



GENDER PAYS OFF!

**Gender Takes Center Stage at GIZ –
Gender Week 2012**

Published by

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
Postfach 5180
65726 Eschborn
Deutschland
T +49 6196 79-0
F +49 6196 79-1115
E info@giz.de
I www.giz.de

Eschborn, May 2012

Responsible

Joachim Prey

Contact person

Katrin Adams
T +49 6196 79-7268
F +49 6196 79-807268
E katrin.adams@giz.de
I www.giz.de/gender

Author

Catrice Christ

Design

creative republic
Thomas Maxeiner Kommunikationsdesign,
Frankfurt am Main/Germany
T +49 69-915085-60
I www.creativerepublic.net

Photos

© Manuel Hauptmann (Event) & GIZ

Introduction

GIZ's Gender Week 2012 featured various highlights – the GIZ Gender Competition Awards Ceremony, the launch of GIZ's new Gender Strategy as well as numerous events in Bonn, Eschborn and more than twenty-five country offices worldwide!

For the third time, and the second time as GIZ, colleagues had the opportunity to exchange ideas about gender, to share best practices and to develop new and innovative approaches. From 5th to 9th March 2012, numerous events in Bonn, Eschborn and in our partner countries promoted a dynamic exchange across countries and projects. Once again, colleagues demonstrated their commitment to gender as a key element for sustainability.

A highlight of this year's Gender Week was the GIZ Gender Competition 2012 and the awards ceremony on 8th March 2012. 53 teams from all over the world and all former business units sent in their entries to this year's Gender Competition – almost twice as many as for the last Gender Prize. This overwhelming participation shows the significance of gender equality for GIZ's work. The entries provided an insight into impressive, innovative and successful initiatives and proved the commitment and common will to jointly bring forward gender equality.

Bernd Eisenblätter, Chairman of the Management Board, opened the awards ceremony by pointing out the importance of gender as a lever to support GIZ's integration. On this occasion, he launched the new GIZ Gender Strategy. The strategy pools the expertise and experience of GIZ's predecessor organisations and takes it one step further. "Gender pays off!" remains the Gender Strategy's message to support GIZ's commitment to its corporate values. As part of the strategy, the Gender Week and the Gender Competition make a strong contribution to integrating gender equality in GIZ's corporate culture.

The Gender Week's aim is to showcase exemplary approaches and the impact of GIZ's gender-sensitive measures. This annual initiative has proven successful in meeting the needs and demands for a dynamic and decentralized exchange, and will continue to provide a platform to disseminate good practices and gain inspiration.



GIZ Gender Week 2012

Expert talks, panel discussions, film screenings and exhibitions – GIZ Gender Week offered a wide array of events and created the opportunity to present best practices, share knowledge and exchange experiences pertaining to gender equality within GIZ. Not only at headquarters, but also in many GIZ offices worldwide, workshops, dialogue sessions or exhibitions were organized. This company wide initiative allowed for learning and networking between colleagues across units and departments, as well as with invited guest speakers. GIZ's network of Gender Focal Points played a key role in the success of the Gender Week and contributed to GIZ's effective gender mainstreaming. The following is a short synopsis of the individual events at headquarters.

« 20 Femmes » – Portraits of Women in Burundi

The exhibition « 20 Femmes » – Portraits of Women in Burundi offered colleagues the opportunity to gain an impression of women's life in Burundi and of the discrepancy between their daily struggle for existence and their unceasing optimism. The photo exhibition presented twenty portraits of Burundian women in the Africa-Lounge. Additional texts described the women's most important experiences and revealed both the successes and the challenges of gender-sensitive development cooperation. Despite great efforts by the Burundian government to draft and implement gender policies, women still remain disadvantaged in many fields. However, they contribute in diverse ways to the welfare of their families and their households and therefore are in fact often in the "driving seat" of Burundian development. The exhibition was opened by Dr. Hans-Joachim Preuß, Member of the Management Board, at the beginning of this year's Gender Week. He thanked GIZ Burundi and

the responsible Gender Focal Point for their commitment and referred to the tradition of organizing regular Gender Weeks, which shows that gender equality has become an essential issue of German development cooperation.

Small Country, Big Steps – Strengthening Gender Makes the Difference in Burundi

Dr. Petra Wagner, Country Director in Burundi, presented a colourful picture of how strengthening equality of women and men benefits a poor population in a post-conflict context. In a documentary movie, four women were presented who had to prove themselves in a male-dominated working environment. By challenging prevailing gender stereotypes, the women caused some confusion, especially within their male environment. Thanks to the efforts of GIZ's programmes in Burundi to introduce values of gender equality, women, colleagues and family members have born witness to improvements and new opportunities. For example, the workload and responsibilities in rural households are now often distributed between men and women in an equal way – owing to the interventions of the decentralisation programme in Burundi within the field of agricultural training and sensitisation on gender issues.

Arab Café

2011 witnessed many changes in the Arab World, where women played a crucial role: the downfall of the despotic regimes in Egypt, Tunisia and Libya, the struggle of the people in Syria, Yemen and Bahrain as well as the reforms



in Morocco and Jordan. Subsequently, elections were held in Egypt, Tunisia and Morocco, newly formed Islamist parties won a majority of the votes and, especially in Egypt, conservative tendencies gained influence in the public discourses in regard to women's rights. The Arab Café sought to discuss the impact of the revolutions on women in general as well as for GIZ programmes. After opening remarks by Mary Schäfer, Director General of the Mediterranean, Europe and Central Asia Division, inputs from Yousry Moustafa and Ali Dessouky from Egypt, María José Moreno Ruiz from Morocco and Monia Gastli from Tunisia gave insights and discussed with the audience about the situation on the ground, while also reflecting on the success of Islamist parties in the elections.

Promoting Girls and Boys in the Education Sector – Challenges for International Co-operation

The panel discussion, moderated by Dorothea Coppard, Coordinator of the Sector Programme Education, took a closer look at the chances and challenges for the specific promotion of girls and boys in education. The panellists, Benjamin Merle, Project Advisor for the German Children and Youth Foundation, Miguel Diaz, scientific expert at the nationwide network "Neue Wege für Jungs", Maike Schliebs, from the German Foundation for World Population and Gudrun Orth, Programme Coordinator in GIZ Jemen, discussed the challenges for policy advice. Their presentations of individual programmes focused on promoting girls and boys, especially on whether a divided approach is still necessary. The results achieved so far were reviewed, as well as the programmes' further development.

