

CASE STUDIES ON STRATEGIES FOR GENDER MAINSTREAMING

MAKING WOMEN'S VOICES AND VOTES COUNT: CASE STUDY FROM UN WOMEN, INDIA

Making Women's Voices and Votes Count was a two-and-a-half-year project (2013 - 2015) supported by UN Women and the National Mission for the Empowerment of Women (Government of India), with the aim of capacity building of elected women representatives from rural local bodies,⁵ and strengthening the linkages between elected women and women's collectives, for building a vibrant women's political constituency at the grassroots, and gendering local governance structures, processes and agendas. The project aimed to use an Information and Communication Technology (ICT)-enabled model to catalyze a critical mass of women in local governance, construct a horizontal platform for peer-based support, and develop a discourse of governance and politics that is informed by women's rights perspectives.

Three different CSOs from three sites: i) IT for Change in Mysore (Karnataka); ii) Kutch Mahila Vikas Sangathan in Kutch (Gujarat); and iii) Area Networking and Development Initiatives in Bhavnagar (Gujarat), were

involved in the project using the same strategies, monitoring and reporting mechanisms that help understand the limitations and scalability of the model. Such strategies are particularly useful for CSOs that prefer to work more at an in-depth level but at the same time are open to collaboration and systematic reporting to be able to avail funding by demonstrating replicability and scaling potential.

This project worked towards the following three outcomes:

1. Increased networking among Elected Women Representative, facilitating their active participation along with local women's groups in gender-responsive governance processes;
2. Increased realization of claims and entitlements by women in Gujarat and Karnataka; and
3. Advocacy and campaigns at a local and institutional level, enabling a shift in local public discourse towards gender equality.

⁵ Indian Constitution mandates one-third reservation for women in rural and urban local bodies resulting in more than 1.3 million grassroots women-leaders. Source: UN Women India (2015).

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NETWORKING FOR WOMEN'S VOICES: CASE STUDIES FROM GLOBAL,
REGIONAL AND COUNTRY PARTNERSHIPS

Women's Major Group (WMG) for Sustainable Development (SD) was created as an outcome of the Earth Summit in 1992, with a core mandate and responsibility to facilitate women's civil society perspectives in the policy space and processes of the United Nations related to sustainable development. The WMG is the focal point for UN DESA (Department of Economic and Social Affairs), for all UN Sustainable Development policies including SDG 2030. An open-ended alliance that in 2017 comprised 1300+ organizations and individuals, the WMG provides a formal channel for: 1. physical or virtual participation in key global and regional meetings; 2. observing and speaking in official intergovernmental sessions; 3. engaging in coordinated and strategic advocacy with decision-makers; 4. contributions to coordinated position statements, analysis and policy recommendations published on the UN webpage for Major Groups; 5. participation in reporting and accountability efforts; vi) capacity building; and vii) access to documents and information. (See more at: <https://sustainabledevelopment.un.org>)

Women and Gender Constituency (WGC), established in 2009, is one of the nine stakeholder groups of the United Nations Framework Convention on Climate Change (UNFCCC). The WGC represents women's and environmental civil society organizations, and actively works towards ensuring that gender equality and women's human rights are integral to the negotiations. One of the various modes that WGC uses for active engagement of its members is through online groups. These online groups are used for information sharing, coordinating events, contributing to inputs for negotiations, bringing for the emerging issues, among others. Such low cost and easy to operate platforms can be effectively used to mobilize CSOs networks. These groups can be used to build CSOs networks within regions/country or within specific thematic groups/programme of work. (See more at: <http://womengenderclimate.org>)

Asia Pacific Regional CSO Engagement Mechanism (APRCM) is a civil society platform aimed to enable stronger cross constituency coordination and ensure that voices of all sub-regions of Asia Pacific are heard in intergovernmental processes in regional and global level. The platform is initiated, owned and driven by the CSOs, and seeks to engage with UN agencies and Member States on the post-2015 as well as other development related issues/processes. As an open, inclusive and flexible mechanism, RCEM is designed to reach the broadest number of CSOs in the region, harness the voice of grassroots and peoples' movements to advance development justice that address the inequalities of wealth, power, resources between countries, between rich and poor and between men and women. (See more at: <http://asiapacificrcem.org/>)

