



WOMEN ECONOMIC EMPOWERMENT AWARENESS RAISING STRATEGY

Submitted to

Première Urgence - Aide Médicale Internationale (PU-AMI)

In the framework of

Women Economic Empowerment Project in the Occupied Palestinian Territory (oPt)

Submitted by



Strictly Confidential and Private

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Sincerely,

Firas Zaghal

Chief Executive Officer

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1. INTRODUCTION TO THE ASSIGNMENT

1.1 PURPOSE OF THE ASSIGNMENT

BACKGROUND ON THE WEE PROJECT

“WEE’s main objective is to create and consider the need to promote and support the economic and entrepreneurship empowerment of women in 10 Community Based Organizations”

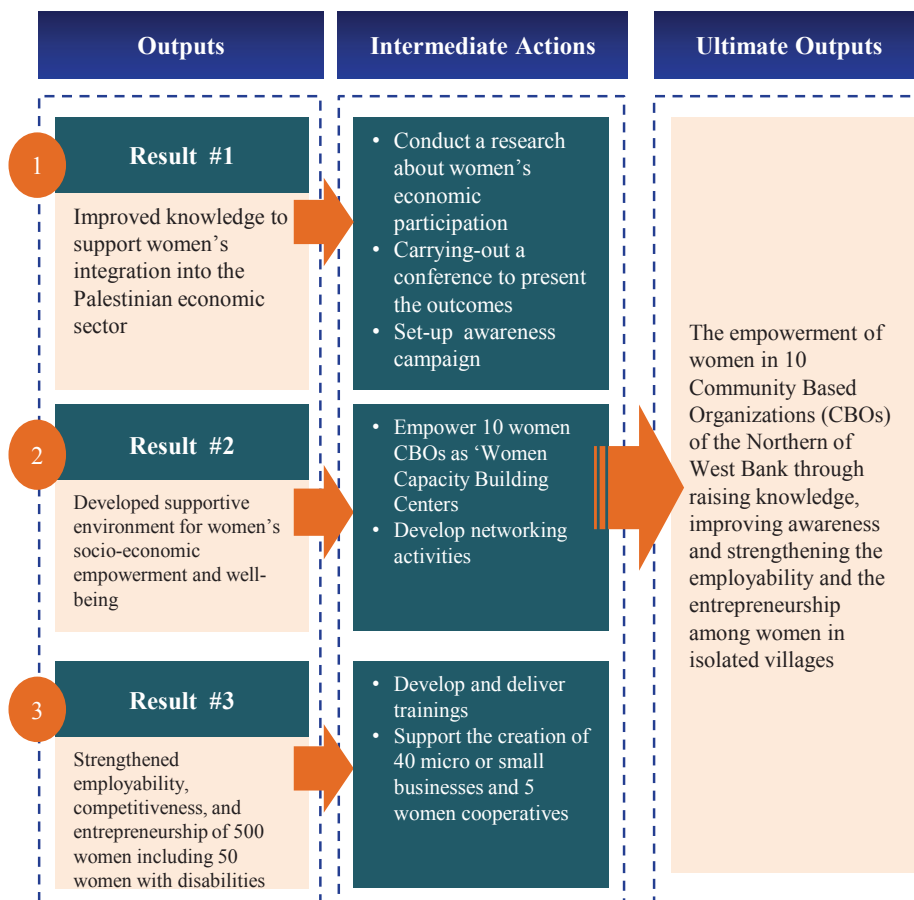
Since 2013, PU-AMI is implementing a long term project in the West Bank focused on Women Economic Empowerment (WEE) which is funded by the European Union (EuropeAid).

PU-AMI is partnering with a local organization, Women for Life (WFL). WFL is an independent, non-profit Palestinian organization working in the Salfit and Qalqilya provinces of the West Bank to eliminate violence against women and empower women legally, socially, economically and politically.

Additionally WFL runs several workshops aimed at developing women’s technical and vocational skills in order to build women’s economic capacity and to increase their employment prospects.

WEE’s main objective is to create and consider the need to promote and support the empowerment of women in 10 Community Based Organizations (CBOs) of the Northern of West Bank through raising knowledge, improving awareness and strengthening the employability and the entrepreneurship among women in isolated villages that had been already tackled by PU-AMI in previous interventions.

The achievement of the above-mentioned objectives is to be done through a set of project output/results as shown in the figure in the left.



OBJECTIVE OF THE ASSIGNMENT

“Dimensions Consulting was contracted to develop an overall awareness-raising strategy and a methodology for the implementation of this strategy”

As depicted in the ToR of the assignment, the Strategy has the following **overall objectives**:

- Educate women and the general public, including traditional leaders and decision makers, on the importance of the role of women in society, focusing on the economic sector.
- Highlight the rights of women and the need to work against gender-based discrimination in the labour force is necessary to address social convictions and conventions that limit women's opportunities.

The **specific objective** of this strategy is setting-up an evidence-based large-scale and grassroots awareness campaign regarding women socio- economic participation at regional and local levels.

The campaign will aim at elevating in the public consciousness the role of women and the benefits their involvement in the economic sector will have on the household, community and national levels and will address specific messages aiming at introducing change in the targeted communities that is related to cultural and social constraints and obstacles facing women socio-economic empowerment and development.

A comprehensive Awareness Raising Strategy should be developed and the methodology of this strategy's implementation should also be created, defining the following activities:

- Training for trainers (ToT) in awareness raising to deliver awareness raising sessions about the topics discussed in the strategy.
- Large-scale Awareness raising media campaign.
- Awareness raising workshops and sessions to be delivered by the trainers benefited from the above ToT.

The Awareness Raising Strategy's Components are:

- Background Analysis
- Awareness-Raising Needs/ Problem Statement
- Target Groups
- Methodology of Awareness-Raising
- Tools of Awareness-Raising
- Awareness Raising Manual
- Media Campaign
- Training of Trainers (ToT) and Awareness-Raising Sessions

STRATEGY STATEMENTS

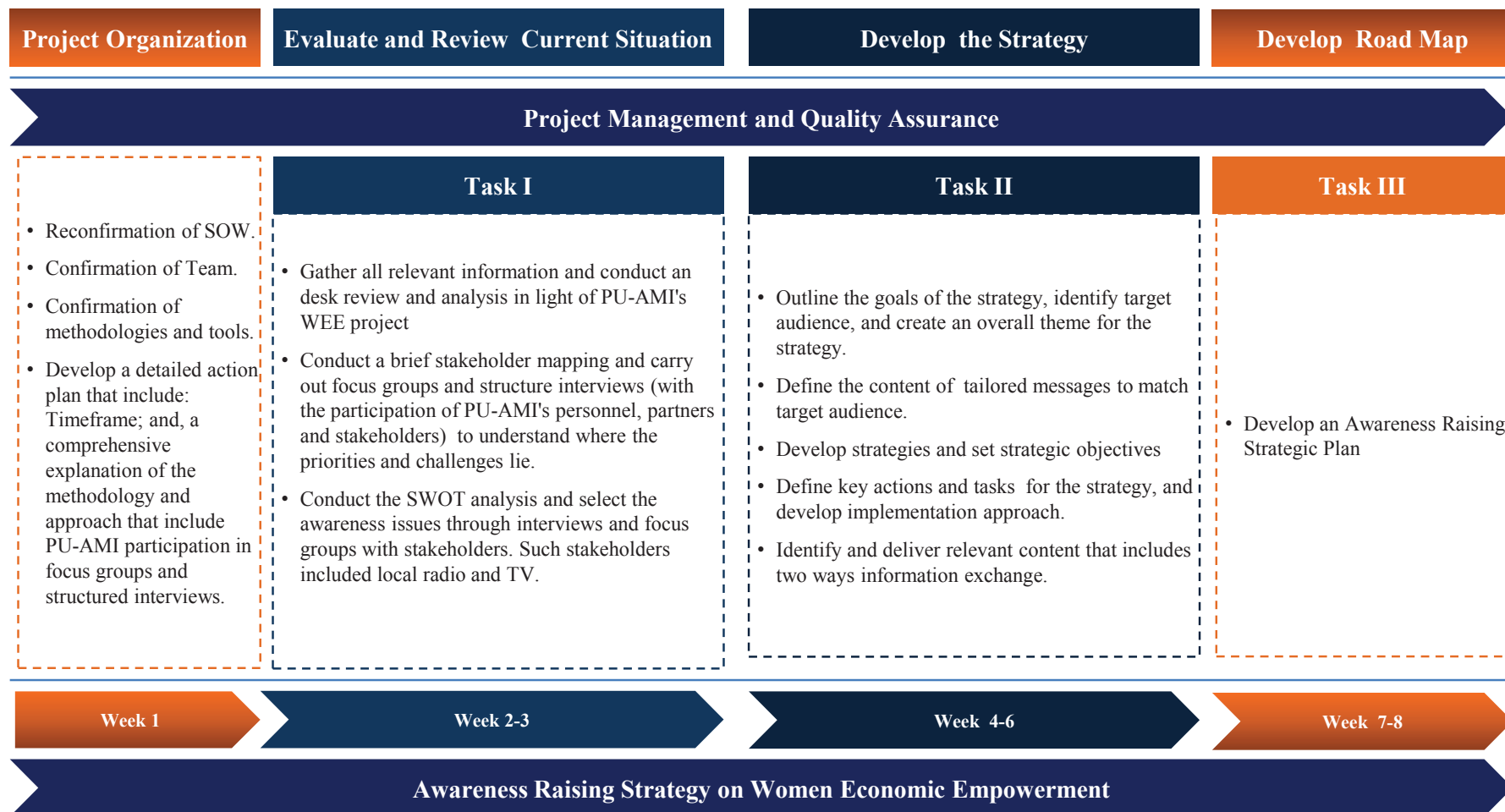
“If employment and entrepreneurship among women are to be resolved, it will be through the activities of empowered and informed stakeholders who understand that full participation of women in the economic environment is critical to build healthy and sustainable economies”

