Introduction

Gender takes center stage at GTZ – Gender pays off!

GTZ’s first Gender Week was a great success. Kicked off by the GTZ Gender Competition Awards Ceremony, the week featured five days of events and created the opportunity to learn and exchange ideas about gender in the work of GTZ.

The Gender Week is part of the dynamic implementation of the GTZ Gender Strategy. As a set element of the GTZ Gender Strategy, the Gender Week emphasizes gender as a key issue in the corporate culture of GTZ. By creating a forum in which to share experiences and discuss existing challenges, the Gender Week enhances the gender competence of GTZ employees and contributes to gender mainstreaming in the organization.

Impetus for the GTZ Gender Week stemmed from the success of the first Gender Competition in 2008. The competition showcased the efforts of GTZ forerunners in the promotion of gender equality and women’s rights. The event met with overwhelmingly positive response from participants, GTZ management, the field structure and the BMZ – the demand for more was unmistakable. The drafting of the GTZ Gender Strategy 2010-2014 provided an ideal chance to institutionalize the Gender Competition as part of GTZ corporate culture and to create an additional forum in response to the positive feedback. By doing so, GTZ has made its commitment to gender equality unequivocally clear. Together, the GTZ Gender Strategy 2010-2014, the Gender Competition and the Gender Week create space to discuss gender in international development cooperation and to demonstrate its significance in the work of GTZ and its corporate culture. This is, in fact, mainstreaming in action! The 2010 GTZ Gender Week was the first of its kind at headquarters and featured events from every sector and region. The work of GTZ was complemented by contributions from external guests and there was considerable interest from employees at headquarters and from the field structure. The active participation of members of the management team provided a signal throughout GTZ that gender is a priority.

The 2010 Gender Week commenced with the Awards Ceremony of the Gender Competition on Monday, March 8, 2010, International Women’s Day. The ceremony showcased exemplary efforts within GTZ to integrate gender equality into its everyday work and the competition provided incentives for gender mainstreaming. It drew in a large crowd and created excitement for the coming week.

The first GTZ Gender Week was a great step forward in strengthening gender equality in the organization and in international development work. In the coming years it will continue to provide a focused space for dialogue and learning.
Gender Week

The Gender Week created the opportunity to share the knowledge and experiences pertaining to gender equality within the GTZ and with visitors from related fields. The regional offices and sectors took a leading role in organizing panel discussions, presentations, film screenings and more. This widespread initiative was palpable in the energy and dynamic of the week. Feedback on the week and the individual events was positive and many employees expressed their intent to integrate the newly acquired knowledge into their work. The institutionalization of the Gender Week and Gender Competition will not only provide a showcase for exemplary gender initiatives in GTZ, but will provide a way to observe the freshly planted seeds of new ideas as they grow and develop.

During the 2010 Gender Week, GTZ employees had a wide range of events to choose from. The following is a short synopsis of the individual events.

More Women in Leadership – The Implications of the New Equal Opportunities Plan

The Division of Water, Energy and Transport’s annual breakfast to honor International Women’s Day dealt with the topic “More Women in Leadership” and was organized in cooperation with the Personnel Department. Staff had the opportunity to learn more about the second GTZ Equal Opportunities Plan. Since the first plan was introduced, the percentage of women employed has increased throughout the organization; however, there are still gender gaps in leadership positions, in particular abroad. To improve the situation, gender equality has been added to the yearly performance review and will even effect remuneration at the management level starting in 2011.

In the discussion, employees shared their personal experiences of combining family and career and debated the obstacles that many women still face in their career paths.

Gender Dimensions: Driver for Growth in Development

Chaired by TV presenter Conny Czymoch.

Guests: Meeta Singh, director of the CSR department Hindustan Lever; Prof. Paul Hunt, Professor of Law and member of the Human Rights Centre at Essex University and former UN Special Rapporteur on the Right to Health; Prof. Dr. Christa Randzio-Plath, Deputy Chair of the Board of Directors, Venro; Cornelia Richter, GTZ Director of Planning and Development; and Joachim Schmitt, Department of Education, Health, Population of the BMZ.

