



A study on students
perspectives
on **WE4L**
in Petra and Zarqa
Universities

2018

Background on WE4L Project



Aim

To ensure women have equal opportunities and the capacity to fully participate in political life and decision-making processes, while also creating more public recognition and support for women in leadership positions.



Why

Women worldwide experience serious obstacles that limit their chances to seek leadership positions in civic organizations, political parties and public institutions. This hinders their ability to put their needs, ideas and priorities on the political agenda and have them taken into account by political and policy decisions.



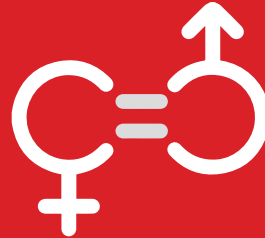
How

Through coalition-building. The program works directly with potential women leaders, as well as with political parties, trade unions, civil society organization, the media and the creative sector. Hivos and our local partners provide strategic, media and communication expertise.

The focus of this study :

Hivos installed 50 TV screens through Sky-High at Petra University and Zarqa University to show documentaries related to women issues, women empowerment, and gender equality. The purpose of these media outlets is to promote women rights and gender equity, and educate students on WE4L in order to create an impact.

Purpose of the assessment



The assessment aimed at :

- Evaluating the knowledge and attitudes of university students (18-21 years old) on gender equality and female empowerment as a result of Hivos video content showcased in buses at the two universities.

Methodology

The study used a mixed methodology approach that included:

Desk review of video content, including reports interviews and documentaries as well as analysis of key messages around the 4 focus areas.



Quantitative : thematic surveys constructed to gauge knowledge and perception on a number of statements derived from the messages of the videos.



750 surveys were disseminated inside the buses, out of which 469 surveys were analyzable after data cleaning, filtration, and data quality checks. Respondents were divided as follows: 51 % females and 49 % Males.



53% of respondents were from Zarqa University and 47% from Petra University.
Qualitative : 2 FGDs with total of xx 50 males and females

Analytical framework :

The study aimed at monitoring the impact of Hivos content (documentaries, films, interviews and reports) on youth knowledge and attitudes towards key gender equality and female empowerment issues, particularly around WE4L Outcomes.

7 videos were screened,
each followed by a discussion:



2 videos on
political parties



Unemployment



The story of
Hajar Daradkeh



Women
in factories



Women farmers



Economic
empowerment :
women tailors
in Aghwar



Findings
Conclusions &

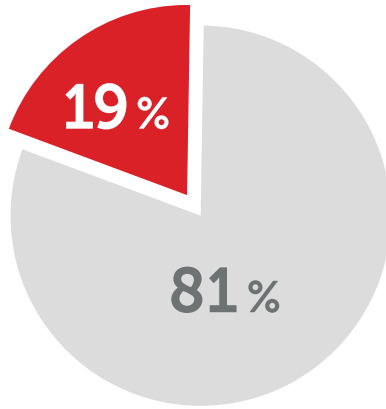
Outcome 1

A significant increase in women participating fully and effectively in politics and public administration at sub-national level by the end of 2020;