- | | | | |
|---|--|----|--|
| 1 | Positive effect of women employment on the economic situations of their families | 8 | The importance of leading a change in the communities' perception of the role of women in society, community and in their families |
| 2 | Positive effect of women employment on the self-actualization of women and self-esteem | 9 | Difficulties and challenges related to the mobility and transportation for women to acquire training or get an employment |
| 3 | Importance of family planning to mitigate the difficulties facing women in getting an employment which are caused by taking care of children and a large family. | 10 | The stereotype of socially acceptable jobs for women and the needed behavioral change |
| 4 | Negative consequences of early marriage, both socially and economically | 11 | Awareness regarding the labor law and legal issues of women work |
| 5 | Importance of husbands support at home to allow women some space for self-actualization | 12 | Messages to increase the respect of working women in their local communities |
| 6 | Focus on the cross-cutting issues of women's rights | 13 | Focus on targeting males which is critically important to lead a change |
| 7 | Discussing social restrictions and traditions which are violating the women's right to education and to work, and the needed behavioral change to be introduced in these communities | 14 | Security at workplace in respect to women privacy, and other issues such as: unequal salaries, discrimination, and disabled women |

1.2 METHODOLOGY AND APPROACH

METHODOLOGY FRAMEWORK

“Dimensions Consulting have followed a well founded structured methodology framework as a response to the kick off meeting and preliminary meetings with PU-AMI Program Staff”



2. BACKGROUND ANALYSIS OF THE SOCIO ECONOMIC CONTEXT

2.1 WOMEN AND ECONOMIC PARTICIPATION

WOMEN AND ECONOMIC PARTICIPATION

“In order to ensure that women fully participate in the process of local economic development, the deeply rooted discriminatory attitudes and challenge existing in the current power structures must be overcome”

Women's economic participation is a central issue in national development process, household welfare and women empowerment (according to Naila Kabeer, empowerment is *“the expansion in people's ability to make strategic life choices in a context where this ability was previously denied to them.”* Kabeer, Naila, (2001), “Reflections on the Measurement of Women's Empowerment”, in *Discussing Women's Empowerment-Theory and Practice*, Sida Studies No. 3. Novum Grafiska AB, Stockholm)).

Despite the increasing contribution of Palestinian women in the labour market in recent years, its contribution is remaining the lowest in the Arab region, and at a global level.

This has a negative impact on the levels of household income and livelihood, and deepening its poverty. Due to the high rates of poverty in the occupied Palestinian territories, in addition to the increased percentage of female-headed households, and the deterioration of economic conditions, besides the pressure from women's movements for equality between both genders, voices demanding the necessity of involving women in the labour market have raised.

Despite the significant increase in the indicators of the women's health and education, the participation of women in the workforce has not kept pace with this rise.

The latest statistics released by the Palestinian Central Bureau of Statistics indicates that the percentage of women's participation in the Palestinian labour market did not exceed 17.4% of the working-age women population in 2013. In general, women's participation ranged between 10.5% and 17.5% over recent years (PCBS, 2014) “Palestinian Central Bureau of Statistics. 2014. Palestinian Labour force: Final Findings. 2014. Ramallah – Palestine”

According to the same source, statistics show that the gender gap is decreasing. However, men's participation still represent about four times the participation of women.

Women's economic activities are varied among formal and informal economy, unpaid family work and care work.

A more detailed analysis of the reality of Palestinian women at labour market reveals that women and men has differentiated positions on the labour market, and they are significantly affected by the sexual division of labour, as well as labour market "vertical" and "horizontal" segregation.

Palestinian labour market horizontal segregation led to that Palestinian women are mainly concentrated in certain and limited sectors and economic activities such as education, nursing, sewing, hairdressers and beauty professionals.

WOMEN AND ECONOMIC PARTICIPATION

“Women’s economic empowerment comprises: economic opportunity; legal status and rights; and, voice, inclusion and participation in economic decision-making”

Also it is vertically segregated which means that Palestinian women’s employment is mainly concentrated within the lowest levels of the professional hierarchy, often at the bottom such as secretaries, and nursery teachers.

In the formal economy, women’s participation is concentrated in the service sector, where the percentage compared to the total of working-age women population is 60%. Followed by the agriculture sector 20.9% (PCBS, 2014).

Women represent 55% of the faculty members in public schools, and about 40% of the public sector employees (civil part), with the exception of security services, while women contribution drops in the formal private sector in 2011 (PCBS, 2012) “Palestinian Central Bureau of Statistics. 2012. Women and men in Palestine: Issues and statistics.2011. Ramallah – Palestine”.

The economic and social realities have great effects on the women workforce, where in 2013 the statistics show that around two-thirds of women work as paid workers (wage employee), 11.7% work for themselves, 24.2% are unpaid family members, and only 2.1% are business owners compared to 8.2% of the men’s business owners.

Education is an important factor in women involvement within the formal labour market. In 2014, the highest percentage of participation in the workforce was among women with 13 years of schooling or higher; this percentage constitutes about 68.6% of total female labour force.

Although education is a critical factor for the entry of Palestinian women to the labour market, it has not protected them from unemployment. In 2013 females suffer from higher unemployment rates than those for males, where 35% were recorded among females, compared with 20.6% among males.

Unemployment rates among women increase with the increased number of education years they received, approximately 47% of all women who have completed 13 or more years of study in the year 2013. Unemployment is higher among the younger generation of females (15-24 years), reaching in 2013 to 64.9%, compared with 36.7% among young males. Unemployment rates double in the Gaza Strip in general and among the educated portion. This is caused mainly by the Israeli siege and the weakness of the economic structure (PCBS, 2014).

High rates of unemployment in the occupied Palestinian territories was accompanied by widespread poverty, especially in the Gaza Strip under intensive siege by the Israeli occupation. Statistics by the Palestinian Central Bureau of Statistics indicated that the rates of poverty in 2011 where up to 25.8% of the Palestinian population, and were higher among women (26.2%) than men (25.5%). Especially women-headed households, which constitute about 10% of households in the West Bank (PCBS, 2012).

WOMEN AND ECONOMIC PARTICIPATION

“Women's labour Participation means bringing the experience, knowledge and interests of women to take forward the economic development agenda in the targeted CBOs”

Female workers face exploitative working conditions, especially workers in the informal sector economic activities, and seasonal workers that lack of social protection, and are excluded from labour legislation.

Women account for most unpaid work, and when women are employed in paid work, they face significant wage differentials vis-à-vis their male colleagues. A large proportion of female workers are still underpaid compared with males.

Most of the female works in the private sector work for wages far below the minimum wage set by the Palestinian Authority, which does not exceed 1,430 NIS per month.

Many press reports indicated that the salaries of workers in nurseries and kindergarten teachers, ranging from 300 to 600 NIS a month in the northern West Bank.

A lot of workers do not have any labour rights, such as paid maternity leave, or protection from arbitrary dismissal because of marriage or procreation, and other issues.

Note that the proportion of women affiliated to labour unions are still very low, thus depriving the workers of the possibility of defending their labour rights. In addition to the fact that even the affiliated workers still have extremely limited parts.

In many countries, distortions and discrimination in the labor market restrict women's options for paid work, and female representation in senior positions and entrepreneurship remains low.

In the case of women with disability, it is expected that the situation will get worse. Discrimination against women because of their disabilities is deepened in various fields. Both in the work or unemployment fields or even the work rights, considering working hours, wages, and the terms and conditions of the work. Statistics about the subject are still limited or not available until this moment.

In terms of training in general and vocational training specifically, it is noted that the percentage of female students in formal vocational training provided by vocational training centers -under the Ministry of Labour or the Ministry of Social Affairs- is less than male students. Most of the trainings are in the areas traditionally associated with women, such as cosmetics, sewing. Some women also receive training by charities, women's committees and women's centers, especially sewing, embroidery, painting on glass and ceramics.

Previous studies have emphasized that the proportion of women in the informal economy does not exceed 17% at the best estimates of the Palestinian Central Bureau of Statistics.

WOMEN AND ECONOMIC PARTICIPATION

“The structural challenges that faces the Women Economic Empowerment are the Israeli military occupation that has sturdily influenced and limited the economic options of the Palestinian society, and the cultural and traditional Palestinian values”

However, some of them confirmed that the in-depth analysis of these figures indicates that the proportion of women working in the informal economy is more than half of all women in the land Palestinian territories in 1967 ((Palestinian Central Bureau of Statistics, 2004: Hilal and Kafri and Kuttab, 2008 and mentioned in a thesis Abu Awwad, 2011)).

In addition, the large part of this sector cannot be monitored within the traditional labour force surveys. For example, one study showed that there are about 10 thousand women working in embroidery only. This underlines the need to take into account this group of women when adopting any new strategies, policies, programs and interventions related to women's economic contribution and women's economic empowerment.

There is a variety of explanations and analysis for the reasons and factors that caused the decline of women's economic participation in the Palestinian context, which led to a variety in the policies and the proposed programs to change the reality of women's economic participation and women empowerment.

The analysis of the Palestinian situation confirms that women's contribution is affected by a combination of internal and external forces. It is affected by the political, economic, cultural, social and legal factors.

Moreover, there is an essential political and economic factor that is associated with the domination of Israeli occupation on the Palestinian economy and Palestinian economy dependency on the Israeli economy.

Furthermore, different sectors of the Palestinian economy are influenced by the domination of the Israeli occupation and its destructive policies against Palestinian economy, especially on the industrial and agriculture sectors, thus the employment opportunities for women and men are to be affected.

The policies of the Israeli occupation have led to the devastation of the Palestinian agriculture sector due to the expropriation of large lands in order to build the Israeli settlements.

The Israeli policies prevent the farmers from reaching their own lands because of the apartheid wall. In addition to that, they fully control over more than 85% of the Palestinian water. They have also control the requirements of the agriculture, as well as marketing and exporting process of the products.

Regarding the industrial sector, the situation is not much different. The Israeli occupation still governs the necessary inputs that are needed to develop and improve the industrial sector, for example: equipment, techniques, raw materials and the export process.

WOMEN AND ECONOMIC PARTICIPATION

“With the increase in unemployment among men and the inability of the market to absorb labor elsewhere, women started to generate coping mechanisms”

The distorted economic policies of the Palestinian authority has limited the economy's ability to create new job opportunities needed to solve the unemployment problem. And to accommodate the natural increase of the workforce in general and women's workforce in particular.

Besides, the Palestinian Authority succeeded in involving a large number of women in the services sector, yet Palestinian authority policies in general do not correspond to the efforts that aimed to empower women's economic role and increase their contribution to the labour market.

This can be obvious when examining the Palestinian authority discourse concerning development policies where limited emphasis is put on the importance of women participation in the development.

In addition, the Palestinian authority was not actively concerned in the provision of practical programs within the national strategies of employment to support and increase women's participation.