In this panel discussion, the guests addressed problems, lessons learned and methods to handle the gender approach with the gender approach in development cooperation.
Empowerment of Female Garment Workers in Bangladesh

The garment industry has provided unprecedented access to work to millions of women in Bangladesh, yet they remain restricted by limited education and gender stereotypes at home and at work. Shatil Ara from GTZ PROGRESS (Promotion of Social, Environmental and Production Standards in the Ready-Made Garment Sector of Bangladesh) shared the experiences of her program in combating discrimination against women. In cooperation with local NGOs at the grassroots level, PROGRESS has helped to establish women workers self-help groups in ready-made garment factories. Women are trained as leaders and they, in turn, pass on information about labor rights to other workers. Training programs are also offered to qualify women for managerial positions, which have successfully put many women in leadership roles that were unattainable to women until very recently. This change is contributing to changing stereotypes about working women among employers in Bangladesh. Additionally, legal consultation is offered for both labor and family law.

Mr. Hunt highlighted the vital importance of focusing on women’s health and in particular on reducing the maternal mortality ratio by using examples from his recent study in India. He stressed the fact that women’s health is a human rights issue. Ms. Singh focused on concrete projects to promote gender diversity being carried out by the private sector in India, which are also boosting the country’s economic competitiveness. Ms. Richter and Mr. Schmitt stressed the way in which the gender approach has been integrated into German international development cooperation and Ms. Randzio-Plath made a case for the intrinsic value of gender equality over an “added value” approach. The participants agreed on the necessity of including a gender approach in development projects in order for them to make a lasting impact.

from different perspectives. Introduced by two keynote speeches, the panel discussion focused on the social and economic benefits of a gender-based approach in the field of development cooperation. The participants made it clear that “gender pays off” in every regard, whether it be in the social, health, financial, or environmental field.
Gender and Social Inclusion

Milu Shree Shakya, Gender Focal Point of GTZ Nepal and Anita Karki Khadka, Programme Officer of the PASRA (Poverty Alleviation in the Selected Rural Areas of Nepal) project, presented the Gender Equality and Social Inclusion (GESI) analytical framework used for all GTZ projects in Nepal. The GESI framework allows development professionals to identify and better understand patterns of multiple discriminations based on gender, ethnicity, caste, language, religion, and region. This helps GTZ to identify groups most in need of assistance and to design programs that best reach these groups and address their needs and potential.

Gender and Islam

This plenary discussion focused on the question of whether gender equality and Islam are compatible. André Kahlmeyer, Program Office “Intercultural Relations with Muslim Countries”, set the theoretical framework for the discussion. Yousry Moustafa, GTZ Project for Promotion of Women’s Rights in Egypt; Manizha Wafeq, GTZ Gender Mainstreaming Program in Afghanistan; and Dr. Sanaa Ashour, Islamic Relief Deutschland, reported from their experiences in the promotion of gender equality in the Muslim world. Both the practitioners from GTZ and NGOs made it clear that these two topics do not oppose each other, but culturally sensitive approaches, along with understanding, tolerance and creativity are needed to improve the situation of women in Muslim countries. Inputs focused on cultural and socio-political aspects of family law reform in Egypt, gender and education in Afghanistan and mainstreaming gender in the work of Islamic Relief in Muslim countries.

Implications of Genocide for Gender Roles in Rural Households – The Case of Rwanda

Kati Schindler of the German Institute for Economic Research (DIW Berlin) gave insight into how gender roles have changed since the 1994 genocide in Rwanda. The genocide severely altered the demographic structure of the society. The majority of the 800,000 people killed in the conflict were adult males. As a result, many women – widows in particular – had to take over roles and activities within the household that had previously been culturally assigned to men. In women-headed households, the division of tasks along gender lines is less pronounced than in households headed by men. A surprising finding is that the local marriage market has a strong impact on who does what in Rwandan households. Young, unmarried women engage more intensely in typical female activities when there is a severe shortage of marriageable men. Conforming to traditional female gender roles may be a strategy to improve women’s chances of marrying. Discussion concentrated on the chances and limitations of gender approaches within GTZ projects in post-conflict regions.
**Power to Change**

“Power to Change”, created by the program Promotion of Women’s Rights in Cambodia, is part of the awareness-raising campaign that was voted one of the best contributions to the 2010 Gender Competition. The film targets men to sensitize them to the issue of domestic violence and to their role in ending it. “Power to Change” depicts couples in different phases of life dealing with the issue of domestic violence and is clear in its message that true strength is not demonstrated through violence.