2020

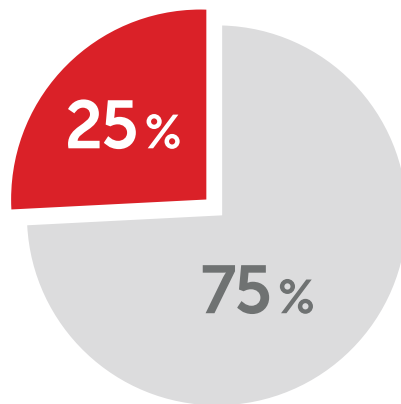
■ Agree
■ Disagree



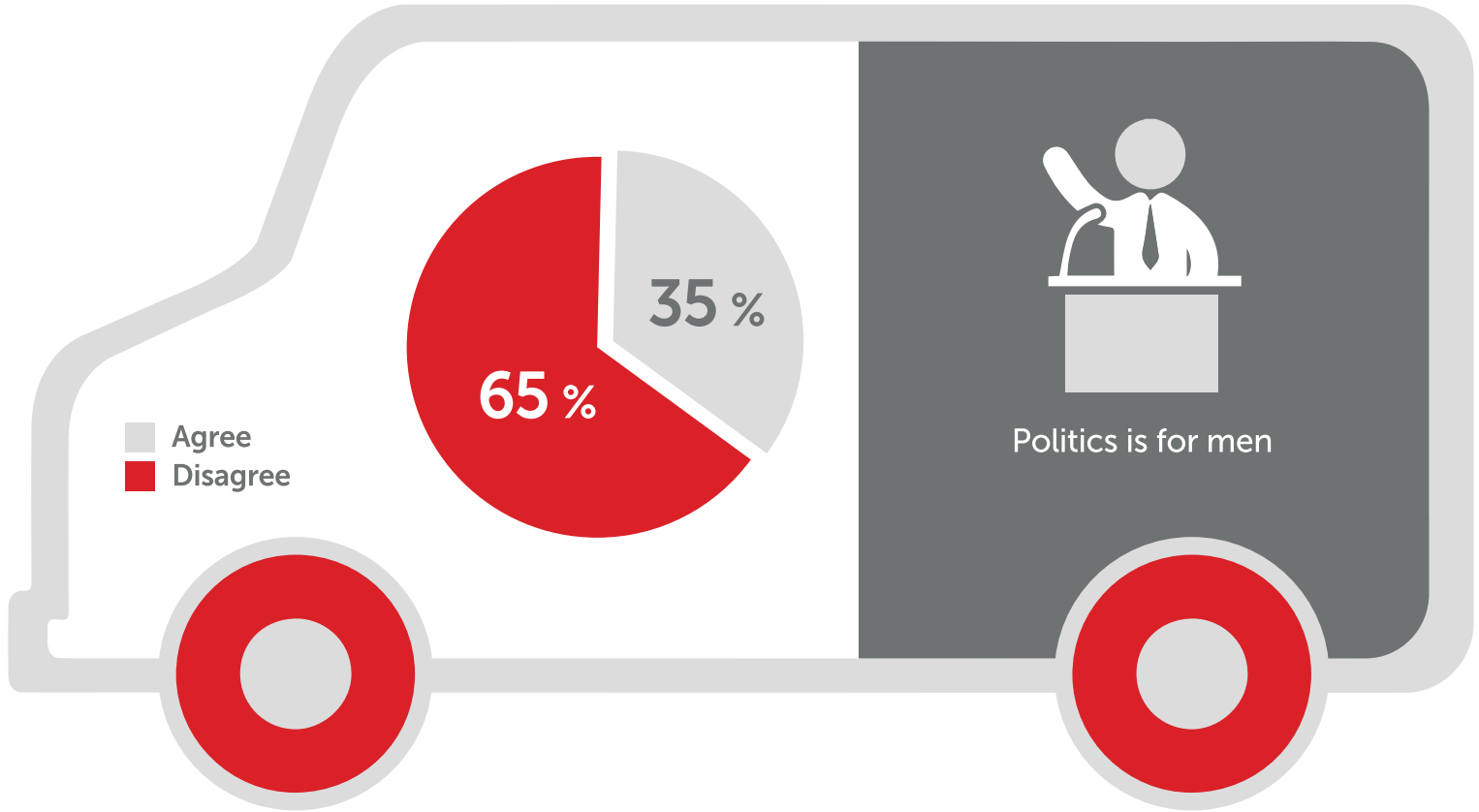
Women can be successful council members and are able to develop local-level development budgets



