



Hivos  
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**WOMEN EMPOWERED  
FOR LEADERSHIP**

JORDAN  
**Newsletter**



Ministry of Foreign Affairs of the  
Netherlands

WOMEN  
EMPOWERED  
FOR LEADERSHIP  
NEWS



**Hivos Partners In Jordan**  
2016 - 2017 - 2018:

**SIGI**  
Sisterhood Is Global Institute

**Tiber**

**ANHRE**  
Arab Network for Civic Education

**Drabzeen**

**Ahel**

**JNCW**  
The Jordanian National Commission  
for Women

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[www.hivos.org](http://www.hivos.org)

## How To Make Change

WE4L program successfully worked on different levels and with diverse partners in order to strengthen the collective voice and advocate for women holding leadership positions. The aim is for people to effectively start working for change.

The end result of all the different and diverse interventions has been a wider knowledge on the importance of gender equality and the need to have women leaders, the identification and solving of some of the obstacles and challenges that stand in the way of females, as well as working towards improving legislations that impede women from getting involved in the public and political life.

While there is still a long way ahead, Hivos and its partners succeeded in instilling gender awareness and creating change in Jordan that is evident in the stories in this newsletter.

The youth have been at the core of Drabzeen's work. By organizing Café Talks, the organization paved the way for discussions on gender and the importance and need of having women leaders. In that framework, SIGI as well acknowledged the need to engage young men and women by hosting its annual Youth Conference on gender equality and technology "Youth and Tech", with the aim of encouraging them to use technology under the theme "Protection of Women".

Women have been empowered to claim their rights through Ahel's 'Stand Up With the Teacher' campaign, which provided them with appropriate legal and capacity building trainings.



Hivos, in partnership with the Jordanian National Commission for Women (JNCW), launched a policy paper titled "Mechanisms and Recommendations Proposed to Support Trade Union and Professional Associations to Increase Effective Women Participation in Decision-making Positions." The policy paper will be followed by a correction plan that will lead to a higher number of females in these unions, which will enable them to reach leadership positions, gender mainstreamed strategies and policies, and can also be translated into a more active political role.

Furthermore, Hivos conducted a gender audit at the Central Bank of Jordan –a premiere in the public sector– which resulted in a series of recommendations to improve working conditions for females in order to encourage them to remain in the job market, especially after getting married and having children.

The Arab Network for Civic Education (ANHRE) chose to hold Kitchen Meetings for women in rural areas for the sake of pinpointing issues that need to be addressed in their communities and coming out with solutions from within, while being in a comfortable and safe setting, through the support of feminist CBOs.

Hivos worked on raising awareness and changing perspectives on gender issues through creating a platform for dialogue and discussion by several media platforms. Through emphasis on creating content and training women opinion writers Hivos, in partnership with 7ibr, properly used writing as a tool to promote gender equality.



Advocacy stories  
**Case Studies  
 Of Jordanian  
 Advocacy  
 Campaigns:**

**1. Ahel**

2. ANHRE

3. Drabzeen

**"I learnt how to defend myself against constraint,"**

Sabreen, facilitator at the Stand Up With The Teachers' Campaign supported by Ahel.

**"I discovered that I had rights as a teacher, which include not earning below minimum wage and receiving my salary through bank transfer,"**

Ibtissam, member of the Stand Up With The Teachers' Campaign supported by Ahel.

Ahel's 'Stand Up with the Teacher' campaign:  
**Consolidate and scale**

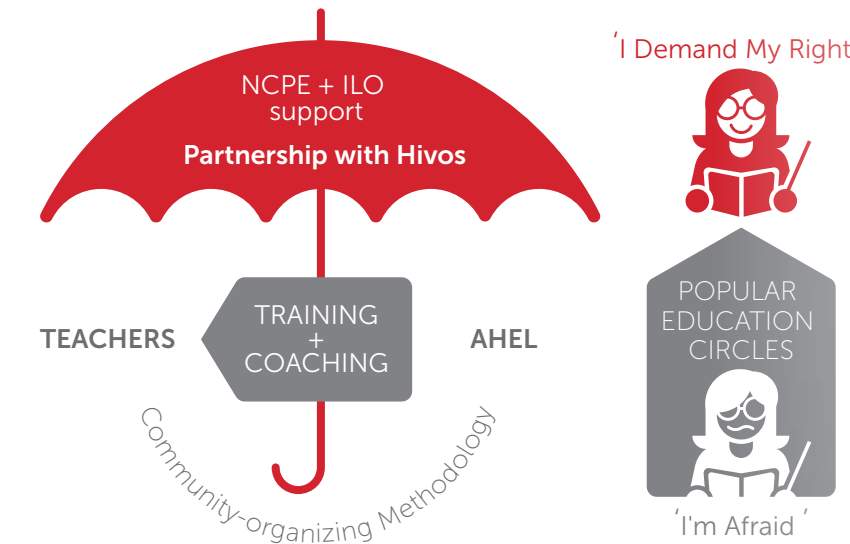
Brief summary:

Stand Up with the Teacher is a campaign designed to build the power of female teachers working at private schools in order to enable them to demand their labor rights. The National Committee for Pay Equity (NCPE) and the International Labor Organization (ILO) jointly supported this campaign, and Hivos consolidated these efforts through a partnership with Ahel. The organization trained and coached teachers based on the community-organizing methodology developed by Marshall Ganz from the Harvard Kennedy School.

In the planning process for the Stand Up with the Teacher Campaign, in partnership with Hivos, one of the risks identified was the fear teachers feel from demanding their rights or joining the campaign. A new approach was developed and piloted to address this by creating the **popular education circles**. The latter enable teachers to slowly build knowledge and join the campaign without risking their jobs. This tool is sensitive to the context and ensures teachers are engaged and motivated.