**Taking Charge!**

The film, made by the GTZ Nepal office, illustrates how women and marginalized groups in society have been successfully integrated into local development using participatory learning. By learning how to take part in democratic decision-making processes, organize themselves and interact with government structures, communities are given a new level of power in their lives and in their communities’ development.
Charter of Rights of Women in Aceh

In the wake of the tsunami in 2004 and after years of civil war, a group of Aceh residents, with the support of the GTZ program Reconstruction of Population Administration (PAS NAD), began a controversial dialog on the need to enshrine women’s rights in the laws of the province. The result of this dialog was the Aceh Charter of Women’s Rights, the first charter on women’s rights in the Muslim world, which was signed in 2008 by the provincial government. This film chronicles the development of the charter and those involved speak about the process and the challenges of implementing the charter.

Two exhibits graced the halls of GTZ during the Gender Week: “Women in Egypt at Work” and “Telling It Like It Is”. “Women in Egypt at Work” is an initiative of the Mubarak-Kohl Initiative for Vocational Education, Training and Employment Promotion that shows women at their workplaces as a way to make women in non-traditional roles visible. Women are shown in a variety of jobs, including mechanical engineer, taxi driver, stylist, plumber and accountant, allowing the viewer to reflect on their own stereotypes about gender roles and to honor diversity.

The 2010 Gender Week marked the re-launch of the exhibit “Telling It Like It Is – Violence Against Women In Everyday Life”. Curated by the GTZ Program Promoting Women’s Rights and Gender Equality, the exhibit uses everyday objects to draw attention to the pervasiveness of violence against women and to make it tangible. “Telling It Like It Is” was originally developed and opened in the context of the conference "Eradicating Violence Against Women and Girls – Strengthening Human Rights", organized by GTZ, WHO and UNIFEM. Forty participants of the conference contributed the objects, stories, quotes and messages presented in the exhibit.
Held on International Women’s Day 2010, the Gender Competition Awards Ceremony was an exciting start to the GTZ Gender Week. The event brought together representatives from the field structure, headquarters, upper management and celebrity guests to celebrate the accomplishments of ten outstanding projects within the GTZ. The 2010 event follows the great success of the first Gender Competition and its integration into the GTZ Gender Strategy. By rewarding teams that excel in integrating gender into their work, the Gender Competition demonstrates the company’s commitment to gender equality and creates incentives to integrate these elements into daily work at GTZ.

German television star Saskia Valencia moderated the day’s events and adeptly guided the guests and audience through the Awards Ceremony. An honorary jury composed of GTZ Managing Director Dr. Bernd Eisenblätter, together with journalist Dr. Inge von Bönninghausen and professional athlete Nia Künzer took part in recognizing the winning teams. The Frankfurt band Kick La Luna got the crowd moving with their melodic and powerful world music.

Dr. Bernd Eisenblätter opened the festivities with the slogan, “Gender pays off!” making a direct connection between the GTZ Gender Strategy and its incentives. Drawing on years of experience in the international development cooperation field, Dr. Eisenblätter stressed the importance of gender mainstreaming for the success of both international projects and the corporate culture of GTZ.

Dr. Inge von Bönninghausen, accomplished journalist, founding member of the League of Women Journalists and former chairwoman of the European Women’s Lobby, spoke words of praise for the winning teams of the 2010 Gender Competition. In her laudation, she recalled the adoption of the Beijing Platform for Action fifteen years earlier and the advent of the dual strategy of gender mainstreaming and women’s empowerment in development cooperation. Dr. von Bönninghausen’s accolades were both heartfelt and informed by her wealth of experience reporting on gender and women’s issues.

Nia Künzer, football World Cup champion and advisor to the Hesse Ministry of Interior and Sports, assisted in congratulating the winning teams. Ms. Künzer shared her experiences as a female athlete in a male-dominated sport and stressed the ability of sports to overcome various social boundaries in international development cooperation.
The famous German TV detectives from the show “Tatort”, Dietmar Bär and Klaus J. Behrendt, also contributed to the celebration via video message. Mr. Bär and Mr. Behrendt are not only famous for “solving crimes”, but also for their good deeds through their charity, “Tatort – Straßen der Welt e.V.” German members of the audience were surprised and delighted when the lights dimmed and the telltale theme song of the show, known all over Germany, began to play. The two applauded the work of the winning teams to eliminate gender inequality and took a few moments to highlight continuing gender inequalities in Germany and abroad.

Ecuador’s then Finance Minister, María Elsa Viteri, also made a special appearance to the ceremony via video message. Minister Viteri has worked closely with the GTZ Modernization and Decentralization Program (PROMODE), which took first place in the competition. She reported her satisfaction at the new era of public spending that was being established in Ecuador, one which is aimed at creating gender equality in her country.
In the same week as the GTZ Gender Week, Cameroun’s own gender week, entitled “Femmes et Filles Fortes”, took place for the third time and at the same time was awarded second place in the Gender Competition. Organized by the GTZ Cameroun office, the event strives to highlight the strength of women and girls using music, theatre, film, sports and discussions. “Femmes et Filles Fortes” has also served as a catalyst to unite the activities of the German development organizations in Cameroun for the common cause of supporting gender equality.

