

AI-GenderNorms Project: Transforming Gender Norms Using AI

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Date: November 20, 2023

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Introduction to Debbo Consulting

About Us: Debbo Consulting is a West African leader in gender equality and social inclusion. We drive change through research, strategic development, and community empowerment.

Our Mission: To empower women and marginalized groups by addressing deep-rooted social norms that perpetuate inequality.

Challenges & Opportunity

Challenges: In Guidimakha (Mauritania) and Kabu (Guinea-Bissau), harmful gender norms restrict women's roles, perpetuating practices like Female Genital Mutilation (FGM) and limiting women's access to resources and leadership.

Opportunity with AI: Traditional approaches struggle to address these issues comprehensively. By leveraging AI, we can analyze and transform these norms, providing culturally sensitive and evidence-based solutions that drive sustainable change.

Project Objectives

Main Objective: To use AI to identify, map, and transform social norms affecting gender equality.

Specific Goals:

- Analyze online and community data to map harmful social norms.
- Validate findings through community engagement and pilot projects.
- Adapt interventions in real-time to ensure culturally aligned, lasting impact.

Project Phases and Methodology

Stage 1: Data Mining & AI Analysis

Data Mining: Identify and analyze data sources (social media, forums) where discussions around gender norms occur.

AI Analysis: Use Natural Language Processing (NLP) to examine language patterns related to FGM, GBV, and leadership participation.

Project Phases and Methodology

Stage 2: On-Site Surveys and Community Mapping

On-Site Surveys: Conduct field surveys to validate AI findings.

Interactive Map: Create a user-friendly map of gender norms by region, accessible on Debbo Consulting's website.

Stage 3: Data Validation and Analysis

Data Reanalysis: Further refine AI findings based on survey data to confirm patterns.

Mapping Refinement: Update the map with verified data from field research.

Project Phases and Methodology

Stage 4: Community-Led Interventions

Workshops with Local Leaders: Design interventions that respect local traditions while challenging harmful norms.

Implement Community Interventions: Launch programs that engage communities in reshaping gender norms.

Stage 5: Real-Time Monitoring and Evaluation

Continuous Impact Tracking: Use AI to monitor intervention results, adapting approaches based on real-time data.

Measure Change Indicators: Track shifts in community behaviors, including reductions in FGM and increased women's participation in decision-making.

Project Phases and Methodology

Stage 6: Knowledge Sharing and Scalability

Public Sharing: Share findings with government, NGOs, and international bodies to inform broader applications.

Scalability Plan: Develop guidelines for expanding this model to similar regions across West Africa.

Key Considerations

Cultural Sensitivity: Adapt AI findings and interventions to local cultural contexts for community acceptance.

Stakeholder Engagement: Involve local leaders and community members throughout the project to enhance success.

Ethical AI Use: Ensure all data is handled responsibly, prioritizing privacy and security standards in AI processes.

Expected Outcomes

Detailed Gender Norm Map: Publicly accessible map showing harmful gender norms across target regions.

Behavioral Changes: Observable reductions in FGM, increased acceptance of women in leadership roles, and positive shifts in social attitudes.

Scalability Model: A replicable framework for addressing gender norms using AI, positioning Debbo Consulting as a pioneer in technology-driven social change.

Project Team and Partnerships

Debbo Consulting: Leads community engagement, cultural alignment, and intervention design.

Biznovate Technologies: Provides AI expertise, including data mining, NLP, and real-time monitoring capabilities.

Local Leaders and Community Stakeholders: Essential for validating AI findings and ensuring interventions are locally resonant.

Funding Requirement

Total Budget: [\$_____]

Funding Allocation:

- AI Development and Data Analysis (Biznovate Technologies): \$_____
- Field Research and Community Workshops (Debbo Consulting): \$_____
- Monitoring, Evaluation, and Knowledge Sharing: \$_____

Why Invest?

Innovative Approach: Be part of a groundbreaking use of AI to address social issues in West Africa.

Scalable Impact: This model can expand to other communities, multiplying your impact across the region.

Alignment with SDGs: Supports Sustainable Development Goals on gender equality and reduced inequalities.

Support Debbo Consulting in reshaping social norms and promoting gender equality.

Project Liaison Personnel:

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