boost their education and employment opportunities. We will also explore ways to harness new technologies to strengthen our internal research, monitoring, and evaluation processes.

> **"Information mean a lot and they help us access solutions and opportunities. Small and simple steps can take us far and help us live our dreams."**
>
> *Youth activist, Vietnam (18 years old)*

We will continue to undertake high-level advocacy and plan to expand our work engaging with groups and individuals in positions of power, in particular by increasing our engagement with members of parliament (MPs). In addition to spearheading national-level policy changes, MPs are also influential figures within their constituencies and have the potential to change attitudes towards CEFM as well as gender inequality more broadly. Of course, continued support for youth empowerment and youth-led activism will remain a key focus of all our work.

All of this will require significant time and resources. This is why we will look at ways to strengthen our strategic partnerships, and boost our financial resources through fundraising efforts. To ensure that our interventions remain strategic and geared towards maximum impact, we will continue to deploy gender transformative, holistic, and multi-sectoral approaches.

ENDNOTES

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APPENDICES

APPENDIX 1-A: KEY INFORMANT INTERVIEWS WITH PLAN INTERNATIONAL APAC STAFF

Name	Titles	Location
1. **Ms. Chankrisna Sawada**	Programme Quality and Influencing Manager	Plan Cambodia
2. **Mr. Tushar Anchal**	Child Protection Technical Adviser	Plan India
3. **Ms. Rani Hastari**	Gender Equality and Social Inclusion Specialist	Plan Indonesia
4. **Ms. Israt Baki**	Adolescent Programme Manager	Plan Laos
5. **Ms. Shanti Upadhyaya**	Senior Technical Advisor – Thrive	Plan Nepal
6. **Ms. Selena Fortich**	Country Programme Manager for Child Protection	Plan Philippines
7. **Ms. Cirez de Leon**	Programme Specialist	Plan Philippines
8. **Ms. Nipaphun Torsound**	Child Protection Specialist	Plan Thailand
9. **Ms. Etha Mota**	Programme Manager of Girls Empowerment and Gender Equality	Plan Timor-Leste
10. **Ms. Phan Thanh Ngoc**	Project Coordinator	Plan Vietnam
11. **Ms. Neelima Yasmeen**	OpenCRVS Project Manager	Plan Bangladesh
12. **Mr. Nazrul Islam Chowdhury**	Project Manager	Plan Bangladesh
13. **Mr. Raša Sekulović**	Regional Head of Child Protection and Partnerships	Plan International Asia Pacific Regional Hub
14. **Ms. Nora Lindstrom**	Senior Global Lead for Digital Programmes and Influencing	Plan International

APPENDIX 1-B: INTERNAL MAPPING OF DIGITAL TECHNOLOGIES

BANGLADESH

Which digital technologies are being used in efforts to eliminate CEFM?

SMS/USSD and mobile application – Age verification

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Reducing child marriage: enables the verification of the age of the bride and groom prior to performing a marriage. SMS or USSD is used in areas with a poor network, limited, or no Internet.
Who is the target audience or intended user?	Matchmakers, marriage registrars, informal marriage solemnisers
What is your stage of technology development?	Scale up
What was the process to design and deploy the technology?	An administrative office of government from the northern part of the country innovated this mobile-based solution, which was later scaled up by Plan International Bangladesh. Plan trained all formal and informal marriage solomnisers and matchmakers with relevant government departments in its usage.
Who are you partnering with in designing and rolling out this digital solution?	Governance Innovation Unit (GiU) and Access to Information Unit (a2i) sitting under Prime Minister's Office (PMO). However, both these agencies moved to a new role and their priority has been changed, so we are reviewing existing strategy.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Sub-national, with scale-up to national underway.
Any concrete outcomes from using the specific digital platform and lessons learned?	It was possible to scale-up the District prevention strategy within a very short time (3 months). Not only to cover one District but to cover three additional districts through government ownership. The GO-NGO intervention benefitted other government and CSO actors with stop child marriage programmes in those Districts. IT created a demand for similar interventions in the remaining Districts within the same administrative control mechanism (other Districts of Rangpur Division). • The government has formally expressed its interest in scaling up the intervention nationally and making the ICT-based age verification and marriage registration systems as the national standard.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	This app, or USSD/SMS technology allows for the verification of a groom's age or bride's age in real time. In the past, a physical copy of a birth certificate, school leaving certificate or national ID card was all that was required as proof of age, but these documents can all be easily forged. This led to many marriages being legally consecrated when the bride or groom was under age. With the new app, this is no longer a possibility, as the marriage registrar and solemniser can digitally verify the document, thereby significantly reducing chances of fraud.
What are some key challenges that you faced as port of the process to design and scale the technology?	Shifts within the government's office made scale challenging. Also need regulatory approval for scale.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	The app stopped over 3,700 underage marriages during its 6-month pilot period alone.

BANGLADESH (Continued)

SMS/USSD and mobile application – Age verification

Question	Response
What are your plans for sustainability in the future?	Based on lessons learned, Plan Bangladesh designed a nation-wide scale up programme with Governance Innovation Unite (GiU) and Access to Information Unite (a2i) sitting under Prime Minister's Office (PMO) to reach out to all the formal and informal marriage registers, solomnisers, matchmakers and other religious leaders who perform marriages, in order to meet prime ministers target 2021 (full elimination below 15 and one third of below 18) and 2041 (full elimination). The GiU has a list of informal people country wide performing marriages, a2i has got the technical expertise to establish and maintain the technological operations.

Which digital technologies are being used in efforts to eliminate CEFM?

Open Civil Registration System (CRVS)

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Used to support the digital and active registration of births and deaths
Who is the target audience or intended user?	Birth and death registrars of local government, health workers in pilot locations.
What is your stage of technology development?	Piloted in two regions, urban and rural contexts
What was the process to design and deploy the technology?	Wide array of research methods were used at the start of the programme to inform the design of the digital technology. This includes a household survey, FGD, stakeholder consultations, observation and an in-depth desk reviews that were conducted to understand the existing CRVS landscape. Areas of weakness and potential opportunities for system strengthening are then identified using the UN definitions of Civil Registration and Vital Statistics as a guide. Perspectives were taken from all stakeholders including policy makers, system users and end users.
Who are you partnering with in designing and rolling out this digital solution?	Partnering with the government of Bangladesh to design and deploy the technology. The Government had several goals around the universal civil registration of births, deaths and other vital events. Development of OpenCRVS solutions depends on partnerships with registration authorities, leading health system providers, expert software developers, and communities to design and build a global digital product that will serve the needs of end users and those being registered.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Two districts
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Aim to scale up nationally in the future.
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Registration can occur in the communities where events take place (e.g., birth and death) and can happen quickly and cost effectively. Birth registration is the first step in securing legal identity and accessing other basic rights like education, healthcare and social protection. OpenCRVS are also more inclusive than traditional systems, as they have been designed to facilitate offline registration in some of the most remote areas. Open CRVS integrated with health systems in Bangladesh and event notification (birth and death) can be generated instantly from hospital.
What are some key challenges that you faced as port of the process to design and scale the technology?	Getting permission from regulatory authorities to test and scale is a lengthy process.

BANGLADESH (Continued)

Open civil registration system (CRVS)

Question	Response
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Part of a broader global effort to design open CRVS systems. Some key achievements include following international standards, digital principles for development, human-centred design and agile methodologies in the design process.
What are your plans for sustainability in the future?	Government and a broader community of developers to continue building and scaling the technology.

Which digital technologies are being used in efforts to eliminate CEFM?

Facebook and online newspaper, and use of cable TV

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Disseminating awareness raising messages on stopping child marriage, maintaining healthy relationships in the family as well as taking care of the mental health during times of disaster and crisis such as Cyclone Amphan and COVID-19.
Who is the target audience or intended user?	Youth
What is your stage of technology development?	Pilot/Testing
What was the process to design and deploy the technology?	The idea of a targeted group 'Digital Marketing Campaign' was developed by the County Office Communications Team, which was done for the first time within the Plan Bangladesh Country Programme. This is a 10-day campaign, running in the online paper of the leading national daily *Prothom Alo* and also in the official Facebook pages of Plan International Bangladesh and *Prothom Alo*. Plan International Bangladesh (PIB) provided the content and Prothom Alo converted this into digital ads. The ads are presented in COVID-19 related articles and as banner ads. The landing page of the ads was PIB's Facebook page. The target was to increase the reach of the page, while promoting the messages and branding of the organisation too. For the Facebook Campaign, the contents are being posted in *Prothom Alo*'s Facebook page, while PIB's Facebook page was tagged. PIB also has re-posted to share the reach. The total audience reach through this campaign is around 20 Lakhs (2 Million) through Prothom Alo online newspaper and around 15 lakhs (1.5 Million) through their Facebook page.
Who are you partnering with in designing and rolling out this digital solution?	Girls Not Brides (GNB) Bangladesh Network
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Girls Not Brides (GNB)
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
Did you receive any support from donor organisations, corporations or companies?	Girls Not Brides (GNB)
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	National. The initiative was successful and can be considered for replication for further similar campaigns.
Any concrete outcomes from using the specific digital platform and lessons learned?	For the digital ads, the 'Landing Page' was PIB's official Facebook page to get the wider reach without spending on boosting the page. From 21-27 May the page got around 300 new followers and page views were 2,701, which is 270% higher than the previous week. Along with reaching the audience through digital marketing, tagging Plan's social media platform/website could bring multiplier impact.

