

GHANA\*

## Advancing Young Women's Political Participation and Social Norms Change in Ghana

**DURATION: 04/2026 – 08/2027**

Despite significant progress in advancing gender equality in Ghana, young women remain underrepresented in public leadership and political participation at both national and local levels. Women currently hold less than 15% of parliamentary seats and also remain underrepresented in local governance structures<sup>1</sup>.

In the Ashanti Region of Ghana, cultural stereotypes and social norms reinforce male dominance in leadership spaces, discouraging young women from engaging in politics or civic processes.

This project aims to strengthen leadership pipelines for young women, challenge harmful social norms that hinder their participation in public life, and build intergenerational mentorship structures that connect emerging leaders with experienced advocates.

**The project adopts a gender-transformative, participatory, and multi-stakeholder approach** to strengthen young women's leadership, transform discriminatory social norms, and promote women's participation in public life. Key strategies to implement this project are:



**Strengthening leadership capacity** of young women to participate effectively in decision-making and governance processes.



**Raising awareness in communities** and challenging harmful social norms and attitudes toward women's leadership.



**Establishing intergenerational mentorship network** to link emerging and experienced female leaders.



**Strengthening collaboration** among feminist and youth-led organizations to advocate for inclusive governance.



Photo: EWEF

\*Ashanti Region

<sup>1</sup> African Centre for Parliamentary Affairs (ACEPA), 2025.

## KEY TARGETS INCLUDE

150

YOUNG  
WOMEN

trained in leadership, advocacy, and civic engagement to actively participate in governance or advocacy platforms

30

YOUNG  
WOMEN

15

MENTORS

engaged in mentorship program to strengthen intergenerational dialogue and knowledge transfer

3,000

COMMUNITY  
MEMBERS

including leaders, men and boys, sensitized through the Media for Equality Campaign to promote social norm transformation within families, communities and institutions

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COALITION

established for sustained advocacy on women's leadership

## PARTNERSHIPS



**National Youth Authority (Asante Akim Central Directorate)**

**Plan International, Ghana**

## KEY ACTIVITIES

- ▶ Conduct 3 district-level Young Women Leadership Bootcamps focusing on advocacy, governance, and civic participation.
- ▶ Deliver training sessions and exposure visits to decision-making bodies, such as Municipal Assemblies, Regional Coordinating Councils and Parliament.
- ▶ Facilitate trainings on digital leadership and public speaking to young women through structured capacity-building modules.
- ▶ Conduct 6 community dialogues with traditional chiefs, including kings and queens, and youth groups, focusing on young women's leadership and social norms.
- ▶ Launch the Media for Equality Campaign via radio, social media, and public forums.
- ▶ Convene a National Women's Leadership and Policy Forum.



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