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Best practices in women engagement in CIS

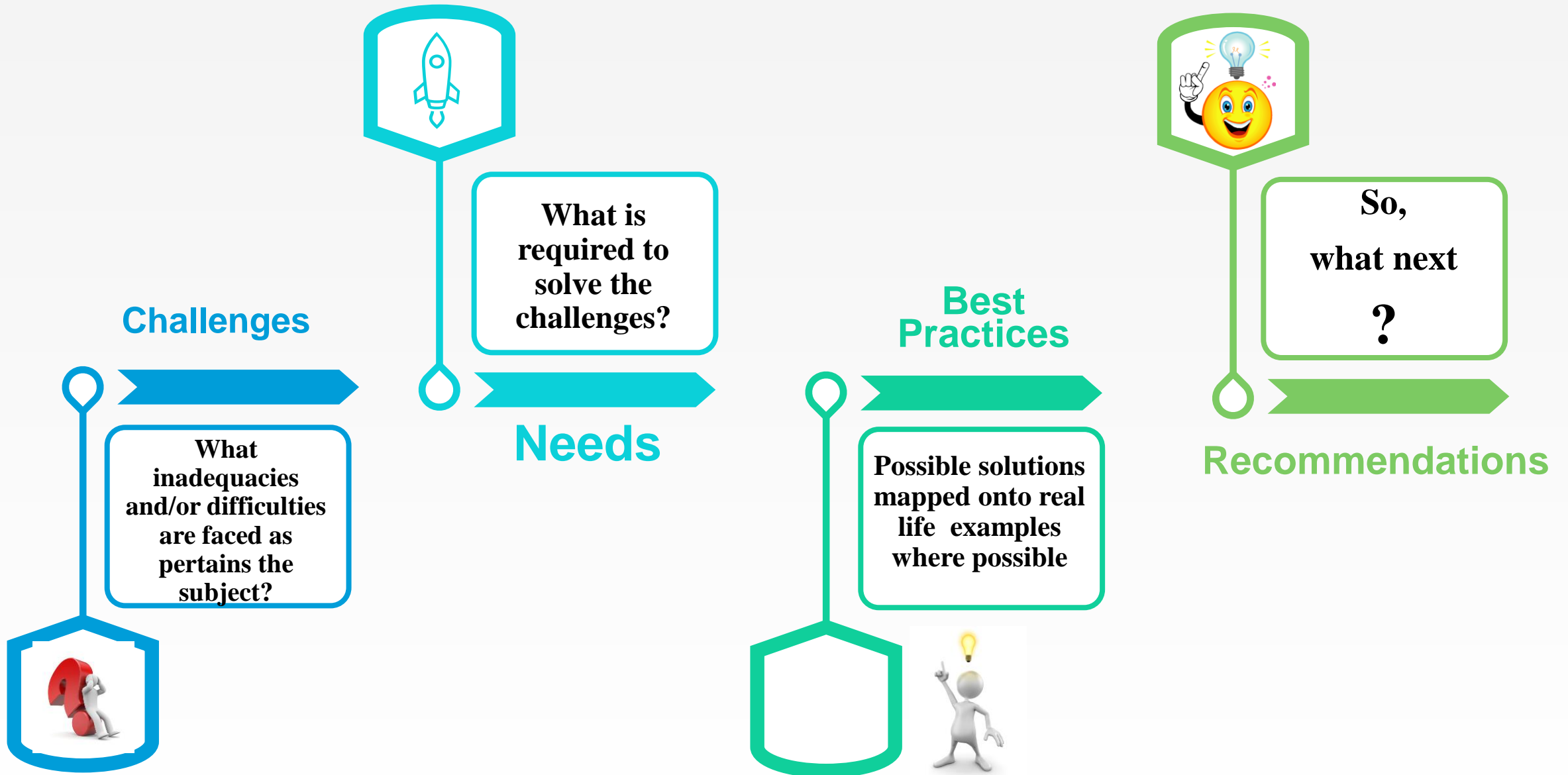
Group 3

A scenic landscape photograph of a mountain valley. In the foreground, a calm lake reflects the surrounding scenery. The middle ground is filled with a dense forest of tall evergreen trees and patches of bright yellow wildflowers. In the background, majestic mountains with snow-dusted peaks rise against a clear blue sky.