BANGLADESH (Continued)

Facebook and online newspaper, and use of cable TV

Question	Response
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	During the time of staying at home due to the outbreak of the Covid-19 pandemic, people are mostly dependent on social media and online news portals. The leading dailies, such as Prothom Alo, have created outreach for both online and social media platforms. In partnering with them through this digital marketing campaign, PIB reached a wider audience with awareness messages whenever they read the news on Covid-19. The audiences also got to see the messages when they explored social media. So, this was an effort that covered the platforms people are using most frequently in this crisis situation and, thus, the impact was greater.
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

CAMBODIA

Which digital technologies are being used in efforts to eliminate CEFM?

Telegram forum and Facebook platform

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Telegram forum established to share information during Covid-19 pandemic on child protection, different forms of violence, e-posters on preventing epidemic, psychological support etc.
Who is the target audience or intended user?	Not answered
What is your stage of technology development?	Preparatory/initial stage. This telegram platform will be continuously used for future information sharing and updates from the field that could benefit children and young people – especially child protection concerns, reporting cases of violence against children (VAC) including CEFM incidence, SRHR related information etc.
What was the process to design and deploy the technology?	NGO partners
Who are you partnering with in designing and rolling out this digital solution?	The existing NGOs partners: CRC Cambodia, KYA, NTFP and PSOD
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	No
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	It is in preparation for use at the local level. The platform will enable local authorities to better respond to all forms of violence against children including CEFM. It will encourage children and young people to report child protection concerns, and exercise their rights to safe and free online space.
Any concrete outcomes from using the specific digital platform and lessons learned?	It is challenging to launch the platform during Covid19 crisis and difficult to get in touch with children and young people at the community level. This online platform is therefore important for continuous sharing, keeping in contact and providing support to report and update situation. A safeguarding and online safety guide had been introduced to our NGO partners as well.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	It creates safe space for children and young people to get in touch, keep sharing and learning. In the future, it will continue for specific purposes of reporting cases of violence against children and CEFM, while following the safeguarding and safety online standard guide to ensure best interests of children and young people.
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

INDIA

Which digital technologies are being used in efforts to eliminate CEFM?

Social media, WhatsApp, radio, and app on sexual and reproductive health

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Not currently using any digital platform on a regular basis. Some use of mapping tools to understand unsafe spaces for girls and young women, which rely heavily on social media platforms. Capacity building on social and media platform. Promoting challenges associated with CEFM. Girls trained are using twitter and other forms of social media. Plan International (PI) India also uses video clips as messaging to make clear impact for CEFM. These are regularly shared with WhatsApp group. Also use of radio in areas where there is limited connectivity to reach girls. In the future, looking at integrating a unique ID to verify child marriages and working with the government to create technology enabled solutions.
Who is the target audience or intended user?	Radio programmes, entire community. Social media, girls and young women. App is focused on religious leaders to verify marriages.
What is your stage of technology development?	Various, from testing (app) to live solutions (social media, WhatsApp, radio).
What was the process to design and deploy the technology?	Knew that there was need for voices for youth and saw high uptake and usage of social media amongst target segment. No standard protocol and assessment to design technology.
Who are you partnering with in designing and rolling out this digital solution?	Hired technology agency that provides training to the girls on digital safety for social media.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Major challenge for programme delivery is getting access to devices (handset or tablet) to access social media. These are not very expensive, but funding needed to support this effort.
Did you receive any support from donor organisations, corporations or companies?	Twitter and Facebook have been partners, with Twitter supporting us in training 15 girls on social blogging. Facebook is a member of a group where we design programmes that report violence against girls. Both are active in creating safe online digital environments. Facebook is interested in AI and how key words are caught by algorithms, but so far words only in English. Facebook wants PI India to propose a solution.
How many users does the technology have? In what regions? How many are active? (Define active)	Have reached millions, especially with social media. One campaign can have more than 700,000 views. Youth are first adopters of technology, and very responsive to social media efforts.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Delhi, Hyderabad, Mumbai, and other metro cities. Also, some national initiatives.
Any concrete outcomes from using the specific digital platform and lessons learned?	Many campaigns are set for a specific time period. Need to find ways to regularly engage youth. Also, want to find a way to reach the most vulnerable and marginalised girls, but this is challenging as many do not have access to technology, and given that many communities have patriarchal structures. Digital safety is also a challenge for some of these girls with online digital harm an issue. Financial crime also an issue for girls online.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	A major challenge is the lack of Internet connection in some areas where girls reside. Also challenges with mobile phone ownership amongst women, and many times these phones are shared.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not tracking impact at the moment.
What are your plans for sustainability in the future?	Not any plans currently for sustainability but something that is worth looking at in the future.

INDONESIA

Which digital technologies are being used in efforts to eliminate CEFM?

WhatsApp

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Learning and sharing of information with partners or members of CBCPM, including: - Holding lecture sessions on issues related to child marriage prevention, for example lectures on gender, inclusion and child protection. - Discussion platform around new regulations at the national or regional level. - Response to any reports/cases/incidents, including on violence against children and child marriage
Who is the target audience or intended user?	Young people and partners
What is your stage of technology development?	Implementation
What was the process to design and deploy the technology?	Yes I Do (YID) project gathered information from target groups (especially young people) before conducting e-learning sessions so that the topics could be designed based on their needs. Then, GESI Specialist and Child Protection Advisor designed e-presentation and delivered the materials on WhatsApp. The e-learning sessions were facilitated by project staff and YID partners.
Who are you partnering with in designing and rolling out this digital solution?	Not answered
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Three different districts/provinces.
Any concrete outcomes from using the specific digital platform and lessons learned?	Several cases of prevention of child marriage and trafficking cases were foiled by communicating these cases in the WhatsApp group and forwarding to relevant parties.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	WhatsApp is cheaper and allows Plan to reach young people at scale.
What are some key challenges that you faced as port of the process to design and scale the technology?	Have young people coming in and out of the group.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

INDONESIA (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Interactive Voice recorder (IVR) devices: Mobile survey model using telephone equipment

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Information services related to CEFM and to strengthen the referral system.
Who is the target audience or intended user?	Not answered
What is your stage of technology development?	Planning
What was the process to design and deploy the technology?	Plan to develop digital campaign strategy with support from a third party.
Who are you partnering with in designing and rolling out this digital solution?	Not answered
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Not answered
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Connectivity and accessibility: There are still many remote areas in Indonesia that are not connected to the Internet but can access through landline telephones. Safety: The CO plans to involve a Girl Champion from West Lombok (one of Yes I Do project areas) who aspires to raise the voices of her peer girls in her village who are at risk of child marriage. A digital platform would be a safe space for girls to raise their voices.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

INDONESIA (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Instagram and Facebook

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Campaign for the prevention of child marriage and gender-based violence. Sharing information related to the activities and efforts that we do to prevent child marriages. Running Yes I do campaigns and disseminating relevant content.
Who is the target audience or intended user?	Young people
What is your stage of technology development?	Implementation
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	Not answered
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Part of programmatic funding.
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	12,000 followers
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	National
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Pages are not very active. We did not design it well and we did not assign anyone to administer the account. Administrative staff will update periodically.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

INDONESIA (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Short film disseminated via YouTube

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Raise awareness of child marriage.
Who is the target audience or intended user?	Young people
What is your stage of technology development?	Implemented
What was the process to design and deploy the technology?	A production house that produces popular films in Indonesia.
Who are you partnering with in designing and rolling out this digital solution?	Hired filmmakers to create the movie.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	680,000 views of the movie. But not the intended audience. Interviews from target groups not reach.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	National.
Any concrete outcomes from using the specific digital platform and lessons learned?	We were able to effectively engage young people with powerful content, and realistic stories. Actors from the movie are also famous in Indonesia and managed to attract a critical mass of viewers. Wide audience reached, and this is needed to affect change within communities. Now other organisations have followed suit and also introduced short movies that portray real situations for young people.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	The films are interesting for young people and involve young artists who become influencers among young people.
What are some key challenges that you faced as port of the process to design and scale the technology?	Challenge in the content was upholding the values of gender inclusion. Created storyline to ensure that girls were empowered. Conducted a lot of discussion with girls and young women to ensure that storyline was appropriate to empowering girls and young women.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Scale as a key achievement. Did not assess impact of this movie directly on behavioural change of young people. But some early evidence of increased awareness CEFM issues.
What are your plans for sustainability in the future?	Not answered

INDONESIA (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Girls Leadership Programme (GLP) through online platforms (Zoom and WhatsApp)

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Providing platform for an intense mentoring session from mentors to girls as mentees, facilitation of peer learning, and dialog with top policy makers at national and international levels.
Who is the target audience or intended user?	Girls aged 15-24 years old, who are the participants of Girls Leadership Programme. At the beginning, there were about 600 girl registrants for the programme, and then the number was reduced to 31 girls through a competitive process.
What is your stage of technology development?	We use available platforms in public domain (Zoom and WhatsApp) as these are most convenient and reachable for girls even in remote areas.
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	Not answered
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	We allocate budget for GLP, not for the digital application/platform. It would be good to have an online application designed for GLP where girls can access a capacity building programme, sharing and learning, interaction with their peers and engage decision makers through the application. Some GLP participants also have ideas about using technology to create changes in their communities and tackle wicked issues. It will be good to get more ways for girls to up-skill and seed funding to realise their ideas in using technology.
Did you receive any support from donor organisations, corporations or companies?	Yes, six companies to support GLP.
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	National
Any concrete outcomes from using the specific digital platform and lessons learned?	Online platforms (Zoom and WhatsApp) help reduce cost and allow wide coverage to girls across districts throughout Indonesia.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	During the COVID-19 pandemic, Zoom and WhatsApp are heavily used to communicate and interact. It is really useful for engaging girls aged 15-24.
What are some key challenges that you faced as port of the process to design and scale the technology?	Lack of Internet infrastructure in some villages.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	We hope we can provide further support for the girls to realise their ideas in using technology to tackle wicked issues in their communities. There are 31 girl participants and some of them have ideas for using digital technologies. We just provide very small funding, but it is not enough to implement their ideas.

