Dear Readers

Welcome to the FAO-Dimitra newsletter n° 20!

We are very pleased to announce a series of new FAO publications. First of all, let me present a new flagship FAO publication that for the first time in 23 years focuses on gender and rural women in agriculture. I am referring to the 2010-11 edition of The State of the Food and Agriculture (SOFIA), "Women in Agriculture. Closing the gender gap for development". The report asserts that closing the gender gap in access and use of productive resources and services would unlock the productivity potential of women and could increase agricultural output substantially, bringing the number of hungry in the world down by as much as 100–150 million people.

Second, the Dimitra team has prepared two new publications on topics that have been little explored to date in the field of gender and access to information and communication in rural areas. The first publication "Communicating gender for rural development. Integrating gender in communication for development", highlights the importance of mainstreaming gender in participatory development communication in order for rural populations, in particular the most disadvantaged, to take ownership of their own development and to help promote the economic and social empowerment of women. It proposes effective ways to put theory into practice. The second, "Community listeners' clubs. Stepping stones for action in rural areas", recounts the unique experience of the community listeners’ clubs set up by Dimitra with its partners in the Democratic Republic of Congo and Niger and concludes with concrete guidelines for the creation of community listeners' clubs.

This newsletter also contains a special Dossier on Radio & ICTs in Rural Areas that puts together a variety of experiences in this field, from an electronic forum on Gender, ICTs and Rural Livelihoods, over participatory community radio to empower rural women and men, to the use of different methodologies of communication for development to address issues related to climate change and food security. The Women’s Portrait series features Dorothy Okello of WOUGNET in Uganda, who speaks about the role we can and should all play in applying ICTs to achieve sustainable development for all.

The theme of women’s access to land ownership, a critical issue for rural development, is addressed in two articles. The Uganda Land Alliance explains how proclaimed gender mainstreaming in Uganda’s land policies often has remained dead letter. In Senegal, the main preliminary findings of GRAFOSEN, an action research project, are presented. Exclusion and marginalisation are the terms that best describe the situation women face with regard to access to land and its resources in rural parts of Senegal. Also in Senegal, an international symposium on urban and peri-urban horticulture was organised by FAO and the Senegalese Ministry of Agriculture to increase awareness and information-sharing on the subject, with the active participation of the Knowledge Management and Gender Programme.

You will also find various articles of interest on different topics: the capitalisation and knowledge sharing activities conducted by the Promotion of Rural Micro-enterprises Programme (PROMER) in Senegal, articles from Dimitra partners in Morocco and Burkina Faso on special initiatives in the field of income-generation, as well as the description of the "Gender dimensions of agricultural and rural employment: differentiated pathways out of poverty" report, published last year by FAO, the International Fund for Agricultural Development (IFAD) and the International Labour Office (ILO).

We hope you will enjoy reading this newsletter, and look forward to hearing from you!

Marcela Villarreal
Director
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Communicating gender for rural development. Integrating gender in communication for development

This publication is the culmination of a process that prompted the Dimitra project and its partners to organise a series of participatory workshops in Senegal, the Democratic Republic of Congo and Niger on integrating gender in communication for development in rural areas.

It highlights the powerful synergy between the gender approach and the communication for development approach, with a view both to ensuring that men and women’s interests, specificities, needs and aspirations are given greater consideration in the projects and programmes affecting them, and to better attaining the objectives of food security, nutrition and gender equality.

This interaction between gender and participatory communication plays an innovative and decisive role by facilitating a process whereby rural populations – the most disadvantaged in particular – have the opportunity to take ownership of their own development and take their future into their own hands.

The publication is aimed at all development actors, without being necessarily limited to rural communicators or persons in charge of information in development institutions and initiatives, because anyone involved in bringing about change is involved in a communication process.

After presenting the concepts and rationale, the publication proposes effective ways to put them into practice, in particular by looking at the different stages of a communication activity or programme and “revisiting” them from a gender perspective.

Community listeners’ clubs. Stepping stones for action in rural areas

This publication recounts the unique experience of the community listeners’ clubs set up by Dimitra with its partners in the Democratic Republic of Congo and Niger. It details the origins, establishment and modus operandi of this self-organised and action-focused information and communication mechanism. It also documents the remarkable results achieved since the listeners’ clubs were set up, including: an increased flow of information, the economic and social empowerment of rural communities, their collaboration and consultation as well as their involvement in their own development, a contribution to gender equality, social mobilisation, women’s leadership, and the networking of isolated groups and individuals.

The listeners’ clubs have proved to be an effective way for isolated rural communities, women in particular, to gain access to information and become involved in the communication process, serving as a sort of stepping stone for action. They are true citizens’ groups whose members share their concerns and needs, acquire information that would otherwise have been beyond their reach and take constructive action together.

In this process, community radio is used as an information medium and a communication relay, and it facilitates setting up a flow of information and communication. To listen to programmes and their own and others’ interventions, the clubs were given solar-powered and hand-crank radio sets. In some cases, the use of mobile phones is an important complement to the mechanism.

The publication concludes with guidelines for the creation of community listeners’ clubs that will be useful to anybody seeking to set up similar clubs while taking into account the specificities of their context.

Both publications can be downloaded from the Dimitra website at:
Hard copies are available on request from Dimitra (dimitra@dimitra.org)
e-Agriculture Forum on Gender, ICTs and Rural Livelihoods

The e-Agriculture Community is made up of people from all over the world who exchange information, ideas and resources related to the use of information and communication technologies (ICTs) for sustainable development in agriculture, forestry and fisheries.

The forum participants noted that rural women are less likely to prioritize ICTs in their daily lives as they have less time and are generally less comfortable using ICTs. Other challenges include:

- women have fewer resources and less income available for the use of ICTs;
- women and girls are often illiterate and lack access to education;
- gender stereotyping and socialisation says that “technology is not for girls or women”;
- in many rural communities, men control the technology, thus excluding women from learning about ICTs and how they can contribute to improving livelihoods;
- capacity development focused only on technology-related skills is not sufficient.

In the face of these challenges, the participants proposed solutions based on their own experiences and good practices. Good projects can change women’s negative perceptions of ICTs through practical and participatory training. Recommendations from the forum include:

- governments should support and promote the use of ICTs among women and girls;
- relevant technologies such as mobile phones and community radio that are not literacy dependent should be promoted;
- projects should use holistic, transparent and participatory designs for community involvement by women and men to avoid potential gender-based violence;
- training delivered by women to women is generally more successful;
- in the short-term, a choice of technologies that are user-friendly, affordable and physically robust is appropriate;
- long-term strategies should address literacy levels in order to expand the choice and use of ICTs;
- training interventions need to be aware of cultural and social conditions, and should be conducted where women are already known to meet.

A special focus on gender must be present in monitoring and evaluation, so that evidence can support informed policy interventions. This includes a critical need for gender-disaggregated data to understand how women and men access ICTs and use them for agriculture-related activities, and how to improve this usage.


There is also special content about ICTs and women at: www.e-agriculture.org/ICTs-and-women

From 9 to 27 May 2011, a follow up forum about gender, ICTs and rural livelihoods was held in French: www.e-agriculture.org/fr/forums
Burundi – Community radio, a development tool for rural women

In Burundi, the “Ijwi ry’umukényezí” (The Voice of Women) community radio station in Giheta has helped the population to understand that rural women can be economically autonomous, prosperous and fulfilled, possess and manage their own plot of land, participate in decision-making at all levels and, finally, exercise their rights just like their husbands or brothers.

Not even 20 years ago, many women of Burundi believed that their lives and development depended upon their husbands. If the source of the family wealth was land, women were convinced that only their husbands could undertake modern and productive farming. Animal husbandry, trade, sewing ... all of these areas were the preserve of men.

But the social and political crisis that broke out in Burundi in 1993 and the resulting mass population displacement turned the lives of families upside down and contributed to a change in mentalities. With the men dying in the war, the women often found themselves as heads of households, having to do everything they could to meet their family’s needs.

It was against this backdrop that the movement of Burundian women’s organisations was born. To be stronger, the women came together to form groups that would allow them to exchange experiences. Around the same time, realising that women had a lot to share, the women’s organisations began creating community radio stations. The Ijwi ry’umukényezí community radio station which is based in Giheta, a municipality of Gitega province, is an example of one such station.