**Internal capacity building**

Women teachers received a series of trainings under the Hivos grant, which included awareness training on the Labor Law, leadership skills and the unified contract.



Advocacy issue:

With the exception of internationally-accredited private schools, it is common practice for private schools in Jordan to pay female teachers less than the national minimum wage, set at 220 Jordanian dinars (JOD) per month. Teachers are often not compensated for overtime or tasks performed beyond their job description such as accompanying students on the bus or extracurricular activities. Moreover, they are often obliged to resign in May only to be hired again in September, allowing the employer to avoid paying salaries over the summer months. This interrupts social security payments; thus, reducing access to its benefits, which include maternity leave, injury and death compensations. Furthermore, teachers are often deprived of their annual leaves and may be coerced to resign or lose their contracts if they are pregnant.



Human rights focus area

● **Women's rights in Jordan:** Not giving women teachers their labor rights creates gender equality issues. That's why developing the leadership of teachers – not through training but via experiential learning – will advance women's rights in general, not just in the education sector.

● **Women economic rights:** Women comprise a large proportion of teachers, and teaching represents a high percentage of women participating in the labor market. Therefore, improving the situation of teachers will have a positive impact on the situation of many women.



● **The quality and status of education:** Teachers are being required to invest a lot of energy and work that are not met with decent wages. This raises the question of the quality of teaching they are providing at private schools.

● **The future generations:** How can a teacher whose rights are being violated teach and raise generations of independent thinkers? They cannot be models of free thought and human dignity and will most likely raise students who are rote learners and followers, which will lead to a major loss of human capital.

**Chapter two of the constitution**

establishes a number of workers' rights, which include equitable working conditions; limited working hours per week; weekly and annual paid rest; special compensation given to workers supporting families and on dismissal, or those who face illness, old age and emergency situations arising from the nature of work; special condition for the employment of women and juveniles; **equal pay for equal work**; free trade unions foundation within the limits of the law. In 1993, amendments were made to section 168 No. 1 of the **Civil Service Regulation** of 1988, related to the referral to the Council of Ministers when settling cases involving breach of the principles of fairness and equality<sup>1</sup>.

1. <http://bit.ly/2P1hWx6>



## Evidence-based campaign demands:

Prior to International Women's Day in 2018, the campaign reached out to the Minister of Education with a file that included a position paper and results of a survey that shows in facts and numbers how the labor law and the unified contract are being violated in schools. For instance, statistics demonstrated that half of female teachers don't receive the minimum wage of 220 JOD, and 67% of them don't receive their salaries through bank transfers. This was a strong tactic that proved the capability of women teachers and their ability to voice their concerns and take collective action.

"Having my children with me during the stand (before the Ministry of Education) made me feel that they look at me with pride for the first time because their mother is doing something important,"

Jordanian teacher joining the demonstration

# 1 Structure:

Based on creating and enabling core teams to reach out and mobilize sub-teams from their community; thus, creating a common vision and a culture of team work and ownership.

## Engagement and outreach: Community organizing

Ahel utilized the **community organizing** approach in the Stand Up with the Teacher campaign, which methodology relies on building a movement, protecting motivation, momentum and commitment. What is unique about the community organizing methodology are four fundamental components:

### Scope of the project:



# 2 Right Holders:

The campaign team members are 'right holders' who are at the heart of the issue, leading the planning and implementation processes. They voice their demands in order to engage stakeholders and decision-makers to achieve the goals of their campaign.

# 3 Participatory Approach:

Grassroots organizing builds community groups and develops new leaderships through changing the mindset of individual interest to a culture that is goal-oriented and focuses on the common good of right owners.

# 4 Focus On Theories Of Change:

Stand Up with the Teacher Campaign also focuses on studying proposed tactics and goals in an analytical way that explores challenges, opportunities and enabling factors. This was done through developing theories of change for each goal, allowing female teachers to focus their resources and efforts on 'critical factors' that can bring social change.

## Successes of the campaign under the Hivos grant:

### New regulation:

The campaign's representatives announced in a press conference in September 2018 that during their meeting with Minister of Education Azmi Mahafzah, the latter confirmed that the new Regulation of Registration and Licensing of Private and International Schools will be implemented in the current scholastic year, after its approval by His Majesty King Abdullah. The new measure will safeguard the salaries of private school teachers by requiring employers to pay them electronically, either through bank transfers or e-wallets.

### Leadership:

Perhaps one of the most important outcomes was building women teachers' leadership and power. Over time, they started managing their meetings, organizing their events, speaking up for their rights at school and presenting their cause to decision-makers as well as the media. Their leadership abilities grew incrementally with coaching and skills trainings delivered by Ahel team and partners.



### Innovative tools in outreach:

- Creating a **database for teachers** and conducting **phone-banking events**. The campaign reached 300 teachers and ran more than 40 one-on-one meetings during which the Unified Contract, its context and benefits were explained.



- Facebook page mailbox for complaints: the campaign assigned a member who received training on labor law and the unified contract to read complaints, sort them according to type and recommend necessary actions.



The project ensured stakeholders are effectively engaged in the implementation process, especially in regards to the licensing of schools and inspection on violations against teachers. Local stakeholders included:

Social Security Corporation

Ministry of Labor

Ministry of Education

Teacher Syndicate

Jordanian National Commission for Women

Women's CSOs and established and aspiring women leaders collaborate and impact political and societal development and opinion.