Women can succeed in elections based on merit

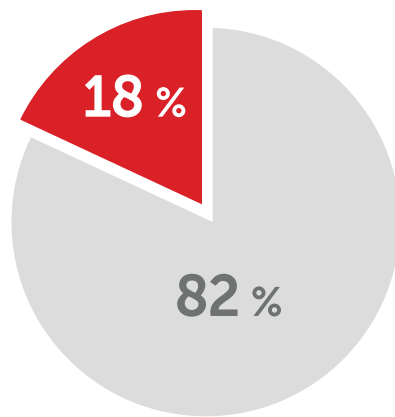


■ Agree
■ Disagree



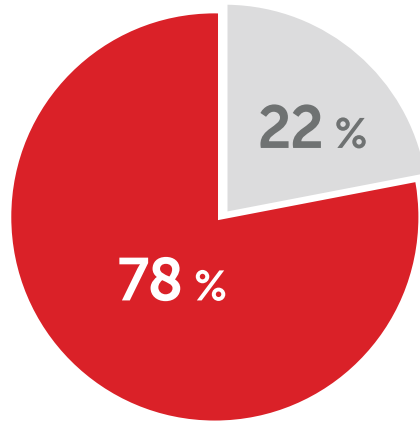


It is important to establish a fund to support women's electoral campaigns



■ Agree
■ Disagree

■ Yes
■ No



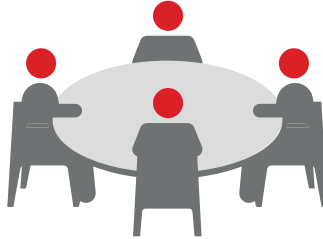
Have you ever voted
for a female in the parliamentary
or local councils elections?

- Participants in the focus groups mentioned that merit and tribalism are 2 separate things and that in Jordan they still vote based on tribal preferences.

- Male and female participants mentioned that women are “emotional” and politics “doesn’t suit them”.

- Interestingly, female participants said that women are not strong leaders.

- The overall youth perception is that women are more suitable for local councils more than parliament because local councils offer services to the direct community; whereas the parliament “should have” tribal representation and is a “prestigious position”.



- Women in Jordan remain under-utilized and often sidelined due to enduring social norms and traditions that have hindered women’s advancement.

- There is a clear gap between knowledge and practices. Although 81% of respondents agreed that women can succeed in elections based on merit only, 22% said that they voted for a woman during elections.

- While female participants were aware of the dominant issues of inequality and discrimination, they still positioned themselves as inferior to men, and showed uncertainty about their position in the Jordanian society.

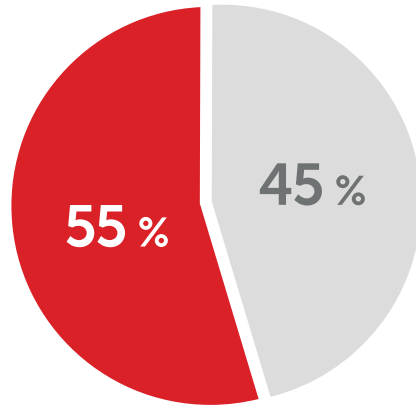
Outcome 2

Greater influence by female leaders
on political and societal developments
and on public opinion;



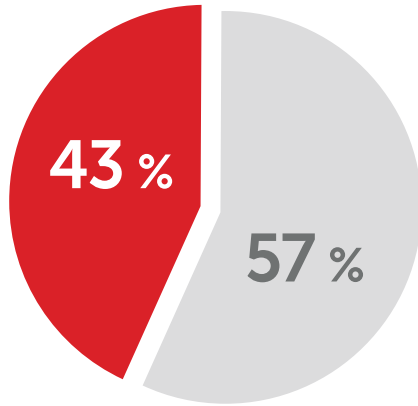


Economic inequality in the workforce deprives women from real participation in public life



■ Agree
■ Disagree

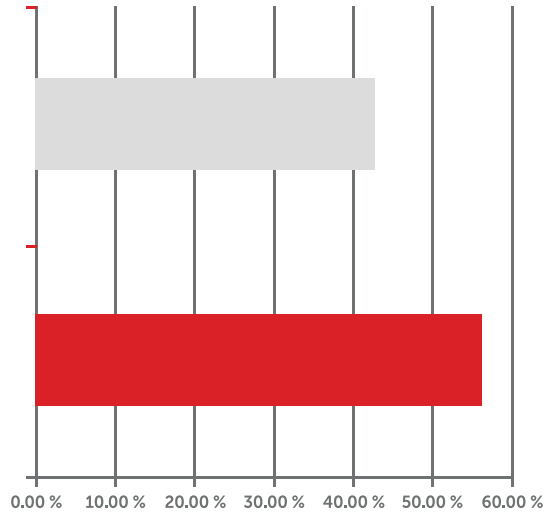
■ Agree
■ Disagree



The key role for women
is being a housewife



Women in leadership positions
can effectively contribute
to addressing gender gap in the
economic sector



■ Agree
■ Disagree

Focus Group discussions showed that youth believe that unemployment is a problem that affects men and women in Jordan. However, they all agreed that women are being excluded from the labor market because most employers see the maternity leave as a "burden and a liability".