Community radio, a key tool

Marie Goreth Bozwero from Garukiribondo, a women’s organisation close to the Ijwi ry’umukényezí radio station that makes major contributions to the station’s programmes, explains how the radio has fostered the activities of organisations:

“Traditionally, agriculture and animal husbandry were the only activities that Burundian households performed to guarantee their survival. Starting in 1995, women’s organisations and NGOs began setting up training courses enabling women to acquire new skills and organise themselves better. In this context, women’s organisations with new visions emerged: organisations promoting literacy, micro-credit, sewing, crop conservation, orphan and widow support, soap-making and so on. But there were also organisations that helped women to understand laws, such as the laws governing succession for example. And community radio helped these organisations to share their expertise and experiences.”

The Kazaza Kita (Better Future) micro-credit groups in Giheta, which are supported by CARE International, are a good example. After following a training course on micro-credit, the women members began contributing 100 Burundian francs (0.05 EUR) a week. Once they had collected 100,000 BFU, the groups granted their members loans at minimal interest. The loans allowed members to start small projects to improve their family situation. The micro-credit course was complemented by courses in other fields, such as adult literacy, family laws and so forth.

Raising awareness among men

The first group to receive micro-credit training participated in the radio programme Iterambere (Development) and talked about its experience. This played a vital role in raising awareness among other women and ... men.

Before community radio came to Giheta, men did not want their wives to come together and form groups or organisations. They argued that it was a waste of time. But when they heard the radio programme in which women explained how they had learned to organise micro-credit loans thanks to their organisation, the men quickly realised that it would be beneficial that their wives too become members and acquire new development tools!

Now, men and women are members of the same organisations in Giheta and if they have the opportunity to obtain a micro-credit at the same time, they pool their resources and develop joint projects. In this way, the families of Giheta realised that women too are capable of contributing to development.

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Setting up a sewing workshop

A family took out a loan to start up a sewing workshop and bought six sewing machines. Just one year later, the family had already paid back the loan in full and had been able to buy four more machines! Now, the family owns a sewing workshop fitted out with ten sewing machines and has created work for several tailors.
Global food security is threatened by new challenges linked to climate change. Desertification, floods, and other sudden and intense climatic phenomena cause lower agricultural productivity and impact negatively on people’s livelihoods.

To rise to these challenges, a people-centred policy framework is necessary which supports the livelihoods of rural populations in developing countries and seeks to strengthen the resilience of food production systems. This calls for a combination of short, medium and long-term measures designed to strengthen rural institutions, facilitate the sharing of knowledge and information, and encourage people’s participation. Climate change adaptation necessitates coordinated multidisciplinary actions involving multiple stakeholders and a social learning process.

The use of ComDev

Communication for development (ComDev) plays a major role since it combines participatory methods and processes with a range of media and tools, from rural radio stations to information and communication technologies. In so doing, ComDev seeks to meet the information requirements of rural populations and other stakeholders.

The CSDI Initiative seeks to enhance and extend ComDev services in Bangladesh, Bolivia, the Caribbean and the Democratic Republic of Congo (DRC), and in this framework is providing them with communication tools and methods tailored to their respective local needs.

For example, in Bolivia the project has used Participatory Rural Communication Appraisal (PRCA) tailored to agricultural innovation and the communities’ adaptation to climate change. In the DRC the focus is primarily on rural radio stations, which have a fundamental role to play in sharing knowledge about agricultural technology.

The project is developing partnerships and forms of collaboration with development institutions and programmes, universities, NGOs and parliamentary groups with a view to building communication skills for adaptation to climate change and for food security.

To achieve this, the CSDI strategy comprises three dimensions:

- **Knowledge-sharing**
  The experiences and lessons learned concerning the use of ComDev methods and tools for adaptation to climate change, food security and associated fields (such as natural resource and disaster risk management) are systematised and disseminated internationally through reports, publications and training material. The CSDI also uses social networks like Facebook, Twitter and its own website (www.csdinitiative.org).

- **Capacity building**
  Networking and partnerships are two essential factors for supporting rural institutions and populations in using ComDev and promoting communication as a key element in their development programme. Several networks in a number of regions have been strengthened in order to improve information dissemination and dynamize cooperation between institutions, NGOs and communication professionals.

- **Technical assistance**
  The activities of CSDI on the ground focus on national and regional communication plans and strategies.

**The communication strategy in the DRC**

Over the past 20 years or so, overall annual precipitation has risen in many regions of the country, whilst the frequency and intensity of extreme climatic phenomena (heavy rainfall, coastal erosion, flooding, heat waves and seasonal droughts) have also increased. Rural populations are generally unaware of the impact climate change can have and of the options available to them for adaptation. Information and advice for farmers about climate change are nonexistent.

For the past three years, the CSDI has been working in Mbanza-Ngungu, in the Catarcites district of Bas-Congo province, to sup-
port a programme of rehabilitation of the agricultural and forestry research developed by FAO and funded by the European Union. The objective is to disseminate the results of research into the cultivation of manioc and agroforestry practices. The main activities include training journalists from partner radio stations in agricultural technologies and communication, as well as producing programmes and strengthening collaboration between researchers, extension workers and farmers via rural radio.

The positive results of the project have prompted the National Institute for Agronomic Study and Research (INERA) to integrate ComDev more closely into its work, especially in connection with topics like food security and climate change adaptation. In addition, synergies with the Faculty Institute for Information and Communication Sciences (IFASIC) have been identified and there are plans to:

- develop a training module on communication for rural radio stations;
- organise a workshop to evaluate the current situation of communication in the Ministries of Agriculture and of Rural Development, of good practices in communication, and of rural radio stations;
- draw up a communication and gender awareness-raising plan to support the development of strategies for adaptation to climate change and for food security.

**Gender and communication workshop on the strategy for climate change**

The CSDI recently organised a workshop gathering development actors to look into the integration of communication and gender in a strategy to address climate change and food security. The workshop took place in Kinshasa on 14 and 15 April 2011 and its participants included officials from the Ministries of Environment, Agriculture, Sustainable Development and Gender, journalists from rural radio stations, teaching staff from IFASIC and researchers from INERA.

For gender sensitization, the workshop called upon Dimitra, which will be an important partner in the second phase of the project in the DRC. Indeed, Dimitra will be contributing to the launch of information and communication activities with a gender approach in rural areas and to the creation of community listeners’ clubs.

The purpose of the workshop was to establish a diagnostic of the current situation concerning development communication, gender and climate change at the country’s ministries, taking into consideration the needs of the different actors. This diagnostic will be used to develop a communication and gender awareness plan for fostering the development of strategies for food security and climate change adaptation.

Among the needs identified by the participants for a next phase of the project, the following actions can be highlighted:

- Build the capacities of institutions in ComDev for climate change with a gender approach
- Build the capacities of communication actors in ComDev for climate change with a gender approach
- Strengthen the knowledge of women and men farmers and the general population on climate change with a gender approach, through community listeners’ clubs and rural radio stations, and with the support of the Dimitra project.

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The CSDI initiative in the DRC includes training journalists from partner radio stations in agricultural technologies and communication, as well as producing programmes and strengthening collaboration between researchers, extension workers and farmers via rural radio.
In 2010, Freedom Fone, an open-source software platform for distributing news and information through interactive voice response (IVR) technology, was adopted by two farm radio stations in Tanzania and Ghana through the African Farm Radio Research Initiative (AFRRI) of Farm Radio International in order to improve participatory radio in these two countries.

**Freedom Fone for more efficient participation**

Freedom Fone is an open-source software platform developed by Kubatana for distributing news and information through interactive voice response (IVR) technology, a technology that allows a system to detect voice and keyboard input. IVR allows a user to call, enter or say specific numbers, and listen to or contribute audio content.

Freedom Fone has been used in a project, supported by the Bill & Melinda Gates Foundation and implemented by Farm Radio International (FRI) in partnership with the World University Services of Canada, aimed to assess the effectiveness and impact of farm radio in many parts of Africa.

