



GENDER COMPETITION 2022: CONTRIBUTION TO INTERNAL GENDER MAINSTREAMING

16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE
CAMPAGIN

GENDER WORKING GROUP
GIZ | JORDAN

Gender equality is at the core of human rights and our values at GIZ. It is placed at the heart of the work we do, and we always make sure it is tackled and responded to through our gender strategy.

Promoting gender equality and advocating for it plays a key role in preventing gender-based violence.

Through the Gender Working Group (GWG) in Jordan, we were able to initiate a participatory approach in the way we contribute to international campaigns such as the 16 Days of Activism Against Gender-Based Violence.

In 2018, we started to mark the 16 days campaign internally among our staff through collecting awareness messages from our gender focal points on the topic of Gender-Based Violence (GBV). These messages were then shared widely with all staff members in Jordan and on a daily basis for 16 continuous days, starting from day 25 November until day 10 December.

This idea was welcomed and appreciated by the management at GIZ Jordan, as well as by the staff. Requests started coming in from different colleagues who showed their interest in taking part in this campaign. This has encouraged our GWG to keep working on this approach and even develop it further.



Today is the last day of the 16 days of activism against gender-based violence. Below are two quotes on this regard from two of our colleagues:

"The active involvement of women should not be an afterthought, rather, it is pivotal to societal growth and development" (Leen Hayek, gender focal point for the TWEED project)

"The change starts from the way parents raise & bring up their boys" (Serien Altali, gender focal point for the ILEPS project)

Both short and long term effects of women's economic activities are contributing to the general economic success of a country and to create more stable and just societies. (source: EconWin).

"The first idea of awareness messages in 2018"

In 2019, the GWG decided to not only engage the gender focal points, but also to include other colleagues especially those who showed interest during the year before.

We also conducted an in-person event, where we invited a member from the Jordanian parliament to talk about violence against women in the Jordanian legislation. This event was attended by our national partners well as colleagues from GIZ. It discussed different articles in the law of which those that need to be amended further in order to guarantee women's rights.



“Disrespect to women never was, is or will be acceptable”

Kayed Sagallah
PR & Communication Regional Advisor, Strengthening Women in Decision Making in the Middle East (LEAD)

The 16 Days of Activism against Gender-Based Violence is an annual international campaign that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It was started by activists at the inaugural Women's Global Leadership Institute in 1991 and continues to be coordinated each year by the Center for Women's Global Leadership. It is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls.

"2019 Awareness message"

Therefore, later in 2020, the GWG was successfully able to develop the idea further through asking colleagues around different projects and programmes to participate by delivering a message that raises awareness on the topic of GBV, and to make it specific and linked to the field they work and operate in. Through this, we were able to receive a series of impactful and influential messages. Colleagues were creative in the way they delivered the messages, as some decided to do short videos, while others shared collective written messages representing their clusters.

Three virtual events took place during the same year. The first one was presented by Ms. Marta Garbarino, from the UN Women Jordan, who showed us the reason behind the 16 days of activism, and how it was

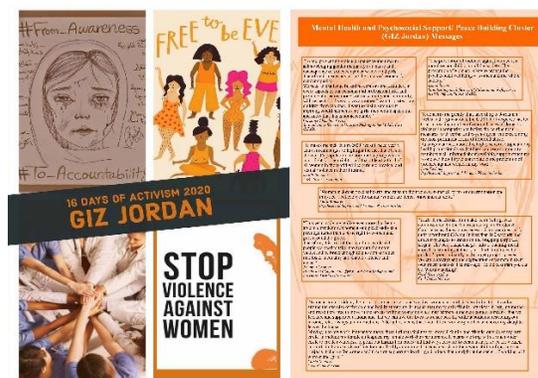
initiated and gained momentum internationally. Ms. Garbarino also presented the current efforts of the UN women in Jordan and how they managed to respond to the issue of GBV in Jordan, particularly during the COVID-19 pandemic, where the cases of reported GBV to the Family Protection department (FPD) increased dramatically by 33% during the nationwide lockdown.