Making Gender Finance Work for Africa

In many countries, women and men do not have the same opportunities to benefit from access to financial services. In general, women tend to have less access to finance than men. One question that arises in this context is how to close the gender gap in financial system development programmes? With opening remarks by Martin Müller, Director of Division Pan-African Organisations, Western Africa II, the expert talk sought to give guidance to answer this question. Mark Napier, Consultant for the Department for International Development (DFID), presented the new "Gender Finance Toolkit" from DFID and GIZ, which is a practical guide on implementing gender in financial system development projects. Furthermore, Joni Simpson from the International Labour Organisation (ILO) presented a practical example from Zambia on how to integrate gender in cooperation with a central bank and commercial banks.

Raising Awareness and Changing Socio-Cultural Patterns – Innovative Approaches against Gender-Based Violence in Latin America

In Latin America, between 31% and 53 % of all women have been victims of gender-based violence (GBV). Among rural women this problem is aggravated by additional forms of exclusion. ComVoMujer (Combating Violence against Women in Latin America) seeks to change the socio-cultural patterns underlying this widespread problem.

With the support of Rudolf Mutschler, Head of the Andean Countries and Paraguay Division, ComVoMujer presented some of its most successful approaches to the



GIZ in Bonn and Eschborn:

- The docu-fiction “Yo dirijo mi realidad (I Direct My Reality)” has been broadcasted on national television to raise awareness of the conditions of women living in the border region of Ecuador and Colombia. This area is marked by high levels of domestic violence and human trafficking for sexual exploitation and forced prostitution.
- The public private partnership (PPP) with the Association of Flower Producers in Ecuador fights GBV through sensitisation and training of about 2.000 staff members, as well as assistance for victims. Additionally, the international campaign FlorEc promotes the white rose as the symbol against GBV.

Working in a No Go Area – Women’s Protection in FATA

The Federally Administered Tribal Areas (FATA) is a neglected part of Pakistan with persistent gender inequalities, especially in terms of violence against women. Protecting women in this environment is a challenge that involves taking cultural practices, ongoing military activities and high risks due to different forms of public violence into consideration. Under these circumstances, international staff cannot enter FATA. How can development cooperation contribute to preventing violence against women and to peace-building? This was the overall question of the “learning café”, organized by Dr. Christine Müller, Principal Gender Advisor in the Governance Programme in Pakistan,

and Dr. Klaus Schreiner, Senior Advisor in the Competence Centre Reconstruction and Peace. The learning café was designed as a forum for exchange and mutual learning. Colleagues working on or interested in the topic of gender in conflict discussed and exchanged experiences on gender-responsive peace-building measures, cultural and religious factors influencing women’s protection in conflict situations and existing instruments for remote programming.

Islamic Micro-Finance and Micro-Insurance for Women’s Cooperatives

Marita Riedel, Programme Director of “Développement Economique Durable” (DEVED) and Dehbia Bouri, both working for GIZ Algeria, gave insight into Islamic micro-finance and micro-insurance products. As the public’s demand for such products is gaining importance in Algeria, providers of micro-finance services have identified the need to serve women and their special needs as a vital group of entrepreneurs. El Baraka Bank tested two micro-finance products (Moucharaka and Kardh Hassan), dedicated to the promotion of women entrepreneurship. One of the products, Kardh Hassan, is now being offered country-wide to women’s cooperatives by a specially designed department of the bank. GIZ Algeria launched a new project and study in 2012 to develop Islamic micro-insurance services for women entrepreneurs. This study will be implemented in cooperation with GIZ’s Access to Insurance Initiative.



New Ways – Equal Opportunities First Equality Report of the German Government 2011

During the Gender Week the issue of gender equality in Germany was also outlined. On behalf of the German government, a commission of experts drafted a report on the actual situation of gender equality in Germany. The study followed the phases of men's and women's lives and came to the conclusion that men and women have few opportunities to decide on and to design these phases as they see fit. The study identified a need for political action, especially at the transitions between these life phases – for example when starting a career, when founding a family or reintegrating into working life. An expert member of the commission, Dr. Markus Motz-Edel from the Fraunhofer Gesellschaft München, highlighted several interesting dimensions of the study, including part-time-jobs, women in leadership or work-family-balance. Hanna Dreißigacker, Gender Equality Representative Eschborn, and Renate Scheib, Senior Advisor in the Personnel Department Eschborn lead the discussion following the presentation. The discussion touched on the choice of career, the abolition of mini jobs, part time arrangements and the readjustment of income tax classes.

The Senegalese Case – Gender as Success Factor in Sustainable Forest Management

The GIZ programme PERACOD – Promotion of Renewable Energies, Rural Electrification and Sustainable Supply

of Domestic Fuel in Senegal – promotes sustainable forest management by delegating responsibility to local people. Organized by Monika Schiesser-Wuchner, Gender Focal Point for GIZ Senegal/Guinea, the event featured a documentary, which depicted the programme's approach of involving both women and men in the forestry's value chain. While men are responsible for forest management, lumbering and the production of charcoal, women's cooperatives are involved in the commercialisation and processing of forest resources. Thus, they also earn a share in the profits. This division of work not only creates additional income for the families. A gender-sensitive approach also pays off for other reasons: "Women are more responsible in dealing with money", Dr. Jörg Baur, the current Programme Director of PERACOD, stated. Moreover, women are more likely to invest their extra income in development-supporting measures, such as education or infrastructure. He discussed with the audience how the programme's approach challenged existing gender roles. Today, women are accepted as entrepreneurs and equal members of village committees – a sign that gender pays off in a sector supposedly dominated by men.

Gender Equality as Smart Economics: Insights from the World Development Report 2012 and the GIZ-implemented Programme "EconoWin"

After a short introduction by Sabine Gürtner, Director of the Programme "Promoting Gender Equality and Women's Rights", Pierella Paci, Sector Manager of the Gender and Development Group at the World Bank, presented the



findings of the World Development Report (WDR) 2012 and explained the underlying causes for progress and persistence in gender equality. The WDR 2012 argues that gender equality is, on the one hand, a core development objective in its own right. On the other hand, it is also smart economics. It can enhance productivity, improve development outcomes for the next generation and make institutions more representative. But, empirical analysis reveals that the interplay between households, markets, formal and informal institutions often blocks progress in gender equality. Nele Wasmuth, Coordinator of the Programme EconoWin (Economic Integration of Women in the MENA Region), described the programme's approach to simultaneously tackling these obstructive factors, such as collective mindset, written rules, economic practice and personal attitude, in order to promote the economic integration of women in the MENA-region. After a lively discussion, Jörg Freiberg, Senior Policy Advisor in the Corporate Development Unit, rounded off the event with his concluding remarks on the merits of collaboration and partnerships between GIZ and the World Bank in the area of women's economic empowerment.

