

# Second Chance Education



In 2019, UN Women created Second Chance Education (SCE), to support women who have missed out on education and are at risk of being left behind. This program provides them with a second chance to access learning and training opportunities and find pathways for their empowerment.

The program was aligned from the start with the 2030 Agenda, directly impacting the following Sustainable Development Goals: SDG 4, SDG 5, SDG 8. This global initiative is implemented in 6 countries: Mexico, Chile, Jordan, India, Cameroon, and Australia within a strategic partnership with BHP Foundation.



Second Chance Education has sought to create the conditions for women to:



**Return to school**



**Obtain a formal job**



**Start or strengthen a business**

The economic empowerment methodology of Second Chance in Mexico also has three cross-cutting themes: digital literacy, training for human development and financial education.

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## What made Mexico an option for SCE?

Second Chance Education, aligned with its global objective of bringing quality education to women who, due to their context, had abandoned formal education, making it harder for them to get a job or generate an income, observed that:



Women in Mexico face significant challenges in terms of poverty, employment, education, and lack of opportunities to generate income.

**54.7%**

of women who work do so in the informal sector.

**44.4%**

of women live in poverty.

**6.8  
million**

adult women live below the poverty line and are educationally lagging.



Furthermore, **70.1% of Mexican women over 15 years of age** have suffered some type of violence.

**46%**

of women participate in the labor market (vs. **76.4%** of men)



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On this basis, SCE has been implemented in three states in Mexico: Jalisco, State of Mexico and Puebla, where there is a significant population of women under marginalized situations and a lack of options for education. SCE's operation has been possible thanks to the strategic partnerships with the private sector, state and local governments, leading to the creation of 15 Learning Centers deployed in these territories.



These partnerships are part of the story of SCE in Mexico. While some of them have concluded (Zapopan, Zinacatepec and Tehuacán), we have kept and welcomed others in the way.



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## SCE participants radiography

During its implementation, it has been observed that:



The majority, **(56%)** of women participants in Mexico are between 31 and 50 years old and come **(66%)** from urban areas.



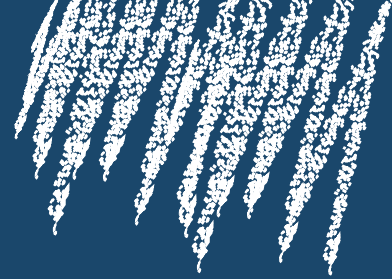
**41%** of the participants have only basic education or less and **24%** have a high school diploma as their highest level of education.



The main reasons these women had to give up their studies have to do with the lack of economic resources **(58%)**, to early marriage or a relationship **(14%)** and to a lack of time related to care tasks **(13%)**.



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About **44%** of participants do not have an income-generating activity when they enroll in Second Chance.



**20%** of women who are self-employed when they enter the Program, **63%** earn \$4,000 or less.



**37%** of the women who entered the program in 2023 live in income poverty since their family income does not exceed \$4,000 pesos and **7%** of them even accumulate at least a lack of access to basic services.



Once I took the courses, I liked it a lot more.

**Martha Araiza Guerrero**  
Guadalajara, Jalisco

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## SCE Impact: Why is it important?

UN Women Mexico has achieved significant results in implementing the Second Chance Education (SCE) Program, since the beginning of the program in 2019 up to October 2023.

During this time, we have witnessed the significant impact of SCE on the women that participate in it. Women have trusted UN Women because they have experienced something beyond a well-structured academic offer focused on developing skills to access employment or to set entrepreneurship. They have shared that SCE hubs are secure spaces where they have found other women like them, who inspire and support them by being true mentors, as well as content that impacts their daily decisions and their own self-perception. They give an account of a transformative process through which they feel empowered to keep learning new things, are more aware of the effect of their decisions in their own lives and have improved their life skills. This is why the program is, indeed, a Second Chance for women, their families, and communities.

**8,900**  
women **enrolled**

During its pilot phase, the program has achieved:

**15**

Learning Centers were created through strategic alliances with private sector, state and local governments.

Participation in CSW67 presenting a [UNW research about learning online](#) based on the SCE experience.

More than 200 women participated in the [Financial Inclusion Sessions](#), carried on by SCE along PNUD.



**5,846** women have graduated, acquiring skills to access the job market, start businesses, and develop digital and socio-emotional skills.



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Through the deployment of the communications and advocacy strategy, the program has achieved:

- We developed the look and feel of the program which now serves as the global program identity in all the territories in which SCE has presence.



- A powerful **storytelling line** showing the impact of the program, with UN Women's audiences (young women) and stakeholders: governments, international cooperation, embassies, private sector, academia, civil society, etc.



**Testimonies**



**Graduations  
coverage**

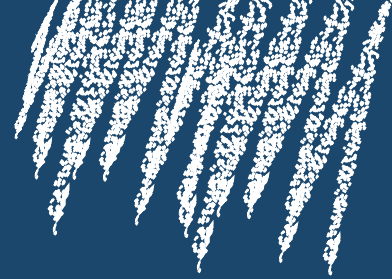


**Actions  
during  
COVID-19  
emergency**



- Engagement with Ximena Sariñana, singer-songwriter, gender equality advocate and Mexico's Good Will Ambassador.