LAOS

Which digital technologies are being used in efforts to eliminate CEFM?

Merlin Phahoo social media platforms (resource materials for adolescents on SRHR): Facebook, YouTube, Google site

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Providing information on SRHR for adolescents
Who is the target audience or intended user?	Young people, especially girls
What is your stage of technology development?	Implementation
What was the process to design and deploy the technology?	Butterfly Works, Stella
Who are you partnering with in designing and rolling out this digital solution?	CSO partners, adolescents and teachers
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Need additional funds to continue project. Need to hire content creator internally.
Did you receive any support from donor organisations, corporations or companies?	This was developed under My Body My Future programme funded by Ministry of Foreign Affairs of Finland (coordinated by FLNO), Girls Leadership and Development Project (Girls Lead fund) coordinated by GNO and Ethnic Girls Rights Advocacy project funded by EU (coordinated by FLNO)
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	National
Any concrete outcomes from using the specific digital platform and lessons learned?	It is at the early stages of implementation, and the outcomes are yet to be assessed.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	The content was designed using the human-centred approach. There is a lack of resource materials on SRHR in Lao language for adolescents. The Facebook page was designed to generate discussion and provide a platform for adolescents to engage in conversation on SRHR and ask questions that are answered by experts from CSOs (this aspect is yet to be made functional). The Google site has resources for facilitators that they can use to design new content on SRHR.
What are some key challenges that you faced as port of the process to design and scale the technology?	People that we try to reach are in rural areas and have limited access to mobile networks, and some do not have phones. Also, there are issues with content and language. There are 42 ethnic groups across country; many have their own language. Also, content creation takes a lot of effort. Need to get someone to create impactful content regularly. Need to also upskill our own staff when it comes to technology.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

MYANMAR

Which digital technologies are being used in efforts to eliminate CEFM?

Adolescent and Youth-Led Virtual Education and Protection Campaign: Mobile app (Viber, or another app of youth leaders' choice). Facebook closed groups might also be used for girl leaders to interact and share experiences and concerns.

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	1) Empower adolescents and youth to take control of the situation and become leaders in educating their peers and then communities about the Covid-19 pandemic; 2) Support and protect each other, especially girls, young women and women, from violence and abuse during social isolation.
Who is the target audience or intended user?	Youth, especially girls and young women
What is your stage of technology development?	Pilot
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	UNICEF
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Sub-national. To be piloted in Kachin State, as well as in Mandalay Region, with potential to scale to other locations such as Rakhine State, Kayin State and Yangon Region.
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	This campaign will produce content, as informational, educational, communications (IEC) materials or through engagement of national media partners, calling for communities to creates safe spaces for girls and young women in times of pandemic and work together to support them. Youth leaders in IDP camps and sponsorship areas will be equipped with training and online/phone capabilities to form sub-groups within their camps. Together they will disseminate health including SRHR information (under guidance of Plan's health team and in consultation with UNICEF) with wider networks within their locations and track and report cases of violence. Youth leaders will be trained through webinars in various sectors to use IEC materials uploaded onto their phones (and more to be shared through online platforms based on needs) and subsequent mentoring so that they can effectively disseminate and share information with peers and communities through social media and digital platforms.
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

MYANMAR (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Child Protection Incident Reporting System (CPIRS): Website and mobile app

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Enables anyone to submit a child protection incident report. It supports the national-level case management system strengthening, which is led by the Department of Social Welfare.
Who is the target audience or intended user?	Not answered
What is your stage of technology development?	Pilot
What was the process to design and deploy the technology?	The concept was generated by Plan International Myanmar and a website and application developer was hired from Myanmar Institute for Peace and Security (MIPS). This institute is also Plan International Myanmar's strategic partner in some thematic areas.
Who are you partnering with in designing and rolling out this digital solution?	Department of Social Welfare
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	The current scope of application is sub-national. If this pilot project has accomplishments, we have a plan to expand other townships.
Any concrete outcomes from using the specific digital platform and lessons learned?	CPIRS website and application have been developed. The target community knows about the CPIRS application. Community Development Officers and Department of Social Welfare staff have received website and application user training. A child protection incident report has been submitted through this application and was referred to a DSW case manager. A user brochure has been developed.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	It is an innovative online reporting system for child protection cases. People from communities can submit the child protection incident report easily via the website or application. In the future, Plan International Myanmar will hand this website and application over to the Department of Social Welfare.
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

NEPAL

Which digital technologies are being used in efforts to eliminate CEFM?

IVR-VIAMO

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Key messages on critical issues recorded so people can listen and learn.
Who is the target audience or intended user?	General community being targeted but also includes girls and young women
What is your stage of technology development?	Deployed
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	Viamo, technology provider and Nepal Telecom
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Using unspent project funds at country level to continue work
Did you receive any support from donor organisations, corporations or companies?	Viamo helped to design the content
How many users does the technology have? In what regions? How many are active? (Define active)	Unsure
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Tested in few target areas
Any concrete outcomes from using the specific digital platform and lessons learned?	No documented outcomes
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Solution allows for the dissemination of critical information at scale and low cost
What are some key challenges that you faced as port of the process to design and scale the technology?	Not all girls and young women have phones, so a large portion of potential users excluded. Also, network issues in remote locations where girls live.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Unsure

NEPAL (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Mobile app

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Reducing CEFM through broader youth engagement, including linking them to decision-makers.
Who is the target audience or intended user?	Not answered
What is your stage of technology development?	Ideation stage. IMPORTANT NOTE: This is not yet a planned activity but just an idea. Plan Nepal is keen to see successful innovations from other COs to help inform whether this is worth pursuing.
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	Not answered
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Not answered
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

NEPAL (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Facebook and other social media

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	There is a "Girls out loud" project which has created a Facebook page for adolescent girls and young women (ages 13-24 years). They are provided with a space and platform to discuss issues that matter to them. The most commonly discussed issues are SRHR, violence against women and girls, menstruation hygiene management, CEFM etc. This page provides a safe platform for girls to discuss various issues, myths and misconceptions, and provides support for greater understanding of issues and solutions to their concern and questions.
Who is the target audience or intended user?	Exclusively adolescent girls and young women between the ages of 13-24 years.
What is your stage of technology development?	Started in Colombia and scaled up in other countries including Nepal. Started with participation of 50 girls now reaches up to 600 girls in six months.
What was the process to design and deploy the technology?	Designed by Plan international Colombia and supported by GOL Global team of experts and scaled up in Nepal.
Who are you partnering with in designing and rolling out this digital solution?	Global GOL team
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Currently being funding through the ongoing project supported by JNO. But this will last only until June 2021. Thus, additional funding will be definitely required.
Did you receive any support from donor organisations, corporations or companies?	Some component of ongoing projects is being used for this particular project.
How many users does the technology have? In what regions? How many are active? (Define active)	Currently the Facebook page has 600 members and around 350 girls have requested to join and are in the process of being verified. Out of 600 girls around 80% are active meaning they are sending likes, sharing comments, inviting friends, participating in polls etc.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	It is being automatically scaled up to cover many districts.
Any concrete outcomes from using the specific digital platform and lessons learned?	Girls have increased networking, have initiated radio programmes, participated in the Art is power campaign etc.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	It provides 24/7 support in terms of responding to queries of girls.
What are some key challenges that you faced as port of the process to design and scale the technology?	100% engagement can't be measured as some members tend to only view and read posts but not respond. So, the level of engagement and understanding is hard to measure. Managing a high number of members and verification of each individual's identity is a challenge. The other key challenge is to reach out to the most marginalised girls who don't have access to the Internet and smart phones. They are completely left out in this programme.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Reaching out to a high number of girls in around six months with very minimum cost is a great achievement. This has become one of the great platforms for girls to share their opinions, solve concerns and issues and showcase their talents as well.
What are your plans for sustainability in the future?	The plan for sustainability is to handover this platform to the Youth hub of Plan International, which will be leading this group and engaging more and more group of adolescents and young women.