It was interesting to learn from the discussion that youth - including young females - still don't understand the concept of flexible working hours although they noted that a Royal Decree has endorsed the Cabinet's decision on the "flexible working hours by - law for 2017".



Reflecting on 2 of the videos about women in the labor market (farmers and workers in factories) the participants said that the stereotype that women are suitable for specific jobs still prevails.



Some youth said that females prefer working in education - mainly as school teachers, which is considered a 'soft job' - because it entails shorter working hours, AND is not a mixed job (there are no males in girls schools) therefore it becomes more acceptable by the society.



There were a few voices that still believed men need to work but women don't, and that a woman's salary is spent on "clothes and makeup".



There is NO clear connection in the minds of participants that when women are economically empowered they can be influencers in societal development.

Stereotypes about gender roles are prevalent amongst youth, arguments and counter arguments from the focus groups.

Stereotypes

• "Women are emotional and can easily be deceived; therefore, they are not suitable for a political position"



• "Women do not have to work; the man is required to provide for his family"



• "Men's bodies are physiologically stronger, that's why women are not suitable for specific jobs"



Reality of women from women's perspectives

• "Women can add a lot to the society. Their experiences, mind-set and perceptions make them stronger not weaker"



• "The reference is always made to women's rights as not exclusive to marital and maternal status. I could be single with no kids but I want my rights in the work place and in the society"



• "I quit my work as an on-site civil engineer not because it was physically difficult for me, but because the men on my team refused to listen to me"

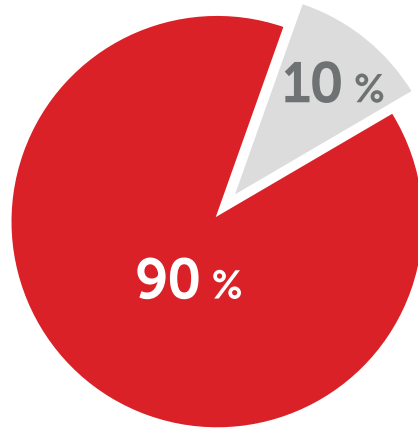


Outcome 3

Promotion of full and equal participation of women in leadership positions, by trade unions and political parties.



■ Agree
■ Disagree



Women affiliation
to political parties and unions
contradicts acceptable social norms

- Participants mentioned that affiliation to political parties is not widely accepted in Jordan and agreed that - for both men and women - it represents a "black mark" in a person's records, which contradicts survey findings but could be a result of the unique attributes of qualitative research such as in-depth probing, researcher-participant interaction and context.
- Participants said that they know that many parties enroll women for "registration purposes" in order to meet the quota of percentage for women membership.
- The majority of participants said that political parties in Jordan do not have clear agendas and cannot effectively recruit and engage men and women.
- Participants agreed with a testimonial in the video that said that affiliation to political parties - especially for youth - jeopardizes employment opportunities and careers.



- Parties in Jordan lack an ideological foundation and mass support; therefore, they are unable to provide political leadership and attract the young generation.



- Affiliation to political parties is still taboo inside universities even if the demands are directly related to students concerns not politics. A story about a student in Hashmiyeh University who was suspended for 4 consecutive semesters for leading demands on tuition fees was shared by one of the focus group participants.