In third place was the GTZ Community Based Health Initiative Project (CBHI) in Tanzania, which is implemented by GTZ International Services and funded by the Swiss Agency for Development and Cooperation. CBHI works to improve community health care in Tanzania and is an excellent example of gender mainstreaming. Traditionally, women are responsible for health in the families of Dodoma, but men dominate in the municipal organizations. Under the slogan “Women’s empowerment and men’s involvement”, CBHI simultaneously promotes women’s role in democratic decision-making and men’s role in family health.

The banners of the top ten teams of the GTZ Gender Competition are presented in the following pages. These projects cover a vast range of topics but are united in their excellence in promoting women’s rights and gender equality.

The Winning Teams

Despite the VIP guests, it was the winning teams of the Gender Competition 2010 that were the real stars of the event. While the top ten teams were honored with colorful banners placed around the auditorium, the top three teams were invited to take part in the ceremony. Moderator Saskia Valencia interviewed the winning teams in a talk-show format that allowed for brief summaries of the programs, anecdotes and lively discussions between the guests.

The winner of the 2010 Gender Competition was the gender-sensitive national budget of PROMODE (Program Modernization and Decentralization) in Ecuador. “Femmes et Filles Fortes” (“Strong Women and Girls”), a gender week organized by the GTZ Cameroun office, took second place, while the Community Based Health Initiative (CBHI) in Tanzania took third place.

PROMODE, in cooperation with the United Nations Development Fund for Women (UNIFEM), successfully worked together with the Ministry of Finance to introduce gender-sensitive national budgeting. Their approach includes a gender-analysis of the budget, trainings for staff, gender-specific guidelines for budgetary planning and an intensive media campaign to inform the public. Its excellent adaptation of theory into the Ecuadorian context and its thorough implementation of gender-sensitive budgeting make this project an excellent example of gender mainstreaming.

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The Top 10 Teams
The Gender-Sensitive National Budget cooperation project was started in 2008 by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) program PROMODE, the Ministry of Finance and the United Nations Development Fund for Women (UNIFEM). The project’s objective is to facilitate gender analysis in the formulation and allocation of budgetary resources by the staff of the Ministry.

The intervention consisted of:
1. awareness raising and capacity building on gender budgeting in the Ministry of Finance and other public institutions; and
2. technical assistance for the development and application of instruments and methodologies aimed at including gender in the national budget. In particular, the work focused on the inclusion of gender in the budgetary guidelines for 2010 and the incorporation of the K Function – Gender Equality in the Functional Classification of the Budget.

GENDER IMPACT

The incorporation of gender-sensitive considerations in the national budget is a recent development. Nevertheless, it has reached not only in a better understanding of gender budgeting and its effects within the Ministry of Finance but also in the implementation of gender-sensitive budget tools for the formulation of the national budget 2010. In October 2009, 14 institutions from the public sector had used the gender approach for the formulation of their budget proposal. The main effect of the inclusion of gender in the national budget is that it enables the use of a gender analysis in the formulation of the government’s budget and the allocation of its resources. This will allow the monitoring of initiatives that seek to reduce gender gaps, provide information for decision making in the allocation of resources towards gender equality and facilitate accountability vis-à-vis the community. However, in order to have an impact on the reduction of gender inequality in the long run, a concerted and continual effort will have to be made to increase awareness and capacities on budget and gender, support the application of gender-sensitive budget tools, as well as generate information for the policy making and accountability processes.
"FEMMES ET FILLES FORTES"
EVENT SERIES TO PROMOTE GENDER EQUALITY IN CAMEROUN

CONTEXT
Well-known statistics show that there are many strong women and girls in Sub-Saharan Africa who are not only responsible for sustaining their and their family members’ livelihoods, but also for supporting their communities in other essential ways. However, their rights need to be strengthened and people need to be made aware of the contributions women make on a daily basis in their role as “engines for development”. This was emphasized for the first time by the German Development Cooperation in Cameroon in the context of its event series dedicated to the “strong women and girls” that currently make up 52% of the Cameroonian population.