Outcomes of  
**WE4L**



Stand up With the Teacher campaign national team regular meeting. 8 June, 2019, Amman



Popular Education end-way evaluation, 24 August, 2019, Amman.



Stand up With the Teacher campaign national team regular meeting. 8 June, 2019, Amman



Stand up With the Teacher campaign national team regular meeting. August, 8, 2019, Amman



Advocacy stories  
**Case Studies Of Jordanian  
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1. Ahel
2. ANHRE
3. Drabzeen

**"We were capable of changing the local mentality and enabling 15 women to find jobs in hotels in Wadi Musa"**

Jamelah, participant in the Gender Sensitive Community Initiatives implemented by ANHRE.

**"As a result of their empowerment, women in my community have become aware of their rights; and therefore have requested to build a public garden in their town"**

Rawan, participant in the Kitchen Meetings implemented by ANHRE

Arab Network for Civic  
 Education ( ANHRE )



"After the human rights training, I became aware of my rights and how to claim them. Women in my community have a better understanding of the legislative framework that supports our rights. We now have a channel to voice our concerns collectively."

Um Ahmad

Brief summary:

Hivos, in partnership with ANHRE, aimed to set up an active network of women mobilizers and CBOs aware of the gender context, socio-cultural norms and traditions related to females' rights and participation, in addition to the knowledge and capacities required to increase their opportunities. The goal was to get engaged in public life and decision-making for integrating gender equality in order to impact political and societal development as well as opinions. Moreover, this local network of CBOs and women took practical community actions and mobilized other females to become involved in public decisions and increase gender sensitive local plans and agendas, in addition to changing perception and opinions on women in leadership positions.

Azraq  
 Refugee Camp

56% 2016  
 YEAR  
 Percentage of Children

151%  
 Increase in population  
 in one year

**Advocacy issue:**

Al Azraq - classified as a poverty pocket in 2008<sup>2</sup> - also includes the Azraq Refugee Camp, which has a much higher density. As of January 2016, the camp has been hosting 31,605 refugees, with an increase in population of 151% in just one year. Children amount to 56% of those refugees. The significant influx of displaced individuals over the past years has had an impact on service delivery and generated the need for humanitarian assistance. The population of Al Azraq district suffers from poor health services for pregnant women and infants due to the lack of a well-equipped maternity section in its health center. This directly affects the lives and health of women and newborns.

2 Report of Poverty Status in Jordan "Based on the Household Expenditures & Income Survey data 2008" Department of Statistics July 2010

Human rights focus area

- Jordan public health act No. 47 article 4-D on maternal and reproductive health services.
- The United Nations Economic and Social Council, Commission on the Status of Women - Preventable maternal mortality and morbidity, 2010

Scope of the  
 project:



**Social cultural norms:**

The 'Hand in Hand we Protect the Mother and the Infant' initiative seeks to create a fully-equipped maternity section to provide appropriate health services for mothers and children in Al Azraq district.

**Gender mainstreaming:**

During the need assessment activities, the local women explained that the health services provided to them at Al Azraq Health Center are very poor, highlighting the lack of many facilities such as a maternity section. Many women and children have died on this account.

Women confirmed that they want to raise their voices to stop the violation of their rights and those of their infants to decent medical care.

**Internal capacity building:**

Women leaders received a series of trainings, which included an introduction to the human rights-based approach to development and the advocacy training. ANHRE team also offered mentoring throughout implementation on the design of the advocacy campaign and gender mainstreaming.



### Research:

ANHRE adopted the New Tactics Strategic Effectiveness Method that begins with the process of advocacy planning by the important step of assessing the problem. This is done through in-depth research and data collection to identify the core issue and human rights violation at the heart of the problem. The idea is that it is difficult to create a plan of action to address a broad issue. Thus, it is necessary to narrow the focus and choose a place to begin an effort.

ANHRE utilized the kitchen meetings approach as a basis for understanding problems and as a tool to collect gender-sensitive local data to enhance understanding of the context from the perspective of its constituencies. The 'morning'



gatherings of local women acted as a safe and accessible platform for them to express their necessities and ambitions, specifically for those living in remote and conservative areas where the culture and stereotypes force females to play a particular role - that of the housewife who does not actively participate in the community.

The kitchen meetings were conducted to consult housewives and girls about the feasibility of community initiatives in their local areas and contributed to a better understanding of the approach and context proposed by women leaders. In this sense, they were involved in the planning process to conduct a local diagnosis of community initiatives to be implemented in the region.



The midterm evaluation session on 21 June, 2019, Amman

### Mobilization:

During the need assessment activities, the local women in Al Azraq area explained that the health services provided for women at Al Azraq Health Center are very poor, and highlighted its lack of many facilities such as a maternity section. Women demanded to provide a fully-equipped medical center for mothers and children because this will provide them with adequate care and contribute to protecting them from many health problems. The low quality of services provided has resulted in the death of a number of them and their children. Women in Al Azraq confirmed that they want to raise their voices to stop the violation of their rights and those of their infants to decent health services. Female leaders and local teams reported the sense of empowerment as a result of their engagement in the campaign. Furthermore, the kitchen meetings helped enhance women's self-perceptions as active members of the community and drivers of change.



First Round Table on "Gender- Based Planning in Development Programs and Local Policies" on 28 November 2018, Amman

### Engagement with decision -makers

Given the severity of the advocacy issue and the direct negative effects it had on families in Al Azraq district, the efforts of women leaders and local teams focused on creating dialogue with decision-makers with a clear message: the need to establish a proper and fully-equipped department for maternal health in the district's medical center. Women leaders identified the supporters/allies of the cause and focused their efforts on shifting the mindset of one of Zarqaa elected Member of Parliament to make him an active ally. The MP positively responded during dialogue and committed to advocating for local budget allocation to establishing this maternal health division.



