



I BELIEVE GLOBAL
Advancing Gender Equality

December 31, 2024

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I BELIEVE GLOBAL ANNUAL REPORT 2024

Executive Summary

In 2024, I Believe Global achieved significant milestones in promoting gender equality and women's empowerment through high-impact events, strategic partnerships, and innovative initiatives. These achievements highlight IBG's commitment to driving transformative change at local, regional, and international levels. As we move into 2025, IBG remains steadfast in its mission to advance gender equity and promote a more inclusive world for all.

Detailed Report

January

- Post-Conference Report and Evaluation of ICGE-23: Successfully completed and shared a detailed evaluation report with all stakeholders.

IBG Annual Board Meeting: Conducted a comprehensive review of progress made in 2023 and set strategic goals for 2024.

- **Official Registration in Sweden:** Achieved legal registration of IBG as a formal entity in Sweden, expanding the organization's global footprint.
- **Planning Committee for GAMCE:** Established a dedicated committee in partnership with Kumasi Technical University (KsTU) and SEND Ghana to organize the Gender Activism and Music Concert on Gender Equality (GAMCE).

February

- **Marketing of IWD Event:** Launched an extensive marketing campaign across social media, TV, and radio to promote GAMCE and other International Women's Day (IWD) activities.

March

- **March 8 – GAMCE:** Successfully hosted the GAMCE event in Kumasi, bringing together diverse audiences to address gender equality issues through the powerful medium of art and music.
- **Post-Event Evaluation Meeting:** Conducted a virtual meeting to assess GAMCE's impact and identify areas for improvement.
- **Dissemination of Post-event Documents:** Published and shared GAMCE-24 materials, providing valuable insights and recommendations to stakeholders.

April

- **Research on Smoking Prevalence:** The IBG Research Team developed a study design focused on smoking prevalence among

young females in Ghana and engaged the Ghana Health Service to secure ethical approval.

- **ICGE-24 Planning Committee:** Formed a Scientific and Planning Committee to lay the groundwork for the 2nd International Conference on Gender Equality (ICGE-24).
- **Partnership Proposals:** Submitted collaboration proposals to various technical and public universities in Ghana and abroad.

May

- **ICGE-24 Launch:** Officially launched the 2nd International Conference on Gender Equality, generating significant media and stakeholder attention.
- **May 25 – Africa Union Day Roundtable:** Organized a high-profile panel discussion in Togo on “Invest in Women, Accelerate Progress,” aligning with Africa Union Day celebrations.

June – August

- **Digital Skills Project for Female Entrepreneurs:** Initiated a community-driven project to equip African women entrepreneurs with critical digital skills for business growth.
- **ICGE-24 Awareness Campaign:** Published a series of articles and hosted webinars to raise awareness about the upcoming ICGE-24.
- **Seminar on Gender-Based Violence:** Participated in a seminar on August 15 organized by The ARK Foundation Ghana, focusing on the role of healthcare professionals in supporting survivors.

July

- **UN Summit Preparations:** IBG leadership attended series of meetings and seminars ahead of the UN Summit of the Future.

September

- **September 19–22 – UN Summit of the Future:** IBG team attended the UN Summit of the Future at the United Nations Headquarters in New York.
- **September 25 – Post-Summit Report:** Published a comprehensive report outlining outcomes and opportunities from the UN Summit.

October

- **MOU Acceptance:** Finalized partnerships with institutions including Accra Technical University (ATU), Mnet Portugal, and Progressive Sage to advance shared objectives.

November

- **Media Outreach Campaign:** Conducted interviews on prominent TV and radio stations to amplify messages on gender equality and ICGE-24.
- **November 26–27 – ICGE-24:** Successfully hosted ICGE-24 at the Accra International Conference Centre (AICC), featuring esteemed speakers and workshops aligned with the conference theme.
- On November 27, the International Gender Advocates Coalition for Action was established, which emerged from the collaborative efforts of icge-24 with the goal of fostering coordinated advocacy to advance gender equality in developing economies.

December

- **Advocacy Visit:** The IBG president visited the UN Women's office to discuss potential collaborations for future initiatives.
- **Post-Conference Review:** Conducted a thorough evaluation of ICGE-24, identifying successes and areas for growth.

January 2025

- **Dissemination of ICGE-24 Documents:** Published and distributed conference proceedings, extending the impact of ICGE-24 insights to a global audience.



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REFLECTION ON 2024 ACHIEVEMENTS

In 2024, IBG made significant strides in advancing its mission of promoting gender equality through innovative projects and collaborative events. One of the year's standout achievements was the Global Artivism and Music Concert on Gender Equality (GAMCE) held in Kumasi to celebrate International Women's Day. This vibrant event brought together diverse voices from across the globe, using art and culture as powerful mediums to highlight gender equality. Additionally,

IBG's leadership took center stage at the UN Summit of the Future, contributing to critical discussions on sustainable development and further solidifying its role in global advocacy.

IBG also broke new ground with its conferences, particularly the ICGE-24, which featured an impressive roster of renowned speakers and thought leaders. This event reinforced IBG's position as a leader in gender discourse while disseminating actionable insights and learnings from both ICGE-23 and ICGE-24 to stakeholders. These efforts ensured that the impact of these conferences extended beyond the events themselves.

The organization's commitment to empowering women entrepreneurs saw the launch of the Digital Skills for African Female Entrepreneurs initiative. This program provided women with essential tools to succeed in the digital economy, fostering greater economic independence and opportunity. Alongside these initiatives, IBG amplified its message through media engagements designed to raise awareness about gender equality and promote ICGE-24.

Strategic partnerships played a pivotal role in IBG's success in 2024. Notable milestones included finalizing memorandums of understanding with organizations like ATU and INET-md Portugal. These agreements laid the groundwork for enduring collaborations that promise to extend IBG's reach and impact in the years to come.

However, the year was not without its challenges. Organizing large-scale events presented logistical hurdles, while sustaining consistent funding remained a persistent concern. These experiences highlighted the critical importance of early planning, robust stakeholder engagement, and diversifying revenue streams to ensure the organization's long-term

sustainability. The lessons learned in addressing these challenges have equipped IBG with valuable insights to enhance its operations moving forward.

Looking ahead to 2025, IBG is determined to build on the momentum of the past year by scaling up its initiatives and exploring new opportunities. Strengthening existing collaborations and forging new alliances with institutions across Africa, Europe, and beyond will be a top priority. The ICGE series will continue to grow, with plans already underway for ICGE-25, incorporating feedback and insights from previous conferences to ensure continuous improvement. Furthermore, the Digital Skills for Women Entrepreneurs initiative will expand to include advanced training modules and mentorship programs, providing even greater support to participants.

IBG's global advocacy efforts will also intensify, with a focus on increasing its presence at international platforms such as the UN. By remaining at the forefront of global gender equality efforts, the organization will continue to drive meaningful change. To ensure sustainability, IBG will develop a comprehensive fundraising strategy aimed at securing the resources necessary to support future projects and maintain organizational stability.

In conclusion, IBG's accomplishments in 2024 have laid a solid foundation for an even brighter future. By leveraging its growing network, innovative programs, and unwavering commitment to gender equality, the organization is poised to make an even greater impact in 2025 and beyond. Together, we will continue to invest in women, accelerate progress, and champion a more equitable world for all.

By

Lady Rachel Akosua Lundgren

President- IBG



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