AFRRI works with 25 radio stations in five countries in Africa. Stations include private, public, national, and community radio stations with established listeners in varied agricultural zones. Freedom Fone was introduced at two of these radio stations: Radio Maria (a faith-based station that also broadcasts health and agricultural information across the country) in Dar es Salaam, Tanzania, and Volta Star radio (the national broadcaster) in the Volta region of Ghana. Before the project, primary feedback from listeners came through written letters.

Bartholomew Sullivan, AFRRI’s regional ICT officer for Farm Radio International thought IVR technology could be used to improve programming at the stations by making the experience and content more interactive. “We were looking for something that can enhance radio,” Sullivan said. “Because at this point for us, radio has been very effective in reaching people, but it’s not always the most effective for getting a feedback loop or making it interactive.”

**Why Radio Maria and Volta Star?**

There are several reasons why Radio Maria and Volta Star were chosen from among 25 possible radio stations to incorporate Freedom Fone. First, reliable, accessible, on-site support was important. Radio Maria was a candidate in part because of Sullivan’s proximity to the station. Because of the learning curve involved with using the software, he wanted to be able to be present on a daily basis.

Another factor was language. Most Radio Maria listeners understand and speak Kiswahili, and using a single language simplifies the use of the IVR system. Interestingly, Volta Star radio was chosen because multiple languages (Akan and Ewe) were spoken and could be integrated with Freedom Fone, making it a good experiment for AFRRI.

Radio Maria was also chosen because it had an existing support system and infrastructure, including far-reaching coverage and existing funding which allowed for electricity, back-up systems, Internet, and technicians. In addition, Freedom Fone funded half of the project at Radio Maria, while AFRRI funded the Volta Star project in Ghana.

**Capturing voices from the field in Tanzania**

As part of the Farm Radio International participatory radio campaign, the group worked with community members to identify an agricultural improvement that would make a difference for listeners if they had more information or encouragement.

At Radio Maria, the group chose to focus on a weekly programme called *Heka Heka Vijijini*, which means “busy busy in the village” in Kiswahili. They decided to add a weekly, four-month segment to the programme on how to improve local chicken management via housing, diet, and vaccinations.

Here, IVR was used very simply, almost as a glorified voicemail service. During the programme, broadcasters announced an upcoming competition which asked for “the best story of how you’re using the knowledge you’ve gained from this radio programme in your life.” Listeners could call in to the radio station and leave a message on the IVR system.

The station received wonderful stories from the field, lasting from 10 seconds to three minutes. They received a total of 2,499 calls to the hotline, with 1,448 unique callers during the month and a half that it was available. They also received a total of 297 SMS messages, which were usually requests for information.
or greetings. Many of the audio responses were later rebroadcast on the programme.

“People love to hear their voices on the radio,” Sullivan said. “What we’ve learned from the farmers was that radio programmes that have the voices of their fellow farmers are far more entertaining and interesting than others.”

Audio summaries in Ghana

Where Radio Maria collected and re-broadcasted incoming voice content, Volta Star focused on improving access to radio segments by posting summaries of broadcast information. The Volta Star programme topic was organic fertilizer and included information for farmers such as market prices. Each one-hour segment was reduced to about five minutes and this audio summary was made available every week on the IVR system.

When listeners called, they were able to choose their language. The listener could then choose a specific summary to listen to. They received a total of 4,503 calls and nearly half of these proceeded past the welcome message – meaning that the user accessed the information or left a voicemail.

What worked well (and why)

One benefit to integrating Freedom Fone at an established radio station is the ability to promote the IVR service. At Radio Maria, the broadcasters relied on the large number of existing listeners to promote and explain the service including the specific local numbers to call. The group created a special jingle and message to promote the competition.

Another thing that worked well was the ability to set up multiple call-in numbers for each of the main local mobile providers in the region. This allowed listeners to call from their respective networks, making it cheaper. The group used similar sounding numbers for each of the networks.

The participatory radio campaign approach was to enhance existing systems, not add new content or processes to the farm radio stations. Thus they were able to incorporate and adapt Freedom Fone to best match the needs and uses of the listeners.

Challenges and issues

The projects at Radio Maria and Volta Star were not without challenges and issues, including reliable hardware, cost and human error.

Power is another issue, because “when the computer is off, then Freedom Fone is down,” Sullivan said. Similarly, infrastructure is really important, including having backup power supplies for power outages.

Another issue to incorporating Freedom Fone at established organisations is training. At Radio Maria, for example, there were three parties involved: Farm Radio International, Freedom Fone, and the local station employees. Most people involved in the programme were able to speak English, but language translation could be an issue for multi-party projects in other areas. It’s important to be able to train local employees to continue to use the IVR technology after the project concludes.

“Working with their technical team so that they really feel like they own the technology, is a challenge but it is definitely worth doing,” Sullivan said. “Because it means when something comes up they can handle it on their own.”

Finally, another challenge was the ability to deal with user error or confusion. At Radio Maria, the group also used the IVR system to establish an SMS poll, asking listeners what they wanted to hear more about on the programme. The radio station would broadcast the poll and the number and explain the process, such as “press one for maize,” “press two for chickens,” and “push three for other garden crops,” and so on. But, many users had never completed an SMS poll before and were confused on how to submit a vote. But, despite user and technical challenges people really like it. The station received well over 100 votes when the polls first opened up, and the responses helped to shape future broadcasts.

For now, simplicity is the goal for projects like Radio Maria that involve news and information distribution to rural populations. Simplicity is also important for other projects that do not involve long-term, on-site support from Freedom Fone or Farm Radio International. “We believe that voice is still the richest medium for getting information to rural people, and that’s why we chose the IVR. But the challenge is to also not cut out those people who are not super savvy,” Sullivan said. “You’ve got to try and keep it as simple as possible.”

Useful links:

Freedom Fone: www.freedomfone.org
Farm Radio International: www.farmradio.org

1. The Kubatana Trust of Zimbabwe (www.kubatana.net) is an aggregator of civil society information in Zimbabwe. Given the constrained media landscape in the country, Kubatana has over the past 10 years been developing innovative communication strategies which take advantage of traditional and non-traditional media.

This article is a summary by Dimitra of an article by Melissa Ulbricht “Press One for Freedom Fone, Press Two for Farm Radio – How Stations use Integrated Voice Response”, August 10, 2010 www.mobileactive.org/case-studies/freedom-fone-field
In Katanga, a province in the south-east of the Democratic Republic of Congo (DRC), radio stations play an important role in easing tensions, local governance, citizen participation and the empowerment of the mainly rural population. Based on an identification study performed in January 2010, eight radio stations (of the 50 in the province) were selected to take part in a training programme on “programming and public service for local radio stations in Katanga” (RefRaK, REnforcement des RAdios locales du Katanga – Strengthening local radio stations in Katanga). At least two factors make RefRaK remarkable. First, it is an e-learning programme (distance learning over the internet) and second, it is a long-term project. The programme runs for 20 weeks, comprising four five-week modules. A different subject is examined each week. To ensure optimal acquisition of knowledge and the best possible impact on the radio stations, two people from each station (the manager or programme manager and one community radio worker) participate in the training.

The course looks at four themes: 1) strengthening the radio station from an organisational and institutional viewpoint; 2) journalism and information; 3) programme management, editing management and public service concepts and 4) radio broadcast production. Although gender is an overarching aspect of the course, it is specifically dealt with in the section on radio broadcast production. There are plans to hold a residential workshop in Lubumbashi, the province’s capital, in 2011. RefRaK was developed as part of the “Media for democracy and transparency in the DRC” programme, which is coordinated by France Coopération Internationale and aims to support the development of a regulated and professional media sector in the DRC.

Mid-term review

Several months into the course (alternating training with breaks) the project team performed an evaluation at the radio stations in March 2011. The following lessons could be learned from this mid-term review:

Coordination: Distance learning can render the coordination of activities difficult, especially when several organisations are involved. However, the project has not encountered any major problems, mainly because of the expertise in network coordination and IT culture of the partners.