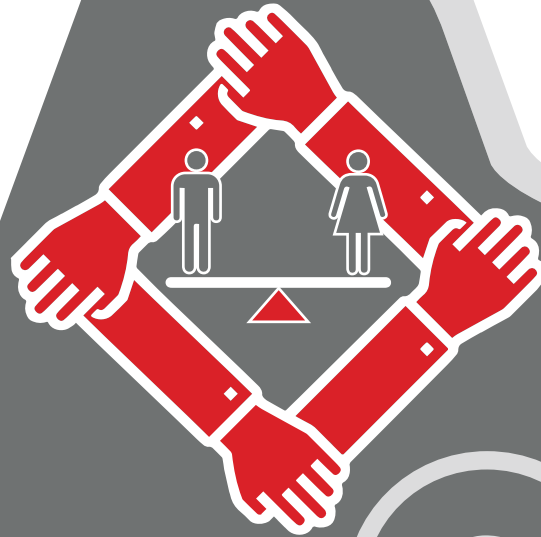
- The overall perception of parties was not different for males and females; it seemed that there was consensus on the lack of trust and the image of parties, which is represented by the media as a "dangerous opposition" to the government.



In the 2016 parliamentary elections, only **215** of **1,252** candidates ran for specific parties, according to the IEC.

- Participants emphasized the important role unions can play to support gender equality in different sectors because they can spread the collective voice of women and have the “technical capacity” to develop policy papers and propose amendments to existing laws.

- However, it was perceived by many that the government should do more in terms of monitoring the implementation of laws, especially in areas outside Amman where “silent violations” are taking place in marginalized sectors such as farming and local factories.



Outcome 4

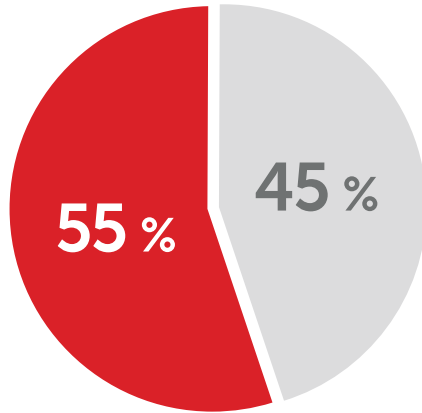
Recognition of and support
from the general public
for women in leadership positions