PROJECT
The “Femmes et Filles Fortes” (FFF) project was founded on the innovative and very simple belief that a positive approach to strengthening the role of women in society and fostering gender equality in all spheres of life could have a greater impact than the common focus of gender sensitization activities in relation to all the things that are going wrong – for example, the predominant discrimination, exploitation and socio-cultural exclusion of women. Under the theme: “Strong and proud to contribute to development - in total equality!” The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), DED and KfW, with the support of the Goethe-Institute Yaoundé and FES, have combined efforts to make the 3rd annual FFF the best yet. This year’s program has profited vastly from the willingness and enthusiasm of collaborators keen to support FFF with a professional design and activity highlights. These include a photo exhibition on shared responsibilities of Cameroonian girls and women in everyday chores, a feedback discussion of the health sector’s campaign against rape and incest as well as a culinary extravaganza of foods from the forests of Cameroon.

GENDER IMPACT
Several thousand Cameroonian women, men, girls and boys were reached through the diverse range of educational, intellectual, cultural, artistic and sports activities offered during the FFF event series in 2008 and 2009 as well as through the extensive media coverage that accompanied and followed the program. The grassroots movement of FFF has also managed to engage a vast mix of both collaborators and visitors, thanks to its bottom-up organizational approach, its convincing and motivating concept, as well as the enthusiasm portrayed by its initiators. Since its premier two years ago, the colorful FFF program has become a much loved and appreciated annual event, which continues to inspire the German Development Cooperation and Cameroonians to find new approaches to attain greater gender equality - in the sphere of specific development projects and beyond.

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“GENDER COMPETITION TAKING THE DOUBLE DIVIDEND
AWARD WINNING TEAM 2010”

CONTEST

Well-known statistics show that there are many strong women and girls in Sub-Saharan Africa who are not only responsible for sustaining their and their family members’ livelihoods, but also for supporting their communities in other essential ways. However, their rights need to be strengthened and people need to be made aware of the contributions women make on a daily basis in their role as “engines for development”. This was emphasized for the first time by the German Development Cooperation in Cameroon in the context of its event series dedicated to the “strong women and girls” that currently make up 52% of the Cameroonian population.

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ChANGING GENDER DYNAMICS THROUGH
COMMUNITY-BASED HEALTH INITIATIVES
DODOMA REGION, TANZANIA

CONTEXT
Tanzania’s central region of Dodoma remains one of the poorest and driest in the country, suffering frequent famines. With less access to schooling and health services than in other regions, the largely rural population tends to conserve their traditional attitudes and practices, including elements which are disadvantageous to gender equality. Male dominance and decision-making are norms within the family and the community. Early marriage and pregnancy are widespread, and an estimated 46% of women have undergone Female Genital Mutilation (FGM).

PROJECT
The Community-Based Health Initiatives Project (CBHI) is implemented by Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) International Services and funded by the Swiss Agency for Development and Cooperation. CBHI functions under the umbrella of the bilateral Tanzanian German Programme to Support Health, which it complements with its focus on the community level. Community-Based Organisations (CBOs) at the grassroots level function as vectors to improve health and enhanced participation in the community:

GENDER IMPACT
A double impact can be seen: more women leaders, and more male involvement. 71% of CBO members are women, indicating that CBHI provides opportunities compensating women’s generally low status and limited participation in public life. Over a third of CBO chairpersons and secretaries/treasurers are female. CBO activism can lead women and men to new responsibilities. 17 CBO members, including 3 women, hold seats in health governing bodies. Two female CBO members and one male have even been elected as District Councillors. Particularly female CBO members tend to gain a lasting status as health resource persons in their communities. Men’s involvement in initiatives improving women’s health is proving crucial, e.g. on early marriage and FGM. Men derive these practices from their demand for circumcised or very young wives, and CBOs emphasize the role of men as educators and as target group. First results are promising: some circumcisers have abandoned their tools and several arranged marriages of young schoolgirls could be cancelled. CBOs are now joining in district-wide health CBO networks for enhanced impact. Members have pledged to ensure gender balance in their representation and in the networks’ managing committees.

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RAW TEXT START
RAW TEXT END
DIVERSITY IN EQUALITY
WOMEN IN EGYPT AT WORK

About two thirds of Egypt’s population is under 29 years of age. Young women are disproportionately affected by unemployment and, increasingly, informal employment. Although many Egyptian women contribute to their family’s income by working in a variety of sectors, they face specific challenges. In the private sphere, they are expected to run the household and take care of other family members. At work, they are not deemed capable of undertaking complex managerial tasks or strenuous physical work. Additionally, women are expected to avoid occupations which might expose them to work situations regarded as a risk to their moral and physical integrity. Young women are left alone to figure out how to integrate these conflicting role expectations.