Other economical and cultural obstacles are the prevalent cultural and the social structure of patriarchal dominant in Palestinian society, which divided work according to sex both vertically and horizontally. Therefore, women occupied the lower jobs on career ladder, so they get the lower salary compared to men.

Despite the fact that, the provisions of the labour law asserts on the non-discrimination according to sex. It also gives the priority in employment to men considering them the breadwinners. In addition to that, men employment does not require any obligations compared to women, for example: maternity leave, breast-hour and other benefits that the working woman need.

Likewise, the local culture like any other cultures shape specific roles for both men and women. As women are supposed to handle the burden of childbearing. These roles restrict women's ability to reach and get the available resources and the possibility to control them, such as the lack of property and agricultural holding in the countryside, as a result of traditional community which encourages bequeathing males only.

Besides their lack of financial capital due to their lower percentage of participation in the labour market, women have limited opportunities to benefit from loans.

WOMEN AND ECONOMIC PARTICIPATION

“The Israeli occupation has not only limited people, but especially women due to security concerns to move freely between cities for education or business, but also pushed many women, especially those living in rural areas, to enter the labour market”

There are many other factors including women educational level, and more importantly, the kind of the disciplines they study. As well as the vocational trainings that are provided by vocational training centres that is related to the Ministry of labour and Ministry of social affairs in different governorates.

In addition to the above, there is not enough support to encourage women's employment outside their homes (such as kindergartens and nurseries) as well as enable them to perform their reproductive responsibilities.

In some cases, local culture imposes restrictions on women's mobility outside the private sphere, especially in areas that lack safe transportation, and those exposed to Israeli occupation restrictive measures, and areas which are close to the Israeli colonial settlements.

These leads to increase of fears among families whose women work in agricultural activities around those areas and eventually the female labour force in farming declines.

From all the above, it is clear that the drop in women's economic participation is mainly related to structural, political and economic factors formed by the Israeli policies to a large extent, and the Palestinian authority and the international donors to a lesser extent.

All of these, led to the weakening of the Palestinian economic infrastructure, thus job opportunities for women.

As it is mentioned before, many other factors play an important role in this participation. For example, the social structure and patriarchal culture contribute in the limitation of available opportunities for women through the traditional division of labour and the type of educational discipline. Indeed, they may prevent women from going outside.

Here comes the importance of developing programs and activities aiming to increase the community awareness of women's participation in economy and its positive impacts on all parties involved (the woman herself, her family and the community).

Furthermore, it is important to work on changing the community's perceptions towards women's ability to work in certain fields that are still mostly dominated by men.

2.2 AWARENESS AND WOMEN EMPOWERMENT

AWARENESS AND WOMEN EMPOWERMENT

“The Awareness Raising Strategy will ensure the involvement of both men and women in the process of changing society”

The current strategy aims to highlight raising the community's awareness about women's economic participation, in order to empower them. In this regard, it is necessary to illustrate the difference between the following two perspectives toward about women's issues in general and women and economy in particular, namely; **Woman in Development (WID)** and **Gender and Development (GAD)**.

It became known among development organizations, that development cannot be achieved without the effective contribution of women. But the question is, which development approach is optimal and capable to achieve gender equality, in order to get development benefits and become involved in it as active actors.

These two approaches pay different levels of attention to women ranging between considering women as recipients of developments benefits or as tools for development, and giving them the ability to protect their rights side by side with the rights guaranteed by the national law and international treaties.

The perspective of woman in development (WID) focused only on women's issues. However, gender and development perspective (GAD), as well as other trends agreed that women in development perspective deals with women's issues regardless the imbalance of power's relation between male and female.

Also, it does not consider the masculinity of men, which means that men are not supposed to change their concepts, orientations or behavior because they are the standard and the base.

Moreover, it puts the burden of woman's involvement to obtain her rights on the woman herself. Thus, she takes the whole responsibility for changing herself and her community, while men tend to avoid their responsibilities.

This strategy starts from the gender and development perspective to ensure the involvement of both men and women in the process of changing society, instead of throwing the burden solely on women.

At the beginning, there must be an indication to the difference between sex and gender. Sex refers to the biological characteristics and functions, for example sexual organs, chromosomes and hormones. Also it refers to physiological characters as height, muscles, and the amount of hair that covers the body. These characteristics identify human being as man or woman. they can't be changed over time. They also can't be changed by the changing of time, place and culture. But, gender is a concept formed by culture on its wide concept from traditions and customs. It also contains society's culture represented by educational, political, economic, social, legal and judicial institutions.

AWARENESS AND WOMEN EMPOWERMENT

“It is expected that the Awareness Raising Strategy generates both community initiatives and public support towards a systematic identification of solutions and implementation of various activities for women economic empowerment”

Moreover, this concept refers to the roles, resources, power and relationships that are defined by the society and the culture for both male and female. This cultural form defines power's relations between male and female where males have the strongest power over females.

Since the gender is a cultural form, it changes by the change of time and place, and it can be changed either by political will to achieve equality between males and females or by the struggle of weak and controlled group and stand by them.

It must be noted that gender intervenes into all aspects of public and private lives. It also interferes with other dimensions such as age, marital status, religion, ethnicity and social class. By that, males and females' identity becomes a multi-dimensional due to this interference, so the opportunities, options and status for each of them are determined in society and family.

The cultural formation for males and females creates differences between them in the roles they play, opportunities and resources they receive and the social and family status for each of them.

It also imposes differences on their abilities to make personal decisions. These differences lead to inequality between males and females.

For example, in the Palestinian context, we found out that women are more illiterate, less educated and have the lowest rate of participation in work and political sphere which is allocated to men. In addition, it is noted that the different available roles, opportunities and resources for both men and women affect their access to employment services.

According to that, it is important that the legislation, policies and employment system in Palestine take into account the gender needs in order to build equality and balance between men and women. In addition to considering the diversity and the differences that exist between women themselves which lead to different needs as for example, poor women and women with disabilities.

That calls attention to three important things: First, men and women have different roles, needs, and access to reach and control of resources. Second, the problematic hypothesis claiming that the man is the breadwinner and the woman is the housewife, and any economic interventions in men's favor are meant to meet the needs of all family members, supposing that the family depends on the contradictory qualities of the father figure; being a loving husband and father and a benevolent dictator. Third, it must be confirmed that the meaning of gender and economic participation is not the same as women's economic participation.

AWARENESS AND WOMEN EMPOWERMENT

“Effective public awareness campaigns includes outreach efforts and base their success in informing and educating the public and motivating people to engage at local and national level toward women economic empowerment/participation”

Therefore work should not be limited to improving employment situation for women, but it should go beyond that by dealing with employment issues for both men and women. On the other side, the adoption of the gender and economic participation perspective requires the involvement of men to take responsibilities to support women and take their part of the house and family work that is usually perceived as a woman's responsibility.

Moreover, there is a need to solve need differences among women themselves. Women needs are different according to their educational level, age, employment status, disability status, place of residency, and other factors.

Women with disabilities hold special significance in this field. They are about 2.5% of the total of females in Palestine, so the number reaches about 50,000 females (according to Palestinian Central Bureau of Statistics. 2012. Women and men in Palestine: Issues and statistics.2012). It is important to take this group into consideration when designing policies.

From this perspective, increasing and activation of women's economic participation requires the adoption of several policies dealing with the political and economical structure aspects, also the cultural, social and legal aspects.

On the national level there is a need to solve the distortion of economic structure that is caused by Israeli domination on Palestinian economy and its impact over social, cultural and legal reality for both men and women.

3. WOMEN ECONOMIC EMPOWERMENT AWARENESS RAISING STRATEGY

3.1 AWARENESS RAISING STRATEGIC FOUNDATIONS

NAMING THE STRATEGY

“Dialogue, Understanding and Partnership are the pillars of public participation to engage stakeholders into the development of the women’ participation in the labour market”

Awareness raising is generally considered a constructive and potential initiative that ultimately leads to a positive change in actions and behaviors as visibility and credibility of an issue are promoting within communities.

In other words, the Awareness raising initiatives serve to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviors and beliefs towards the achievement of a defined purpose or goal. In our case, the goal of our action is to raise awareness, knowledge and understanding, about the importance of women’s economic participation. A main objective entitled: *“Towards a More Effective Economic Participation”*.

The Awareness Raising Strategy *Towards a More Effective Economic Participation* will be designed upon our understanding of an effective Awareness Campaign. The following scheme encompass the key elements that enable a successful strategy.

Key element	Description of Successful factors for an Effective Awareness Raising Strategy
Widen Support	Broaden a support system of individuals and interested groups (religious institutions, nonprofit organizations, public institutions, private corporations, media, professionals, students, and the general public) to mobilize community towards women's economic empowerment.
Variety of Activities	Message should be relayed to the public through a variety of ways in an effort to reach more people. Billboard, brochures, newsletters, and other media campaigns; awareness events; educational speeches; informational flyers; concerts and street dramas; and personal testimonials are to be named the key awareness raising tools.
To the Point Message	The messages that will be created will be concise and powerful to mobilize people to action

NAMING THE STRATEGY

“The strategy intends to create an understanding of the positive impacts and opportunities for economic development derived from the women participation in the labour market”

The main objective of the Awareness Raising Strategy is to ensure widespread awareness among all stakeholders on the positive impacts of a more integrated labour participation. In addition to the importance of the community mobilization, as an engine of the social changes on regards the women's economic empowerment and its sustainable development within the Palestinian social-economic context.

This strategy is expected to generate both community initiatives and public support for women's economic empowerment. And it is considered as part of a capacity development process for both the community and at various levels of government and other institutions, who have the potential to participate in the women economic development process.

The specific objective of the strategy is to sensitize communities in the targeted CBOs to actively participate in the problem identification, systematic identification of solutions and implementation of various activities towards a more effective economic participation for women.

The strategy will be implemented through a social marketing communication model aiming at increasing the public's acceptance about women participating in the labour market, given special attention to the cultural and social context and linking it with everyday life. Hence, enabling communities to take ownership and actions towards the social change needed.

The strategy intends to create an understanding of issues and challenges that affect women entering into the labour market on one side, and the positive impacts and opportunities for economic development on the other.