Making Markets Work for Women and Men – Gender-sensitive Approaches in the Agriculture Sector

Equal opportunities for both women and men to participate in agricultural markets are key to sustainable development

and pro-poor growth. There is currently a strong momentum behind gender in agriculture in the international discussion. However, practitioners often find themselves struggling to identify suitable strategies and methods in their daily work. The experts talk organised by the Gender Team of the Sectoral Department Rural Development and Agriculture, in conjunction with the Programme "Promoting Gender Equality and Women's Rights", offered a platform to share and discuss the experiences of various organisations with different approaches. These ranged from trainings for coffee farmers in Kenya, organised by Tchibo, to a broad gender mainstreaming approach carried out by the GIZ-implemented Cashew Initiative in West Africa. The Dutch NGO OxfamNovib uses participatory methods to facilitate dialogue at household level to maximise women's and men's participation in value chains. The expert talk demonstrated that gender-sensitive approaches help to improve the results of agricultural programmes, while agricultural value chains offer potential for the promotion of gender equality. Tailor-made approaches are required that take into account the specifics of regions, sectors and crops. However, programmes need to take care not to increase the already high burden on women and to engage men as partners in the promotion of gender equality.

Women's Competence for Career Advancement

To reach a leading position one needs professional competence but also career advancement competence. The work



tasks and the working conditions influence the development of career advancement competence. In a study conducted by the University of Leipzig, the impact of leadership behaviour on men's and women's development of career advancement competence was examined. The researchers from Leipzig University, Dipl.-Psych. Sabine Korek and Dr. Thomas Rigotti, presented and discussed their findings in an expert talk organized by Hanna Dreißigacker, Gender Equality Representative Eschborn, and Renate Scheib, Senior Advisor in the Personnel Department Eschborn. The study points out that executives play an important role in career advancement. The delegation of tasks, direct guidance and support, such as transferring knowledge of leadership behaviour, are the most effective tools in this regard. The study also shows that women less frequently experience this kind of guidance and support for career advancement than men.

Hands-on Understanding of Gender

The Gender Week also provided training for GIZ staff. Organized by Samanta Sokolowski, Programme Advisor in the Competence Centre Health, and Markus Klein, an external gender consultant, the interactive workshop was designed to help participants enhance their gender sensitivity through awareness of the influence of stereotypical gender roles in everyday life. By posing different gender-sensitive questions, participants were made aware of and at times surprised by their own perspective on gender

roles. In a very fruitful atmosphere, several interactive activities helped to approach and analyse the influence of gender from different dimensions.

Young Women in the Green Economy – Example Algeria

The exhibition on young women in the green economy in Algeria evolved from a study and pilot project on the “Promotion of Entrepreneurship and Employment of Women in the Green Economy”, implemented in cooperation between sequa and the GIZ. Unemployment among well-educated young women in Algeria implies a loss of potential for sustainable economic growth and diversification. New chances for entrepreneurship and jobs in the growing green economy (energy, water, waste and natural resource management, transport and logistics etc.) are not sufficiently explored, highlighted and supported. Development support services and trainings need to be developed and implemented. The study provides comprehensive information for a strategy to improve the promotion of women in the green economy. The exhibition, organized by Linda Schraml from sequa and Marita Riedel, Programme Director of DEVED in GIZ Algeria, provided insight into women's enterprises specialized in the traditional, environmentally friendly carpet production in the south of Algeria, as well as companies producing and providing services in green economy sectors such as renewable energies and recycling.

Young women in the Green Economy in Algeria



The GIZ Gender Competition Award Ceremony 2012

“Gender, as a cross-sectoral theme, and initiatives such as the Gender Week and the Gender Competition help GIZ to grow together a little more”, stated Bernd Eisenblätter, Chairman of the Management Board, in his opening speech at the award ceremony of GIZ’s first Gender Prize in Eschborn. On March 8th, International Women’s Day, representatives of the three winning teams were awarded for their excellent initiatives by Bernd Eisenblätter and Barbara Eritt, Board Member of the German nationwide Activist Coordination Group Combating Trafficking in Women and Violence Against Women in the Process of Migration (KOK e.V.).

53 teams from all over the world submitted entries for the GIZ Gender Competition 2012 – almost twice as many as last year and a number that proves the extraordinary commitment to gender equality within the company and emphasises its importance for GIZ’s work.

The event brought together representatives from the field structure, headquarters, upper management and guests to celebrate the accomplishments of ten outstanding projects within GIZ. Employees around the world tuned in to

watch the awards ceremony live on the intranet. Sister Fa, a rap artist and activist against female genital mutilation from Senegal, enriched the event with her music and Ursula Lauterbach from the Human Resources Department, together with James Macbeth, GIZ Country Director in Armenia, moderated the event in a very charming way.

Joachim Prey, Gender Representative of the Executive Management Committee (EMC), emphasized gender as vital in assuring the quality of our work: “The excellent contributions to this year’s Gender Competition demonstrate how gender-sensitive approaches add to sustainable development.

For Katrin Adams, Company Gender Officer and organizer of the Gender Week, the Gender Competition was a great success: “We received 53 impressive contributions from all over the world. This proves the great importance and an ever-growing sensitivity for gender equality within our projects.



The Winning Teams

While the top ten teams were honoured with colourful roll-up banners placed around the auditorium, the top three teams were invited to take part in the ceremony. The two moderators interviewed the winning teams in turns and invited them to present brief summaries of the programmes, short anecdotes and factors of their success.

The first prize of this year's GIZ Gender Competition went to a team from Uganda. In Uganda, women in rural areas often lack access to banking services, such as micro credit. At home they are often not able to independently dispose of their money. Financed by the BMZ, the GIZ Financial Systems Development Programme, together with a Ugandan microfinance association, a local NGO and a Ugandan University have improved the access to local Savings and Credit Cooperatives (SACCOs) for women. Financial products have been developed to better meet the needs of women. Their personal recipe for success has been to sensitise colleagues and partners to the importance of gender equality. "You might have won the prize, but the real success is that you managed to 'genderise' me!", one of the Ugandan male colleagues congratulated Lisa Peterlechner, Mary Musoke and Regina Kamuhanda on their first prize.