Advocacy stories  
**Case Studies Of Jordanian  
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**"I became a strong supporter of the need to achieve gender-equality in terms of access to leadership positions because I witnessed what women are capable of."**

Ibrahim, Abshiri Ambassador, Drabzeen.

**"Women should know their value in society; many of them have capacities but are marginalized based on gender."**

Raghd, Liaison Officer for the Peer to Peer training organized by Drabzeen.

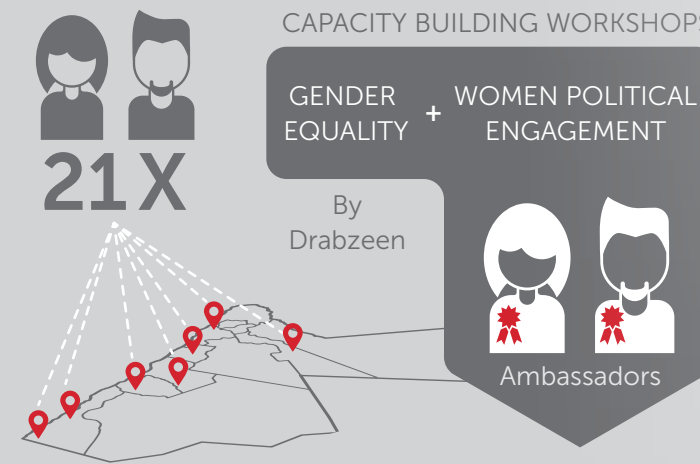
**"I play what is socially considered the roles of males and females, because I can do both."**

Israa, participant in the Peer to Peer training organized by Drabzeen.

Drabzeen: Youth leadership  
 implementing gender-based  
 campaigns through  
**Abshiri project**

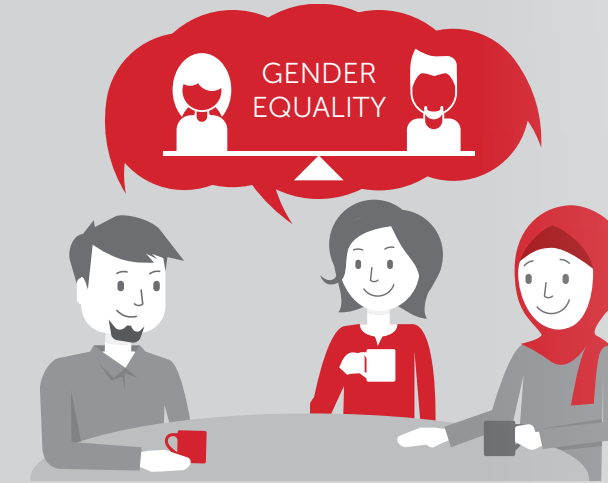
Brief summary:

Drabzeen utilized its own methodology that focuses on working as advocates for change regarding women's rights, which included three main phases:



**Phase 1** Selecting and Training youth ambassadors

During the first phase of the project, 21 male and female ambassadors were selected from the 7 governorates. They attended capacity building workshops on gender equality and women political engagement organized by Drabzeen that enabled them to conduct a need assessment through collecting data from their respective regions.



**Phase 2** Discussing solutions for empowering women in leadership position

In order to address the challenges, Drabzeen organized the Café Talks sessions, which were facilitated by the ambassadors in the presence of youth as well as local decision-makers and leaders. The goal was to create a discussion platform on gender and women participation in order to develop local initiatives to support females in reaching leadership positions.

Advocacy issue:

The importance of engaging youth to advocate for gender equality in local communities and contribute to change. Hivos, in partnership with Drabzeen, worked on encouraging and strengthening women's representation, participation, rights and leaderships position through connecting grassroots work with local communities to learn about the circumstance surrounding gender equality as well as supporting women empowerment.

CAFÉ TALK → PROMOTING WOMEN'S RIGHTS



Phase

**3**

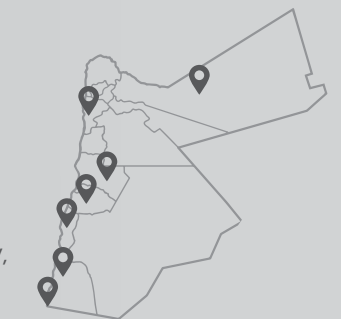
**Transforming ideas into initiatives** Throughout intensive discussions during the Café Talk meetings, the youth and decision makers agreed on several issues and needs concerning their own community and related to promoting women rights, raising gender awareness and changing gender perspective. Subsequently they all agreed on the most important priority needs, an example of which is Hayat's story.

Human rights focus area

- The UN Sustainable Development Goal 5 on Gender Equality.
- The UN Sustainable Development Goal 8 on Decent Work and Economic Growth.

Scope of the project:

7 governorates throughout Jordan:  
 Mafraq, Southern Valley, Northern Valley, Central Valley, Tafileh, Aqaba and Petra.