NEPAL (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

YouTube channel

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	An adolescent girls club from one of the project locations has created a YouTube channel and are providing massive awareness against CEFM.
Who is the target audience or intended user?	The focus of this intervention is to raise awareness against CEFM and to reduce the incidence of the CEFM in their community. Adolescents, young people, their parents and caretakers, and local government
What is your stage of technology development?	-
What was the process to design and deploy the technology?	-
Who are you partnering with in designing and rolling out this digital solution?	-
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Supported by JNO in one of the districts named Banke.
Did you receive any support from donor organisations, corporations or companies?	Yes, financial and technical support
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Ongoing currently
Any concrete outcomes from using the specific digital platform and lessons learned?	Reduction in the CEFM cases
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

NEPAL (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Radio programme

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Weekly radio programme is being broadcasted from the Association of the Community Radio Broadcasters Nepal (ACORAB) in seven of the working districts of Plan Nepal Create awareness among community people against CEFM
Who is the target audience or intended user?	General community, everyone listening to the radio
What is your stage of technology development?	–
What was the process to design and deploy the technology?	–
Who are you partnering with in designing and rolling out this digital solution?	Association of the Community Radio Broadcasters Nepal who has its catchment in all 77 districts of Nepal through community radios.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	JNO and sponsorship programme
Did you receive any support from donor organisations, corporations or companies?	Yes, financial and technical support
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Earlier the radio programme was focused in one district but now this is expanded to additional six districts, making a total of seven districts.
Any concrete outcomes from using the specific digital platform and lessons learned?	More people are aware and sensitise
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

NEPAL (Continued)

Which digital technologies are being used in efforts to eliminate CEFM?

Outbound Interactive Voice Response Survey

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	The purpose of this survey is to identify the incidence of child marriage as a result of the lockdown situation.
Who is the target audience or intended user?	Identify the impact of COVID and lockdown situation on increasing cases of CEFM. Girls from 18 – 24 years old
What is your stage of technology development?	-
What was the process to design and deploy the technology?	-
Who are you partnering with in designing and rolling out this digital solution?	Partnering with Viamo for development and roll out of this survey.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Not answered
Did you receive any support from donor organisations, corporations or companies?	Not answered
How many users does the technology have? In what regions? How many are active? (Define active)	Not answered
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Data collection will begin in March
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Not answered
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

THE PHILIPPINES

Which digital technologies are being used in efforts to eliminate CEFM?

Sensemaker is a digital tablet that facilitates participatory research with girls and young women. Research informants can openly discuss their experience and these experiences are captured on a dashboard to allow Plan International (PI) to see real time trends in the data collected.

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Sensemaker was deployed because Plan Philippines wanted to understand and address key challenges that girls and women faced in their community. CEFM is a key challenge. PI used research findings to develop a two-year project plan to address these challenges.
Who is the target audience or intended user?	Enumerators and girls (ages 13-19) who fill in the tablet responses. Survey was translated into local language.
What is your stage of technology development?	2,000+ interviews completed through tablet. Now at stage of analysing the data.
What was the process to design and deploy the technology?	Not answered
Who are you partnering with in designing and rolling out this digital solution?	Women refugee commission helped to design the research and Cognitive Edge was the software and technology provider that deployed the research.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Already integrated into current programming and budget.
Did you receive any support from donor organisations, corporations or companies?	Cognitive Edge as key software and private-sector partner.
How many users does the technology have? In what regions? How many are active? (Define active)	One time survey so this is not applicable.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Research was deployed across four regions in the Philippines.
Any concrete outcomes from using the specific digital platform and lessons learned?	Very interesting research outcomes facilitated by tech-enabled participatory methods. Amazed by the reach of 2,000+ participants in just two weeks. Much easier to analyse data and get quick insights on data with the dashboard.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Sensemaker is a narrative-based research methodology that allows respondents to give meaning to their stories through responding to a series of pre-identified story prompts or questions on a tablet/device and enables the capture and analysis of a large quantity of stories. Sensemaker data collection veers away from the typical questionnaire type survey and instead uses interactive images/shapes and buttons as methods for respondents to provide their answers and interpretations. This innovative approach reduces the potential for interpretive bias as it allows storytellers/respondents to share stories of their own choosing and enable researchers to collect a variety of perspectives without injecting their own interpretation/bias. Data is transmitted from the device/tablets straight to a web portal that displays it on a dashboard. This allows for regular monitoring of data quality (despite members of the research team being at different locations and time zones) and informs adjustments in the data collection strategy (if needed). The dashboard is also where the research team can explore data, look at patterns and trends, cross reference story patterns with various demographic characteristics of respondents, and deep dive into analysis.
What are some key challenges that you faced as port of the process to design and scale the technology?	Problems with tablets and some of them crashing. Some areas do not have good Internet, which made it tough to deploy the research. But Cognitive Edge was very helpful in supporting challenges. Another challenge, due to COVID-19, was that many of the surveys were online instead of having the enumerators administer them.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Ability to get high quality data insights, at scale and low cost.
What are your plans for sustainability in the future?	Plan to have concrete set of recommendations, which they will fundraise for in the future.

THAILAND

Which digital technologies are being used in efforts to eliminate CEFM?

Facebook, YouTube, Line application (communications platforms such as WhatsApp), Facebook Messenger, online surveys, website with online course.

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Facebook used to provide education and quality on sexual and reproductive health, consequences of child marriage. YouTube used for awareness raising on CEFM, and education on safe Internet education. Linked to sexual and reproductive health programming.
Who is the target audience or intended user?	Youth and adolescence (younger than age 24 years)
What is your stage of technology development?	Implemented and ongoing
What was the process to design and deploy the technology?	For YouTube worked with a youth group and youth created the content related to SRHR. For Facebook page, worked with youth leaders to develop appropriate content. Youth can add to the content by posting comments. Facebook page owned by Plan International.
Who are you partnering with in designing and rolling out this digital solution?	Local public health departments in targeted communities. Youth leaders in targeted communities. Worked with Telenor for the website and to create courses to educate youth and adolescence. Telenor was administrator of the website and has data on youth who registered for the online course.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	For digital technologies no specific budget but integrated into current budgets for the CEFM project.
Did you receive any support from donor organisations, corporations or companies?	In existing budgets.
How many users does the technology have? In what regions? How many are active? (Define active)	For the website, 3,000 have registered and for Facebook and YouTube over 2,100.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Sub-national and local level with plans to scale up to the national level.
Any concrete outcomes from using the specific digital platform and lessons learned?	Not answered
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	Other than providing and sharing information on SRHR and health related topics, there are also Q&A sessions organised by a qualified a local public health officer along with our youth leaders which they answer health related questions (mainly on SRHR) asked by audience.
What are some key challenges that you faced as port of the process to design and scale the technology?	Expected a larger audience for social media, especially. Need additional resources to scale up some of these efforts. Donors are putting efforts elsewhere currently. Also, not right resources internally with digital skills, especially for optimising social media. ICT person who is supporting digital work in based in Laos. Also, risk of online risks or harms that must be understood and addressed in programming (e.g., harmful content, data privacy).
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Outreach is key achievement. On YouTube videos, young people started to post their own content on CEFM-related issues.
What are your plans for sustainability in the future?	Plan International now the owner of the Facebook page but the plan is to eventually is to hand over the page to a youth group to manage in the future.

TIMOR-LESTE

Which digital technologies are being used in efforts to eliminate CEFM?

Mobile app: *Reproductiva*

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	To increase the access to quality SRHR information and services for young girls. It aligns to goals at a country level to change social norms within communities. The app creates a safe and confidential space for girls to ask questions about SRHR that are answered by a trained professional. Plan Timor-Leste partners with Marie Stopes Timor-Leste to implement this project. Marie Stopes periodically shares useful tips to the group chat, and manages the Questions and Answer section within the applications. A bank of Q&As is gradually developing for girls to search first for an answer to their questions before approaching the moderators. This approach helps to increase girls' and young women's knowledge about SRH, and gives them the confidence to ask questions and access youth-friendly services, including family planning.
Who is the target audience or intended user?	Young people, especially girls in the age range of 13-18 years.
What is your stage of technology development?	Have been implementing this technology for 1.5 years. Piloting/testing occurred in two high schools in Dili and two in Aileu municipality. It is currently under improvement based on feedback from young people and evaluation.
What was the process to design and deploy the technology?	Consulted with young people and their teachers to originally design the technology. Plan Timor-Leste has worked with a developer from Indonesia, Tedi Kurnia, to develop and improve the app. The project has also continued to work with government institutions such as the Ministry of Health (MoH) and Ministry of Education (MoE). The app has already undergone several improvements and a new version is currently being promoted among students and young people. As part of recent improvements, the server has moved to Timor-Leste and Plan Timor-Leste is currently under partnership development with two telecommunication companies, Timor-Telecom and Telenor.
Who are you partnering with in designing and rolling out this digital solution?	Under this project, Plan International Timor-Leste has built an excellent approach and cooperation with its partners and stakeholders, including Marie Stopes Timor-Leste (MSTL), MoE, MoH at the national level and the Department of Health at the district levels. Also, Plan Timor-Leste was successful in engaging local women' right organisations and some youth CBOs to volunteer to assist Plan and MSTL in this project. They have demonstrated their commitments to the importance of the project by helping to mobilise students and motivate them to ask questions about sexual and reproductive health. The project team has also conducted mapping activities in order to build new partnerships with the aim of to continuing the app. This project also will work with Girls Alliance and CNJTL in order to strengthen their knowledge on sexual and reproductive health so they can contribute to discussions on issues of sexual reproduction to influence the decision makers as well as share the apps to other youth particularly those in the rural areas that can access the Internet.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Initial funding was from Finland government.
Did you receive any support from donor organisations, corporations or companies?	For piloting /testing the project, received funding from FLNO and to extend the project using the sponsorship funding.
How many users does the technology have? In what regions? How many are active? (Define active)	More than 1000 users reached to date.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	The app has been tested in two schools at Dili (national) and two schools at Aileu municipality. In This FY, the apps are planned to scale-up to Ainaro municipality and other youth groups, including LGBTIQ youth and young people with viability.