Working Group on Women and Land Ownership (WGWLO) is an informal and unregistered network of 40 civil society groups and community-based organizations in Gujarat (India), working through a small rotating secretariat since 2002. It influenced policies and plans at state and national levels. The network raises funds jointly from various donors and provides activity-based support to its members. The network members contribute through insights for research and common use of communication material. (See more at: <http://wgwlo.org/>)

Inspiring Women Awards by Women In Leadership (WIL) in Bangladesh aims at recognizing the aspiring and leading women in the corporate sector of Bangladesh, under different categories, thereby identifying inspiring role models for women. Moreover, WIL gives recognition to the business organizations with the most female-friendly working conditions and policies. Distinguishing the role models will persuade the other aspiring women to come forward and play their part in the national development stream. (See more at: <http://bbf.digital/iwa-2020>)

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APPLYING HUMAN RIGHTS-BASED APPROACHES AND LEAVE NO ONE BEHIND TO TSUNAMI RECOVERY:
CASE STUDY FROM UNDP, SRI LANKA

While ensuring gender mainstreaming within the CCDRR plans, it is also important to have a Human Rights-Based Approach (HRBA) and Leave No One Behind (LNOB) perspective included in the implementation of strategies and activity plans. This section provides a summary of some of the Tsunami Recovery projects from a HRBA and LNOB perspective supported by UNDP.

People's Consultations – In an attempt to ensure that the voice of the people affected by the tsunami was documented and that they were able to express their grievances with regard to the recovery process, UNDP undertook a comprehensive public consultation in all the tsunami-affected districts. The final product which included the People's Consultation report as well as two follow-up papers based on the consultations (an analysis of the findings and vulnerability assessment) provided a detailed account per district of the main concerns and priorities of the people affected by the tsunami.

Community Level Disaster Risk Management (DRM) – Workshops and consultations were carried out among stakeholders to introduce legal provisions for ensuring that DRM measures were used at the ground level. Community contingency planning exercises were carried out by volunteers from selected community-based organizations (CBOs), non-governmental organizations (NGOs) and Grama Niladhari divisions to enhance their capacities to confront disasters.

Participatory Monitoring of Projects – AidWatch is part of the STRONG PLACES project which sought to empower beneficiaries to hold duty-bearers accountable for the aid that was distributed to them. AidWatch committees, made up of beneficiaries, were set up to inform people of their aid entitlements and rights and to enable them to monitor incoming aid in their communities and hold duty-bearers accountable. It was piloted with the beneficiaries of UNDP's housing projects, where they were encouraged to engage in monitoring of and dialogue with the relevant duty-bearers.

Access to Information – A number of concurrent initiatives were undertaken to promote transparency and accountability of UNDP's recovery programme:

1. Community notice boards informing communities of the aid provided by UNDP in that district were placed in prominent locations.
2. Project leaflets explaining the projects and giving a breakdown of the budget were distributed to beneficiaries as well as to journalists and government officials.
3. Training was provided to beneficiary communities on rights and entitlements so that they were aware of what was due to them.
4. Use of various forms of media to disseminate information on services available to the tsunami-affected communities.

Capacity Development of Journalists - Training in access to information was provided for regional journalists to ensure that they could monitor and report on the delivery of aid and the specific concerns in the various tsunami-affected areas, including highlighting any discrepancies in aid delivery and bringing to attention issues that may be otherwise overlooked.

Human Rights Help Desks – As a follow up to the People's Consultations, Help Desks were set up in the tsunami-affected areas specifically to address human rights-related complaints from the affected communities. Working with the Disaster Relief Monitoring Unit of the Human Rights Commission of Sri Lanka and located within the Human Rights Commission field offices (or, in three districts, the Legal Aid Commission), these Help Desks registered and investigated complaints and made recommendations on how the complaints should be addressed. Additionally, they informed the communities of human rights standards and entitlements as well as liaised with CBOs, NGOs, International NGOs (INGOs) and government officials to promote human right principles so that the recovery and rehabilitation work was conducted in a manner that respected human rights and was participatory, equitable, non-discriminatory, transparent and accountable.

Training on HRBA – Training was provided to duty-bearers on human rights-based approaches (UNDP, the Ministry of Disaster Management and Human Rights, RADA, the Disaster Relief Monitoring Unit, local government officials, and others).