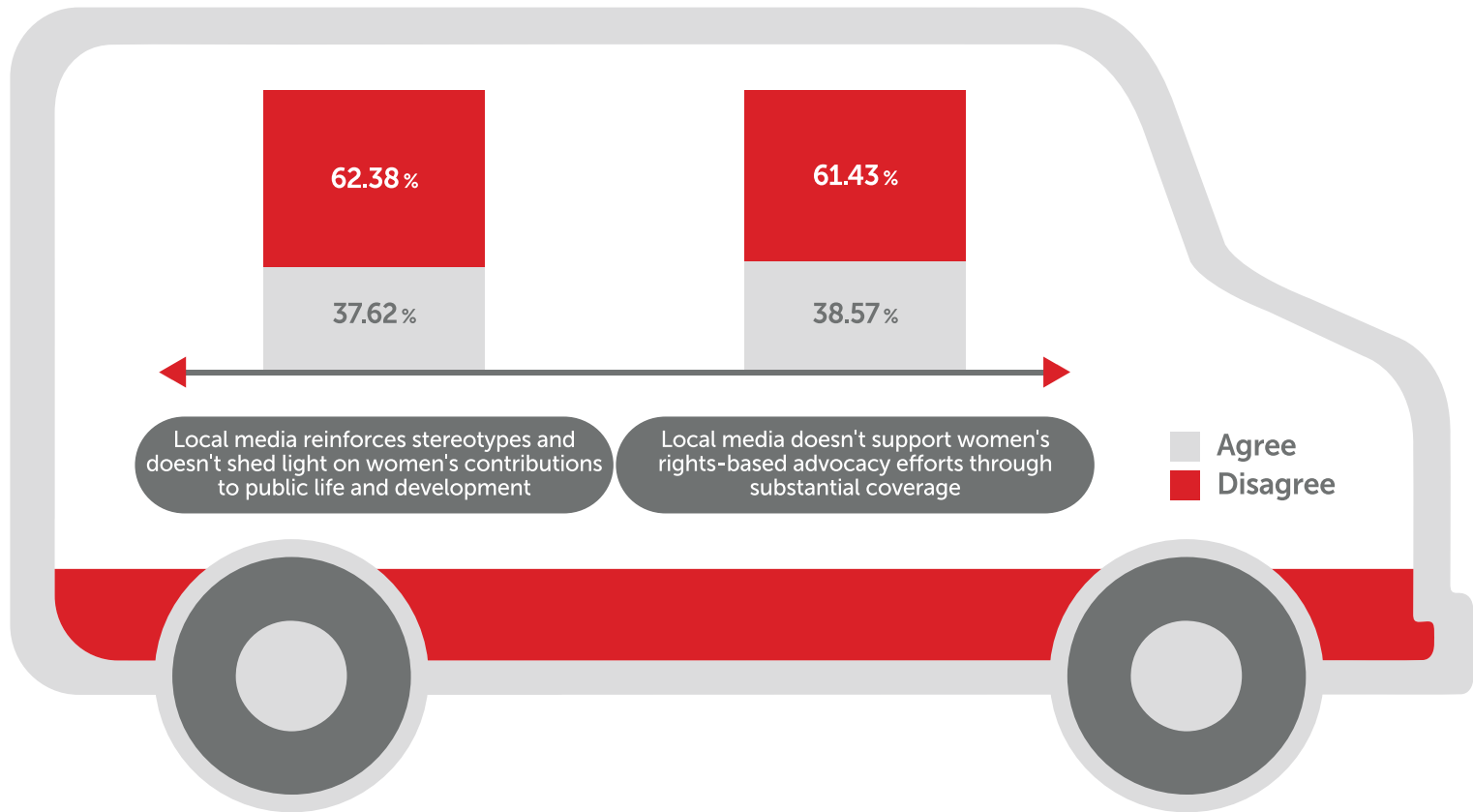
- Some participants said that the government doesn't have women rights and gender equality at the top of its agenda, and that civil society needs to play a bigger role. However, it is acknowledged that CSOs are usually a "family business" and their mandate is "charity based not rights based".
- Participants said when reflecting on the women farmers video that these women's lives is "a daily struggle" and that they need a "collective effort" to demand equal pay and address injustices including sexual and physical abuse, lack of safety measures and health insurance.



■ Agree
■ Disagree



Economic inequality in the workforce deprives women from real participation in public life



62.38%

37.62%

61.43%

38.57%

Local media reinforces stereotypes and doesn't shed light on women's contributions to public life and development

Local media doesn't support women's rights-based advocacy efforts through substantial coverage

Agree
Disagree

There is a disconnection in youth perception between women empowerment and gender equality. The majority of youth did not perceive women empowerment as a rights issue and talked about it within the context of the videos as a "development issue". It is important to highlight through Hivos programs that progress towards gender equality, especially in leadership, requires adopting a rights-based approach, and is not seen as a "support" from men.



Knowledge Vs. Practice: a Gap

Knowledge

82% know that Jordan ratified the **Convention** on the Elimination of All Forms of Discrimination against **Women**.

81% agreed that women can succeed in elections based on merit.

90% disagreed that women affiliation to political parties is against social norms.

77% agreed that men have an active key role in enabling women to reach leadership positions.

Attitudes and Practice

57% said that the key role of women is being a housewife

78% have never voted for women in elections

35% said that politics is for men.

The majority of FGD participants said they don't think women are strong leaders and their emotions overcome their qualifications

Gap between knowledge and practice is affected by social norms and cultural constraints ...

Participants' vote on "Who is responsible?"



Government

39%



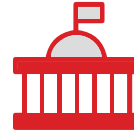
CSOs

29%



political parties

9%



Parliament

6%



Unions

18%

- The voting process is in line with the findings from the Focus Groups, which revealed that youth do not have trust in the parliament, only 6% said that the elected members have a responsibility to address women's rights through the legislative process. Furthermore, "Parliament is for tribal prestige"

- 39% saw that the government is responsible for advancing women's rights in Jordan. As shown during the discussions, its role and agenda are vague to the youth. Additionally, only 9% perceived that political parties have a key role in addressing the issues of gender equality and promoting women leadership.