TIMOR-LESTE (Continued)

Mobile app: *Reproductiva*

Question	Response
Any concrete outcomes from using the specific digital platform and lessons learned?	▪ The important lesson is that most Timorese, over the years, have considered sexual and reproductive health as something 'taboo' and not to be talked about in public. From this project we have learned that it is critical to work on the mindset of parents of the students as well as their teachers to facilitate the implementation of the project. In the future, Plan and MSTL will continue to advocate and influence the MoE to apply SRHR curriculum properly, and Plan and MSTL will organise school debates on the SRHR during the extra school time. ▪ Very important to train Parents and Teacher Associations (PTAs) to a have deeper understanding of SRH so that they feel confident to talk about this topic in their families. Moreover, we have learned that many people think that contraception methods should not be introduced to teenagers, however, the facts show that students want to know about this issue so it is important. ▪ It is important to consult with girls and boys and other stakeholders as well as organise the prototype experiment so that the app development fits better to the needs of target users to bring about greater impacts. No direct evidence of impact but young people enjoy the participation.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	This is a user-friendly android application helps to remove the barriers girls and young women face in accessing information on SRH and link them to the existing SRH services. It functions as an "interactive chat group" where girls and young women share their issues and seek answers with the supervision and support from MSTL health care staff. The application is equipped with a call function that directly links to the MSTL Free Call National Youth Hotline service, for individual consultation and or scheduling/booking a medical check-up with reproductive health clinic services. Also, the application will be equipped with a function to track and predict due period, based on a previous three months record. This helps girls to prepare themselves for their period, and avoid situations where girls need to go home early from school and have to miss class due to not being aware of when their period is due. One critical element of the application is that it provides girls and young women with anonymity when asking questions about their sexual and reproductive health.
What are some key challenges that you faced as port of the process to design and scale the technology?	Not answered
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	Not answered
What are your plans for sustainability in the future?	Not answered

VIETNAM

Which digital technologies are being used in efforts to eliminate CEFM?

Girls Rights Platform (app and website)

Question	Response
What is the purpose and focus of the digital platform? How does it align with key programmatic objectives on your TOC?	Ethnic minority girls, boys, young women and men use the digital space to understand and claim their rights, access support services, and raise their voices towards policy makers (EMPoWR), and empowers girls to learn about trafficking.
Who is the target audience or intended user?	Girls, young women and boys below the age of 25.
What is your stage of technology development?	Technology being developed.
What was the process to design and deploy the technology?	Already had a hotline where people could call in and get additional information in their own language. Knew that there was a demand for this type of solution. Wanted to use app and website to scale.
Who are you partnering with in designing and rolling out this digital solution?	Institute for Social Development Studies, which is independent research organisation promoting gender equality and women's empowerment in Vietnam. ISDS will be the leading local CSO to set up, manage and promote the online GRP amongst CSOs. Target groups and final users will play an active role in every phase throughout the action starting with the baseline assessment. These inputs and following consultations will determine the design of the GRP in order to ensure it will be a relevant source of information and platform for their engagement. For their safe and meaningful participation of the platform, the action will equip target groups with Internet literacy and cyber safety skills and empower them to speak up on issues affecting them. The process will at the same time engage and consult with relevant stakeholders including government, local authorities, CSOs and media to identify and strengthen links between the Girls' Rights Platform and current formal and informal information sources.
How is the project being funded? Will you need additional funding in the future (e.g. learning or upskilling)?	Already have a grant to undertake this work. But in the future, will require more funding to scale up.
Did you receive any support from donor organisations, corporations or companies?	The Project is funded by the European Union and Plan International Belgium.
How many users does the technology have? In what regions? How many are active? (Define active)	Unknown, but the project targets directly 17,200 ethnic minority girls, boys, young women and men, and it is expected to reach of 57,400 people from ethnic minorities in communities of four provinces over the course of three years.
What is the current scope of application (local, subnational, national)? Any plans for scale-up?	Two Northern provinces (Hà Giang and Lai Châu) and two Central provinces (Quang Bình and Quang Tri)
Any concrete outcomes from using the specific digital platform and lessons learned?	Difficult to align various partner groups in the same direction to gain project momentum and to drive impact.
What are innovative features of this platform? How does it address problems in a new way and from a d different angle?	The online platform will provide information to ethnic minority children and youth, with three expected outcomes to reach government agencies: i) provide the same level of information regarding human trafficking and child marriage issues for government to have increased knowledge and awareness. ii) create social mobilisation around the GRP through high take-up by citizens, CSOs and large media coverage. iii) create an enabling space where youth and policymakers can interact through online policy dialogues.
What are some key challenges that you faced as port of the process to design and scale the technology?	Difficulty in finding the right ICT partner who can build the digital solution. Also, tough to align all partners in the right direction. There are also some risks to the online safety of the users.
What are some key achievements and successes in designing and scaling the technology? Any evidence of impact?	In the future, anticipate that the content developed can be used, and scaled by the government. Also, the solution can connect the government to the real issues that young people face related to human trafficking in their own communities.
What are your plans for sustainability in the future?	Solution to be eventually to be taken up, and run by the government.

APPENDIX 2-A: KEY INFORMANT INTERVIEWS WITH EXTERNAL STAKEHOLDERS

Name	Title	Organisation
1. **Mr. Iain Drennan**	Executive Director	WeProtect Global Alliance
2. **Ms. Shipra Jha**	Head of Asia Engagement	Girls Not Brides
3. **Ms. Shrinkhala Thapa**	Regional Coordinator for South Asia	ECPAT
4. **Ms. Gerda Binder**	Regional Advisor	Unicef
5. **Ms. Buddhini Withana**	Senior Technical Advisor - Child Protection	Save the Children International