Participation: As with all capacity-building initiatives, the involvement of the participants and their radio stations is crucial. In the DRC, the working conditions in community media are precarious (no or obsolete equipment, energy supply problems, few resources,…) and the educational level of journalists and radio station managers is sometimes limited. In this context, and in order to be effective, the project really had to match its training with the radio stations’ needs. Furthermore, the project provided additional equipment (particularly where Internet access was insufficient) to overcome material difficulties. However, some pitfalls, such as power cuts, could not be avoided, so the project team and the course participants had to be resourceful to be able to participate fully.

Finally, on an encouraging note, it appears already that some of the items raised during the course have been taken on board and, above all, are being used to improve working practice. In some of the participating radio stations, significant progress has been seen, in particular with regard to human resources management, mobilisation of financial resources and the radio stations’ public service mission.

Dimitra’s involvement

FAO’s Dimitra project decided to share its expertise in gender and communication for development in the framework of RefRaK. Consequently, Dimitra will facilitate a session entitled “Community radio, gender and sustainable development”, which aims to build on the key elements of its publication “Communicating gender for rural development” (see page 3 of this newsletter). The course should cover the following topics:

- gender, a multi-dimensional domain;
- the role and responsibilities of community radio;
- making gender-sensitive programmes – some guidelines;
- representation of the situation of women in the DRC by Congolese community media (chapter by the RJC).

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Could you tell us how you got involved in civil society work? What prompted you to set up WOUGNET?

I first got involved in civil society work in 1997 as a member of the APC (Association for Progressive Communication) Women’s Networking Support Program (WNSP), which is a network of organisations and individuals that work to empower women’s organisations to access and use information and communication technologies (ICTs) for equality and development. Prior to that, I had supported the Women’s Linking project that had introduced Internet services to a partner women’s organisation in Uganda. I later went on to support two other women’s organisations as they acquired Internet services and indeed it is this background that eventually led to the formation of WOUGNET.

I am an Electrical Engineer by profession; my specialisation is in the field of telecommunications and ICT. In 1998 I moved to Canada to pursue graduate studies at McGill University. While there, I remained in contact with a growing number of women’s organisations in Uganda, facilitating the sharing of information as well as providing basic technical support.

As the number of organisations I was corresponding with increased and as the general interest in the Internet grew, it became necessary to formalise our collaboration and sharing through the birth of WOUGNET in 2000.

When we began, WOUGNET had a mailing list to facilitate information-sharing and a website to profile members and to serve as a further opportunity for information-sharing. Now WOUGNET has grown to include various new and old ICT tools for sharing information such as Facebook, Twitter, blogs, community radio, print, mobile phones and SMS, etc.

Could you briefly tell us about WOUGNET? What does it do concretely? What influence would you say it has on gender issues in the country?

WOUGNET was established with the mission to promote and support the use of ICTs among women and women’s organisations in Uganda. WOUGNET’s activities are conducted under three main programme areas: (i) information-sharing and networking, to facilitate access to relevant information by WOUGNET members in urban and rural areas; (ii) technical support, to promote and support the strategic and innovative application of ICTs by WOUGNET members and staff; and (iii) Gender and ICT policy advocacy, to promote and advocate for gender responsive ICT policies and programmes in Uganda.

From about 18 organisations in 2000, WOUGNET now has a membership of over 100 organisations nationwide. Through our various programmes we have facilitated sharing of information via a number of tools including websites, email, SMS, radio, print, and social networking tools such as Facebook and Twitter. We have also conducted a variety of ICT training sessions and helped create awareness about the benefits of ICTs in agriculture, entrepreneurship and the fight to end violence against women.
We have developed good relations with the relevant authorities and, for example, we are currently running Gender and ICT Youth Forums in collaboration with Uganda Communications Commission (UCC), the regulator for the communications sector in Uganda. We have also been invited to join key taskforces with the Department of Gender in the Ministry of Gender, Labour and Social Development.

What are the biggest challenges your organisation faces?
The biggest challenge we face is the huge gap we still need to address in ensuring that both men and women are able to equitably benefit from the potential of ICTs for development. Women are generally less literate, more rural-based, and less economically empowered than men. This means, for example, that women have less access to communication infrastructures (including energy to power the ICT devices). And where such access is available, women have less income available to spend on communications. It is certainly not a task for any one organisation and we do a lot of work in partnership with other organisations.

What were the personal and professional obstacles/challenges you faced? How did you overcome them?
Being an engineer I think has helped me combine community development and ICT development issues. I have generally approached this from the perspective of getting more women to be users and developers of technology. One does have to be careful, though, as there is sometimes the opinion that the women’s movement is seeking to disrupt family lives by empowering women. This means that to be successful, women’s development programmes need to involve men and youth within their communities, so that all can have an appreciation of the potential benefits to the home and to the community these programmes can and will bring about.

It is true that with a broadened horizon of opportunities and due to taking on other activities, a woman may now have less time to spend at home than she used to. What is important is to try and attain a good work-life balance. This obviously is not just a problem for me, it is a struggle for us all! (laughs) I’m fortunate my family does understand how much time away from home my work entails, and I do try to engage them as much as I can. For example, I always carry home magazines and other souvenirs from the places I have been to, so that I can use these to tell my kids stories with pictures.

What message do you have for those who are keen to work on women’s/gender issues?
ICTs are widely held to facilitate economic and social development, including enabling achievement of the Millennium Development Goals. However, there is great need to understand the situation for men and women in our various contexts and ensure that such benefits can indeed be achieved equitably by all. The gap is big and the opportunities to intervene many – from enabling access to ICTs, providing training, to lobbying for gender sensitive pro-poor policies, etc. Hence, each of us does and can play a role in applying ICTs to achieve sustainable development for all”.

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WOUGNET is Dimitra’s partner organisation in East Africa. In this role, it has ensured the collection of information for Dimitra’s database in Uganda, Kenya, Tanzania, Ethiopia and Somalia.
Access to land ownership:  
the experience of the Uganda Land Alliance

The struggle for women’s land rights in Uganda is about more than equality as conveyed in the statute books. It is about the translation of this equality into practice.

Since the promulgation of the 1995 Constitution, major legal reforms have taken place in Uganda. Gender became one of the focus areas in designing new government policies and programmes, ushering in law reforms in the areas of land, domestic relations and sexual offences.

The practice of gender mainstreaming in Uganda, however, has become rhetoric without tangible benefits for women. Social transformation that makes equality in terms of resources, rights and voice a reality for women, remains a far cry. This is because gender mainstreaming moved from a process of social transformation to an end in itself, pursued solely with an instrumentalist intent. A central problem has been the difficulty of finding a fit between the technical project of mainstreaming gender equality in policy, programme and projects, and the political project of challenging inequality and promoting women’s rights.

Enhancing the quality of life of women by securing their land rights is directly related to increasing protection and promotion of land rights and creating access to legal and human rights information for women. In this context, ULA provides information through the media and trains women on their land rights so as to increase social protection. Other tasks include action research and organising a forum aimed at collective planning and thinking through the Ugandan women’s land rights discourse.

In 2010, ULA initiated and facilitated the constitution of a Women’s Land Rights Working Group (comprised of civil society organisations, women judges, the Ministry of Land, housing and urban development and the Ministry of Gender) to plan and organise for the 2010 National Women’s Land Conference.

The objectives of this conference were to raise a common voice for women and land; to provide a platform for women from different regions to share their challenges and experiences on land issues; to rejuvenate the women’s national land movement; and to draw a minimum agenda for women and land. The conference attracted some 350 women participants from all parts of Uganda.

The women’s land rights movement in Uganda seeks to find answers to a number of questions. How can gender equality best be promoted in the development of the land sector, not as a technical institution but as a social, economic and political entity involving stakeholders’ rights from the community to the national level? Can gender mainstreaming be looked at as an end in itself but in the context of social transformation, i.e. justice, rights and citizenship? Can universal standards be set for determining what is right (or not) in social relations, in particular with regard to land issues? How should the rights of individuals, particularly women, to land be balanced with the needs of the family, the community, the ‘ethnic’ nation or the territorial state? What is the role of the state in promoting equality in land ownership? These questions highlight the reality of power relations in Uganda and draw attention to the struggles for an equitable access to land taking place in the country.