PROJECT

The aim of MKI-vetEP (Mubarak Kohl Initiative for Vocational Education, Training and Employment Promotion) is gainful and acceptable employment for Egyptian youth. Promoting dialogue and meaningful interaction between job seekers and employers is at the forefront of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) supported program. The initiative Egypt at Work plays an important role in this process. It encompasses training in photography for employment facilitators, a website, exhibitions, and public discussions related to job profiles and perceptions of work. The idea is to use photography to inspire dialogue on what gainful and acceptable employment may mean in practice.

The photograph series Women in Egypt at Work is part of this. It illustrates women in a variety of jobs, using a combination of portraits, photographs of typical tasks during their daily work, and personal statements about their life and work – thus asserting the dignity of working women. The feature Woman of the Month provides a space for further affirmation and recognition, by making real women visible who tend to be overlooked because their occupations and attitudes are beyond the stereotyped “female” roles.

This offers women and men an opportunity to honor the diversity of career options embraced by Egyptian women and to reflect on their own perceptions of the role women and men can play in the world of work.

GENDER IMPACT

It is too early to expect structural changes attributable to MKI-vetEP. Anecdotal evidence of the effect of our work includes:

- Young women use Women of the Month photographs as screen savers on their computers.
- People outside the program approach us to suggest candidates for Woman of the Month.
- The number of “hits” on our website increases at the beginning of every month since it includes the page Woman of the Month.

Within the MKI-vetEP team we are discussing how to further develop the process to select the Woman of the Month, increase its degree of publicity, foster dialogue and reflection, and establish indicators to monitor the effects of our efforts.

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"BEWARE, MACHISMO KILLS"
NEW MASCULINITIES FOR PEACE IN COLOMBIA

CONTEXT
In Colombia, every 6th day a woman dies through direct violence by her partner. These and other similar statistics show the precarious situation that women suffer from cultural and social patterns implicit in Colombian society. From an early age, children are taught traditional role models. For example, men are bread winners, men are supposed to be strong, can drink and are womanizers. Girls, play with dolls, look beautiful and are attractive.

PROJECT
"Cuidado, el machismo mata" is an initiative supported financially and technically by GTZ Colombia (Deutsche Gesellschaft für Technische Zusammenarbeit). This initiative forms part of the gender strategy of the GTZ-peace building program CERCAPAZ. It aims to contribute to gender equality and violence reduction by questioning culturally generated gender roles, especially traditional chauvinist conceptions of masculinity that legitimize domestic violence against women and children. In order to address these issues, a group of young men called "Los Pelaos" (The Youngsters) uses a variety of communication strategies to raise awareness. Their slogan "Cuidado, el machismo mata" is written on T-Shirts, buttons and road signs, which are used as a warning of the fatal consequences of machismo. Participation in popular events and PR work with the media are part of these strategies. The objective is to raise consciousness of violence against women and transform sexist practices by inducing reflection on the use of sexist terms and the implications of stereotypes on gender roles. Direct target groups are the media, youth groups and people, social organizations and artistic groups. The overall reception has been positive: young men and women do not only show an interest in the topic, but also the will to change.

GENDER IMPACT
"Los Pelaos" work directly with more than 180 people, principally men, from 14 social organizations. Together they enter in a dialogue and discussion on the social construction of gender identities and the violent character of machismo. Half of the participants of these dialogues are now conducting awareness raising activities all over the city. Furthermore, 18 media institutions in Cartagena were given a guide on how to report on this topic. Five of them are now implementing these recommendations. To consolidate this process, an outreach strategy connecting "Los Pelaos" with other likeminded organizations in other regions is being developed.

The video submitted as contribution to the Gender Competition serve as a didactic tool to encourage replication of this campaign.

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Gender equality is guaranteed in the Cambodian Constitution and it is a priority of the National Strategic Development Plan of the Cambodian government. In reality however, Cambodia is a country with gender-hierarchical traditions. Stereotyped gender roles legitimate the systematic discrimination of women in all sectors. Women’s social standing is also reflected by the high prevalence of domestic violence (DV). DV is still accepted at all levels of society. Most victims do not seek help due to shame, stigma, and the weak response from authorities and available social services. DV continues to be one of the many obstacles to women’s full participation in Cambodian society.