Capacity building:

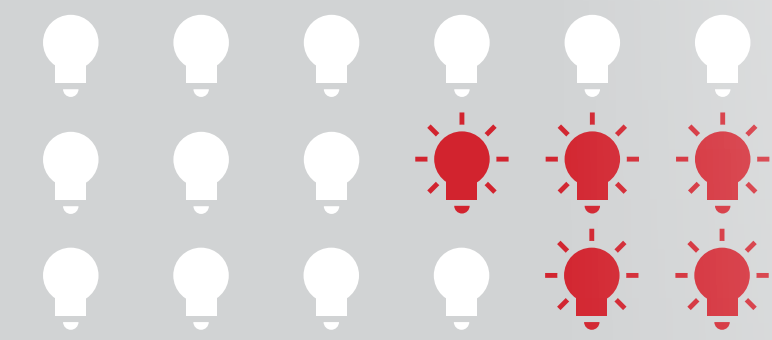
The 21 ambassadors underwent various trainings on social media, advocacy, communication, decision-making, campaigns design, and gender and women rights. Moreover, they were trained on the Café Talks' methodology, organizing and moderating. As a result, their leadership skills were upgraded and they were able to successfully partner with local decision-makers and organizations.

Engagement with decision-makers:

Each ambassador was enabled to organize two Café Talk sessions in each governorate, one targeting decision makers and one targeting the youth. This opportunity empowered the youth to mobilize and network with the local community to advocate for women leadership at the local level.

Project outcomes:

5 OF 18 INITIATIVES WERE IMPLEMENTED



- 1 18 initiatives from 7 governorates emerged according to the needs of the local communities, consultations and engaging with Right Holders. 5 of the 18 initiatives were implemented.
- 2 Youth were capable to network with government institutions such as the Ministry of Planning and the Ministry of Youth.
- 3 On the community level, erroneous perceptions on women leaderships were addressed, and the recognition of the importance of empowering females was underlined.
- 4 The outcomes of the project can be measured both on the personal and community level. For example, on a personal level, one of the Ambassador Hayat Al Dbais discovered what women in her community face in terms of discrimination based on gender. Moreover, she acquired knowledge and skills that she will invest to support these women through her work in the media.



Drabzeen Café Talks, Zarqa, 8 July, 2019



Irbid first Café Talk, 13 July, 2019



Madaba Peer To Peer Training, 26 March, 2019



Balqa Café Talk, 1 August, 2019



### “Inkshedding Gender Politics” book launch:

Producing knowledge from the local context is important to deepen the understanding of gender roles in Jordan. This was highly needed due to the lack of substantial content in this area. Hivos followed up on the publication of Rula Qawas’s book by carrying out intensive dialogue and discussions with 250 participants from local organizations, leaders, academics and youth activists. During the discussions and dialogues, it was agreed that institutional discrimination and social norms presented obstacles and challenges that prevent women from public and political participation. The outcomes provided evidence for a need of change in the educational system on all levels - curriculum, teaching methodology and approaches, trainings and policies.



## Hivos Direct Interventions



### 16 Days campaign videos:

Since the vision of Hivos focuses on the importance of public opinion and outreach, it developed 16 videos under the topic of women protection. Covering 16 themes, the videos were shared with the public through broadcasting them on Ro’ya, a local Jordanian TV. As a result, a dialogue was created on social media platforms amongst 10,000 individuals who discussed women rights and the governmental role in protecting them.



### Gender youth camp:

The camp provided an unprecedented platform for 100 youth who gathered around discussions and debates that followed a comprehensive and inclusive methodology that addresses gender through storytelling, technology, socio-economics and politics, as well as strengthening the collective voice in order to achieve gender equality and trigger change from all angles.



### Perceptions and Structures Against Women doing Politics in Jordan:

This study was a milestone for the WE4L project as it tackled women political and public participation in high level positions in all sectors in Jordan. It also highlighted the challenges, obstacles and opportunities women face on the individual and institutional levels. This baseline study was followed by a launch event to ensure the engagement and involvement of elected females at a sub-national level. 250 women actively engaged during the launch and discussed the decentralization law and the role of tribes, which is still a major obstacle towards achieving and reaching high level positions and decision-making roles.





### Gender Audit:

A Participatory Gender Audit (PGA) was conducted at the Central Bank of Jordan (CBJ) with the aim of assessing whether the internal practices and support systems relevant to gender equality are activated, supporting the organizational learning regarding gender, mainstreaming gender equality, supporting the establishment of gender equality initiatives, assessing the development in achieving gender equality, identifying gaps and challenges in enhancing gender equality, and providing recommendations as well as suggesting news strategies related to achieving gender equality.

#### Data and result analysis

- The more experienced people are, the more they tend to believe in women's efficiency at work, regardless of gender. This may be attributed to the experiences they have had or to the institutional culture.
- Those who believe that women are incapable of leading think that females discriminate in favor of their peers.
- The CBJ does not discriminate between males and females on all levels.



The research methodology was based on:



**Literature review:**  
This included laws and regulations governing the CBJ.



**Questionnaires:**  
circulated among the total number of employees, which amounts to 890. The response rate was 54%.



**Interviews:**  
conducted with 12 senior managers to understand their attitude towards gender issues and their acceptability of women in leadership positions.



**Preparatory workshop:**  
Attended by 16 members of the CBJ's middle and senior management over a period of two days. It aimed at presenting gender concepts, in addition to outlining communication with employees to ensure their participation in the PGA.



**Focus groups:**  
Five sessions were conducted, attended by 15 employees each. They paved the way for a direct discussion on gender with the staff.



### Stories of change: outcome harvesting

1. Speak Up... Harassment is a Crime campaign
2. The local council of Al Hasa
3. Report of 'An Eye on Women During Elections Coalition' on Monitoring Municipal Elections and Decentralization in 2017 in Jordan.
4. The power of media

## Speak Up... Harassment is a Crime campaign

When the Speak Up... Harassment is a Crime campaign was launched in Jordan by JNCW and its partners during the 16 Days of Activism Against Gender-Based Violence, it was faced with a lot of resistance as many Jordanians were outraged and denied the existence of such a 'shameful' and taboo phenomenon in their 'decent' society.