The second event was presented by Dr. Mohammad Yaqoub from the Arab League, who talked about the role of the Arab Charter for Human Rights and its mechanism, which is considered as part of the Arab Human Rights Committee, and works towards protecting women's rights in general and particularly preventing them from violence.

The latest event was the virtual launch of the study on “Public Open Space and Gender in Amman”, by Ms. Rebekka Keuss which was followed by a panel discussion that included various experts from relevant fields. The event was organised by the Green Infrastructure (ILCA) project.

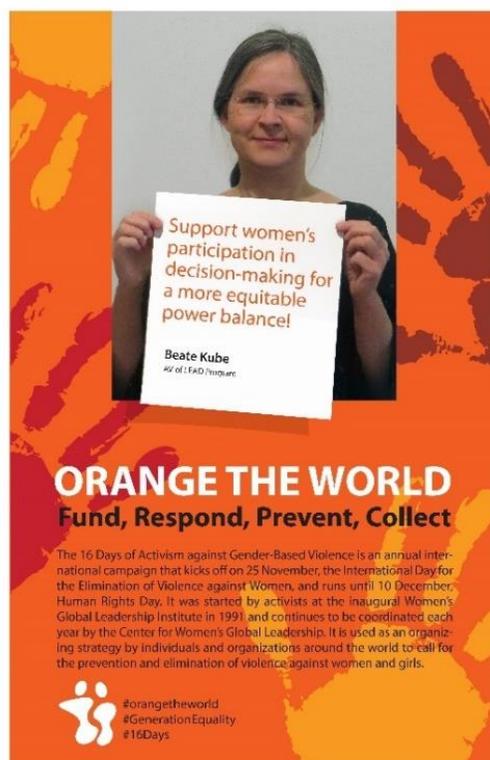
These events were attended by approximately 120 GIZ colleagues as well as national partners.

Using digital tools in sharing the messages as well as in conducting these events enabled us to maximise our reach and encouraged people to participate as it didn't require a lot of preparation or efforts. It also gave us the opportunity to know and meet people and colleagues at GIZ especially during COVID-19 pandemic where the in-person events were limited.



“Brochure produced by MHPSS cluster has messages and quotes from different colleagues “

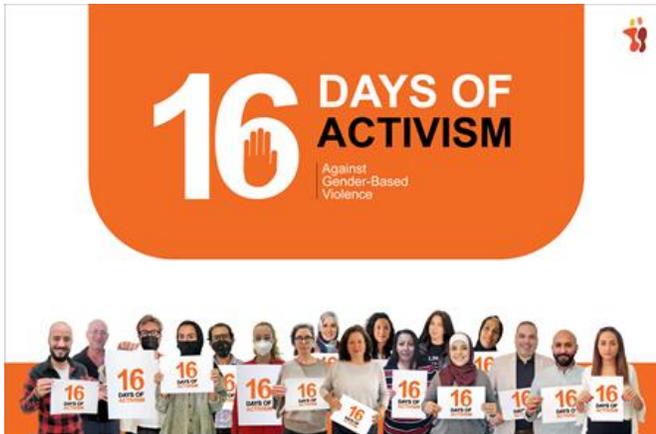
16 Days of Activism against Gender-Based Violence



“Message from Beate Kube head of “Strengthening women in Decision Making in the Middle East” Program , shading the light on GBV for women in politics “

During the internal activities that were done by the GWG to mark the 16 Days of Activism, we were able to get the attention of the senior management in our country. On this, Ms. Elisabeth Girschbach, the Country Director of GIZ Jordan, participated in the campaign as well and as a result, she decided to organise a monthly meeting with the Gender Focal Point on a national level to learn more about the GWG work and activities that contribute to the gender strategy.

specific sectors like education, water, employment, others; the mechanisms that are taken in specific sectors to stop and prevent GBV; the national and international commitments and actions to prevent GBV; the GIZ commitments to human rights and women empowerment.