- Youth emphasized the fact that the government should oversee the implementation of laws and policies related to female empowerment such as ministry of labor, ministry of agriculture, and the Social Security Corporation.

A red hand truck is shown from a side profile, facing right. A white hand is gripping the handle of a grey megaphone attached to the front. The truck has two large red wheels with grey centers. The entire scene is enclosed in a light grey rounded rectangular frame. Several thought bubbles of varying sizes emanate from the megaphone, containing text in red and black. The text in the bubbles includes: 'You have the right, you are entitled', 'What we need is more monitoring in different sectors to ensure rights are given equally and fairly.', 'Your future is in your hands', 'Women are like trees; they need nurturing', 'Women need justice and equality', 'We are one not two', 'My message to women would be "self improvement and control of emotions"', 'Developed society means free women', and 'Women awareness of women's rights'.

Call for Action

You have the right,
you are entitled

What we need is more
monitoring in different
sectors to ensure rights are
given equally and fairly.

Your future is
in your hands

Women awareness
of women's rights

Women are like trees;
they need nurturing

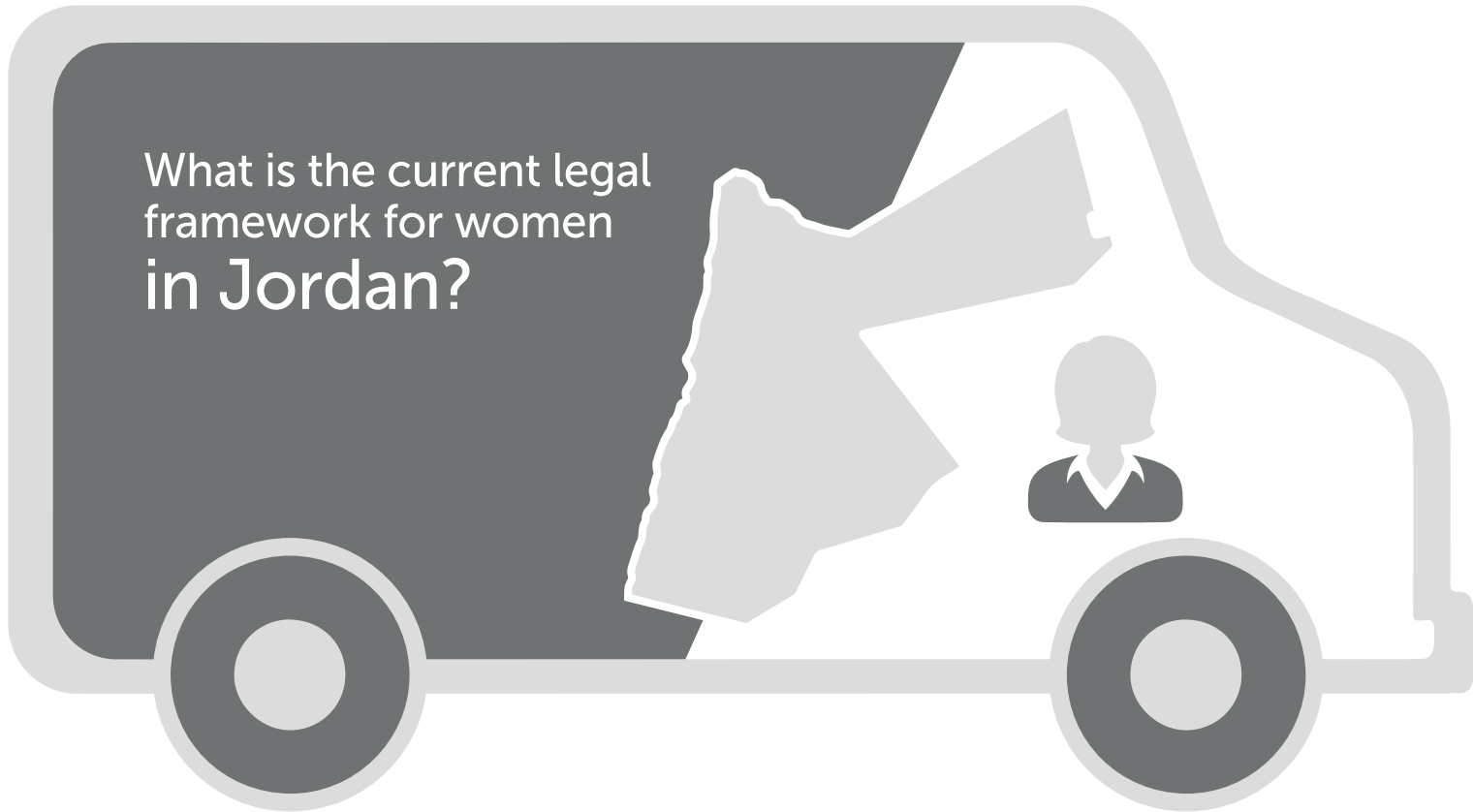
My message
to women would be
"self improvement and
control of emotions"