APPENDIX 2-B: EXTERNAL MAPPING OF DIGITAL TECHNOLOGIES

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Age verification and marriage registration through mobile apps project				
This project was inaugurated in 2017 by through Bangladesh's Access to Information (a21) programme. The project stated to launch a mobile app that would allow marriage registrars to verify the ages of the bride and groom by dialling a USSD code or SMS. Registration will only be completed if age appropriate. If the efforts taken locally to prevent child marriage fail, the National Helpline (109) can be called free from any mobile.				
CEFM	Bangladesh			https://a2i.gov.bd/apps-to-prevent-child-marriage/
Apps and girls				
The platform harnesses the power of digital technologies, notably through the creation of coding clubs in secondary schools, an offline and online women's tech entrepreneurship incubator and e-mentoring to match emerging tech entrepreneurs with mentors.				
Access to education, Personalised learning	Tanzania and Uganda	Girls in secondary schools, university or out of school	Over 1,000 impacted	32 business ideas created 10 start-ups created The story of Doreen Michael, Juliet Sewava and Josephine Brown: "The three girls have participated in the 2018 FIRST Global Robotics where they represented Tanzania in the world's largest STEM themed Oly mpics. Through this participation they gained significant knowledge in robotics and automation that they use to mentor other young girls whose projects involves Arduino and robotics. They also had won 150 USD while pitching Foodhub at the Diamond Challenge. Currently they are volunteering to teach coding to students in twelve coding clubs we run in Dar es salaam secondary schools." Impact report: https://www.appsandgirls.com/wp-content/uploads/2019/07/AppsandGirls2018-compressed.pdf A recipient of the 2020 EQUALS Digital Skills Fund grant: https://webfoundation.org/2020/03/meet-the-2020-equals-digital-skills-fund-grantees/ https://www.appsandgirls.com/
AVAAZ				
An online platform that allows anyone to start and share a petition or campaign.				
Youth activism	Global	Anyone interested in political organisation	65 million members	463,047,069 actions 2,792 campaigns https://avaaz.org/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Bandhan Tod				
Bandhan Tod is a mobile app that allows girls and women to respond to issues like child marriage. When the SOS on Bandhan Tod is activated, the nearest small NGO will attempt to resolve the issue. If the family resists, then the police will be notified.				
CEFM	India	Girls and women in unsafe situations	Unknown	https://play.google.com/store/apps/details?id=com.microware.bandhantod&hl=en_GB
Bangladesh MOWCA campaign on violence against women (2011)				
The Ministry of Women's and Children's Affairs in Bangladesh produced numerous public service announcements encouraging girls and community members to take action where they can to protect girls from harassment, fight against dowry and stop child marriage.				
Engage and mobilise parents, teachers and community	Bangladesh	Men, women and youth	20,000 YouTube views	The first phase of the campaign launched in Bangladesh in August 2010 (topics of sexual harassment, early marriage and women's empowerment) has won two awards in the public service campaign category: Silver Award from the Advertising Club of Bangladesh on February 10, 2011; and Gold Award at the Srijan Samman 2011 - Awards for Excellence in Bengali Advertising, in Kolkata, India. https://www.youtube.com/watch?v=eUe9W7sbpFY
Beautiful rising				
Beautiful Rising is an online activism toolbox. It features a chatbot, an automated response system that embeds the Beautiful Rising toolbox within chat apps (WhatsApp, Telegram, Facebook, Skype), available on either a computer or smartphone. It also offers a printable card game for activists to learn and have fun in designing creative campaigns.				
Youth activism	Myanmar, Jordan, Zimbabwe, Bangladesh, Uganda, Mexico.	Activists	Unknown	100 activist organisations trained globally https://beautifulrising.org/
Boyhood initiative				
The Global Boyhood Initiative will support boys and the adults in their lives with resources they need to raise, teach, coach and set an example for boys to become men who embrace healthy masculinity and gender equality. The initiative will include media campaigns and activities, tools and resources, most of which can be accessed online.				
Engage and mobilise parents, teachers and community	USA launch, but expanding globally	Boys (ages 4-13)	Unknown	Pre-launch A project of Promundo, which leads a number of projects to promote gender equality by engaging men and boys in partnership with women and girls. https://promundoglobal.org/work/ https://boyhoodinitiative.org/
Bright Sky				
Bright Sky is a free app which provides support and information to anyone who may be in an abusive relationship or those concerned about someone they know. Bright Sky enables users to locate their nearest support centre, assess the safety of a relationship and access to information about different forms of abuse and how to help a friend that may be affected.				
Protection from violence	UK, Ireland, Czech Republic, Romania, Italy, Portugal, South Africa	Victims of domestic violence	Unknown	https://www.bright-sky.org.uk/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
BYJU				
India's first tutoring and online learning app provider for K12, puts AI and data analytics at the heart of its content creation to facilitate online learning in a blended education system. BYJU's in-house analytics system uses the information gathered by its app to enhance the user experience, adapt to users' specific needs and build up the data.				
Personalised learning	India	K12 students	50 million	BYJU runs on a 'freemium' model. https://byjus.com/
Chat! Contraception				
CARE Cambodia launched Chat! Contraception to improve SRHR for garment factory workers in Cambodia by providing information about contraception and sexually transmitted diseases (STDs). The programme involves a combination of in person activity-based sessions, soap opera style videos featuring female factory workers that are screened at the factories and can be watched on the mobile app, and a daily prompt/interaction from the app they can schedule at any time includes a mobile quiz and treasure hunt.				
Sexual reproductive health services	Cambodia	Female garment factory workers	25,000 workers since 2015	Since the programme started in 2015, unwanted pregnancies have declined and use of modern contraception has doubled, reaching nearly 50 percent. Because unintended pregnancy can cause a young woman to lose her job and be forced into early marriage, this kind of SRHR programme can have an impact on CEFM. https://www.care-cambodia.org/chat/c20ox
Cloud Factory				
Cloud Factory, based in Kathmandu, Nepal, is a microwork online platform and social enterprise. Participating businesses upload an "assembly line" of jobs that are then posted to workers based predominantly in Nigeria, South Africa, Saudi Arabia, and Nepal. Cloud Factory trains workers in developing regions and operates microloan initiatives that enable participants to fund their own training while becoming self-sustainable.				
Income generation	Nepal, Nigeria, South Africa, Saudi Arabia		420 youth	Number of Youth Trained Total: 420 | Women: N/A | Men: N/ANumber of Youth Employed Total: 420 | Women: N/A| Men: N/AAvg. Monthly Earnings of Youth after Programme USD 240Change in Income for Youth (%) 40% – 200% increase https://www.cloudfactory.com/Case study: https://www.s4ye.org/sites/default/files/2018-09/S4YE%20Digital%20Jobs%20for%20Youth_0.pdf
Easy Rescue				
Cloud FacEasy Rescue is an app that lets women share the route of their journey with chosen contacts and communicate with them with just one click. If the route changes, the contacts will receive an immediate notification. Users can also shake their phone to send an urgent SMS. Other features include a one-click call button to the emergency services, and a directory of information from Violence Prevention Centres.				
Protection from violence	Turkey	Victims of domestic violence	Unknown	According to research by the Vodafone foundation (who co-developed the app), 1 of every 3 working people believes that a mobile application which provides access to immediate support services can decrease the effects of domestic violence on professional life to a considerable extent. The idea of having such an application attracts the most significant attention in Turkey with a rate of 45%. http://turkiyevodafonevakfi.org.tr/en/projects/other-projects/easy-rescue/

APPENDIX 2-B

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Future Ready Asean				
An online learning platform structured along four learning tracks that lead to 12 completion badges. Once the advanced level has been achieved for a given track, students are invited to pursue additional online courses leading to Microsoft's industry-recognised certifications. The platform is gender-responsive, and encourages more young women into STEM.				
Access to education	Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar the Philippines, Thailand and Viet Nam	Underserved youth aged 15 to 35	This programme aims to train 520 teachers and 46,000 underserved youth aged 15 to 35 on digital skills by 2020.	The initiative has empowered over 26,998 underserved youths and 1,187 trainers with computer skills since March 2019. The platform was developed in partnership with Microsoft. https://futurereadyasean.org/
Girl Rising				
This app came to fruition following the Girl Rising film, which followed the journey of nine girls from around the world who had to fight for their education. The app gamifies their stories and talks about what it takes for a girl to actually go to school. Users complete tasks to help a character get to school, but also use quizzes to help people identify gender-based discrimination, question norms, and learn more about women's achievements.				
Engage and mobilise parents, teachers and community	India	Everyone	Unknown	Developed with support from Vodafone India Foundation. https://play.google.com/store/apps/details?id=in.hashstash.girlrising&hl=en&gl=US
He For She				
HeForShe is a global solidarity movement with the goal of mobilising one billion men and boys in support of gender equality. Users can digitally 'sign' their commitment to the movement, share with their network and get involved with actions across the globe.				
Engage and mobilise parents, teachers and community	Global	Men	2.1 million online commitments worldwide	The movement has garnered commitments and media attention from many global leaders, heads of state and major corporations who have taken various actions to support gender equality: https://www.heforshe.org/sites/default/files/2019-12/HFS_IMPACT_2019_Onscreen_revised.pdf In 2017, ASEAN launched their He for She campaign. https://asean.org/asean-un-to-promote-gender-equality-through-heforshe-campaign/ https://www.heforshe.org/
JUI International Women's Day Campaign (2017)				
An ad campaign in Bangladesh on domestic violence addressed harmful masculinities and included a video on a woman's desire to cut her hair short so that she cannot be grabbed by the hair by her abuser.				
Engage and mobilise parents, teachers and community	Bangladesh	Men, women and youth	4 million views on YouTube	https://www.youtube.com/watch?v=Ckr4zzUyd64