One of the tools that will be used by the Ugandan women’s land rights movement in assessing the implementation of gender equality in the land sector is the “Gender Evaluation Criteria”. These criteria were developed by the Global Land Tool Network (GLTN, www.gltn.net) to test gender responsiveness in the areas of equal participation, capacity building, sustainability, legal and institutional arrangements, and social, cultural as well as economic considerations in regard to women’s and men’s access and ownership of land.

The struggle for women’s land rights in Uganda is about more than equality as conveyed in the statute books. It is about the translation of this equality into practice. It entails determining the minimum standards or levels of access to resources, ownership and control by men and women; the cultural biases embedded in notions of choice, agency and autonomy (most of them revolving around the notions of patriarchy); the types of public policy needed to address and correct gender injustices and the locus of responsibility for addressing these injustices taking into account both the formal and informal structures. It is a struggle for equal citizenship.

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The 2010 National Women’s Land Conference attracted some 350 women participants from all parts of Uganda.
Senegal – GRAFOSEN: The final lap for the action research on women and land

In 2010, the GRAFOSEN action research project, which is coordinated by Enda Pronat and funded by Canada’s International Development Research Centre (IDRC), conducted a broad survey on women and land in Senegal and launched communication and advocacy activities. The project was created in 2009, following a workshop in Mbour (Senegal) organised by Dimitra and Enda Pronat in 2008, where participants had highlighted the importance of land and gender issues and identified possible solutions and focus areas for a future project.

GRAFOSEN – Groupe de Recherche-Action sur le Foncier au Sénégal (Senegal Land Action Research Group) – covers three areas of Senegal: the Niayes, Eastern Senegal and the Senegal River Valley. The implementation of the action research is the result of cooperation between grassroots organisations, NGOs, universities and ministries. The main organisations involved are Enda Natural Protection (Pronat) for the coordination; the Groupe d’études et de recherches genre et sociétés (GESTES – Gender and society study and research group) from Gaston Berger University in Saint Louis; Cheikh Anta Diop University in Dakar (UCAD); NGOs such as the Réseau Africain pour le Développement Intégré (RADI – African Network for Integrated Development); the Ministry of Agriculture; and FAO-Dimitra.

The action research has three aims:
– to assess the situation as regards women’s access to land;
– to create conditions in which the lessons learned from the research can be disseminated and used in the long term;
– to identify and establish the conditions which give women access to reliable information on land matters and a platform to express their opinions.

Activities
In 2010, activities were performed in the following domains:
– collection of information on women and land through a survey of around 1000 people conducted by GESTES (qualitative part) and UCAD (quantitative part);
– validation of the results with partner organisations and local populations;
– communication (awareness-raising, capacity-building, advocacy).

Cooperation with radio stations
As part of the project’s communication activities, agreements were concluded with community radio stations. One notable aspect of this partnership was the production of gender-sensitive programmes about land issues. Around ten programmes per geographical area were produced, dealing with a variety of topics such as customary and modern law, gender issues, and securing access to and use of land by women. It should be noted that the radio stations are also involved in other activities to share the project’s findings.

Workshops with Dimitra
FAO-Dimitra provides support for the communication activities of the action research. As such, the project and its partner in Senegal, Enda Pronat, facilitated two training workshops.

– Gender and land
The first of these workshops dealt with gender and land and was held from 31 January to 3 February 2011. There were around 30 participants (journalists, employees of the partner radio stations and the project’s focal points). The workshop aimed to give them practical knowledge in three domains: 1) land; 2) the concept of gender and the inequalities between men and women, especially with regard to land; and 3) handling these matters in the media in a professional way. Several experts provided input in particular fields such as the findings of the research (GESTES) or the position of modern and customary law on land (RADI).

– Participatory communication: equipment, basic technical training and radio interview skills
Building on the previous workshop, GRAFOSEN brought together some 15 journalists from its partner radio stations on 24 and 25 February 2011 to teach them to use the reporting kits that were distributed in the framework of the project, and to build their skills in conducting radio interviews. This training workshop aimed to help boost the participatory dimension of the action research’s partner radio stations. Only few of them had professional reporting material or the skills to use it, and yet reporting is an essential format for community radio stations to make rural women’s and men’s voices heard and create a dynamic of exchange at local level which involves all those concerned.

The kits, which were selected with the support of Dimitra, contain an easy-to-use digital recorder, a robust external microphone, a memory card, a USB stick and rechargeable batteries with a charger. Participants improved their interviewing techniques through practical exercises and learned to be more sensitive to gender when making radio programmes.

In the coming months, GRAFOSEN will be carrying out advocacy activities (targeting the Senegalese parliament in particular) and organising further workshops to share the research results (see next page).

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– Radio Niani FM Koumpentoum
– Radio Communautaire PETE/Podor
– Radio Gaynakaoo FM
– Sud FM Saint Louis
– Sud FM Thiès
Last year, GESTES and UCAD carried out the collection, analysis and validation of data on the improvement and securing of women’s access to land ownership in Senegal. Data were collected in a participatory way with the local population, in three eco-geographical areas – the Niayes, the Senegal River Valley and Eastern Senegal. 1,200 people responded to the quantitative survey and 121 qualitative interviews were conducted with the administrative and customary authorities, elected local representatives and men and women leaders. Here are the main findings.

Modalities of access to land ownership

In the three areas covered by the survey, the traditional system of access to land ownership still prevails over any other practice. By ‘traditional system’ we refer to all the ways in which land ownership is transferred outside legal rules and official administrative procedures. However, the practices in question do not take the same form everywhere.

In the Niayes, family inheritance is the predominant path to land ownership. Other forms of access, such as loans, gifts and legacies are in sharp decline. By contrast, the number of commercial transactions has increased considerably (we can now speak of the ‘commodification’ of land). The acquisition of land by allocation (i.e. when the rural community decides to allocate land through a committee) is very rare in this area, having been supplanted by monetary transactions.

In the River Valley, as in the Niayes, purchasing, leasing and sharecropping are booming. However, this phenomenon is not equally widespread throughout the entire valley, being more apparent in the River Delta than in the Middle Valley. In the Middle Valley, customary dignitaries play an important role in the management of land ownership. Inheritance still largely predominates in this area, and as a rule it is through loans or gifts that those excluded from the system of inheritance gain access to land ownership. Allocation is the least common mode of access in this area.

In Eastern Senegal, practices are comparable to those observed in the River Valley. So apart from inheritance, which is by far the most dominant model, the most common practices involve loans and gifts.

Barriers to women’s access to land ownership

Exclusion and marginalisation are the two terms that best describe the situation women face with regard to access to land and its resources in rural parts of Senegal. Furthermore, women’s land ownership is rather vulnerable.

Inequality is just as manifest in the methods of access to land ownership as in the socially recognised traditional land ownership rights. The main means of access for individual women are indirect, via a third party (like their spouse, brother, etc.) and through family devolution. For groups, collective access, which has developed with the advent of women’s groups, is fast becoming the method of reference.

The survey shows that the most determining factors that explain women’s feeble rate of access to land ownership are socio-cultural. Women’s exclusion from inheritance, today still the most common way of gaining land ownership in rural communities, speaks volumes about the status and role of women in society in general, and regarding land ownership issues in particular.

Financial constraints apply more in the Niayes than in the other areas. Pressure on land ownership has led to the privatisation and monetisation of land deals, which puts women at a great disadvantage, not only to men, but especially also to foreign investors.

Constraints associated with women’s level of education also play a decisive role. In most rural areas women are unable to validly claim their land ownership rights because they are unfamiliar with the laws and the administrative procedures governing them.

Among the research results were two striking new factors. In recent years, there has been (i) a gradual change in customary practices, whereby local people now tend to go to the administrative authorities to secure their assets under modern law; and (ii) a clear trend towards land commoditisation.

The complexity of land ownership stems from the wide range of actors and diverse practices involved, as well as from changing modalities in management and access. While traditional practices effectively prevented many women from securing land ownership, current practices are not always making the task easier for them. Women have become increasingly vulnerable up against predominantly male actors who have understood the stakes in a market where a certain financial capacity is necessary to compete. Nonetheless, women do have some opportunities now, especially with respect to inheritance. Mentalities in rural communities are beginning to change, allowing some women to inherit land. In addition, there is a growing number of women in local decision-making bodies in charge of managing land ownership, as well as the increasing commoditisation of land, which, even though illegal, enables social strata who have traditionally been denied access to land ownership to acquire land of their own.