## Media Results:



**187**  
journalistic articles

were published  
in national and  
local media, with  
an estimated  
commercial value of:

\$3,872,811.56 MX

\$ 176,147.50 US

## Social media results:



More than  
**2 million**



More than  
**1 million**



More than  
**400 K**



More than  
**1 K**

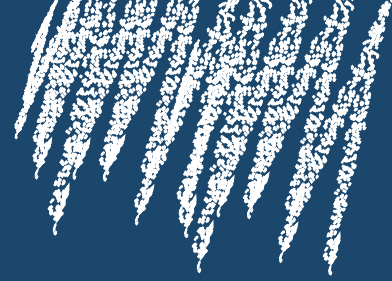


More than  
**5 K**





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## Campaigns:

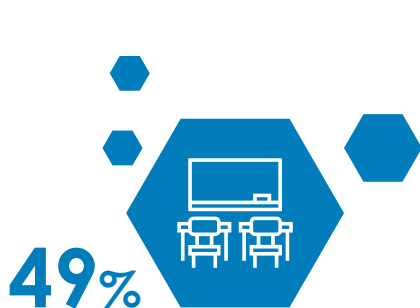
- A successful Communications Campaign on [Second Chance Education](#) and women's right to education, that reached an estimated audience of 17 million people via important Mexican media outlets such as: Milenio, Excelsior, Noroeste, Publimetro, amongst others and with a total reach of 4 million impressions, and 20 thousand interactions in combined social media channels.



- A nationwide public [radio campaign](#) of testimonies of SCE participants, airing through the Mexican Radio Institute, the federal public radio communication medium with the largest number of stations nationwide, with more than 45 million potential listeners of coverage.

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These results translate in tangible and meaningful impact in women's lives, for example, from women graduated:



have started a business



have returned to formal education



have found employment



women have become mentors for other participants, enhancing their leadership



At least **2,168 women and 327 men** from the communities nearby the learning centres, have attended awareness-raising activities on gender equality, violence prevention and positive masculinities from the past year.

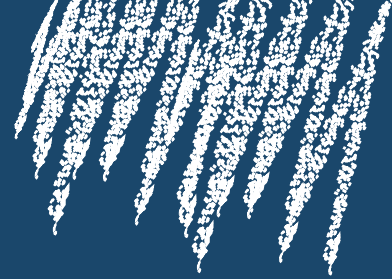
UN Women Mexico has positioned itself as an organization with authority in women's economic empowerment among its partners, both at national level, and at local level with community based programmes such as SCE.

## Second Chance Education Sustainability Strategy

During 2024, SCE Mexico will focus its efforts on the one hand, sustaining the achieved results of the program by its replicability at the Learning Centers operated by the partners in the State of Jalisco. On the other hand, scaling the program's best practices by consolidating the implementation of an outcome-based approach (OBA), an innovative financing mechanism for development, which will prioritize women's economic empowerment throughout employment and a multi-stakeholder collaboration to achieve gender equality.



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## Testimonials:

The SCE Program in Mexico has demonstrated its positive impact in empowering women and addressing gender-based barriers through education, entrepreneurship, and employment opportunities:



"This is why, for me, communication for any business is very important, because it helps you meet many persons, like I did with my fellow Second Chance participants: we shared ideas, strategies, and contacts."

**-María Guadalupe Brito Valle**  
Lerma, Estado de México

"The most valuable parts of SCE for her have been the training and activities related to human development and well-being, as well as those about financial education."

**-Verónica González Cruz**  
Ajalpan, Puebla



"Thanks to the Second Chance Program I have known my capabilities, abilities, and virtues as a woman; the Program has allowed me to give myself this opportunity to overcome obstacles and fears."

**-Sabina Laura Ávila Mancilla**  
Toluca, Estado de México

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## Videos:



Ximena Sariñana  
y participantes del  
Programa "Segunda  
Oportunidad"

Videos



Areli Tomás  
Hernández  
Tehuacán, Pue.



Mónica Tecua  
Valencia  
Tehuacán, Pue.



Tanya Rodríguez  
Godoy  
Guadalajara, Jal.



María Martínez  
Hernández  
Guadalajara, Jal.



Gabriela Curiel  
Reina  
Guadalajara, Jal.



Irma Ibarra  
Hernández  
Guadalajara, Jal.



Marlen Chacón  
Gutiérrez  
Guadalajara, Jal.



Sandra Elizabeth  
Reyes Alejo  
Guadalajara, Jal.



Sandra Ruíz  
López  
Guadalajara, Jal.



Sharon Trujillo  
Romo  
Guadalajara, Jal.



Enriqueta  
Rodríguez Castro  
Guadalajara, Jal.



Every day is an  
opportunity to  
grow and learn.