The second prize went to the project Gender Responsive Policing, which focuses on gender aspects within the police in Pakistan. Funded by the Federal Foreign Office and jointly implemented by GIZ and the Pakistani National Police Bureau (NPB), the project has increased the police's sensitivity to violence against women and improved the situation for policewomen within the NPB. "I have witnessed

two young policewomen approaching the Police Commissioner to claim for better career opportunities. I was so proud of them! We were able to give these women enough self-confidence to speak up for themselves. They don't need us any longer to advocate for their cause", Dr. Iram Khola stated when accepting the prize.

The team of the Civil Peace Service (ZFD) in Guatemala was pleased to receive the third prize. Decades of civil war have affected the country and marked the Guatemalan society. Systematic violence against women was a daily reality during the armed conflict and statistics on violence levels today are still alarming. The consequences for the victims have not been tackled yet. The Civil Peace Service supports the project "Breaking the Silence", which was started by the local organisation ECAP. Their aim is to give victims of sexual violence a voice and facilitate their access to the legal system. To achieve this, ZFD uses its contacts on governmental level as well as within the civil society. The project aims at making a contribution to a more democratic and equal society, where violence against women is condemned and brought out into public.

On the following pages, the roll-up banners of the top ten teams of the GIZ Gender Competition 2012 are presented. These excellent initiatives cover a variety of topics, while promoting gender equality and women's rights in an innovative and sustainable way.



Gender Week – A Global Event

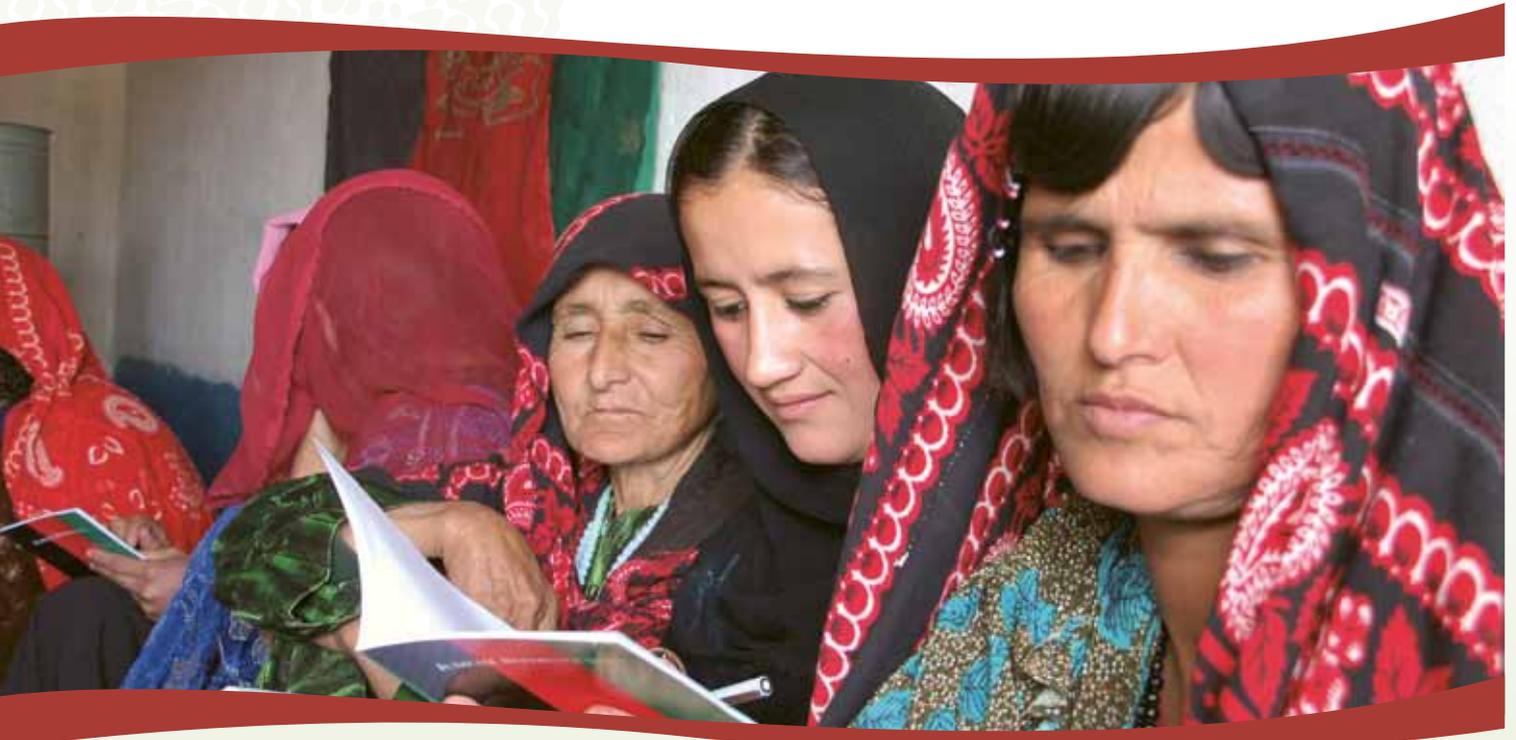
Events took place in...

ALGERIA
ARMENIA
BANGLADESH
CAMEROON
CHINA
CONGO
ECUADOR
ETHIOPIA
GHANA
INDIA
INDONESIA
IVORY COAST
LEBANON
MADAGASCAR
MAURITANIA
MONTENEGRO
NICARAGUA
NIGER
PAKISTAN
PALESTINE
PARAGUAY
PHILIPPINES
SOUTH AFRICA
TANZANIA
UKRAINE
ZIMBABWE

The Top 10 Teams

GENDER PAYS OFF!





WOMEN PARTICIPATE IN LOCAL POLITICAL DECISION MAKING

SUPPORTING FEMALE COMMUNITY DEVELOPMENT COUNCILS IN AFGHANISTAN

CONTEXT

Afghan women are discriminated from participating in the political, social and economic life as a consequence of decades of war and deeply embedded traditional, socio-cultural and tribal norms and beliefs. Only few



women contribute to the political development and influence societal action to the equal benefit of women and men. Women, especially in rural areas, are marginalized from the public sphere; they lack access to education, health, justice and seldom find help when facing domestic violence or early forced marriages.