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Last March, PROMER 2 distributed kits containing a range of equipment to young micro-entrepreneurs to help them get their own structures up and running. To reduce the failure rate of these young businesses as much as possible, the distribution of equipment went hand in hand with management training and loans to provide working capital. This approach, which is highly valued by the beneficiaries, is the result of an exchange of experiences among IFAD-funded projects. As Moustapha Cissé, Director of Technical Operations for PROMER 2, explained: “the initiative was born from a visit to a similar project, the Rural Enterprises Project (REP), in Ghana. On this visit we saw how the problem of encouraging start-ups had been solved by giving small equipment to young people who were struggling financially with the launch of their own business”.

This example definitely shows the impact that knowledge-sharing can have on identifying solutions for development-related issues, poverty reduction and creating wealth.

Based in Tambacounda, the largest city in eastern Senegal, PROMER is one of the projects most committed to the knowledge-sharing process run by WARF. Because of its proven expertise in knowledge management, WARF got involved in 2005 by providing technical assistance, before becoming responsible for the coordination and management of the IFAD grant.

Since 2006, the West Africa Rural Foundation (WARF) has supported some 50 projects in Africa through the IFADAfrica programme, which is financed by the International Fund for Agricultural Development (IFAD) to promote knowledge-sharing for rural poverty reduction. The Promotion of rural micro-enterprises programme (PROMER 2) in Senegal is one of the projects most committed to the capitalisation process, with convincing results.

Since 2006, PROMER personnel have completed several training courses on techniques and methods for the capitalisation of experiences and innovations. Support missions are regularly sent to the project in order to involve the partners and draw up specific action plans. The latest such mission took place in December 2010 and used a participatory approach to identify seven key capitalisation themes which will be covered by publications and in exchanges with the development community during 2011.

Over time, and mainly due to the commitment of the programme management unit, capitalisation and knowledge-sharing have been integrated into the management of activities through operational planning. PROMER 2 has adopted and has a sound grasp of all the main elements and tools of the knowledge-sharing approach developed by WARF. This includes the self-assessment of the communication practices, techniques and tools needed for identifying the themes, describing and analysing experiences, using the template for developing a capitalisation plan and disseminating information using communication tools tailored to the main target groups. The existing product or media formats illustrating the enhancement of experiences have all been used by PROMER. In recent years, it has produced documentary films, more than 10 capitalisation fact sheets and over 60 radio programmes, and has organised open days, regional fairs and exchange forums for development actors, set up information desks, etc. Some forty articles have also been posted online on the IFADAfrica portal (www.IFADAfrica.net).

Another concrete example of exchange: a visit was made to Tambacounda in January 2011 by the Support to Rural Development in North Lower Guinea Project (PADER-BGN), also financed by IFAD. The aim of this exchange visit was to identify the best ways of adapting PROMER 2’s successful experience of implementing a local fund for financing micro-enterprises to its own intervention zone.

The desire to capitalise is sustained internally by continuous exchanges among staff members and the establishment of a documentation centre to make all the fruits of PROMER’s experience sharing available to others. Similarly, PROMER is regularly involved in various technical and strategic planning events designed to enhance the project’s communication and visibility: training seminars and workshops; think tanks on national strategies; meetings on knowledge management; IFAD project portfolio reviews and training on the use of Web 2.0 tools.

In general, the training and communication activities have enabled member institutions of the IFADAfrica network to acquire the necessary skills for capitalisation and experience sharing. However, looking beyond PROMER 2, it was found that some capitalisation plans had not borne any finished products. For this reason, WARF has recently focussed on the provision of support at all stages of the process. Bearing in mind that the activities of phase 3 of the IFADAfrica programme will end in Decem-
International symposium on urban and peri-urban horticulture

Some 200 participants met in Dakar from 6 to 9 December 2010 for an international symposium to discuss key issues relating to urban and peri-urban horticulture. This meeting, which brought together representatives of 39 countries, was organised by FAO and the Senegalese Ministry of Agriculture, along with the partner organisations of FAO’s Urban and Peri-Urban Horticulture (UPH) programme.

Various sessions were held on subjects as diverse as securing access to land and water, integrated plant production and protection, post-harvest handling and processing technologies, product quality and safety, marketing and gender issues.

The Knowledge Management and Gender programme at the symposium

The Knowledge Management and Gender programme and its components Capitalisation, Dimitra and Hortivar were present at the symposium. Sophie Treinen, Yannick De Mol and Wilfried Baudoin facilitated a seminar on “Sharing best practices with women and men farmers”. This session enabled participants to acquaint themselves with certain participatory methodologies for the sharing of best practices in horticulture while being gender-sensitive.

The UPH programme works closely with FAO-Dimitra. In this framework, Dimitra held a session during which Grégoire Mutshail from the UPH project in the Democratic Republic of Congo (DRC) and Burundi spoke about concrete gender mainstreaming in horticulture, presenting UPH activities in Katanga province (DRC). His presentation focused on the work of the Comité des Maraîchers de Lubumbashi (Lubumbashi Market Gardeners’ Committee), which has almost 8,000 members, of whom 75% are women. He explained that the main impacts on women are better access to technologies, credit and high-quality seeds as well as a better organisation of the sector.

The main results of the symposium can be summed up as follows: increased awareness and information-sharing with regard to urban and peri-urban horticulture, and the creation of a network of high-level experts and scientists on the issue.

The symposium is expected to provide guidance for the preparation of the FAO’s first Status Report on Urban and Peri-Urban Horticulture in Africa, to be published this year.

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1 WAF is the general coordinator of IFADAfrica’s sub-Saharan network and regional coordinator for East and Central Africa.

Handing over ceremony of the materials by PROMER, in the presence of the Senegalese Minister of Agriculture, Khadim Guèye.
Traditionally, the UGPPK/S-Z works in the field of production and marketing of shea butter. Its capacities have been strengthened in terms of organisation, governance, shea processing and packaging techniques, and market access. But issues still remain: the annual income of the women members depends on the production of shea, which is seasonal (five months of the year), keeping them below the poverty line. Problems in the distribution of income among the women have also been identified.

To boost the profitability of their business and secure its financial independence, the members of the Union wanted to diversify their production and income through a sesame production and marketing project.

Aware of the social inequalities impacting negatively on their economic activities, the women took part in a brainstorming exercise on the issues of importance to them: income improvement; access to land; the distribution of financial responsibilities within the household; the position of women within their families, their communities and their working environment; the cooperative; their involvement in inter-professional bodies alongside men and so on.

A process was subsequently set up to support the Union in rendering the project gender-sensitive. First, an immersion in the project area (the Sissili and Ziro provinces in Burkina Faso’s Centre-Ouest region) helped identify the stakeholders, their social and institutional environment and their true living and working conditions. This exercise confirmed the need for a gender-sensitive capacity-building programme for the project’s beneficiaries, since gender issues are bound to arise whenever land access, an important element in sesame production, is raised.

In addition, it turned out that there was a need to build the capacities of the men and women responsible for supporting the project’s implementation in the field. A gender training course was organised for extension workers, technical staff and partners. This allowed participants to become more familiar with the concept of gender, the relevant analysis tools and, most importantly, the methods for integrating the gender dimension into a project.

Three working environments were used during the training course: the household, the sesame fields and the community. The gender indicators defined during the course related to the women sesame producers’ time budget, their access to land and to farming equipment, and the management of income generated from the sesame production. An innovative debate with the producers’ husbands was also launched during the training course. This exchange gave the men the opportunity to express their initial misgivings about the production of shea butter, their changes in attitude and the progressive appreciation of the women’s initiatives. The husbands made commitments to ensure the success of the sesame project and the respective responsibilities were defined.

One of the recommendations emerging from the gender training course and the debate was the establishment of a system to monitor inequalities between men and women during the sesame production season. Consequently, a survey on gender inequality was conducted across a sample of 210 people (15 women and 15 men from each of the seven municipalities covered by the project) during the first sesame production season in 2010. Thanks to this survey, the information, monitoring and capitalisation system for combating inequalities was improved.