Issues and challenges

- Cross-cutting issues of women's rights.
- Social restrictions and traditions which are violating the women's right to education and to work, and the needed behavioral change.
- Negative consequences of early marriage, both socially and economically.
- Labor law and legal issues of women work.
- Respect for the working women and security workplace.
- Stereotype of socially acceptable jobs for women.
- Difficulties related to mobility and transportation for women.

Opportunities

- Positive effect of women employment on:
 - The economic situations of their families.
 - The self-actualization of women and self-esteem.
- Importance of family planning and husband support.

3.2 AWARENESS RAISING STRATEGIC OBJECTIVES FRAMEWORK

OBJECTIVES

“The state of art of creating awareness raising objectives that effectively contribute to the engagement of communities and propitiate social changes reside on the alignment with the strategy’s statement”

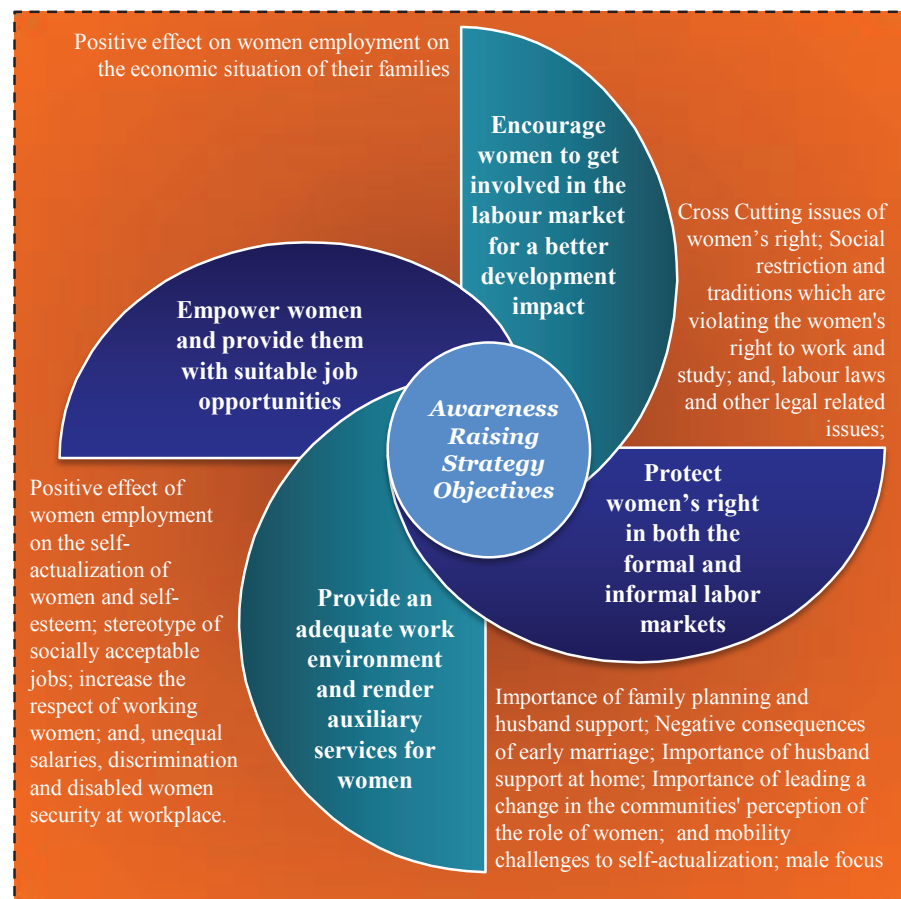
The objectives of the awareness campaign has been built based on the results of the focus group held with the participation of the selected CBOs and other relevant stakeholders within the targeted communities on one hand, and from interviews of experts in media on the other hand.

The objectives' strategic foundations are focused on the sensitization and awareness raising of the importance of citizens' participation in the process of women's economic empowerment, so that the general public is informed, aware, and able to give serious thought to its scope and process.

The achievement of each of the defined objective leads the communities to act proactively in favor of the incorporation of women into the labour market and the mitigation of cultural aspects that delay this process.

Mentioned above, it is expected that the Awareness Raising Strategy significantly contribute to the creation of consensus and disclosure of possible actions that stakeholders might deploy in order to increase the women's labour participation in their communities.

The backbone of the awareness raising campaign resides in the alignment of the strategy's statements with the awareness raising communication objectives that are in line with the overall objective/goals, which is the raise of the awareness about the importance of women' economic participation.



OBJECTIVES

“The alignment of the communication's goals with the awareness raising's strategic objectives and, these with the strategy's statements, will enable the creation of concise and powerful messages”

In order to articulate the strategic objectives of the awareness campaign is necessary to establish communication objectives to achieve these milestones, which frame the purpose of the strategy. Once mention, the correspondence between the strategic objectives of the awareness raising campaign with the communication's goals, is shown below.

Strategic Objectives	Advocacy/Communication Goals
Encourage women to get involved in the labour market for a better development impact	Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors.
Empower women and provide them with suitable job opportunities	Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities.
Provide an adequate work environment and render auxiliary services for women	Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting community actions.
Protect women's right in both the formal and informal labor markets	Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process.

OBJECTIVES

“The outcomes are to be defined in order to describe the impacts that the communication is striving to achieve, not undermining the importance of their concordance with the strategic objectives”

Once identified communication objectives, outcomes are to be formulated to achieve these objectives set. The following tables shows the alignment of the communication goals and communication outcomes that best illustrate the desired impact of the awareness raising strategy, encompassed within the strategic objectives stated previously.

Advocacy/Communication Goals	Outcomes/Change in Behavior
Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors.	Information produced and disseminated by community-based organizations' internal and external communication channels, promoting dialogue; active participation; and, consolidation of the women economic empowerment and participation.
Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities.	The media actors in the communities have incorporated, into their agendas, the debate on the importance of women economic empowerment/participation and job opportunities.
Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action.	Communities are interested and motivated to propitiate a better work environment to ease women participation in the labour market.
Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process .	Community, regional and national actors are sensitized on the importance of the participation of women in the labor market and engaged in combined efforts to move forward on this regard..

3.3 AWARENESS RAISING STRATEGIC TARGET AUDIENCES

TARGET AUDIENCES

“The principal target audience is comprised by individuals, influencers, families and civil societies in the communities, educations centers, policy makers, decisions takers, and private sector representatives”

Once defined the strategic and communication objectives and outcomes, it is necessary to determine the audience that the actions/activities (that will be later defined) are targeting.

It has been considered international best practices with the purpose to identify and define the target audience, wisely. Therefore, it is necessary to distinguish between two levels of audience: primary or and, secondary. This is necessary, since each one plays an important role. It is required from the primary target audience to participate more actively in the achieving of strategic objectives, while from the secondary target audience, it is expected their the support to enabling favorable environment to the process of women's economic empowerment and their participation in the labour market.

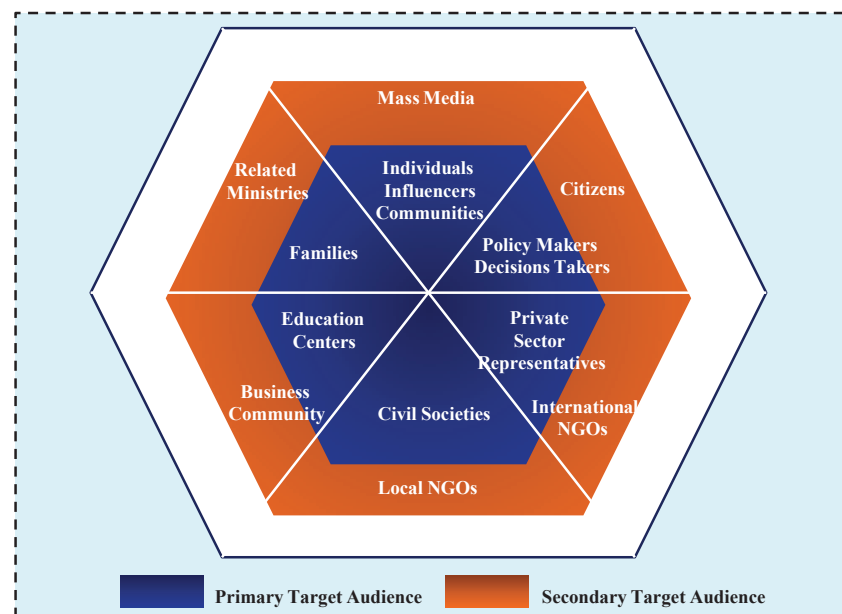
Based on international best practices, a stakeholder mapping framework has been adopted to prioritize audiences, as it is shown in the figure below, in the left.

This diagram is made up by those organizations/entities, within the scope of the awareness raising strategy, are more related to the strategy's communication goals and whose capacity to collaborate directly or indirectly, make them become a real opportunity as enablers for social change towards women participation in the labour market.

Each level indicates a degree of relevancy based on the communication outcomes.