INITIATIVE

Community development councils (shuras) are established all over Afghanistan for furthering community mobilization and elaborating bottom-up development initiatives. Ideally the shuras consist of five male and five female members. However, in most cases,

women formally belong to the shura but practically lack acceptance, skills and experience to actively participate.

The GIZ Gender Mainstreaming Project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) initiated a project to increase the leadership and management capacities of women shura members in Badakhshan province. A multi-dimensional approach to promote gender equality has been used in a pilot project with 16 women shuras from two districts. During a long-term training program with particularly trained local trainers, the women enhanced their technical and soft skills. Liaising with male shura members, local authorities and imams helped achieving the political support. Networking with government institutions and local organizations allowed the women shuras to submit their development project proposals directly to the relevant bodies, to gain experience outside their community and to gain better understanding of the political system.



GENDER IMPACT

The project aims at increasing female political participation, ensuring that female interests and needs are locally taken into account. In order to sustain the acceptance of the women as leaders in the community the cooperation between female and male shura members has been intensified. While one year ago it was unthinkable for the women to discuss with the male shura, nowadays in many cases they are consulted by male shura members and both join to take local decision. Mr. Haji Nasratullah, head of one shura explains: *“Only if our women are able to implement projects themselves, the real tradition and culture of Afghanistan can be sustained.”*

Female shura members have gained self-confidence and respect in their communities. Currently the shuras have prepared 22 project proposals which have been submitted to state institutions, two will be implemented soon. Other organizations have adopted the approach, raising their engagement in the sensitive area of female political participation. In brief, the project demonstrates that even in remote and extremely conservative areas changes can be achieved in women's inclusion in decision-making and a new gender balance can be jointly developed.

Contact:

Katharina Hild
Gender Mainstreaming Project
GIZ Afghanistan
T: +93 795 875 517
E: katharina.hild@giz.de



মবাই মুখের মমাজ গড়ি

আমরা কেউ বড়কে অসম্মান করি না।
পাল্লাপালি চলি, সামনে এগিয়ে যাই।
- হুমহুমী, বগুড়া



IMPROVING ACCESS TO JUSTICE FOR WOMEN

PROMOTION OF LEGAL AND SOCIAL EMPOWERMENT OF WOMEN PROJECT, BANGLADESH

CONTEXT

Bangladesh has moved steadily forward to legally guarantee equal rights for women and protect women from discrimination and violence. It is also party to a series of international conventions to promote gender equality and reduce violence against women. In practice, however, it has proven very difficult to implement these commitments. Domestic violence was until 2010 not recognized as a



crime when at least half the female population in the country fall victim to it. Law enforcement is glacial, courts are far removed and the actions of state actors are based on the same prejudiced social attitude that fails to support and protect women.

INITIATIVE

In order to enable women in Bangladesh to increasingly access their rights through the formal and informal justice systems, the Bangladesh Ministry of Women and Children Affairs (MWCA) and GIZ, on behalf of the German

Government, have joined forces to implement a project for the Promotion of Legal and Social Empowerment of Women. The Netherlands, Spanish, Danish and UK Governments have also provided co-funding to the project.

The initiative had three main components: Improving women's access to local justice, to avoid their re-victimization while having to negotiate at police stations and courts; building a consultation process for a much-needed domestic violence bill focused on the victim, and mobilizing communities and local police to take responsibility in identifying early-warning signs, so potential crimes against women are prevented.

GENDER IMPACT

Mechanisms of consultation between police and communities are established through community policing forums whose number of members, including women, has increased four times. Community's trust and perception of the police changed positively (both 22%) – especially among women – consequently increasing the number of reported cases in 20%. Women are now active members of the Shalish (43% of the total trained) and are heard as victims and witnesses to crimes. The sessions take place during the day and are documented for adequate follow up.

The number of cases brought by women and resolved rose exponentially. Deplorable practices, such as verdicts where a rape victim was

forced to marry her rapist were questioned and abandoned. The Department of Women Affairs staff has better knowledge about women's rights, reflected in the improved quality of services in the intervention areas.

A dialogue between the MWCA and a civil society coalition was facilitated towards the approval of the Domestic Violence Act in October 2010. In this context, the National Women's Development Policy was also passed in 2011, both providing the legal framework to consolidate women's rights. Public discussion and countrywide awareness on women's rights have risen. A holistic and innovative awareness campaign showing real-life stories of positive change – instead of depicting violence – was widely aired thanks to partnerships with local media and collaboration with NGOs.



Contact:

Promita Sengupta
Gender, Governance and Rights Programme
GIZ Bangladesh
T: +880 2 882 30 70
E: promita.sengupta@giz.de



BREAKING THE SILENCE

CIVIL PEACE SERVICE, GUATEMALA

CONTEXT

Guatemala is one of the countries in Latin America most affected by social inequality. Poverty, discrimination and marginalization of the majority of the population - mainly indigenous people - represent a major challenge for economic and social development. The internal armed conflict (1960 - 1996) not



only left 200,000 people dead and over one million displaced persons, but also affected social relations and ethical values. The Guatemalan society today is still marked by high levels of violence, human rights violations and impunity. In this context women are extremely vulnerable. Their situation is characterized by unequal access to basic services such as education, healthcare, justice and political participation. The statistics of violence against women are alarming. Between 2001 and 2011, more than 4500 violent deaths of women have been reported. This phenomenon has cultural and historical roots. During the armed conflict, sexual violence was a deliberate and systematic practice of counter insurgency, aimed

to destroy the dignity of women at the cultural, social and individual level. The survivors of sexual violence perpetrated by state actors are still suffering and feel stigmatized in their communities. To this date, the government has not fulfilled its obligation to investigate, prosecute and compensate these crimes. The high degree of impunity is reinforcing patterns of inequality and discrimination and perpetuates violence.

INITIATIVE

Since 2008, the Civil Peace Service in Guatemala has been supporting the project *Breaking the Silence* of the local organization ECAP (Community Studies and Psychosocial Action). The initiative focusses on psychosocial rehabilitation of survivors of sexual violence, their empowerment, and access to justice, as well as awareness raising and promotion of human rights. The project's objective is to contribute to an equal and democratic society by recognizing and denouncing political violence faced by



women during armed conflict and facilitating a process that enables these women to assume leading roles in the transformation of their lives, community and their country.