Kick off poster 2021

This success made us think how to develop and improve the idea and the work we are doing further. So, for this year's campaign, we decided to create a competition based on the messages that we are currently sending on daily basis until the 10th of December. We announced to all the staff ahead of time that they are encouraged to participate in our campaign, but this time we requested them to provide a message that includes information, such as the percentage of GBV cases in Jordan, Germany and/or globally; the percentage or the forms of GBV in



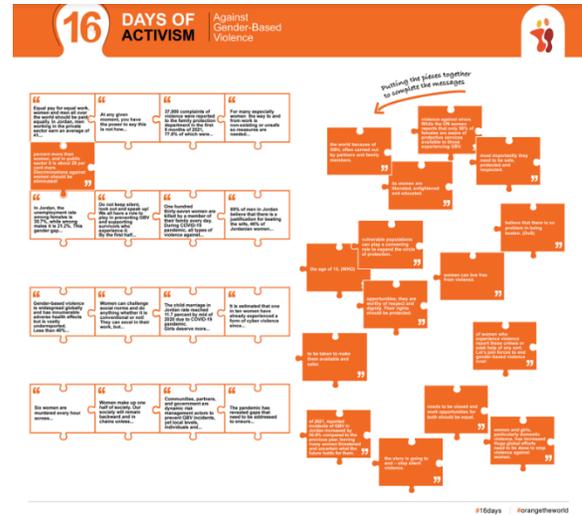
Ms. Girschbach Country Director of Jordan Participation in the awareness campaign

This time we decided to not limit ourselves with involving only staff who has access to emails and other digital tools, however, to also include those who work for GIZ but who don't having access to such digital tools like our support staff.

Through this approach, we believe that we can be more inclusive in the way we bring the message and share it. This also reminds us that GBV can be experienced by anyone and in any place including our workplaces, therefore we need to look out, speak up and don't remain silent when it comes to GBV.

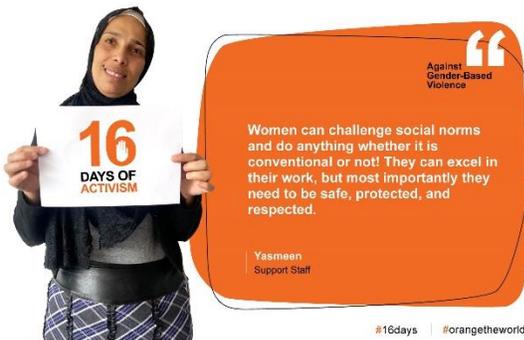
Our colleagues were extremely happy to take part in this campaign by making their voices heard, especially those who are not usually involved in such type of work.

A webinar on “GBV: Where are we in Jordan?” was also organised this year, where we invited Ms. Rana Al Hussini, a Jordanian Human Rights Activist, as well as a Senior Journalist in the Jordan Times, to talk about GBV in Jordan, and why we all need to do our part to prevent it. Ms. Husseni is also the author of “Years of Struggle – The Women’s Movement in Jordan (2021) and “Murder in the Name of Honour (2009). This webinar was attended by a number of colleagues in GIZ Jordan who were engaged in this topic and had several questions and comments to ask and add.



The puzzle created by the 16 messages

If we win this competition, then we will definitely be able to tell you who is the winner!!!



Yasmeen “Support Staff”

The messages for this year’s campaign are being shared with the staff on daily basis and by the end of the campaign, the whole 16 messages are designed into a puzzle. This puzzle will be shared by the staff as part of a competition where the staff need to match each part of the message with the equivalent part that completes it. Then, the winner will be rewarded by getting an invitation to have a cup of coffee with Ms. Elisabeth Girrback where they can exchange together, and she can provide advices on development career.