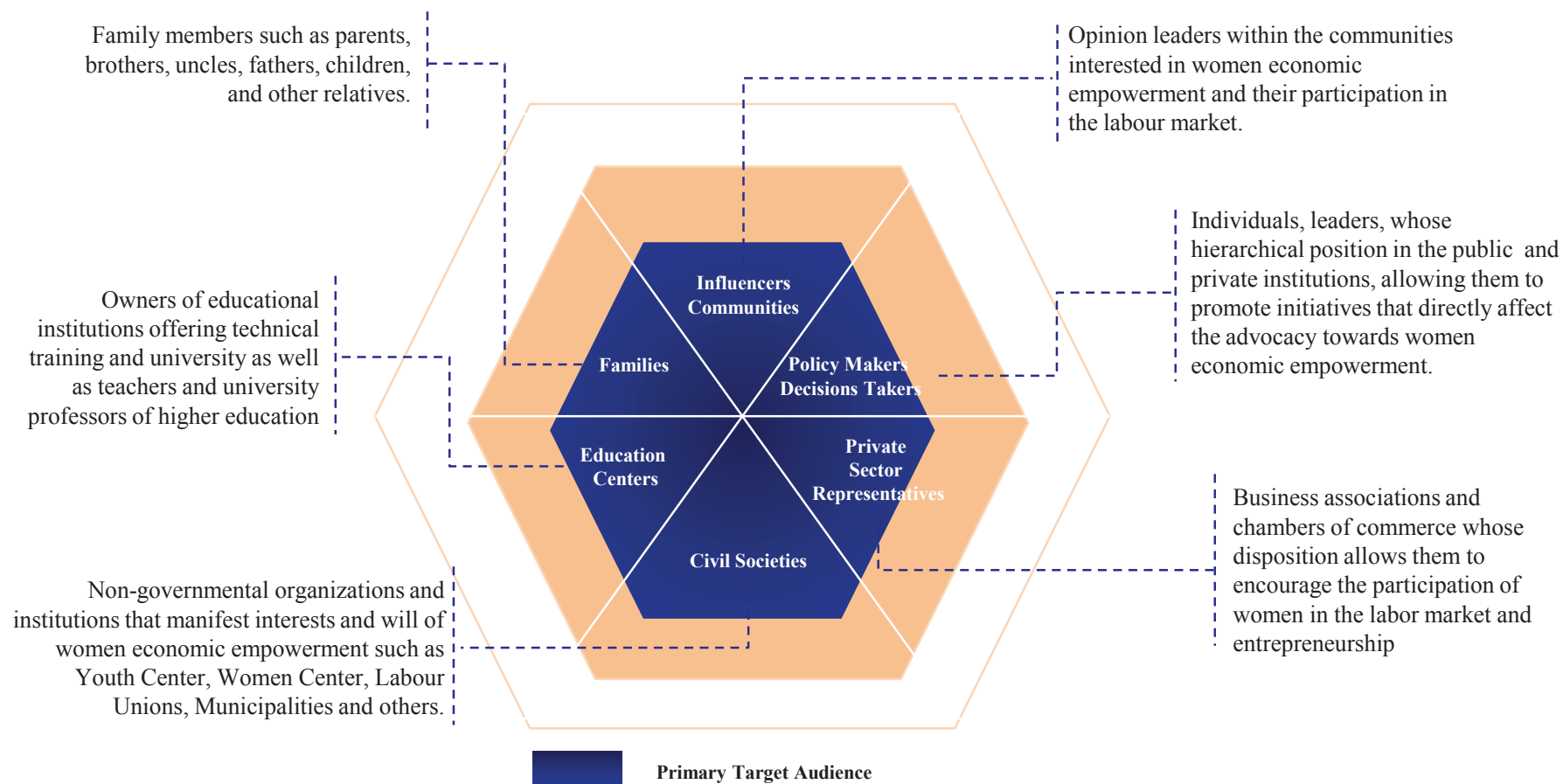
It is worth mentioning that the process of identifying the target audience has been made by answering the following questions:

- 1 Who are the social, economic and political actors that should directly and indirectly participate in the efforts for increasing women participation in the labour market?
- 2 Who are the actors who are already participating in women economic empowerment and who are those that need to be motivated?



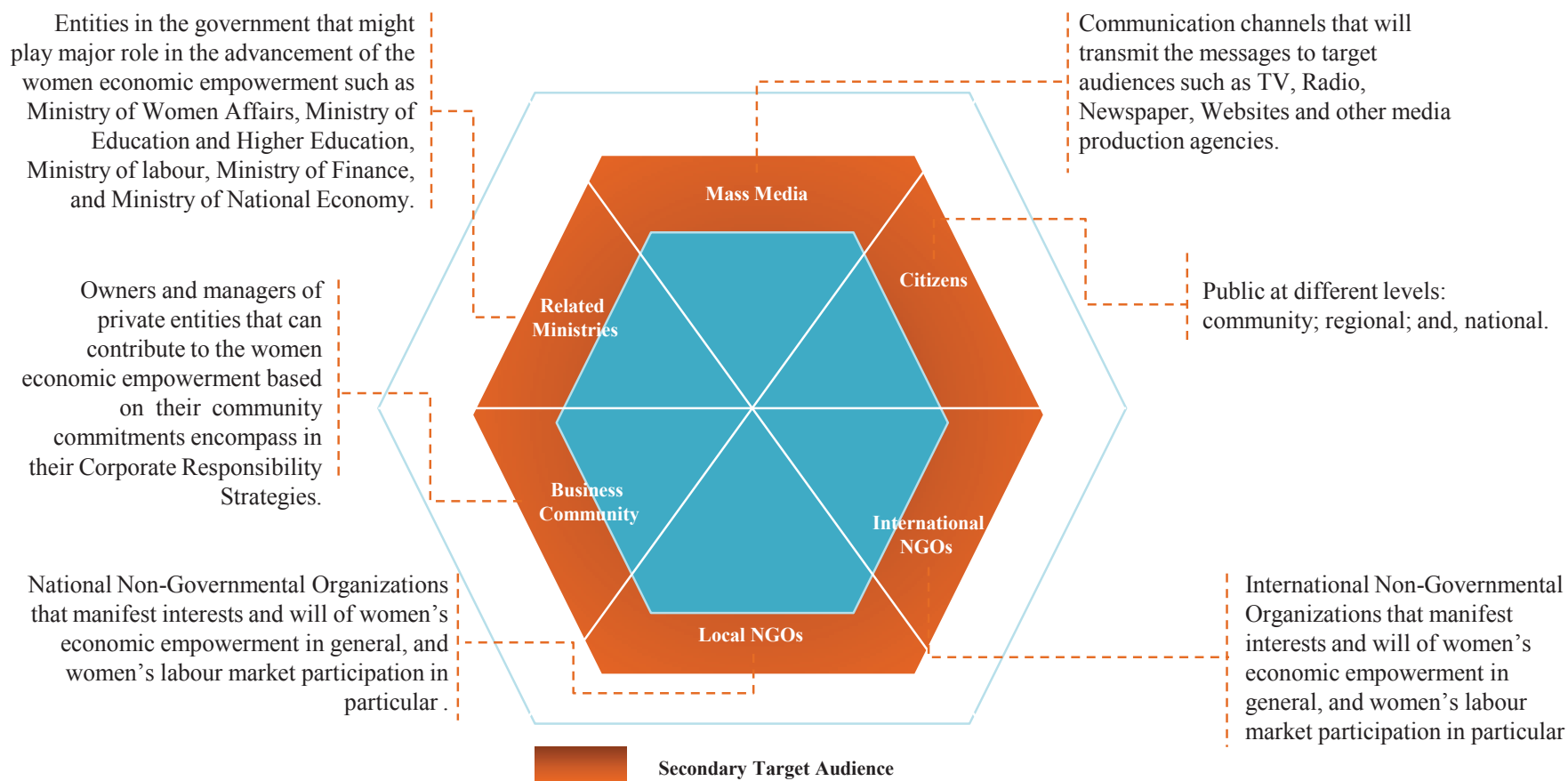
TARGET AUDIENCES

“In the phase of implementation, these target groups need to be defined in depth, highlighting their socio-demographic and socio-cultural characteristics, and thus, validating messages accordingly”



TARGET AUDIENCES

“During implementation, a stakeholder mapping exercise will provide very useful and constructive inputs focusing in their experience, involvement and more important, their expectation”



3.4 AWARENESS

RAISING STRATEGIC TAILORED MESSAGES

TAILORED MESSAGES

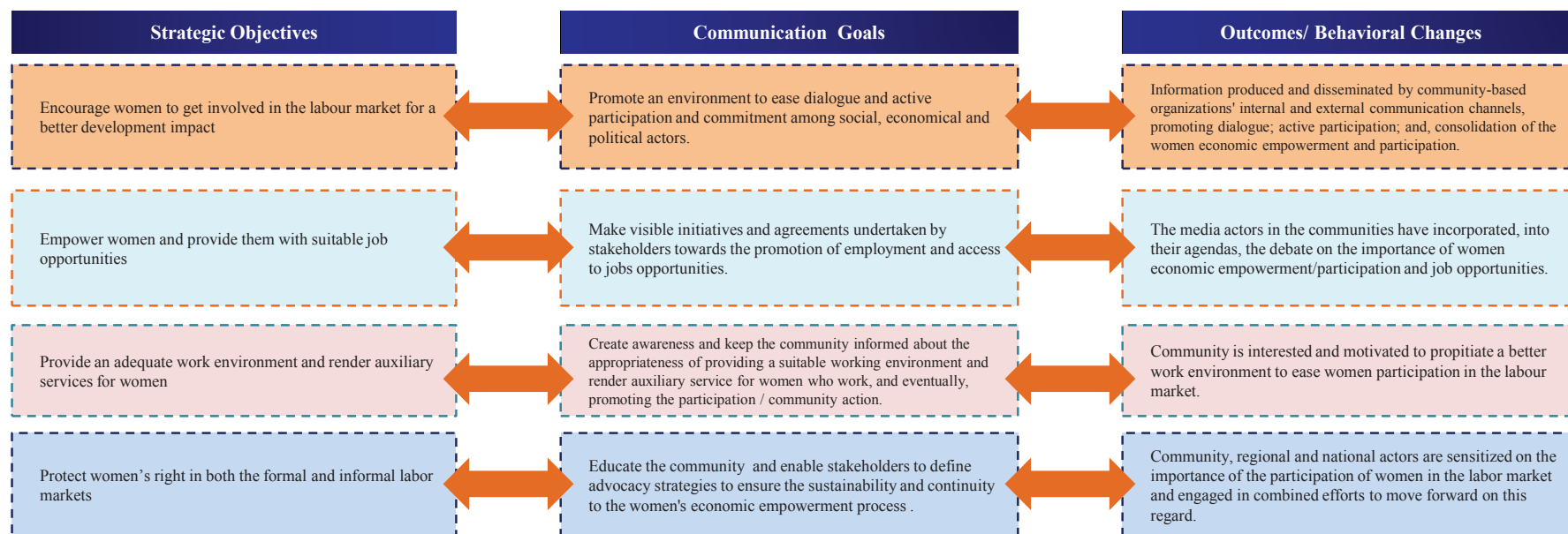
“The messages that will be articulated and disseminated among the target audience will seek to provide trustful information on women’s economic empowerment and their participation in the labour market and promote behavioral changes accordingly”

When developing messages, it must be taken into account several aspects such as the different socio-demographic and cultural profiles of the target audiences.

Therefore, a key message will positively address the issue of women’s economic empowerment so that the receivers of the messages show interest and felt encouraged to participate actively.

Therefore, messages are to be concise and must avoid ambiguous language that could lead to misunderstanding and false expectations. This is the reason behind having a deep understanding of the social context.

Moreover, the messages should respond to each strategic objective and be built upon the foundation of the communication framework (goals and outcomes). See scheme below.