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LNOB-EMPOWERMENT OF VULNERABLE GROUPS

Micro-Enterprise Development – The Micro-Enterprise Development programme targeted those affected by the tsunami, particularly the poor and medium-income families (women in particular, along with other vulnerable groups such as Internally-Displaced Persons (IDPs) and returnees, the unemployed and the disabled), by providing them the opportunity to rebuild their livelihoods. It provided small-scale loans to help restart small businesses (e.g., coir yarn, lace, masks, handicrafts, cane, hemp, and others) and linked them with local chambers of commerce to help them develop their enterprises and find a market for their goods.

Fisheries – The Fisheries programme focused on restoration and improvement of community livelihoods including the building of small-scale infrastructure facilities (e.g., community centres, ice plants and retail outlets targeting small-scale fisherfolk), capacity building and development (e.g., to establish fisheries cooperatives), gender equality and women empowerment (training on gender awareness as well as leadership, work and business skills for women with the additional aim of mobilizing women's groups within the fisheries sector).

Disaster Risk Management – Community contingency plans for future disasters were carried out in selected vulnerable villages. This helped map out resources, alternative roads as well as safe and vulnerable locations. While enabling outsiders to assist affected villagers efficiently, the emergency planning mechanism also empowered the villagers to respond in an organized manner should an emergency arise. In addition, selected individuals of active volunteer organizations, local NGOs and selected youth at the village level were trained in emergency response activities such as first aid, swimming, firefighting, life-saving, search and rescue, and others.

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PARTICIPATORY CAMPAIGN PLANNING FOR INCLUSIVE DRR KNOWLEDGE AND MESSAGING IN NEPAL

The Strengthening Urban Resilience and Engagement (SURE) programme is implemented by the Nepal Red Cross Society (NRCS) in partnership with the British Red Cross (BRC) in seven municipalities, targeting four groups vulnerable to disasters in each of the municipalities to increase their awareness of their risks to different disasters and mitigation measures they can take. Learning from the previous Earthquake Preparedness for Safer Communities (EPSC) programme, it was reflected that disseminating general messages to entire populations was ineffective in creating behaviour change. The SURE programme therefore developed the Participatory Campaign Planning (PCP) process to understand which messages and means of communication would be most effective with the different target groups of the programme. The PCP methodology was developed by the BRC and NRCS headquarters SURE team and rolled out by the programme team in each municipality. A separate one-day workshop was held with each of the programmes' target groups, 28 in total.

The workshops were participatory-and activity-based and sought to establish:

- Hazards that target groups felt they were at the biggest risk of.
- Test existing key messages to understand if target groups think each message is effective in changing behaviour, and if not, why not?
- Map the barriers to behaviour change.
- Understand participants' social networks and understand the best opportunities to share information.
- Understand the most effective means of communication.
- Understand how different target groups prefer to give feedback.

Following the workshop, detailed analysis was done by the programme team and specific key messages for the target groups were developed for the target groups based on the findings. The key principles applied in the project included:

1. Engagement from all of society, specifically the most vulnerable people in urban areas and working with them to build their resilience to disasters;
2. Empowerment of local authorities and communities through resources, incentives and decision-making responsibilities as appropriate; and

3. Decision-making to be inclusive and risk-informed while using a multi-hazard approach. The PCP process examines messages from multiple hazards that have previously been identified as being risks to those populations, both man-made and natural hazards. The PCP process is conducted with illiterate groups and people with disability groups, and is aimed at those groups who are often excluded or marginalized from decision-making processes such as single women (widows) and the landless.

KEY LEARNINGS FROM THE WORKSHOPS

Income considerations – Many PCP participants highlighted that they are poor and lack resources required to be resilient against disasters including property and equipment. As such, messages that promote the use of resources, for example prepositioning rescue materials and constructing a house following the building code, will not lead to behaviour change.

Availability – In the case of messages related to road accidents, people with disabilities objected that it will be hard to follow messages that request them to walk on footpaths because footpaths are not disabled-friendly. Similarly, people who are living on river banks said the messages suggesting that people move to temporary shelters during flooding are ineffective because they do not have access to shelters.

Accessibility – It is also important to consider people with disabilities. For example, flood warnings disseminated through sirens and radio are ineffective for people with hearing loss.

Social status – Dalit target groups said that they cannot follow the message that asks them to go to safe shelters during disasters because they are socially excluded and not allowed to access them with other so-called higher castes.