Women need
justice and equality

Developed society
means free women

We are one
not two

What is the current legal
framework for women
in Jordan?





Jordan ratified the International Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) in 1992. However, the country maintains reservations on article 9 (which is supposed to give equal rights to women with regard to granting nationality to children), article 16 paragraph 1 (c) (same rights and responsibilities during marriage and at its dissolution), (d) (same rights and responsibilities as parents), and (g) (same personal rights, including the right to choose a family name, a profession and an occupation). Jordan maintains its reservations on article 16 (1)(c) and (d) because these are not compatible with Shari'a provisions.^[1]



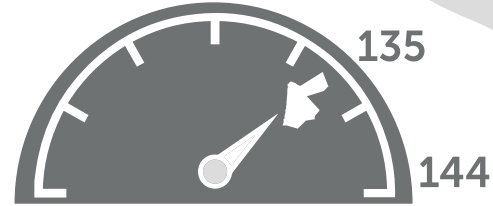
CEDAW

[1] www.unicef.org/gender/files/Jordan-Gender-Eqaulity-Profile-

In 2009, a Cabinet decision lifted its reservations on paragraph 4 of Article 15, and gave women freedom of mobility and choice of residence without consent of their husbands or other male family members.[2]



According to the Global Gender Gap Index [3], Jordan ranks 135th out of 144 countries, witnessing falling scores from 2011. [4] Despite having a well educated female population (with %94 literacy and stronger university attendance than men) [5], women are still underrepresented in most sectors.



[2] <http://achrs.org/english/index.php/arab-and-international-mainmenu46-/arab-and-international/-142participate-in-the-debate-on-the-cedaw-in-jordan.html>

[3] www3.weforum.org/docs/WEF_GGGR_2017.pdf

[4] World Economic Forum, 2017, "The global gender gap report 2017"
http://www3.weforum.org/docs/WEF_GGGR_2017.pdf

[5] Freedom House, 2016, "Why Jordan is backsliding on gender equality"

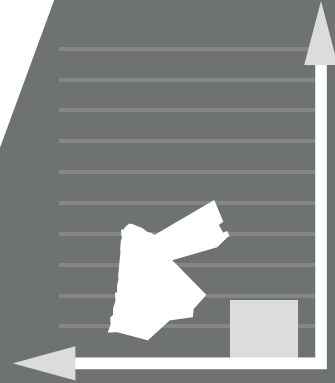
When it comes to political participation in Parliament, a number of seats has been reserved for women as part of the quota [6], those seats have been increased during successive reforms of the electoral law and now stand at 15 seats (one for each governorate and each of the three Badia regions).



[6] A %25 quota for women's representation on municipality councils and %15 for governorate level

- Despite having drastically reduced the educational gender gap, Jordan continues to have one of the world's lowest rates of women's workforce participation at only 13.2 percent. Among Jordan's unemployed women, the majority are university graduates.

- In the private sector, resistance to hiring women are added to discriminatory practices (i.e. gender gap in terms of salary and promotion) and circumvention of legally binding provisions, such as paid maternity leaves or child care. Furthermore, significant family and network pressure are also pushing women away from employment.



13.2 %





Ministry of Foreign Affairs of the
Netherlands

WE4L
Women Empowered for Leadership

Hivos
people unlimited

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