TAILORED MESSAGES

“Messages that are to be developed in the execution plan, will contain selective information and comparative statistical data, generating public debate and will be disseminate through the media, press, TV, radio and social platforms”

One of the most critical aspects to consider once the content of messages are established, refers to the entity that will define the script of messages and provide all communication products and their style, whether they are graphics, audio or visual.

In other words, the entity which design an action response to the strategy and execute it accordingly, will be responsible for setting up the messages to target audiences, the means and the how. All this, based on the selective content established in alignment with the awareness raising strategic objectives that this report addresses.

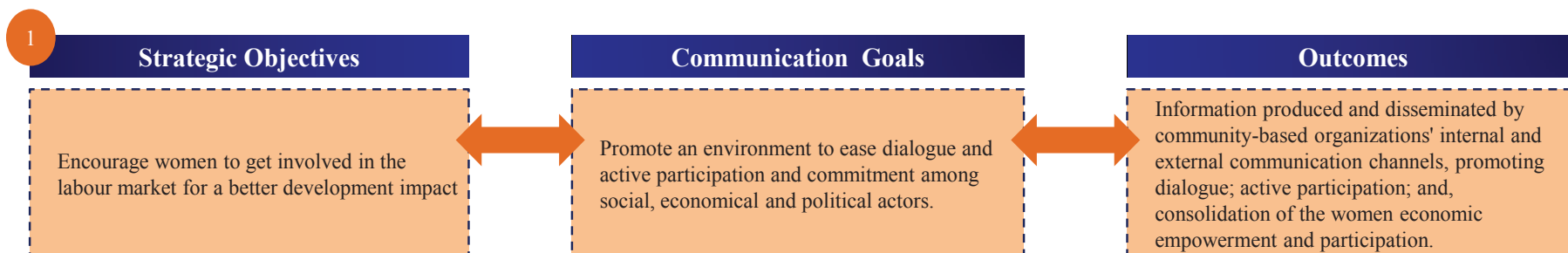
Below is shown the criteria that will enable the formulation of messages, ensuring that they are awareness raising oriented and motivate a proactive attitude for social changes among the target audience.

Mentioned above, in light of the complexity of women economic empowerment situation, a set of strategic messages will be defined (and presented in the following slide) to be adapted in the execution phase to target audience and detailed campaign, through a more specific messages or slogans.

Acknowledgement

- 1 The target audience is involved when they receive relevant information and have means to express themselves
- 2 The messages express the needs and demands of women; provide alternatives to overcome the social and economic constrains; meet women expectations in terms needs and desires; and, take into consideration social prejudices within the community
- 3 The message seeks to involve relevant stakeholders to encourage situational changes to benefit women participation in the labour market, taking into consideration their social, cultural, economic and political differences.

TAILORED MESSAGES



#	Key Strategic Messages
A	Economic development requires the participation of women as well as men, and all actors in society.
B	Women's economic participation contributes to the raising of gross domestic product (GDP) (e.g. In Egypt their contribution fetch up to 34%).
C	Women's work guarantees the interest and future of her family and is by no means a threat to its stability.
D	Work is a right for all citizens i.e. men and women.
E	Women's work and access to income contributes to an increase of the household income, and to the reduction of poverty.
F	Women's economic participation offers higher opportunities for their children to get a better education
G	Women have the right to work, for there is about 11% of Palestinian households supported by women (Palestinian Central Bureau of Statistics- PCBS).
H	The participation of women in labor market contributes to their empowerment and self – actualization.

TAILORED MESSAGES



#	Key Strategic Messages
I	Women can carry out many economic activities and tasks performed by men.
J	Women can hold leadership positions and take necessary decisions as men in different areas.
K	Raising the awareness of family and local community (such as religious institutions, employers, government institutions and officials) of the importance of women's work.
L	Encouraging educational institutions to educate students about the importance of women's economic participation.

TAILORED MESSAGES



#	Key Strategic Messages
A	Women must be provided with equal opportunities for both genders to join government ministries offices' operating and staffing projects, including emergency employment programs
B	Private businesses' social responsibilities must include a gender aspect in general, tackling issues such as labour discrimination.
C	Alternatives such as tax deduction for those institutions that employ women should be advocated in a policy level, so then, employers will be encouraged to engage with the development of women participation in the labour market.
D	Lending institutions have the capabilities to facilitate loans targeting women entrepreneurship with better conditions.
E	Female students with higher education and skills have more opportunities to mitigate labour discrimination. This includes non traditional educational disciplines.
F	New specialties in the field of vocational training that match with women, enabling them to overcome the social and economic boundaries, should be broadened by related government agencies.
G	Religious institutions and civil society organizations (CSOs) must enhance their participation in community awareness towards women's economic empowerment.

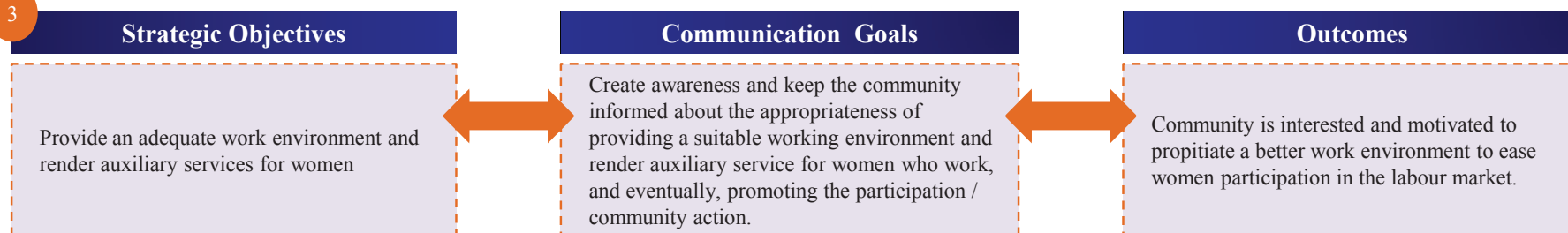
TAILORED MESSAGES



#	Key Strategic Messages
H	Clergy people, judges, lawyers and other employees within religious institutions must support women's right in getting their inheritance, and women must demand their inheritance.
I	The agriculture business is one of the main sector women should resume to and training programs and guidance for women farmers must be encouraged and enabled by the Ministry of Agriculture.
J	Chamber of Commerce and municipalities must support the women's project and ventures by easing financial and administrative procedures among other restrictions.

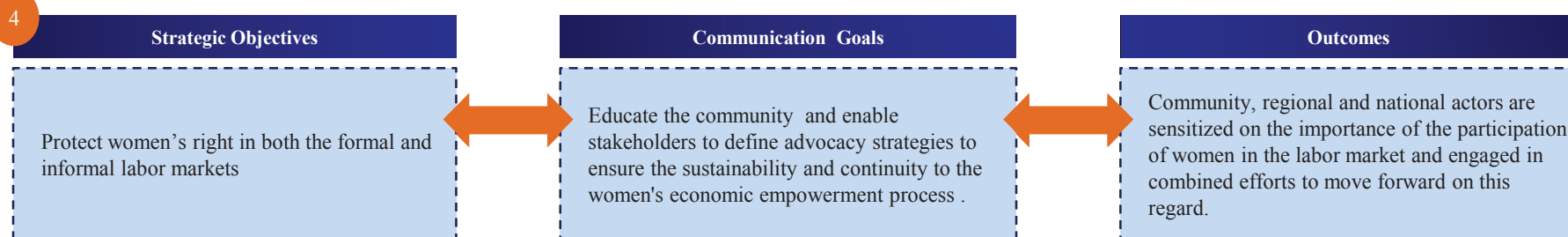
TAILORED MESSAGES

3



#	Key Strategic Messages
A	Child care services such as nurseries and kindergartens should be provided by community organization at a affordable/reasonable price, so then, women are given the opportunity to take a job.
B	Households duties are the obligation of each member of the family, boys and men. And hence, subjects such as redistribution of roles (reproductive and productive) must be open for dialogue and change.
C	Affordable transportation network must be articulated by the Ministry of Transportation, so women participation in the labour market can flourish.

TAILORED MESSAGES



#	Key Strategic Messages
A	Business associations and industries unions must work towards the protection of women's right related to paid maternity leave, breastfeeding hour, equal pay, job promotion and training.
B	Labour discrimination can be fought by monitoring the implementation of the provisions of the labor law in general, and discrimination against women, wages and promotions in particular.
C	Women participation in the labour market has its first step with the awareness of women's right and their affiliation to professional and trade unions in their communities.
D	Leadership position in the business associations and unions are not reserved for men, women have strong capabilities and skills as well.
E	Women should act proactively and work with unions and associations to help women in the informal economy to organize themselves in cooperatives and associations working to protect their labor rights.

“These messages are subject to validation, prioritization, filtration and selection in the implementation phase. Thus, it is necessary to measure the level of acceptance of messages and communication products before disseminating them. These messages can be tested through focus groups and structured interviews, and hence, constructive inputs can be gained and, adjustment can be done”

3.5 AWARENESS RAISING STRATEGIC PLAN

3.5.1 DESIGNING AWARENESS RAISING ACTIVITIES

“This strategy is being prepared with the intention to be used as a mean of educating communities and the general public on the benefits and rights of women to participate in the labour market”

Once it has been identified what to communicate, who the target audiences are, and which characteristics the messages are designed based on, Dimensions consulting proceeded to define activities/actions that will enable the effective implementation of the strategy.