Disclaimer

The content here is a summary of best practices focusing on women of various societal strata from urban, peri-urban and rural settings, with both crosscutting and targeted applications in no specific order for presentation purposes.

Summary



Focus Countries

Examples, inspirations & experiences were drawn from the following seven African countries

- Zambia
- Gambia
- Kenya
- Nigeria
- Senegal
- Ghana
- Botswana
- Cameroon

Challenges

What inadequacies and/or difficulties are faced as pertains the subject?

- Women aren't often involved in the policy making processes: Zambia tree planting project women for watering
- Lack of funding to the organizations that have the best interests at heart
- Entrenched retrogressive practices, due to ignorance and lack of knowledge: soil burning
- Traditional cultural barriers
- Tendency to lack Inclusivity of non-women stakeholder in the CIS campaigns
- Inadequate sensitization



Challenges (Continuation)

- Mis-targeting the CIS messages: focus should turn to school children: catch them young & they will be yours forever.
- Lack of up-to-date, dedicated dynamic databases of the contacts matched to specific needs of women in their localities as pertains to CIS.
- Mindset: lack of strategy, solidarity and vision of the mindset to effect change.
- Information dissemination strategy: packaging of the info
- Lack of a deep understanding of what women do at the program formulation stages
- Vulnerability occasioned by early marriages (directly or indirectly).
- Lack of Peace in some areas that hinders any meaningful engagements on the subject especially related to mining, extraction and land disputes
- Time unavailability for women, too much multitasking.



Needs

- To sensitize women on the need of the message: weather patterns are different from climate change
- To sensitize community leaders, religious leaders and opinion leaders: e.g a pastor with a congregation of 4000ppl know nothing about climate change.
- Localized Information services for the community: speakers in the community
- To make access to Climate information open and easy
- For Partnership of women with their husbands and family in climate action: a “He-for-She”, to touch a woman you have to touch other people around her.

Needs (cont')

- To view Climate change as a product to be marketed, PRODUCT PRICE, PLACE, MARKET PROMOTION
- Organizers to engage a wide strategy and vision
- To localize the info and approaches
- To incorporate modern technology in the programs
- To use innovativeness in engaging women in CIS, with a careful balance between traditional and modern approaches.
- Incorporate deliberate sustainability and posterity measures of the projects beyond their financing life times.
- Accurate statistical data on the progress and penetration of gender in CIS per unit region.

Best Practices

Possible solutions mapped onto real life examples where possible

- Deliberate CIS's integrations in SDGs as a concurrent deliverable
- Engaging Scientific experts to collect, process, document and archive info to influence policy based on empirical data.
- Setting up centralized comprehensive dynamic databases of all stakeholders incrementally, from the ground up to help in accurate dissemination & info targeting
- Strengthening the linkages between entities at the grassroots & policy makers for efficiency & effectiveness
- Use of local corporate partnerships for info sharing as CSR projects
- Tailor made Info Dissemination solutions: e.g Community radios, Ghanaian & Nigerian megaphones, free peer to peer call networks
- Partnership with their husbands and families: “a He-for-She”, to touch a woman you have to touch other people around her.
- Leveraging on Indigenous knowledge and oral traditions to meet CIS needs

Best Practices (cont')

- Financing: strengthening resource mobilization, Sustainability and active government engagement in the programs.
- Training CSOs and other players in the sector on how to create synergy among themselves for sustainability and posterity.
- Study the niche before developing programs targeting the areas.
- Customized Packaging of CIS to meet needs of specific recipients.
- Balance between modernization and traditional approaches in CIS programs.
- Sensitization & Use of Opinion leaders and community influencers in the propagation of the gender in CIS narrative
- Incorporate the **HSEVs as IGUs** approach in the CIS drive as a motivator. (Hybrid social enterprise ventures as Income generating Units)
- Use of GIS (Geographical Information Services) in Mapping of all of the African regions with the specific objective of gender in CIS in mind.
- Approaching CIS as a product to be marketed professionally, i.e use the 4Ps approach (PRODUCT, PRICE, PLACE, MARKETING PROMOTION)

Real life examples

Matching Best practices with real life examples

Best Practices	Examples

Recommendation

From Group 3

Adopt and implement the Best practices above as solutions and means to the achievement of the objective: Effective gender engagement in CIS.



THANK YOU!

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