PROJECT
The GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit) Project PWR supports the Ministry of Women’s Affairs of Cambodia and other governmental agencies in implementing the Law on the Prevention of Domestic Violence and the Protection of the Victim (DV-law). As law does not automatically translate into reality, awareness-raising activities aimed at reducing the social acceptance of DV are one of PWR’s strategies. Gender-based violence is closely linked to the socio-cultural construction of gender roles; masculinity norms imposed by society are one of the roots of violence. Thus, focusing on men as target group has become a priority area for PWR. The training manual The Role of Men and the Benefits of Change presents non-violent, positive images of masculinity. Men are shown as important agents of change. PWR also developed and broadcasted the movie Power to Change which aims at creating awareness of the DV-Law and at inspiring change in attitudes and behavior. The poster campaign My strength is not for hurting challenges common ideas of being a ‘real man’, which in Cambodia is mainly associated with being tough, strong and able to fight. Instead, messages about openness to conversation, mutual respect and sharing responsibility in a partnership are presented.

GENDER IMPACT
The follow-up (2009) to the baseline survey (Violence against Women, 2005) provides evidence: Nationwide, men and women perceive all forms of violence as being less acceptable than in 2005. Levels of abuse are decreasing: In all categories of abuse reported by victims, overall levels of abuse by partners have decreased from 2005 levels. In 2009, 53% of the respondents knew a husband who physically abused his wife, compared to 64% in 2005. Change of behavior can only happen if a change in attitudes is addressed. Working with men will help to change attitudes, values and behavior in the long run. Being adequately addressed, men can become aware of the advantages of a peaceful and harmonious family life, of the impacts of domestic violence on the society and of their ability to change and start questioning formerly valued qualities.

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CONSTRUCTING GENDER EQUALITY
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CONTEXT
Nicaragua has an institutional and political framework to strengthen gender equality with a strong political will to implement this approach. Nevertheless, the technical staff does not always manage or understand the concept and therefore often sees the implementation of gender aspects as an extra load.

Consequently, the voices of women frequently remain silent when it comes to making decisions on the management of natural resources, be it in public forums, companies or co-operatives, in the family or in indigenous communities. This is mainly due to the different interests, roles and responsibilities of men and women in the management of natural resources. For example, experience has shown that women make choices quite unlike those of men when it comes to the selection of trees and plants to be preserved or planted. Their choices are based on their knowledge of and ability to use the plants as sustenance, fuel or for medicinal purposes, while men tend to choose plants for their commercial value (wood, cacao, palm, etc.). Additionally, women can be integrated well into the productive process, and are often particularly successful in quality control and administrative and financial processes.

PROJECT
The program “Sustainable Management of Natural Resources and Promotion of Managerial Capacities” (MASRENACE) developed a strategy to implement gender as a transversal approach. The Inter-institutional Gender Group, which was created as part of the process, decided to improve knowledge about the possibilities of the approach within the partner institutions, linking the strategy with planning and monitoring activities as two important learning processes in the program.

GENDER IMPACT
The consistent implementation of the gender approach is a learning process that involves the different groups of beneficiaries, institutions and partner organizations, as well as the advisory staff of the GTZ program (Deutsche Gesellschaft für Technische Zusammenarbeit). With a clear vision and a periodic routine of reflection about the gender strategy, a solid basis was created for further implementation.

Concrete results can be seen in the involvement of indigenous women in the development planning process and in the productive activities in their communities. Other examples include the empowerment of women in the promotion of value chains and women’s participation in the consultation process of the country’s forest policy, a topic generally dominated by men.

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The Burundian society is characterized by a system of values, traditions and beliefs, which often condone discriminatory relationships between men and women. Traditionally, young women are educated in housework, while the boys assume the role of the future head of the household. These roles also apply for the division of work, where women are supposed to do the unpaid housework, while the men engage in income-generating activities.

Similar inequalities can be observed in decision-making bodies, resource allocation, control over and access to basic services. Women are not even allowed to speak in public, as illustrated by the Burundian proverb: “A hen does not sing in the presence of the rooster”. Women are seen as second-class citizens in official activities in Burundi.

The German Technical Cooperation (GTZ) “Support for the Program of Reintegration” project (APRS) aims at improving the socio-economic conditions of the population of the Gitega Province (755,000 inhabitants), particularly of vulnerable groups, among them women. The program’s main activities include stimulating communal development and decentralization, rehabilitation and economic development. In all these activities ‘gender’ is considered in order to reduce gender inequalities. The project facilitates equitable access to resources and service delivery, participation in conflict resolution, the decrease in gender-based violence, promotion of women’s organizations and participation in economic and political initiatives.