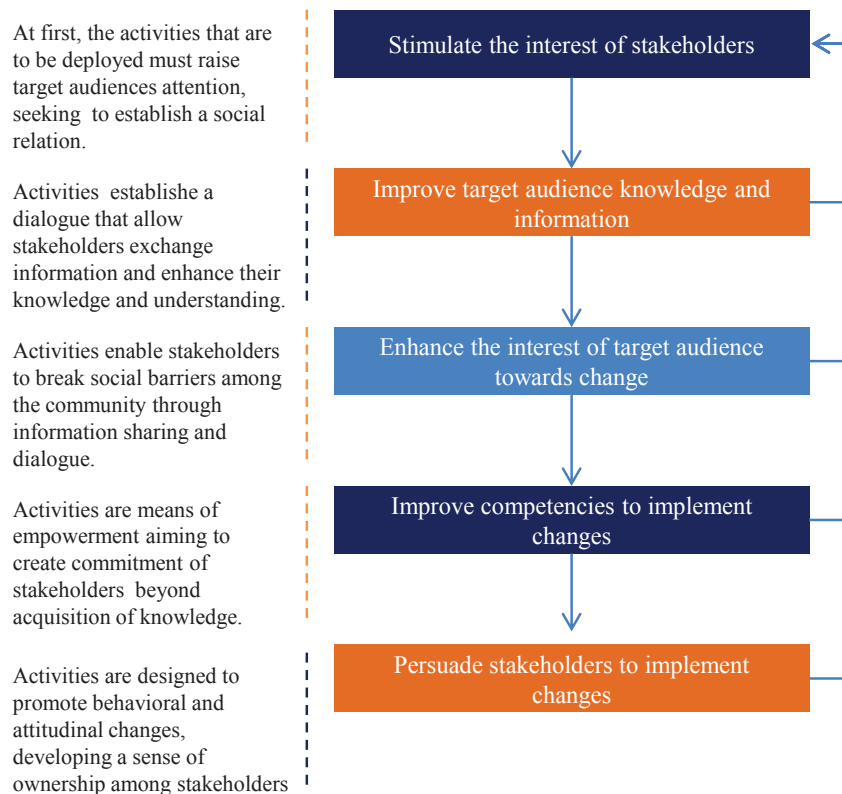
It should be noted that the sensitization is a result of the intervention, but it is not in itself a strategy. What it is presented is a strategic activity plan to inform, educate, promote citizen involvement and improve engagement of relevant stakeholders.

The combination of strategy and activity plan will result in the sensitization of the target audiences and will derive, positively, to a better scenario with respect to the initial situation of the social and economic context of women.

Note that these interventions for awareness raising are to be developed in depth by the implementation agency.

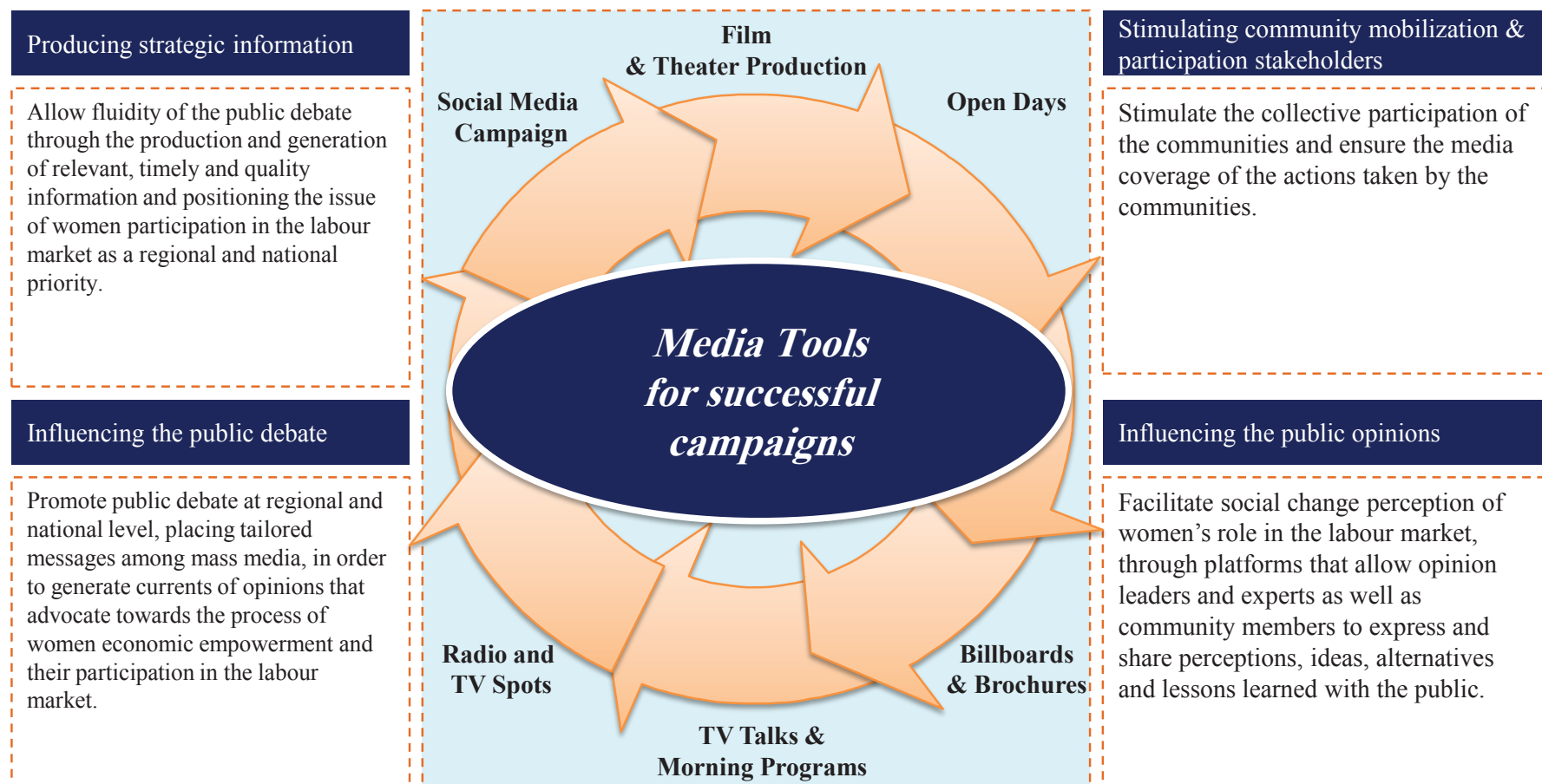
All activities that are complied and broken down in this strategy are intended to provide a practical guide to all actors involved in the course of women's participation in the labour market in general and in particular to PU-AMI in their role of implementer for sensitizing the community and improve their awareness level about the Women's Socio-Economic Empowerment in the Occupied Palestinian Territory (oPt).

The following scheme provides the basis of understanding an awareness raising strategic plan as a mean to enable social changes.



3.5.2 TAILORING AWARENESS RAISING ACTIVITIES

“Activities and media tools are to be designed in alignment to a set of communicative strategies differentiated according to different target groups and messages”



3.5.3 AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Film Production	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact Messages: A,B,C,D,F,H,I,J,K 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors 	<ul style="list-style-type: none"> Families Men Citizens Women and youth Influencers 	<ul style="list-style-type: none"> Increase the acknowledgement of families, citizens, women and youth on the social and economic benefits of the involvement of women in the labour market. 	<ul style="list-style-type: none"> % of awareness among families % of awareness among communities % of awareness among women and youth 	Qualitative <ul style="list-style-type: none"> Public Meetings Influencers Opinion leaders Quantitative <ul style="list-style-type: none"> Survey Media reflection such as articles 	<ul style="list-style-type: none"> Families, citizens, women and youth share a wide and common understanding of the women economic empowerment as an social economic positive factors.
	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities Messages: B,J 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities. 	<ul style="list-style-type: none"> Business owners and managers/directors of CSR Chamber of Commerce Municipalities Influencers 	<ul style="list-style-type: none"> Increase awareness on labor sexual discrimination, wage discrimination, and equality policy. Stimulate advancement on administrative and financial policies and procedures. 	<ul style="list-style-type: none"> # of companies which has incorporated anti-labour discrimination policy. # of chamber of commerce and municipalities easing bureaucratic procedures 	Qualitative <ul style="list-style-type: none"> Interviews with influencers, opinion leaders, representative of private sectors and civil society Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> The business community and private sector representatives incorporate into their agendas, the debate on the importance of women economic empowerment and job opportunities.
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women Messages: C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 	<ul style="list-style-type: none"> Ministry of Transportation 	<ul style="list-style-type: none"> Advocate towards formulation of price strategies and re-organization of transportation schedule to respond the need of women regarding their duties at home (e.g. women has to be at home at 4pm. There is no public transportation that allow her to get back on time) 	<ul style="list-style-type: none"> # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews with influencers, opinion leaders, and ministry staff Direct Observation 	<ul style="list-style-type: none"> The ministries incorporate into their agendas, the debate on the importance of developed both urban and transportation planning.

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Hearing Sessions	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities Messages: A,B,C,D,E,F,G,I,J 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities. 	<ul style="list-style-type: none"> Ministries (education, finance, women, agriculture) Business community and representatives. Banks. Religious Institutions and CSOs. 	<ul style="list-style-type: none"> Laws and Practices are deployed that promote equal opportunities Regulation are set to enable entrepreneurship such as investment incentives. Areas of training and education are diversified 	<ul style="list-style-type: none"> # of laws promoting equity at work . # of Regulation deployed # of start up registered. # of courses delivered responding to the market needed skills. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> The ministries, business community, representatives of the private sector and other institutions work in consensus towards equal labour opportunities for men and women.
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women Messages: A,C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 	<ul style="list-style-type: none"> CBOs Ministry of transportation and ministry of planning. 	<ul style="list-style-type: none"> Stimulate municipalities to facilitate the creation of child care services (nurseries and kindergartens). Advocate towards formulation of price strategies and re-organization of transportation network. 	<ul style="list-style-type: none"> # of child care centers constituted # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Community organizations establish centers supporting worker women. The ministries incorporate the issue of effective transportation planning in their agendas.
	<ul style="list-style-type: none"> Protect women's right in both the formal and informal labor markets Messages: A,B,C,D,E 	<ul style="list-style-type: none"> Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process. 	<ul style="list-style-type: none"> Representatives of private sector. Ministry of Labour. Women. National and International NGOs. 	<ul style="list-style-type: none"> Promote women's rights Promote practices and initiatives to mitigate labour discrimination in all its aspects. Stimulate women to act proactively in the advocacy of their rights 	<ul style="list-style-type: none"> # of initiatives taken by representative of private sectors and industry unions. # of cooperatives and associations constituted by women. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Business associations and industries unions work towards the protection of women rights Ministry of labour advocate against labour discrimination

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Theatre production	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact Messages: A,B,C,D,E,F,G,H,I,J,K,L 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors. 	<ul style="list-style-type: none"> Families Men Citizens Women and youth Influencers 	<ul style="list-style-type: none"> Increase the acknowledgement of families, citizens, women and youth on the social and economic benefits of the involvement of women in the labour market. 	<ul style="list-style-type: none"> % of awareness among families % of awareness among communities % of awareness among women and youth 	Qualitative <ul style="list-style-type: none"> Public Meetings Influencers Opinion leaders Quantitative <ul style="list-style-type: none"> Survey Media reflection such as articles 	<ul style="list-style-type: none"> Families, citizens, women and youth share a wide and common understanding of the women economic empowerment as an social economic positive factors.
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women Messages: A,B,C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 	<ul style="list-style-type: none"> CBOs Ministry of transportation and ministry of planning. 	<ul style="list-style-type: none"> Stimulate municipalities to facilitate the creation of child care services (nurseries and kindergartens). Advocate towards formulation of price strategies and re-organization of transportation network. 	<ul style="list-style-type: none"> # of child care centers constituted # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Community organizations establish centers supporting worker women. The ministries incorporate the issue of effective transportation planning in their agendas.