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Jumia				
Jumia is a major e-commerce platform in Nigeria. The goal of the "Women and Youth Empowerment" programme is to equip women and Nigerians younger than age 30 with the training and support needed to earn additional income by selling products on online platforms. The programme provides training on use of the Jumia platform and an opportunity to earn extra income on the basis of the number of customers who make purchases on the Jumia platform following their referral. Registration is free and much of the programme can be accessed without Internet.				
Income generation	Nigeria	Women and Nigerians younger than age 30	50,000	Within three months of launching the program's first phase in Yaba, a suburb of Lagos, in June 2019, more than 1,000 Nigerian youths joined the program's in-person and online training sessions. Of these trainees, 277 women— approximately 30 percent—would go on to sign up. Collectively, these women were able to refer an additional 878 women across Nigeria within the three-month period. https://www.jumia.com.ng/ IFS case profile: https://www.ifc.org/wps/wcm/connect/4dc99192-66c0-4319-8181-1ad5d7221319/202008_D2E_Jumia.pdf?MOD=AJPERES&CVID=nfvy66q
Khan Academy				
Khan Academy offers practice exercises, instructional videos, and a personalised learning dashboard that empower learners to study at their own pace in and outside of the classroom. Subjects covered include math, science, computing, history, art history, economics, and more, including K-14 and test preparation (SAT, Praxis, LSAT) content.				
Access to education	Global	Anyone in need of educational resources	100 million worldwide/year	Khan Academy supports Sri Lankan students in mathematics. Significant score increases (.20 ES) on a standardised mathematics assessment.Brazil: 30% more learning for fifth graders using Khan Academy integrated into mathematics instruction. El Salvador: An additional .19 school years in math gained through the integration of Khan Academy into mathematics instruction in El Salvador. https://www.khanacademy.org/
Lazada				
Lazada is a Southeast Asian marketplace platform. Lazada provides stay-at-home mothers with the opportunity to earn a living by running an online store while juggling family responsibilities. Free training and assistance are provided to Lazada sellers to help them set up shop. Lazada does not charge commission for selling on its platform, helping sellers keep costs low. Working with local partners, a small working capital loan is offered to top sellers to give them a boost in inventory management. Lazada also offers photography services at heavily subsidised rates, to help the "mompreneurs" capture high quality product images for their online stores.				
Income generation	Philippines	Female entrepreneurs	155,000 sellers (total, including Mompreneurs program)	COVID-19 has forced manytraditional sellers to use livestreaming technology tocontinue selling online. Livestreaming can be set upeasily with a mobile phone and the Lazada application. Many sellers found a new way of staying connectedwith their target audience during the strict lockdownsthat happened in many Southeast Asian cities at theheight of COVID-19 pandemic. The Mompreneurs Programme is currently available in the Philippines. Lazada is looking to scale up similar programme in other markets.Lazada is a member of the IFC-led Digital2Equal initiative, launched in 2018, that brought together 17 leading technology companies operating across the online marketplace to boost opportunities for women in emerging markets. https://www.lazada.com/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Lily Health				
Lily provides a subscription service that allows women to text questions to their friend "Lily" and receive responses based on a database of information about reproductive health as well as personalised information about that woman's cycle. It is fully accessible via SMS (Internet connection not needed).				
Sexual reproductive health services	Kenya	Women and girls of reproductive ages	Unknown	70% of users say Lily helps them achieve their reproductive health objective 96% feel more confident 86% have learned something new 100 net promoter score, which means that all asked users said they would recommend the service to friends. The company currently operates in Kenya but has plans to expand other markets, including India, Bangladesh, Brazil, and the Philippines. Machine learning will enable Lily to create an automated and scalable product that responds to customers using a database of customer details, reproductive health information, and a steadily improving algorithm that interprets customer questions in order to generate accurate responses a "chat bot" solution. https://lily.health/
Lululab				
This app works as an educational game to help users learn about menstrual hygiene. One feature works like Candy Crush — but with Diva Cups and pads instead of candies. The games can be played on smartphones, tablets and computers, and they are accessible both online and offline.				
Sexual reproductive health services	Kenya	Girls and boys	Unknown	Its prototype was tested in Kenya, but Juul notes that one of the great things about it is that it can be translated and adapted for any country. https://lululab.org/
Main Kuch Bhi Kar Sakti Hoon				
The Population Foundation of India created a trans-media series called Main Kuch Bhi Kar Sakti Hoon (I, A Woman, Can Achieve Anything) that utilises television, radio, Internet and mobile phones to challenge the prevailing social and cultural norms around family planning, early marriage, early and repeated pregnancies, contraceptive use, domestic violence and sex selection. They use different channels so their target audience will hear mutually reinforcing messages from a variety of different sources such as social media platforms like Facebook and Twitter feeds from the fictional characters in the series.				
Engage and mobilise parents, teachers and community	India	Men, women and youth	58 million watched season 1	The awareness of Child Marriage Act increased from 74% to 88% from the exposed groups and 85% from the non-exposed groups in Madhya Pradesh. Bihar experienced an increase from 72% to 83% for exposed group and 78% for non-exposed group on the awareness of Child Marriage Act. After watching the programme, 77% of the people understood the need of girl education and that they should be not be married before the age of 18. Women became aware of family planning methods, thereby dropping the percentage of women who had never used any methods from 51% to 37.6%. https://mkbksh.org/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Mindspark				
Mindspark is a computer-based, online self-learning tool that helps children improve their math skills. It allows each child to follow a learning path that is based on his or her needs.				
Personalised learning	India	Students in classes 1-5	80,000 students a year	Students showed improvements in mathematics assessment scores of up to 38% in less than five months, thereby dramatically reducing students' learning gaps. The Delhi based programme could be rolled out at scale at a fraction of the cost of current per pupil spending in schools.
Myplan App				
Assess domestic violence situation and helps victims make informed decisions about their safety and well-being.				
Protection from violence	Canada, US	Victims of domestic violence	Unknown	Survivors reported that the pilot tool offered privacy to consider personalised safety options, informed them about danger in their relationship, and provided useful safety planning and resource information. After the promising feedback from the pilot, the next 6 years were spent developing the tool further based on survivor and advocate feedback and the effectiveness of the tool was tested in 2 longitudinal randomised controlled trials with over 1000 survivors, friends, and advocates across the country. https://www.myplanapp.org/researchpublications My Plan is a self-evaluation tool designed to help survivors assess whether they or a friend are safe within a relationship. Once the survivor has completed a range of questions regarding safety concerns, the app then provides the user with various options of resources for counselling, support and advocacy. These results are based on the individual characteristics and values of the survivor. https://myplanapp.ca/
Ni-Nyampinga				
A multi-platform youth brand, made up of a magazine, radio drama and talk show, a network of clubs and digital platforms, made by girls for girls. Includes an SMS chat line and digital channels tapping into Rwanda's growing digital audience.				
Promoting digital spaces	Rwanda	Girls and young women	6.6 million people age 10+ are aware of Ni-Nyampinga	A 2017 impact assessment found that: Compared to girls unaware of Ni Nyampinga, multi-regular consumers have a 60% higher probability of having high levels of self-confidence. Compared to all those unaware of Ni Nyampinga, multi-regular consumers have a 67% higher probability of having positive attitudes towards gender equality. http://ninyampinga.com/

APPENDIX 2-B

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Nokaneng App				
The Nokaneng app informs users in Lesotho about the different forms of gender-based violence, their rights and the available support services, as well as protection tools such as a sound alarm and emergency SMS. The app also provides a safe space for conversation, support and advice, including from counsellors.				
Protection from violence	Lesotho	Victims of domestic violence	1220 downloads	114 questions have so far been asked by affected women in the advice and discussion forum. 'This app is very important because I can get information at home without anyone noticing it.' Feedback from a young user who wishes to remain anonymous. 'When my husband saw the videos in the app, he realised his own violent behaviour. It changed him. He stopped beating me.' Feedback from a married user who wishes to remain anonymous Nokenang is a joint initiative between the Lesotho Ministry of Gender, Youth, Sports and Recreation, GenderLinks Lesotho, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Vodacom Lesotho and the Vodacom Lesotho Foundation. The app is free to use for anyone on the network – meaning you don't need credit to access it. https://play.google.com/store/apps/details?id=ls.nokaneng.app&hl=en&gl=US
Oky				
Oky is a period tracking and reproductive health education app developed together with young people. This app was developed and launched by Unicef.				
Sexual reproductive health services	Indonesia, Nepal, Mexico and Kenya	Girls and young women	50,000 users	https://okyapp.info/
Pyo May				
Mobile app targeting girls and young women with information about their health, bodies, fitness, contraceptives, relationships and dating.				
Sexual reproductive health services	Myanmar	Girls and young women (3+)	Unknown	https://www.koekoetech.com/ https://play.google.com/store/apps/details?id=com.keoeoetech.pyopyomay&hl=en&gl=US

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Ruangguru				
Ruangguru is an app that provides a number of EdTech solutions. The app features a tutoring marketplace, a video learning subscription, a questions bank platform and one-on-one classes. In response to the crisis, Ruangguru launched a free online school programme that allows students to join live classes remotely. Students can choose from 18 live channels that cover all subjects from elementary to senior high school, led by Ruangguru teachers.				
Personalised learning	Indonesia	Students coping with online learning	Unknown	Around 17 million students in Indonesia have used Ruangguru's solutions to date. During COVID-19, seven million students participated in free online classes — 1.5 million on the first day of school closures alone.45 According to Ruangguru, over 92 per cent of users reported improved academic performance after three months. 80 per cent of Ruangguru users are outside the capital city Jakarta,46 and 70 per cent come from low- and middle-income families. Ruangguru plans to integrate AI to personalise learning for students based on grade level, achievements, engagement and enrolment. Within six months, the group aims to establish a progressive learning system in which the solutions adapt and evolve as students progress. https://ruangguru.com/login/student https://www.gsma.com mobilefordevelopment/wp-content/uploads/2020/09/EdTech-Final-WEB.pdf
Samasource				
Samasource is a non-profit organisation that brings digital work opportunities to people around the world. Samasource secures contracts with companies including Google, Intuit, and CISCO; it has provided services to LinkedIn and the U.S. State Department, to provide data entry, digitisation, content moderation, and other services. Component tasks ("microwork") are distributed to the workforce, including 1,600 women and youth working with partner organisations in countries such as Haiti, Pakistan, and Uganda. Workers develop capacity, including computer skills and English. Samasource was founded in 2008 in San Francisco.				
Income generation	Africa, The Americas, Arab States, Asia and Pacific, Europe, CIS	Low-income youth	8398 youth	Number of Youth Employed Total: 6,718| Avg. Monthly Earnings of Youth | after Program USD 1,714 Samasource has a cumulative direct beneficiary count of over 10,000 since starting operations. 85% of people continued to work or pursue their education after they left Samasource. Of those that continued working, 98% were in formal employment, with 51% of them working in the ICT sector. https://www.samasource.com/ Case study: https://www.s4ye.org/sites/default/files/2018-09/S4YE%20Digital%20Jobs%20for%20Youth_0.pdf