In parallel, interacting with the hashtag #SpeakUpJo on social media, many women and girls who faced harassment at some point in their lives jumped on the opportunity and tweeted sharing their stories with the world and their silent peers; thus, highlighting the existence of the problem with live testimonies while letting other victims of sexual harassment know they are not alone and encourage them to speak up. In that framework, videos produced by the JNCW went viral both online and on two local TV channels, familiarizing the public opinion with harassment and its forms as well as articles 305 and 306 of the law, which criminalize it.

## The local council of Al Hasa

Hivos firmly believes in the impact of collaboration between women CSOs and established and aspiring female leaders on opinions as well as political and societal development. In that framework, the Ladies of Al-Hasa Charitable Society was implemented an initiative on raising awareness on the role social media plays in promoting gender stereotypes and extremism. The aim of this initiative is to change gender prejudices on social media; thus, transform existing mentalities in regards to women.

Unintimidated by traditional beliefs in their society that confine women to particular gender roles, three female leaders from the Ladies of Al-Hasa Charitable Society decided to challenge gender misperceptions by participating in capacity building activities implemented by ANHRE that enabled them, as well as 40 other women, to think in a creative and comprehensive way in order to become capable of making a lasting impact in their communities through

The campaign, which aimed at improving the preconditions for women's rights and gender equality as well as increasing the recognition and support for females in leadership positions among the general public by standing against all unsupportive behaviors - including harassment -, was a must to enable a safe environment for women that encourages them to become productive and remain in the labor market instead of withdrawing from it in order to protect themselves from harassment. In this sense, a harassment-free workplace is considered as the main factor in empowering women in the public sphere as it allows them to access economic independence and empowerment on many levels.

As it is well known, the denial of the existence of a problem constitutes a challenge for change to take place. Therefore, the campaign was an eye-opener for both victims and perpetrators of gender-based violence, as well as the Jordanian society as a whole. Despite the challenges, the campaign succeeded in engaging public and private institutions to promote and contribute to women's rights and gender equality, in line with Hivos outcome number four.

social media. Moreover, by attending workshops on "concepts of gender and advocacy" and "planning and implementing gender-sensitive community initiatives", the women enhanced their networking and communication skills.

**"We have gained the trust of people and are now working on addressing our community's need for a bus complex and a medical center for pregnant women."**

Rana, Al Hasa Charitable Association for Orphans and the Poor, participant in the Kitchen Meetings implemented by ANHRE.

4

Civic organizations demonstrate a significant change in their policies and practices on full and equal participation of women in leadership positions.

Outcomes of  
**WE4L**

**"Women should be empowered on how to trust themselves and their peers"**

Reem, actress, attendant of the launch of policy paper "Mechanisms and recommendations proposed to support trade unions and professional associations to increase effective women's participation in decision-making positions" prepared by JNCW.



Activism Against Gender-Based Violence, 25 November, 2018, Amman

2

Women's CSOs and established and aspiring women leaders collaborate and impact political and societal development and opinion.

Outcomes of  
**WE4L**



(Together we arrive) a follow up meeting, Al Hassa Village, April, 2019

rg

## Report of 'An Eye on Women During Elections Coalition' on Monitoring Municipal Elections and Decentralization in 2017 in Jordan.

'An Eye on Women During Elections Coalition', which unites 36 local NGO and networks and was established by Sisterhood Is Global Institute (SIGI) with the support of Hivos, was founded stemming from the belief in community partnership in order to ensure that practice, procedures and voting during elections are more gender sensitive.

The goal of the initiative is to improve the political environment that supports effective participation of Jordanian women in the political life, while ensuring youth participation in changing people's mindset on female leaders. This will eventually lead to an increase in the number of women elected officials and new appointees at sub-national political and administration level.

In 2016, the project focused on engaging the local community organizations in Jordan to become involved in identifying gender equality concerns through a gender sensitive election observation initiative that adopted best monitoring practices and techniques before, during and after the Parliamentary Elections that year. Moreover, the project helped mobilize women and local community organizations in order to participate in its observation process, as well as spread awareness on the

importance of women's political participation. During the observation process, it was noted that many of the election centers lacked temporary measures of child care for women voters with children under the age of five.

Throughout the Municipal Elections of 2017, the Coalition appointed observers in Amman, Zarqa, Ajloun and Al-Salt, covering the main governorates in the country. The main focus of their work was to monitor the number of women who had ran for the municipal elections and note whether their electoral speech was gender-sensitive. Furthermore, interviews were conducted with female candidates focusing on their reasons for running for the elections and the support they have received from local organizations, if any.

As for the gender-analysis of the results, the Coalition calculated the number of women who had won by acclamation as opposed to those who gained their seat because of the women's quota. Relying on the data gathered, the observers noticed that no female submitted an appeal to contest the results, whereas a few males had.

**1**  
Significant increase in women elected officials and new appointees at sub-national political and administrative level, participating fully and effectively.

Outcomes of

**WE4L**



**"The strategy for mainstreaming gender equality in education 2018-2022 is important because it is part of the vision to give quality education to both males and females as part of their human rights"**

Kafa Akroush, member of the gender department in the Ministry of Education during her participation in the "Zainab Conference: Towards Mainstreaming Gender Equality in Education" organized by SIGI.

**"I became knowledgeable about women's rights and teamwork."**

Hanin, participant in the 13th Youth and Technology Conference organized by SIGI.