GENDER IMPACT

More than 100 Mayan women are actively involved in support groups facilitated by professionals. In 2010 a court of conscience publically presented eight cases of women, receiving national media coverage and attracting more than 1000 visitors. A first legal complaint on charges of genocide, crimes against humanity, sexual slavery, torture and forced disappearances was presented at a national court. The project succeeded in forming a local, national and international support network. Different governmental entities showed interest in issues addressing gender and sexual violence. The participation of actors from different sectors resulted in high public awareness around sexual violence, and broke with the tradition of invisibility. In the future, the project will increase emphasis on prevention of sexual violence as well as education.

zfd Ziviler Friedensdienst
Wir scheuen keine Konflikte.

Contact:

Ulrike Hemmerling
Servicio Civil para la Paz (SCP)
GIZ Guatemala
T: +502 46 06 60 95
E: ulrike.hemmerling@giz.de



EMPOWERING WOMEN IN THE CASHEW VALUE CHAIN

THE AFRICAN CASHEW INITIATIVE (ACI), GHANA

CONTEXT

The traditional division of labor leaves high burdens on women in agriculture, care and household work. Due to these multiple responsibilities and low literacy rates – 50% in rural Ghana – women only constitute 8.6% of wage employment and work here mostly in the lower echelons. Having no access to jobs, land and resources, women seldom occupy positions at district level or in farmer-based organizations and have low power in household decision-making. However, women's roles in agriculture are increasingly getting more important and due to male migration, early death, separation and divorce there is a steady rise of female-headed households.



INITIATIVE

The African Cashew initiative (ACI) invests in women's empowerment not only to achieve greater gender equality but also to strengthen the competitiveness of the African cashew value chain through realizing women's potentials and capabilities. ACI therefore mainstreams gender within all activities, e.g. pro-

viding training for farmers and support for cashew-processing factories which create new jobs. Targeting particularly women, trainings have also been held on beekeeping and nursery management. To complement the empowerment initiatives, ACI has launched a gender capacity building and sensitization program reaching project staff, processing managers, trainers and male household heads.

To monitor the impact, ACI carries out qualitative research and focus group interviews in which sex-disaggregated data are considered. This informs on learning successes and on how to better address women's needs and potentials in the cashew sector.

GENDER IMPACT

27% of trained cashew farmers are female and women account for 74% of the 962 newly created jobs in the processing plants. A recently conducted gender survey shows the stories behind these numbers: Training female farmers ultimately increases yields and incomes; but it also transforms the lives of these women who realize their talents and skills and gain a higher level of self-esteem. Moreover, the gender division of labor is less rigid than for other crops: women have (to a lower extent however) access to resources and engage in the same specific farming activities.

A good example is the joint family cultivation of cashew farms with shared tasks; yet women also cultivate their own farms independently.



Lastly, ACI strengthens farmer-based organizations – a space where women (and men) come together, gain knowledge, speak out and share opinions.

Creating new and much needed employment opportunities in remote areas gives deprived women (with low education, limited access to land and a low level of organization) their own income source and a stronger voice in household decision-making. This alleviates poverty and enhances the development of future generations since women tend to spend their income more on their family's food and children's education.

Contact:

Kai Pohlmann, Rita Weidinger, Peter Keller
African Cashew initiative (ACI)
T: +233 302 77 41 62
E: kai.pohlmann@giz.de
rita.weidinger@giz.de
peter.keller@giz.de
I: www.aci.africancashewalliance.com



LEVERAGING CHANGE – DEVELOPING A GENDER NICHE IN POLICING

GENDER RESPONSIVE POLICING (GRP) PROJECT, PAKISTAN

CONTEXT

In Pakistan, institutional policies and practices manifest gender inequalities with negative implications for women and girls in terms of opportunities, resources, capacity and voice. The prevalent gendered perceptions therefore make it challenging to introduce gender reforms in governance.



The Police in Pakistan exhibits little sensitivity on gender issues. Inadequate police response on crimes against women discourages women to seek justice. Gender gaps in organizational culture affect the policing role, positioning and work-life balance of the employees of police organizations. Therefore, gender responsive policing seeks attention to gender differences, enabling the police to be equally responsive to the distinct needs and interests of women and men.

INITIATIVE

Gender Responsive Policing (July 2009 – April 2012) is a nationwide project, funded by the German Foreign Office and jointly implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the National Police Bureau (NPB) in Paki-

stan. The objective is to enable NPB to develop and implement policies to combat violence against women (VAW) in cooperation with police organizations.

The focus has been on providing assistance in conducting a gender audit of the police, in a curriculum review, capacity development, in the integration of Standard Operating Procedures (SOPs) on VAW, piloting Ladies Complaint Units (LCUs) and, most importantly, in the development of a Gender Strategy of Police. A participatory and evidence based approach of institutional and human resource development has added value in cultivating support and leveraging change for equality.

GENDER IMPACT

The Project has created a niche for a gender focus within the police. Readiness of partners to engage in interventions, recognition of the project's contribution and the incorporation of gender aspects in police work are indicators of the receptiveness of police organizations. The approval of a Gender Strategy of Police, outlining strategic priorities for implementation, is a significant outcome of the GIZ's technical assistance.

The initiatives of LCUs, a women campus, investigation courses and increased gender awareness are contributing to the participation of women in mainstream policing, for a better police response, leading to an increased

reporting on VAW and changing men's perception about women's role in policing.

A pool of trained police trainers acts as a resource for gender sensitization. The Training Policy is paving a way for systematic capacity development! Women police conferences have given greater visibility to women's role in policing. The national conference enthused women officers to network on professional matters and the international conference enhanced learning and collaboration, inspiring delegates from 12 countries to establish a Women's Police Network.



Going forward, the plan is to strengthen initiatives and set a path for police organizations to translate the commitments as postulated by the Gender Strategy into actions.

Contact:

Aliya Sethi
Gender Responsive Policing Project
GIZ Pakistan
T: +92 51 22 86 97 89
E: aliya.sethi@giz.de



CLOSE THE TAP ON VIOLENCE AGAINST WOMEN

COMVOMUJER AND PROAGUA, PERU



CONTEXT

Between 30 and 50% of the female population in Peru are affected by gender-based violence. Despite the efforts of governmental institutions and private companies to create norms and sanction acts of gender-based violence, the problem remains widespread. Gender-based violence can be generated within companies, but also may be brought into the workplace from individual homes and social surroundings. Companies can help to fight this issue by incorporating it in their corporate social responsibility (CSR) strategies. CSR strategies against gender-based violence can range from in-house training and support for victims to public campaigns and events or to the creation or support of networks and organisations.

