

Community Economic Development

AREA OF FOCUS STRATEGY

Unemployment, underemployment, a lack of economic opportunities, a lack of basic education and training, and the absence of social safety nets are at the core of poverty. Almost 211 million people were unemployed globally in 2024 compared to 192 million in 2019. The International Labour Organization estimates that 47% of women age 15 or older are part of the labor force, compared with 74% of men.

Developing productive employment and entrepreneurship opportunities is essential to reduce poverty, achieve sustainable economic and social development, and build income security — especially for women, people with disabilities, youth, and the extremely poor.

Rotary

OUR VISION

Together, we seek to build a more equitable and inclusive world by creating sustainable economic opportunities for people who live in poverty, young people, women, refugees, people with disabilities, and other underserved communities around the globe.

ROTARY'S STRENGTHS

Rotary members around the world are business professionals, business owners, and community leaders who can offer their expertise and experience. Members can also use the skills of the 1,000 dedicated people in the Rotary Action Group for Community Economic Development.

OPPORTUNITIES

We can improve our work in community economic development and make long-lasting change by:

- Focusing on changing habits in addition to providing infrastructure
- Improving our monitoring and evaluation to better measure the impact of our projects

STRATEGIC OBJECTIVES

Rotary's community economic development strategy seeks to:

- Provide technical expertise, strategic direction, and experience to guide the implementation of human-centered and participatory initiatives
- Engage Rotary members in measuring the outcomes and reporting data for programs, partnerships, and service projects
- Communicate and share knowledge more consistently within Rotary and externally
- Cultivate strategic partnerships to enhance services for community economic development project services



Our community economic development strategy aligns with the UN Sustainable Development Goals:



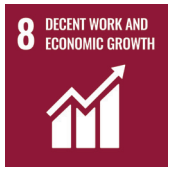
Goal 1: No poverty



Goal 2: Zero hunger



Goal 5: Gender equality



Goal 8: Decent work and economic growth

PRIORITY PROGRAMMING

Our members are likely to succeed in service projects that address:

01
Access to sustainable employment

02
Entrepreneurship and sustainable business opportunities

03
Food and resilient agriculture