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Billboards	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact Messages: A,B,C,D,E,F,G,H,I,J,K,L 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors. 	<ul style="list-style-type: none"> Families Men Citizens Women and youth Influencers 	<ul style="list-style-type: none"> Increase the acknowledgement of families, citizens, women and youth on the social and economic benefits of the involvement of women in the labour market. 	<ul style="list-style-type: none"> % of awareness among families % of awareness among communities % of awareness among women and youth 	Qualitative <ul style="list-style-type: none"> Public Meetings Influencers Opinion leaders Quantitative <ul style="list-style-type: none"> Survey Media reflection such as articles 	<ul style="list-style-type: none"> Families, citizens, women and youth share a wide and common understanding of the women economic empowerment as an social economic positive factors.
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women Messages: C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 	<ul style="list-style-type: none"> Ministry of Transportation 	<ul style="list-style-type: none"> Advocate towards formulation of price strategies and re-organization of transportation network. 	<ul style="list-style-type: none"> # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews with influencers, opinion leaders, and ministry staff Direct Observation 	<ul style="list-style-type: none"> The ministries incorporate into their agendas, the debate on the importance of developed both urban and transportation planning.
	<ul style="list-style-type: none"> Protect women's right in both the formal and informal labor markets Messages: A 	<ul style="list-style-type: none"> Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process. 	<ul style="list-style-type: none"> Representatives of private sector. Ministry of Labour. Business Associations 	<ul style="list-style-type: none"> Promote women's rights 	<ul style="list-style-type: none"> # of initiatives taken by representative of private sectors and industry unions. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Business associations and industries unions work towards the protection of women rights

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
TV Talk Production	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact Messages: A,D 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors. 	<ul style="list-style-type: none"> Women Men Citizens 	<ul style="list-style-type: none"> Increase the acknowledgement of women, men and citizens about the importance of worker women in the economic development. 	<ul style="list-style-type: none"> % of awareness among families % of awareness among communities % of awareness among women and youth 	Qualitative <ul style="list-style-type: none"> Public Meetings Influencers Opinion leaders Quantitative <ul style="list-style-type: none"> Survey Media reflection such as articles 	<ul style="list-style-type: none"> Families, citizens, women and youth share a wide and common understanding of the women economic empowerment as an social economic positive factors.
	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities Messages: L 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities. 	<ul style="list-style-type: none"> Chamber of Commerce Municipalities 	<ul style="list-style-type: none"> Stimulate advancement on administrative and financial policies and procedures. 	<ul style="list-style-type: none"> # of chamber of commerce and municipalities easing bureaucratic procedures 	Qualitative <ul style="list-style-type: none"> Interviews with representative of private sectors and civil society Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> The business community and private sector representatives incorporate into their agendas, the debate on the importance of women economic empowerment and job opportunities

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
TV Talk Production	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women Messages: C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action 	<ul style="list-style-type: none"> Ministry of transportation and ministry of planning 	<ul style="list-style-type: none"> Advocate towards formulation of price strategies and re-organization of transportation schedule to respond the need of women regarding their duties at home. 	<ul style="list-style-type: none"> # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> The ministries incorporate the issue of effective transportation planning in their agendas.
	<ul style="list-style-type: none"> Protect women's right in both the formal and informal labor markets Messages: A,B,C,E 	<ul style="list-style-type: none"> Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process. 	<ul style="list-style-type: none"> Representatives of private sector. Ministry of Labour. Women. National and International NGOs. 	<ul style="list-style-type: none"> Promote women's rights Promote practices and initiatives to mitigate labour discrimination in all its aspects. Stimulate women to act proactively in the advocacy of their rights 	<ul style="list-style-type: none"> # of initiatives taken by representative of private sectors and industry unions. # of cooperatives and associations constituted by women. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Business associations and industries unions work towards the protection of women rights Ministry of labour advocate against labour discrimination

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Radio and TV Spots and Morning Programs	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact Messages: A,B,E,K,L 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors. 	<ul style="list-style-type: none"> Families Men Citizens Women and youth Influencers 	<ul style="list-style-type: none"> Increase the acknowledgement of families, citizens, women and youth on the social and economic benefits of the involvement of women in the labour market. 	<ul style="list-style-type: none"> % of awareness among families % of awareness among communities % of awareness among women and youth 	Qualitative <ul style="list-style-type: none"> Public Meetings Influencers Opinion leaders Quantitative <ul style="list-style-type: none"> Survey Media reflection 	<ul style="list-style-type: none"> Families, citizens, women and youth share a wide and common understanding of the women economic empowerment as an social economic positive factors.
	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities Messages: B, E,I 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities 	<ul style="list-style-type: none"> Business Community Women Youth Ministry of Agriculture 	<ul style="list-style-type: none"> Increase awareness on labor sexual discrimination, wage discrimination, and equality policy. Areas of training and education are diversified 	<ul style="list-style-type: none"> % of companies that have incorporate a set of policies and procedures against labour discrimination # of Regulation deployed % of women and youth requesting non traditional educational disciplines. 	Qualitative <ul style="list-style-type: none"> Interviews Quantitative <ul style="list-style-type: none"> Survey Media reflection 	<ul style="list-style-type: none"> The ministries, business community, representatives of the private sector and other institutions work in consensus towards equal labour opportunities Women and Youth demand advanced educational courses
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women. Messages: A,C 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 	<ul style="list-style-type: none"> CSOs: Municipalities, women centers Ministry of transportation 	<ul style="list-style-type: none"> Stimulate municipalities to facilitate the creation of child care services (nurseries and kindergartens). Advocate towards formulation of price strategies and re-organization of transportation network. 	<ul style="list-style-type: none"> # of child care centers constituted # of initiatives generated towards ease public transportation in terms of network and affordable prices. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Community organizations establish centers supporting worker women. The ministries incorporate the issue of effective transportation planning in their agendas.

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Brochures	<ul style="list-style-type: none"> Protect women's right in both the formal and informal labor markets Messages: A,B,C,D,E 	<ul style="list-style-type: none"> Educate the community and enable stakeholders to define advocacy strategies to ensure the sustainability and continuity to the women's economic empowerment process . 	<ul style="list-style-type: none"> Business Associations Industry Unions Ministry of Labour Women 	<ul style="list-style-type: none"> Promote women's rights, equity at work Laws and regulation advocating against labour gender discrimination Increase the active participation of women within unions and associations 	<ul style="list-style-type: none"> # of initiatives taken by representative of private sectors and industry unions. % of awareness of this initiatives % of satisfaction of women on initiatives deployed % of business led by women and registered at unions and associations Level of involvement in unions and industries activities 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Focus Group Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Business associations and industries unions work towards the protection of women rights

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Open Days	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities Messages: A,B,C,D,E,F,G,H,I,J 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities. 	<ul style="list-style-type: none"> Ministries and government agencies Business Community Banking Women and Youth Educational centers Municipalities Women centers Religious institutions Influencer Chambers of Commerce 	<ul style="list-style-type: none"> Increase the participation of women in Ministries staffing projects. Increase the concern of the business community about labour discrimination Increase the financial incentives for women led businesses. Areas of training and education are diversified CSOs and key individuals of the communities are more involved in the economic empowerment process. Areas of training and education are diversified Stimulate advancement on administrative and financial policies and procedures. 	<ul style="list-style-type: none"> % of companies that have incorporate a set of policies and procedures against labour discrimination % of women and youth requesting non traditional educational disciplines. # of chamber of commerce and municipalities easing bureaucratic procedures # of laws promoting equity at work . # of women led business registered. # of courses delivered responding to the market needed skills. Law and regulation promoting entrepreneurship among women through financial incentives. 	Qualitative <ul style="list-style-type: none"> Interviews Direct Observation Focus Group Quantitative <ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Policy makers and decision takers are aware of all the needed social-economic and educational changes that must be boosted to change and are encouraged to actively participate towards social change

AWARENESS RAISING STRATEGIC LOGFRAME

Intervention	Strategic Objective	Communication Goal	Target Audience	Achievement	Indicator	Source of Verification	Overall Impact
Social Media	<ul style="list-style-type: none"> Encourage women to get involved in the labour market for a better development impact 	<ul style="list-style-type: none"> Promote an environment to ease dialogue and active participation and commitment among social, economical and political actors. 	<ul style="list-style-type: none"> Ministries and government agencies Business Community Banking Women and Youth Educational centers Municipalities Women centers Religious institutions Influencer Chambers of Commerce Private sector representative Men Families Citizen Community 	<ul style="list-style-type: none"> Increase the awareness of the women economic participation among target audiences Increase the level of recognition on different matters related to women economic empowerment process Increase the interaction among target users advocating for women's labour participation. 	<ul style="list-style-type: none"> # of clicks # of Post # of visitors # of fans # of followers # friends # unique visits % of share % of likes 	Qualitative <ul style="list-style-type: none"> Focus Groups Quantitative <ul style="list-style-type: none"> Survey Media reflection Facebook analytic Google analytics Alexa ranking 	<ul style="list-style-type: none"> Vast majority of the population are sensitized on all major issues concerning women's economic empowerment and participation in the labour market
	<ul style="list-style-type: none"> Empower women and provide them with suitable job opportunities 	<ul style="list-style-type: none"> Make visible initiatives and agreements undertaken by stakeholders towards the promotion of employment and access to jobs opportunities. 					
	<ul style="list-style-type: none"> Provide an adequate work environment and render auxiliary services for women 	<ul style="list-style-type: none"> Create awareness and keep the community informed about the appropriateness of providing a suitable working environment and render auxiliary service for women who work, and eventually, promoting the participation / community action. 					

AWARENESS RAISING STRATEGIC LOGFRAME

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