**Title of contribution**

A pioneering partnership between NGO Projet Jeune Leader and Madagascar’s Ministry of Education to scale up CSE

**Problem Statement**

Madagascar’s Ministry of Education has historically lacked institutional commitment and implementation capacity to provide comprehensive sexuality education (CSE).

**Innovation Description**

Since 2013, Projet Jeune Leader (PJL) - a youth-founded, Malagasy NGO - has trained and equipped specialized Educators to deliver a CSE program in government middle schools. Now, the national Ministry of Education is working to institutionalize PJL’s program into the education sector.

**Results**

We identified key strategies from our decade-long experience scaling PJL’s CSE program aligned with the ExpandNet framework.

The Innovation:

* Since the start, we have focused on delivering a quality program, boosting demand for the program. For example, the participatory, fun, and interactive PJL program approach makes and keeps students interested and engaged; teachers and parents support the program because of this.
* Regular internal program evaluations have helped us cut down on the “nice-to-have” components of the program (e.g. Youth Spaces) so that we cut costs but maintain quality.
* Strategic pedagogy choices also helped us keep a lean model: e.g., ensuring lessons only require chalk and a chalkboard.

Environment / Generating Evidence:

* By cutting costs and refining a lean model, we have been able to replicate the program in rural, under-resourced schools where the need is greatest. From this, we have been able to see a greater impact of the program, as well as gain greater credibility among educational authorities who otherwise see the rural education system as an insurmountable problem.
* We used a “bottom-up” approach; working at decentralized levels first and generating a wide base of community support before approaching the national level.
* We tailor our program’s messaging and branding with participatory research and feedback approaches.

User Organization:

* We ensure we are continually co-designing program components and scaling strategy with education authorities (e.g., at local level, designing how principals can support delivery).
* We pivot and re-frame the program for the government depending on the latest national/international/donor trends and priorities (e.g., a socio-emotional learning program; civic education).

Resource Team:

* Most of our staff were previous PJL Educators. They bring a youthful passion and enthusiasm for the organization, and are seen as trustworthy intermediaries by government partners.
* PJL organization leaders regularly have internal team workshops to build a common vision and understanding for scale.

**Key Insights**Refining a quality and lean program, building and amplifying decentralized support and demand, and continual dialogue and partnership with the government can help CSOs to be ‘scale-ready’. For Projet Jeune Leader, now the national Ministry of Education is financing: 1) PJL to train and support 1,000 teacher-trainees from 10 regional teacher training institutes, and 2) the delivery costs of the CSE program in 1,700 schools in the most rural school districts across the country.