INITIATIVE

The campaign Close the Tap on Violence against Women was carried out by the National Peruvian Association of Sanitation Service Providers (ANEPPSA). The idea for the campaign came about between the two GIZ programmes ComVoMujer (regional programme to fight violence against women in Latin America with emphasis on rural and

indigenous women) and PROAGUA (drinking water and sanitary programme in Peru). Grounds for the cooperation gave an enquiry in the water supply and sanitation companies (EPS), which revealed that violence against women was considered a grave problem in the EPS that PROAGUA is working with. Together, they proposed the common initiative to the annual assembly of ANEPPSA and it was well received by the EPS. The campaign was built up of various in-house measures such as workshops, but also of a campaign of prevention and awareness, directed at their recipients. It consisted in distributing themed pocket calendars and adding slogans and information to the water bills. The campaign was accompanied by publications and discussions on the websites of GIZ and its EPS counterparts and through social networks.

GENDER IMPACT

Close the Tap on Violence against Women generated impressive impacts on various levels: In total, 21 EPS committed themselves to fighting gender-based violence in their companies and catchment areas. The campaign was



carried out in 17 regions, reaching 40% of Peru's population. 12.5 million people received the calendars with awareness slogans and a number of official help. The EPS positioned themselves as leaders in CSR among the public service enterprises, as they invested triple the amount spent by GIZ. The campaign also found great repercussions within GIZ in Peru. All founding organisations (DED, GTZ and InWEnt) with their counterparts and collaborators sent the campaign's message to over 5000 contacts and participated in symbolic acts on the 25th of November reaching 4000 people. A regional impact was generated as the GIZ programme PROAPAC in Bolivia was inspired to implement a similar campaign, carried out and adapted by the water cooperatives of Santa Cruz. More than 300.000 people were reached by this campaign.

Contact:

Ismael López Alguar
Programa de Agua Potalde y Alcantarillado
- PROAGUA
GIZ Peru
T: +511 222 07 79 / 222 09 90
E: ismael.lopez@giz.de



INSTITUTIONALISATION, COMPREHENSIVENESS AND SUSTAINABILITY

GIZ RWANDA MOBILISES ALL INSTRUMENTS FOR GENDER EQUALITY MAINSTREAMING

CONTEXT

In terms of gender equality, Rwanda has very progressive policies: the rate of women in Parliament is the highest worldwide (56%); the Government recently introduced 12 years of compulsory schooling for boys and girls; and on the national level the Ministry of Gender and Family Promotion is pushing towards reducing gender gaps. However, the idea of gender equality is not yet well anchored in people's minds. This becomes obvious when looking at traditional stereotypes on gender roles or existing inequalities. Around a third of Rwandese women are victims of gender-based violence. Sometimes, gender is even a matter of life or death: in the age group under 25 years, four times as many women than men are infected with HIV.

INITIATIVE

At the annual country planning, the management team decided to address gender equality as a priority in 2011 and to conduct gender analyses and prepare gender mainstreaming action plans in all programmes. These activities laid the cornerstone for developing a comprehensive gender mainstreaming approach for GIZ Rwanda which rests on 6 pillars: 1) institutionalising gender mainstreaming; 2) systematically incorporating gender issues in processes, programme activities and the work with our partners; 3) actively promoting gender equality through our corporate policies and culture; 4) sensitising all staff for the importance of gender equality; 5) building capacity to implement gender main-

streaming; 6) liaising with development partners to identify potential for future cooperation. With the support of the Gender Equality Task Force and the help of the HIV/Sexual and Reproductive Health/Gender Based Violence Mainstreaming Team, we implemented several activities in each area, e.g. conducting awareness raising workshops for partners or organising a staff and family day on gender and health issues. We further agreed on concrete measures for future intervention, e.g. revising Monitoring & Evaluation systems in a gender-sensitive way or providing sector-specific gender trainings.

GENDER IMPACT

By addressing gender on all levels and filling the concept of gender equality with life in the daily work of the organisation, GIZ Rwanda's gender mainstreaming approach had both an internal and external impact. On the one hand, we managed to increase staff's willingness to better integrate a gender perspective and promote gender equality in their respective



fields of work. On the other hand, the gender analyses provided us with an overview on the most important gender issues and enabled us to better understand and respond to the needs of our target groups. The merger proved to be of great usefulness, as it allowed us to use different instruments (short-term and junior experts) to widen and deepen our approach. One lesson learned was that using male Rwandan trainers really makes a difference: they help other men to let go of reservations about gender equality and act as role models from the local culture. This is why we want to increase such cooperation in the future.

Contact:

Esther Tidjani
Gender Officer
GIZ Rwanda
T: +250 252 57 35 37
E: esther.tidjani@giz.de

GENDER AND WASTE MANAGEMENT

IMPACT - MUNICIPAL WASTE AND WASTEWATER MANAGEMENT, SERBIA

CONTEXT

Serbia has experienced a high level of violence due to the conflicts of the past years, which have affected the entire population and specifically women. Traditional customs perpetuate discrimination against women and domestic violence is still widely tolerated. Discrimination is visible in the public and political environment. Positions in economic and political decision-making are, for example, mainly occupied by men: in 168 towns and municipalities of Serbia only 11 mayors are women. A recently adopted normative framework calls for gender mainstreaming in all government policies and programs. Nevertheless, in many cases a conducted gender analysis does not contain the necessary information and data for a genuine improvement.

INITIATIVE

At a glance, one may say that waste management is a “gender neutral” area which does not provide space for gender equality issues and the improvement of the position of women. The GIZ project “Strengthening Local-Self Government” and its successor “IMPACT – Municipal Waste and Wastewater Management” showed that everything that implies resources, community activities and decision-making is significant for the status and the benefits of both, men and women.

From 2009 to 2011 eleven local governments were supported in introducing and implementing waste management plans. In parallel, they were sensitized to gender issues through

respective trainings, with the objective to integrate a gender perspective when drafting policies and measures within those waste management plans. The whole process involved a variety of stakeholders - state and local authorities, research institutions, the private sector, Non Governmental Organisations and citizens.



Gender sensitive approaches in the waste management campaign: Serbian businessman in the kitchen, Science Fiction?