The aim was to create a permanent database on gender inequalities in the families involved, in the functioning of the cooperative and in the impact of the collective actions on the lives of women beneficiaries. Designed to enable the detection and removal of barriers to women’s empowerment, the database should allow the emergence of new mechanisms applicable to all the cooperative’s activities. The report on the survey is currently being approved.

The next step will consist of the capitalisation of the survey results and the dissemination and implementation of its recommendations. This will allow the strengthening of the project’s gender inequality monitoring mechanism through a second gender-sensitive survey during the next production season.
Supporting advocacy in the Tenkodogo Craft Zone and Business Incubator

(ZONE ARTISANALE ET PÉPINIÈRE D’ENTREPRISE DE TENKODOGO, ZAPE)

The Business Incubator at Tenkodogo (185 km south-east of the capital Ouagadougou) was set up as part of the ZAPE project. This project supports craftspeople and micro-entrepreneurs through the implementation of a “managing my business better” training course as well as individual support and thematic workshops, with a view to improving their economic activities.

The craftswomen benefiting from the Business Incubator work in agri-food processing. Illiteracy and the lack of specific training are major constraints and the Business Incubator has developed a capacity-building programme to assist them in this domain.

But despite this support, the women still face two significant problems: they have limited access to property and to credit, since the required guarantees are inaccessible to them. This situation can be explained by the fact that women do not own property within their households; this means some income-generating activities have to be stopped and others cannot be started. The result is a lack of family income that could have been used to cover costs related to healthcare, education, and so on.

To help the women and their families out of extreme poverty, the Business Incubator decided to lobby micro-finance institutions to improve their access to credit. In this context, RFA led an advocacy training session for the technical unit of ZAPE, mentors and the craftswomen themselves.

The training aimed to provide participants with the practical knowledge to help them launch an effective advocacy campaign. They learned to define advocacy, they acquired the methodologies and did practical exercises in advocacy. With the concept defined, the methodology acquired and a draft action plan developed, the next step in the process is for the members of the Business Incubator to adopt an action plan and implement it over 12 months.

It should be noted that the Business Incubator intends to continue supporting the women, with the assistance of RFA. To this end, another training session on women’s leadership and empowerment is envisaged soon.

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The participants to the ZAPE project advocacy training session.
In Moroccan towns, the job of professional gardener is traditionally the preserve of men. This “exclusivity” was recently ended by AFEE in Salé, a town near the capital Rabat. With its project “Salé Women for a Green Town”, AFEE gave ten women from the town the chance to become gardeners. For these women, four of whom have a disability, the project offered an opportunity to improve their difficult living conditions.

This pilot project was made possible thanks to AFEE’s efforts to mobilise local partners, in particular the Training Institute for Horticultural and Landscape Technicians (IFTHP). The institute gave the organisation technical and practical support and provided the required gardening equipment (a plant-growing tunnel and greenhouses).

**Theoretical and practical training**

As well as the technical skills of the profession, the ten women learned how to use vegetable waste and to conserve the environment. AFEE developed a plan to boost their theoretical and practical knowledge of gardening by organising theoretical training sessions, a practical internship, visits to sites of ecological interest and support for creating a cooperative.

During their internship, the ten women gardening apprentices were split into two groups of five, to ensure that there was always a group in the nursery and a group in the garden, on an alternating basis. The women were supervised by two engineers and three horticultural and landscaping technicians from IFTHP.

Furthermore, to raise their awareness of environmental protection issues, the women made several visits to sites of ecological, floral and faunal interest. Thus, visits were made every two months to the Exotic Gardens of Bouknadel (a botanical garden 20 km from Rabat which features exotic flora from different parts of the world), Sidi Boughaba Environmental Education Centre and Sidi Aamira Ecological Museum in Maamora forest (forest ecosystem).

**Key challenge: sustainability of the project**

Ensuring the sustainability of the project is a challenge faced by these women and the organisation supporting them. Several steps have been taken to achieve this objective, notably organising the women into a cooperative and guaranteeing them market access (several public bodies have committed to placing orders with the women).

There are only nine women now, as one of them unfortunately passed away recently. The nine women currently maintain green spaces belonging to public institutions. And, thanks to support from the state, they have taken the necessary steps to set up a cooperative. They hope to soon have their own greenhouses to grow plants.

The sustainability of the project, as with any other income-generating project benefiting women in precarious situations, depends on whether the women can continue to benefit from the support and guidance provided, gain self-confidence, become sufficiently independent from the support and organisation and have a minimum access to the market.

One thing is certain: this project has enabled these women to learn all the relevant skills for gardening, planting and developing green spaces and has allowed them to obtain diplomas recognising their skills.

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**Testimonial – Malika Bourzouk**

**Project beneficiary**

“I used to work in textiles and I earned 300 dirhams (€30) a month. I took part in the gardening project because I already knew something about gardening and was able to develop this knowledge into a profession. For me, the project was a golden opportunity to master gardening skills thanks to the lessons we were given throughout the project. I now feel more capable than ever before of planting, sowing, layering, weeding and using the lawnmower.

The other women in the project and I have looked after green spaces in hospitals, schools, parks, villas and more. AFEE has always been at our side to support us, even after the end of the project. My situation is a lot better now thanks to the project. I currently earn 60 to 100 dirhams a day (between €1.80 and €3.00 a month).”

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1. This project is one of the results of a workshop held to identify ideas for innovative projects. It was organised by the Association Marocaine de Solidarité et de Développement (AMSED – Moroccan Association for Solidarity and Development) as part of its “Disability and Local Development – Salé” project, in partnership with Handicap International.
Decent employment:
a pathway out of poverty

Policy makers and researchers are often hindered by gaps in data and analysis regarding the gender dimension of rural employment when seeking to channel investments efficiently. Recognizing the need for better information, FAO, IFAD and ILO held a workshop to bring together the existing knowledge on the issue and highlight good practices that can be used to address gender inequalities through national policies. A report entitled “Gender dimensions of agricultural and rural employment: differentiated pathways out of poverty,” was published as a result of the workshop.

Seventy percent of the world’s poor live in rural areas. Rural communities generally rely on agriculture, forestry, fisheries and livestock for their livelihoods. Many rural workers remain poor because they receive low earnings and live and work in precarious conditions, are vulnerable to health and other shocks and have little access to risk-coping mechanisms such as insurance or social assistance.

The creation of decent employment opportunities is one of the most important channels through which rural people’s living standards can be improved – particularly those of women, who are at more of a disadvantage due to cultural norms, limited access to productive resources and time consuming domestic responsibilities.

Rural women and men have long had very different work experiences. Women traditionally produce subsistence crops, manage small livestock, engage in market activities and shoulder household responsibilities and reproductive roles. Men tend to manage activities related to commercial crops and large livestock. Women are more likely to work in the informal sector and are disproportionately employed in low-quality jobs, including jobs in which their rights are not adequately respected, to receive lower salaries and to work longer hours due to the burden of their household responsibilities. They also tend to be clustered in fewer sectors than men, making it more difficult to switch to better jobs when new economic opportunities arise.

The obstacles faced by rural women in accessing decent jobs are numerous. Social norms dictate that unpaid domestic work is the responsibility of women. The burden of this work, exacerbated by the lack of infrastructure, such as running water, fuel-efficient stoves and electricity, leaves less time for remunerative opportunities.

These same norms, and sometimes even the law, also prevent women from gaining access to a range of assets, including land ownership and tenure, livestock, infrastructure, education, credit and technology. They are also under-represented in decision-making bodies such as farmers’ associations and generally have a lower say than men in household decisions.

The failure to provide women with equal opportunities is a violation of their human rights. There are also a variety of reasons as to why promoting policies which take gender dimensions into account makes economic sense.

When gender equitable social and economic policies are in place, the potential for women to contribute to the well-being of their families and communities is enormous. It is well established that better education and income for women leads to higher household investment in the nutrition, health and education of their children, giving them and the generations that follow a better future. It also reduces the chance that children will be sent to work instead of going to school to help support their families. Today, 215 million boys and girls ages 5-17 are child labourers. Finally, it allows women to contribute more to the social and economic development of their nations.