To ensure that women profit from project benefits and participate in the process of community development, measures have been implemented, including a socially integrated approach that takes into account all social groups, ensures equal shares over a check list type, lays out criteria for choosing the target groups and conducts a systematic monitoring of project results based on gender and rehabilitation strategies.

GENDER IMPACT

Sensitization to the role of women in communal governance structures has resulted in improved representation of women. In communal development committees, women comprise 45% of all members. Women-run cooperatives represent 640 of 1481 of all cooperatives founded to improve agricultural output. Equal participation in the reconciliation process has increased the confidence in security of both sexes and has highlighted the importance of women. Women report that they participate equally in conflict management and are highly satisfied (88% of interviewed women) with this participation. “Gender and development” capacity building in the local structures has reached 6288 participants.

For the elections in May 2010, APRS, in cooperation with the Independent Electoral Commission (INEC) and women associations, is supporting awareness campaigns to inform women about their right to vote and how to run for office.

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The GTZ project (Deutsche Gesellschaft für Technische Zusammenarbeit) aims to make the formulation, execution and control of the national budget target-oriented, efficient, transparent and reliable. In addition to other activities, we initiated budget analyses from a gender perspective and feed them back to key stakeholders of the budget process. Besides discussions with officials from the Ministry of Finance to create awareness for GRB and the commission of studies to provide evidence of the distributional impacts of public spending on women and men, we initiated two trainings on GRB for different stakeholders from the agricultural and health sectors and public finance. For the first time, participants from Government and Civil Society Organizations were brought together for a joint training, which increased the intensity and quality of discussion significantly. To increase sustainability, we established a GRB network composed of the training participants. The network meets regularly and communicates via a web-based platform where members can share information and discuss GRB-related topics. We also developed a handbook on GRB for budget officers. It is intended to be a practical guide for gender mainstreaming in public budgeting process.

Key partners in the Ministry of Finance and the two sector ministries have raised gender issues during this year’s budget preparation process. The Sector Working Group on Agriculture has requested the network to advise and review the draft sector report and provide recommendations on how to incorporate gender aspects into the 2010/11–2012/13 budget. In 2010, we intend to broaden our activities and may include one or two additional sectors, e.g., water provision and/or security. We also plan to more strongly include gender equality issues in procurement procedures.

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VIOLENCE AGAINST WOMEN IS A CRIME
MULTIDIMENSIONAL APPROACH TO FIGHTING VIOLENCE AGAINST WOMEN AND INCEST IN CAMEROON

PROJECT

Based on testimonies on rape and incest by ‘Aunties’, a household survey was carried out by the Network of Aunties with the participation of several stakeholders (Ministries of Women’s Empowerment, Justice, Health, Social Welfare, Police) and the technical assistance of GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit). This research revealed that 5.2% of girls and women have been raped – that is close to 500,000 victims. Among them, 18% were raped by family members. Given the magnitude of this abuse, a nationwide campaign was launched. Sensitization is carried out in schools, prisons, churches, associations and round table talks to create awareness. Victims of rape and incest are trained and empowered to support themselves and counsel others; psychological and judicial support is also provided to victims to better handle situations and to take legal action against their perpetrators. TV and radio spots, as well as documentary films based on experience of some victims, are broadcast. All activities are carried out with the participation of victims and advocacy is carried out with many stakeholders dealing with human rights and health. A rape unit with telephone lines and a website are operated by victims.

GENDER IMPACT

The aim of this campaign is to encourage victims to denounce their perpetrators. Today, more rape cases are reported, even cases of incest and also those perpetrated on male children. Thanks to this campaign, sexual abuse, one of the most serious attacks on girls’ and women’s rights, is being openly discussed in the country. Flyers, posters, spots and films produced for this campaign have been requested by several organizations within and outside the country to reinforce the awareness of women’s and human rights.

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CONTEXT

In Cameroon, about 21% of girls become pregnant as teenagers. This condition negatively affects their education, family and social networks. To reduce the prevalence of teenage pregnancies, GTZ has initiated a self-support group project for teenage mothers, who are trained on issues such as sexual and reproductive health, prevention of abuse and harmful practices targeting adolescents. More than 10,000 of these unwed mothers have been trained and are now called ‘Aunties’ because of their new role guiding and advising adolescents on their rights and sexuality. During their training, cases of gender-based violence are identified. For example, it is discussed how the girls’ body is modeled in a very traumatizing manner, just to please men. When girls are raped, their perpetrators often go unpunished because rape seems to be less of a crime since it has to do with the ‘weaker’ sex.

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