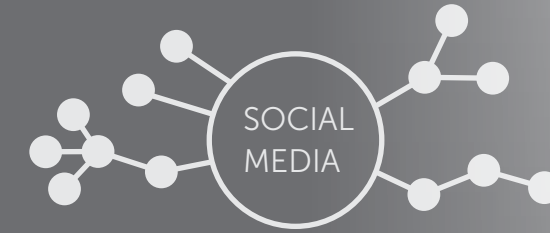
**.org**

CAPACITY BUILDING WORKSHOPS BY 7IBR



WRITING + RESEARCH SKILLS

STREAMING LIVE STORIES + VIDEOS BY DRABZEEN



ACTIVE FACEBOOK PAGE



SIGI

MAKING WOMEN VOICE LOUDER

SUPPORTED BY HIVOS

### The power of media

The media - in all its forms - has proven to be a powerful tool when it comes to influencing and changing public opinion regarding particular topics. This can be successfully used in creating more support and recognition towards women in leadership positions by raising awareness on their value and contribution to society through providing open information on the topic. The outcome of a proper use of the media is a more positive attitude towards women leaderships.

For this sake, and in order to reach the largest audience possible, Hivos has invested a lot of resources and effort in motivating its partners in Jordan to use social media and the media with the aim of encouraging debate and dialogue about gender-related issues that would hopefully lead to creating change in the favor of women.

In that framework, 7ibr has organized a number of capacity building workshops that aimed at improving the writing and research skills of women writers. Since 2016, many women have benefited from these trainings and were introduced to the means of writing stories that are both compelling and in-depth. The result of these workshops has been the emergence of Jordanian female writers capable of developing comprehensive stories on gender that will contribute to making women voice louder.

In parallel, social media has also been heavily relied upon by other Hivos partners, such as Drabzeen. By streaming live stories and videos related to its activities on Facebook, Drabzeen triggers the engagement of its followers. Moreover, the content shared creates an excellent opportunity to attract more youth to take part in the organization's projects; thus, participate in gender-related dialogue that will further encourage the process of changing mentalities.

Similarly, SIGI is very active on its Facebook page. Factual sheets and studies on laws and legislation are frequently circulated, providing a reliable and credible source of information for women, which empowers them in terms of rights and ability to take effective action when needed. Such source of knowledge counters rumors and misinformation that circulate on Facebook groups and within society, which lead to the inability of females to take proper measures and actions to secure their rights because they are misled.

Likewise, the JNCW shares on its page articles about initiatives, workshops, discussions, laws or draft laws related to women in Jordan. This keeps the public abreast of the latest gender developments in the country. Finally, what matters today is not to keep knowledge inside a closed circle of 'enlightened' people but rather to ensure that it enters every single house as this is what will make people familiar with concepts that might now sound new to

their ears, but which will eventually become widely accepted. There is no doubt that media is the channel that can communicate this awareness, and that perhaps words today have a stronger impact than weapons.

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The general public increasingly recognizes and supports women in leadership positions.

Outcomes of

WE4L

"I acquired a new writing style that relies on in-depth research."

Marwa, participant in the Article Writing Workshop organized by 7ibr.

"Writing, whether good or bad, is a reflection of its author regardless of gender."

Male participant in the Article Writing Workshop organized by 7ibr.



os.org

# Innovative TOOLS

Hivos encourages and supports its partners to utilize innovative approaches to achieve goals:

**The Café Talks:**

used by Drabzeen, introduced a new meaning to public debates by creating a local platform that brings gender equality and local community needs to the table, promotes dialogue and acceptance, as well as counters violence. Moreover, this platform, which gather youth together in a public café, enabled misperceptions and stereotypes of women to be addressed, and to recognize the importance of empowering women to attain leadership positions.

**Content writing:**

used by 7iber, relied on the media to give a voice to gender issues. Women opinion writers and editors were encouraged to share their work through 7iber platform, and were also offered the support needed to investigate and cover relevant topics.

**Kitchen Meetings:**

used by ANHRE, as a tool to gather house-wives and discuss sensitive information in order to get a better and deeper understanding of the local community needs.

## Hivos initiatives

**“We believe that equality means to give women the chance to get involved and succeed in the institution while maintaining a work/life balance,”**

H.E Dr Ziyad Fariz, Governor of the Central Bank of Jordan during the launch of the CBJ’s gender audit.

Hivos promotes gender equality through institutionalizing gender perspective within its partners and on a governmental level by supporting the development of SIGI strategic plan, conducting gender audit for the central bank of Jordan, conducting gender barometer for 12 sector in Jordan in line with the SDGs and Jordan National Plan.





## Results so far



PARTNERSHIP  
WITH CSOs.

Ensuring women have equal opportunities and the capacity to fully participate in the political life and decision-making processes, while also creating more public recognition and support for women in leadership positions are objectives at the core of WE4L work. To contribute to achieving these results, WE4L in Jordan has utilized a combination of implementation methods, in partnership with several Jordanian CSOs.



**100**  
COMMUNICATION  
SKILLS TRAINING

Skills training is an important approach of WE4L work; around 100 aspiring women leaders have completed communication skills training. Regarding tools and knowledge sharing, 3 tools and manuals were developed by CSOs on women participation. As for outreach to political parties' representatives and state officials, around 500 individuals were targeted/reached/advised on strengthening of women's participation during the 16-day campaign, which included a diverse array of activities across Jordan to promote activism Against Gender-Based Violence Campaign under the theme "Speak Up... Harassment is a Crime."

# WE4L

## IN JORDAN



**500**  
INDIVIDUALS  
REACHED



**140**  
ARTICLES  
AND BROADCASTS

Working with the media and creative sector has been identified by WE4L as a vital approach to create more public recognition and support for women; 39 women leaders participated in autonomous virtual and/or real-world spaces, and over 140 articles and broadcasts about women leaders in local media outlets.