GENDER IMPACT

Throughout 2011 all plans were adopted by the respective municipal assemblies, becoming in this way the first ever strategic documents in a specific sector with clearly defined gender sensitive measures in the country. Direct benefits of such measures are already

tangible: in terms of integration of women in decision-making processes so far all 11 municipalities have organized consultative meetings and public hearings with 50% representation of women, Roma and civil society organizations - quite a change for the communities in Serbia!

Different government institutions, media associations, as well as international organizations recognized the quality of the approach and committed themselves to further disseminate the “gender and waste” experience in the country and throughout the region. The Ministry for Environment accepted to combine gender related issues in the future when approaching local governments faced with planning requirements - not only in the field of waste management. Waste management may serve as a good starting point for creatively strengthening gender equality in our everyday lives. Our “genderized” environmental campaign on the basics of waste management and its cartoons are well perceived among partners, universities, schools, NGOs and the media. As the implementation of municipal plans is underway, other measures are expected to follow throughout 2012. This story is to be continued...

Contact:

Marija Bogdanovic
IMPACT
GIZ Serbia
T: +381 334 43 64
E: marija.bogdanovic@giz.de



BANKING ON WOMEN (AND MEN) FOR DEVELOPMENT

FINANCIAL SYSTEM DEVELOPMENT PROGRAMME, UGANDA

CONTEXT

In Uganda, the traditional responsibility for financial management lies with men. Especially in rural areas, financial institutions hardly focus on women, who in turn are not interested in their offerings: Why should they take a loan to buy a motorbike which they are not allowed to ride? Women would be much more interested in saving for the school fees of their children. And still, fearing spousal interference, they tend to hide their money under the mattress rather than saving it with a financial institution. As a consequence, Savings and Credit Cooperatives (SACCOs), which are mostly used by the rural poor to finance business and living, count less than 30% of women at membership, management and governance levels.



INITIATIVE

After observing these imbalances through a gender study, the GIZ Financial Systems Development programme piloted a project to improve gender equality in three rural SAC-

COs with a total of 25 000 members. We cooperated with partners on all levels: the Association of Microfinance Institutions of Uganda (AMFIU), Uganda Cooperative Alliance (UCA), a local NGO, and the Mountains of the Moon University.

To increase the awareness of SACCO board and staff members, we trained them in gender concepts and issues. To institutionalise gender permanently in their organisations, we supported the development of a gender policy. To attract a more balanced membership, we advised SACCOs on how to best target men and women in their communications and mobilizations campaigns.

Via a striking radio campaign, men in the surrounding communities were shown the benefits of women joining SACCOs. To enable financially illiterate women to join SACCOs, we enabled community based facilitators to mobilize women and their husbands in groups and train them in basic loans and saving techniques. Finally, with the help of researchers



and students of Mountains of the Moon University, we developed women-friendly financial products so that school fees savings can now be offered next to motorbike loans.

GENDER IMPACT

In the pilot areas, SACCO membership has risen considerably. In one SACCO, two thirds of the 500 new members are women. Another SACCO now has a female manager. All three have adopted the rule of having a one third female participation on their boards. Managers have realised the new potential, as one puts it: *“Most women don’t default; even if the repayment is late, they will communicate; women are good savers and good at mobilizing other members.”*

The pilot strengthened our partners and taught us a lot about gender and gender mainstreaming. We realized the importance of targeting men and women jointly in order to create behavioural change. We also saw that all social change needs time. Based on these and many more lessons learnt, we are now planning, together with other donors, the roll out of the project to 25 more SACCOs.

Contact:

Lisa Peterlechner
Financial System Development Programme
GIZ Uganda
T: +256 414 25 38 40
M: +256 772 70 53 07
E: lisa.peterlechner@giz.de



INVOLVEMENT OF MEN AND MOTHERS-IN-LAW IN HEALTH PROMOTION

INTEGRATED REPRODUCTIVE HEALTH SYSTEMS DEVELOPMENT IN CENTRAL ASIA, UZBEKISTAN

CONTEXT

In Uzbekistan, a newly married young woman often moves into her husband's family and lives with him and her parents-in-law. Multi-generational households are common, raising up to four generations under a single roof. Hierarchies within families are firmly established. An Uzbek saying describes the situation: "The head moves if the neck wants it to."

In this situation, the head represents the important position of the man as leader of a family. However, the neck describes the mother-in-law's influential position within the family structure. She also plays an important role with regard to reproductive health. After many years of strong propaganda of the socialistic way of life within the system of the Soviet Union, religion and local traditions became important for various spheres of modern life. Gender sensitive approaches especially in the area of reproductive health are therefore essential.

INITIATIVE

The regional Programme *Health in Central Asia* contributes to improvements in areas of sexual and reproductive health and rights in the three partner countries; Kyrgyzstan, Tajikistan and Uzbekistan. In Uzbekistan, the Programme developed a gender sensitive and locally adapted concept of health promotion. In two pilot regions the most respected men and mothers-in-law who were interested in carrying out awareness raising measures in their villages and city districts were selected

and trained in new approaches of reproductive health as well as in educational techniques. Via interactive methods like pictures in comic style and real live stories or videos they entered into a dialogue with other men and mothers-in-law and discussed reproductive health issues.

They learned to identify individuals and families with needs for support and consultations. A guideline helped the trainers to monitor their own activities and assess effectiveness of their counseling. Integrating the measures into local structures ensured sustainability. The approach was developed in close collaboration with and is coordinated by the governmental structures and community based organizations. This guaranteed a strong commitment and support and made it possible to seek for new volunteers quickly where needed.



GENDER IMPACT

The gender sensitive approach made it possible to train 1080 mothers-in-law and husbands who volunteered to work in their dis-



tricts. Through their personal commitment and direct communication with people, they contributed to improving maternal health and gender equality within families. Compared to the baseline study, an increase in health promotion activities was registered within the population in these pilot regions. The community leaders and target groups improved their knowledge and awareness of reproductive health issues. If respective men and mothers-in-law have the knowledge and are intensely involved in promoting reproductive health, long-term changes in behavior can occur within families and have a positive impact on gender roles of men and women. The approach is now being used to train specialists in public health services.

Contact:

Nigora Muratova, Olga Daitche
Regional Health Programme
GIZ Uzbekistan
T: +998 71 140 04 89 (90)
F: +998 71 140 04 45
E: nigora.muratova@giz.de
olga.daitche@giz.de



GENDER PAYS OFF!

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Dag-Hammarskjöld-Weg 1-5
65760 Eschborn / Germany

T +49 6196 79-0
F +49 6196 79-1115
E info@giz.de
I www.giz.de