APPENDIX 2-B

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Shujaaz				
A youth media initiative that combines a comic book with radio and YouTube programmes and on-the-ground events. Shujaaz revolves around young, authentic fictional characters and real-life role models who surface sensitive issues to help youth improve their lives. Fans then engage with the characters and issues through toll-free SMS, WhatsApp and social media, including character Facebook pages and Facebook Messenger accounts, all of which are used to generate research insights and drive collective behaviour change through discussions. Many of the app features can be accessed without Internet.				
Promoting digital spaces	Kenya	Youth	7.3 million comic book readers, 4.4 million social media followers and receives over 60,000 SMS messages every month	"Girls in the network are 2.7x more likely to marry in their teens, 43% more likely to use condoms and 2.4x more likely to delay childbirth than non-fans" https://www.shujaazinc.com/ Case study: https://digitalimpactalliance.org/wp-content/uploads/2019/03/WellToldStory.pdf+I28
Shupavu 291				
An SMS-based EdTech solution that allows students to ask teachers questions in real time through the "Ask a Teacher" feature. Developed in-house by local teachers and aligned with the national curriculum, students can access lessons and quizzes on any mobile phone via SMS or USSD daily, weekly or monthly.				
Personalised learning	Kenya, Ghana, Cote d'Ivoire	Students coping with online learning	As of 15 May, Eneza had over one million subscribers to Shupavu 291 and 200,000 students were active on the platform daily, asking an average of 19,000 questions through the Ask-A-Teacher feature.	Since the launch of its free service, Eneza Education Kenya saw the number of questions increase from 3,000 in January 2020 to 20,000 in June. The start-up has reached over one million learners across the country with an average of 300,000 active learners per day. Across all its operations, over six million learners have benefited from the solution. According to Eneza, learners experienced a 23 per cent improvement in academic performance on average after using Eneza for nine months. https://enezaeducation.com/elimika-na-shupavu-291-ignites/
Springster				
Springster, connects marginalised girls around the world, providing education on key social issues including health, education and personal safety. Featuring content designed by girls, for girls, the platform encourages the sharing of stories and connection through features such as commenting threads, polls and reactions, with the goal of cultivating self-belief and resilience. The site is available for free on mobile phones, with no data charges, through Facebook Free Basics.				
Promoting digital spaces	Indonesia, Philippines primarily, but live in total 50 countries and 13 languages		Unknown	12.7 million unique users reached in the past year, with nearly 1 million monthly on average https://global.girleffect.org/what-we-do/mobile-platforms/springster/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Startwiththeboys (#Startwiththeboys)				
As per a month-long campaign on women's empowerment, Vogue India produced a video in 2014 about harmful masculinity and intimate partner violence in India featuring former top actress Madhuri Dixit.				
Engage and mobilise parents, teachers and community	India	Men, women and youth	YouTube views	The hard-hitting film features an endless cycle of parents scolding their sons, from toddlers through adolescence, for crying. It then powerfully culminates in an image of a man holding back tears. The camera shot then pans out to unveil that he is converting his emotions into violence by physically abusing his already battered female partner. Throughout the month-long campaign, other Indian filmmakers such as Homi Adajania and Vikas Bahl are also taking part in #VogueEmpower campaign to promote the cause. https://english.alarabiya.net/en/variety/2014/10/27/Vogue-India-stands-against-rape-with-Boys-don-t-cry-video.html
TechSOS				
TechSOS is an initiative that seeks to support victims of domestic abuse and other vulnerable people through provision of a specially adapted piece of technology that enables enhanced access to the police in an emergency.				
Protection from violence	Spain, Portugal, Ireland, Germany and the UK	Victims of domestic violence	100,000+ users	In the UK, TechSOS provide vulnerable people with enhanced access to the police via a specially adapted piece of technology. It is currently used by over 90% of UK police forces."The use of the system so far has been very positive with officers complimentary of the simplicity and effectiveness of the system. More importantly we've had feedback from victims and potential victims telling us that the system is an extra piece of reassurance for them." TechSOS is used by the majority of Police Forces across the UK to support victims of domestic abuse. Victims were asked to assess their perceived levels of fear on a scale of one to ten prior to the issue of a device. Victims scored their fear levels at an average of 7.8. Typically, the fear dropped to 3 after just a few weeks of having the device. http://www.tecsos.co.uk/?LMCL=yUf9ow
U4U				
U4U provides youth access to sexual and reproductive health information and services through online and mobile platforms, including a website, social media, YouTube videos, an app, and an interactive voice response system.				
Sexual reproductive health services	Philippines	Teens age 15-19	3000 users a month	Over 9,000 young people (10-25 years old) have participated in U4U Teen Trail events in over 50 provinces and cities. Teen trail participants rated the event with a score of 4.82 out of 5.00 for fun and effectiveness in delivering key messages. http://www.u4u.ph/

APPENDIX 2-B

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
UNALA				
Initiated by UNFPA, UNALA is a mobile app and online platform that provides youth with SRH services in partnership with the. UNALA established a network of private general practitioners working closely with youth networks to provide a comprehensive package of SRH services for young people, which includes counselling, physicalexamination, as well as specialist and laboratory referrals.				
Sexual reproductive health services	Indonesia	Youth (aged 15 to 24 years old)	200,000 youth across 5districts in Yogyakarta	Over the 2-year period between September 2014 and December 2016, 964 clients visited UNALA doctors (686 visitsin 2016). https://www.unala.net/
Virtual Skills School				
he Virtual Skills School provides vocational training for those seeking to expand their technical and professional skills, particularly in emerging and non-traditional sectors, and 21st century skills training, for those looking to acquire skills such as breakthrough technologies, digital and financial literacy, communication, creativity, critical thinking, and life-long character qualities. The learning pedagogy is individualised for each user. The School is currently being piloted in Indonesia through the WeLearn online platform.				
Access to education, Engaging teachers	Indonesia (global pilot)	Girls and young women	5,265 on WeLearn	The materials, accessibility and user-friendliness of the platform have been tested by women entrepreneurs. Widya Esthi Riany, who owns a pasta business and participated in the user testing exercise said, “The WeLearn platform is useful and relevant especially for those who just recently started their business because the lessons provide us with guidelines”. A particular focus will be on providing second chance education to girls who have not entered or have dropped out of secondary school. Training for teachers and educators on women’s empowerment issues, gender-based social norms and biases will constitute another important element of the Virtual Skills School. https://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2017/virtual-skills-school.pdf?la=en&vs=449 Pilot project: https://welearn.unwomen.org/
Wearerestless				
A blog interface providing a forum for youth around the world to speak on the issues that matter to them.				
Access to education, Engaging teachers	Global	Youth activists	Unknown	The most recent posting was on force child marriage https://wearerestless.org/2020/12/02/child-marriage-covid19-side-effects-and-symptoms/ https://restlessdevelopment.org/

Impact area	Aountries deployed	Target users	Number of users	Evidence of positive impact for users and additional relevant information
Worldreader				
Worldreader provides learners in LMICs with free access to a library of digital books via e-readers and mobile phones. The group's back-end data, gathered through the BookSmart reading app, can help to understand how a child's reading behaviours predict reading outcomes.				
Access to education	Global	Anyone in need of educational resources	13 million	In 2019, over 2 million people read from Worldreader's digital library, bringing the total number of readers since 2010 to 13.3M. They spent 28,591,650 hours reading on tablets and cell-phones, an average of over 1 hour/reader/month. Worldreader has launched its newest project in Latin America. The project, CreceLee, will bring Spanish digital reading to an estimated 4,500 students via tablets and mobile phones over three years. After a year of operation, Worldreader's Jordan-based Tuta-Tuta project reached over 58,000 refugees and Jordanian families in 2019. The project aims to support children's educational and social-emotional needs by providing programmed access to a curated collection of highly-relevant, digital Arabic storybooks. Worldreader launched its Ghanaian "Inspire Us" collection in 2019. The 30-book collection focuses on engaging young women and encouraging conversations around gender norms and gender stereotypes, with the goal of reaching 30,000 female readers across Ghana and West Africa. With 13 million readers in 47 countries using Worldreader's reading apps and about one million app interactions recorded each day (e.g., time spent reading, types of books read, browsing practices), the scale and depth of the information generated can play an important role in improving education systems in LMICs. Based on engagement levels, organisations can better understand whether parents need support with digital literacy in a particular market, or detect (via search metrics) whether more books need to be acquired in a particular area. https://www.worldreader.org/
Wulwi Initiative				
Wulwi is a tech hub and safe haven for girls and women pursuing careers in technology, while building links with the technology sector. Its DataGirl initiative, "IT 4 ALL" aims to close the digital gender gap and empower women and girls to use technology to create innovative solutions to advance equality in their communities. The initiative focuses on equipping women and girls with digital skills.				
Promoting digital spaces	Cameroon	"Internally Displaced girls, teenage mothers, women and girls who can't afford formal school, and women transitioning into tech careers."	Unknown	http://www.wulwiinitiative.org/

THIS REPORT examines the role that digital technologies and online solutions can play in ending child, early and forced marriage (CEFM) in the Asia-Pacific region. Based on an in-depth literature review and key informant interviews, it explores the ways in which **PLAN INTERNATIONAL ASIA-PACIFIC REGIONAL HUB (APAC)** and other child-rights based development organisations have integrated digital technologies in their programmatic and influencing approaches towards eliminating CEFM in the region. It also introduces some of the digital technologies that have been developed by the private sector, which can be effective in CEFM prevention. Drawing on these insights, the report develops a series of recommendations about how digital technologies can be leveraged most effectively to reach scale and generate impact in eradicating CEFM.

The final section of this report provides an overview of how Plan International is contributing to the elimination of CEFM in the Asia-Pacific region more broadly. It describes in detail the **TIME TO ACT!** regional platform and programmatic and influencing approaches driving these efforts, and outlines some of the organisation's work in ten countries where CEFM elimination efforts are underway.

PLAN INTERNATIONAL

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