**400**

WOMEN LINKED TO  
NETWORKS CREATED  
BY WE4L PARTNERS

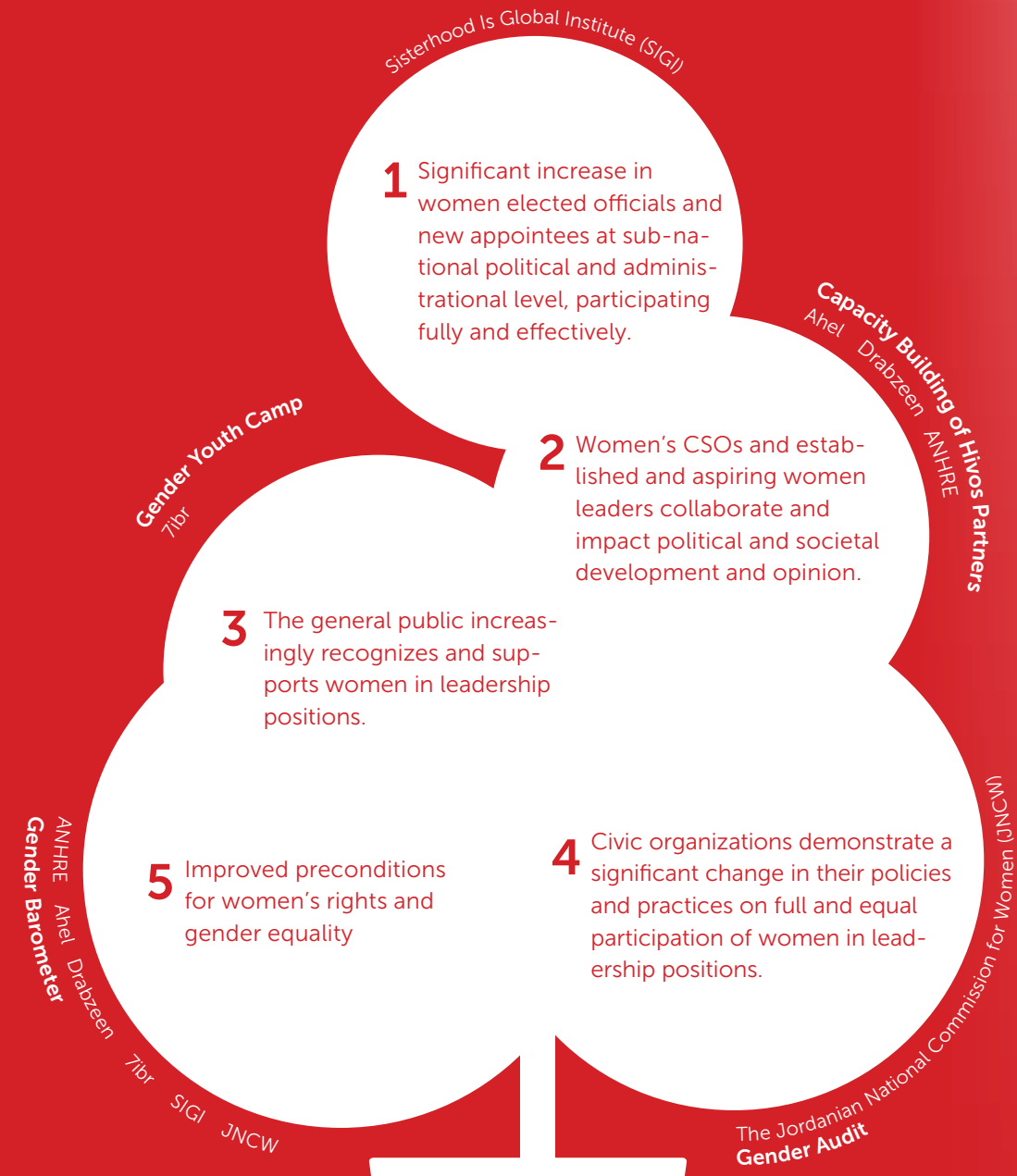
Advocacy has been one of the focus areas of WE4L programming in Jordan, with more than 400 women reached through linkages to networks created by WE4L partners for political and social support. Moreover, over 5 CSOs were directly trained and assisted by the program to develop their capacities to promote women's rights/gender equality. Furthermore, over 100 individuals from civic organizations were informed, lobbied, assisted and/or trained to create enabling environment for women's leadership within their own circles. Additionally, 50 individuals in state institutions and councils were informed, lobbied, advised and/or trained on enabling policies and practices for women's leadership. 3 demonstrable contributions to women's rights and gender equality by public and private sector institutions have been made by Hivos partners (including the Central Bank of Jordan recommendations, JNCW position paper on harassment and a procedure with the Jordanian Ministry of Education related to paying the salaries of women teachers through bank transfers).

[hivos.org](http://hivos.org)

Hivos was founded in 1968, inspired by humanist values. The founders held the conviction that development work should be secular, as true cooperation presumes respect for differing beliefs. Hivos believes that every human being has the right to live in freedom and dignity, and that we are all free to be who we are, with respect for our individual gender and sexual identity.

**Women Empowered for Leadership (WE4L) program**

WE4L is a five-year program (2016-2020) managed and implemented by Hivos and with local partners in Malawi, Zambia, Zimbabwe, Lebanon and Jordan. The program aims for women to have equal opportunities and the capacity to fully participate in political and societal decision-making processes. This also means women should be recognized and supported by politics and society as leaders and agents of change.



Outcomes of  
**WE4L**