Creating better decent employment opportunities for rural women and men will require generating better jobs for both through sustainable rural growth, extending social protection to all categories of rural workers, and promoting rural institutions that equally represent women’s and men’s interests. To close the gender gap in access to decent work opportunities, governments should strive to give women better access to public goods, social services and labour-saving infrastructure. Better policies must also be designed to improve women’s control over land (through, for example, joint-titling and land reform programmes), and access to finance, market information and technologies. Programmes should also be implemented to ensure girls and women receive equal levels of education and training. Finally, women’s organisations should be supported and promoted.

To access the full report: www.fao.org/docrep/013/i1638e/i1638e00.htm

For more information, visit FAO’s gender website: www.fao.org/gender/en
A leap towards food security: Closing the gender gap in agriculture and rural employment

The 2010-11 edition of The State of the Food and Agriculture (SOFA), FAO’s flagship report, estimates that the production gains from closing the gender gap in agriculture and rural employment in developing countries could reduce the number of hungry in the world by 12-17% – 100 to 150 million people – a significant progress towards achieving global food security.

Agriculture is central to food security and global economic growth. Governments and donors have made major commitments to revitalize the sector in developing regions. Yet, it is still underperforming, largely because the productivity of women in these regions is stunted by a lack of access to resources and opportunities.

Women make sizable contributions to agriculture and rural enterprises as farmers, workers and entrepreneurs. They make up 43% of the agricultural labour force of developing countries, from about 20% in the Americas to almost 50% in East and Southeast Asia and sub-Saharan Africa. Across all regions, women face constraints that limit their capacity to contribute to agricultural production. This not only affects their welfare and that of their families, it also imposes a high cost on the broader economy and diminishes the world’s capacity to achieve the first Millennium Development Goal (MDG1) – global food security.

The gender gap in access to assets is largely dictated by social norms. Customary practices often restrict women’s ability to own or operate land. They also own fewer of the working animals needed in farming. They have less access to education and credit. All these factors limit their capacity to adopt new technologies, invest in equipment and inputs liked fertilizers and improved seeds, take advantage of extension services and participate in modern high value agricultural activities. Their traditional household obligations also limit the time they can spend on productive activities.

As a result, women farmers’ yield is on average 20 to 30% lower than that of men farmers in developing countries. Ample evidence confirms that women are as good at farming as men and that these results are entirely due to the gap in access to productive inputs. If women were empowered to produce the same yields as men, agricultural output in developing countries would increase by 2.5 to 4%.

There are 925 million undernourished people in the world today. Productions gains of this magnitude could reduce this number by 12 to 17% – 100 to 150 million people – a significant progress towards achieving MDG1.

There is no blueprint for closing the gap in agricultural and rural employment, but some basic principles are universal: governments, the international community, civil society and the private sector can work together to eliminate discrimination against women under the law, strengthen investments in labour-saving technologies and public services to alleviate their household burden, build up rural institutions and make them gender-aware, strengthen the human capital of women and girls, improve the collection and analysis of sex-disaggregated data, ensure that agricultural policies and programmes are gender-aware, and make women’s voices heard as equal partners for sustainable development.

The module on Child Labour Prevention in Agriculture provides exercises and information for the integration of child labour prevention in JFFLS curricula. A key strategy used by the International Labour Organization (ILO) to prevent child labour is the sensitization on child labour and its harmful effects on children. This module proposes a set of exercises that can be done in the JFFLS, most of them expressly aimed for the JFFLS students, and some of them specifically designed to involve the children’s parents and guardians.

The module on Land and Property Rights contributes to the JFFLS approach by helping the students acquire the knowledge, skills and values they need to be able to build their future and, specifically, in knowing and protecting their land, property and human rights and the rights of others. In this way, JFFLS participants can contribute to building a culture of rights in their communities and environments. Secure property rights are central to any effort to address inequality, poverty, vulnerability to food insecurity and sustainable development in general. The JFFLS programme, especially its life skills component, is an excellent channel for introducing the topic of land and property rights to young people. Learning about land and property rights will help students understand the impact that gender inequality in land and property rights can have on people’s livelihoods and food security, and the role that these rights can play in building and strengthening livelihoods and in reducing poverty.

For more information, visit FAO’s gender website: www.fao.org/gender/en

To download the publications and for more information on the JFFLS: www.fao-ilo.org/fao-ilo-youth/fao-ilo-jffls/en

Junior Farmer Field and Life Schools (JFFLS) Facilitator’s Guide modules

FAO, December 2010

Two new JFFLS Facilitator’s Guide modules have been published, presenting concrete examples of the multidisciplinary approach at the basis of the JFFLS programme.

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Resources

WEBSITES

○ FAO - Crop Calendar
The FAO Crop Calendar provides information about sowing and planting seasons and agronomic practices of the crops grown by farmers in a particular agro-ecological zone. The Crop Calendar database currently covers 43 African countries and contains information on more than 130 crops, located in 283 agro-ecological zones. It is a tool developed to assist farmers, extension workers, civil society and the private sector to be able to access and make available quality seeds of specific crop varieties for a particular agro-ecological zone at the appropriate sowing/planting season.

www.fao.org/agriculture/seed/cropcalendar

○ Global Virtual Knowledge Centre to End Violence against Women and Girls
The primary purpose of this online resource is to encourage and support evidence-based programming to more efficiently and effectively design, implement, monitor and evaluate initiatives to prevent and respond to violence against women and girls. The Centre does this by making available the leading tools and evidence on what works to address violence against women and girls. It draws on expert recommendations, policy and programme evaluations and assessments, and fundamentally, on practitioners’ experiences from around the world.

www.endvawnow.org

PUBLICATIONS

○ Energy for Radio. A Guide for Practitioners
This is a guide to energy management for community radio stations. It supports radio managers and operators as they tackle the energy issue at their station, helping to understand the various sources and technologies of energy, especially gensets, wind and hydro turbines, solar and hybrid systems. The guide also views many other aspects requiring attention before “informed decisions” can be taken, including assessment of the energy needs, storage, protection and regulation. The worksheets for assessing the energy needs of the stations as well as the cost-effectiveness of different energy sources are available for download.

CAMCO Practice Series 02, 2010
www.cameco.org/english/publications

○ Fertile Ground. How governments and donors can halve hunger by supporting small farmers
Empowering local farmers to produce more food for local markets is the bedrock of global food security. Small farmers, the majority of whom are women, are responsible for 90% of the food grown in Africa and produce about half the world’s food supply. They are determined, resourceful and incredibly hard-working. Given a chance, they could quite literally grow their way out of poverty and hunger.

Action Aid, April 2010
www.actionaid.org.uk

TRAINING

○ Communicating for Food Security
This free online course from FAO can be downloaded, done online, or be requested on CD-ROM. Face-to-face training materials are also available. The course provides guidance on how to design and implement a communication strategy for food security information. Using several realistic examples, it illustrates the various components of a communication strategy, and provides concrete and detailed guidelines on how to communicate through the media and how to present information to policy-makers in order to influence the policy-making process. It is currently available in English; other languages are planned. The course has three units: designing your communication strategy; working with the media; communicating with policy-makers.

www.foodsec.org (Learning Center > Courses)
GEMS Toolkit. Gender mainstreaming strategies in decent work promotion: Programming tools

The GEMS Toolkit is a set of 12 practical tools to facilitate the implementation of Gender Mainstreaming Strategies (GEMS) in organisations, policies, programmes and projects. The toolkit aims to share knowledge, skills and tools with ILO constituents and partners on how to:

- conduct a gender analysis of their work and their organisation;
- put gender in the mainstream of policies, programmes and projects;
- carry out gender-specific action to redress inequalities.

Apart from the full toolkit (87 pages), there is also a “GEMS toolkit in brief” Fact Sheet (24 pages).

ILO, 2010
www.iilo.org

GenARDIS 2002-2010: Small grants that made big changes for women in agriculture

This book describes how access to new ICTs is affecting rural men and women, as well as improving agricultural production and livelihoods. Several examples are provided, such as women overcoming fear of ICTs and breaking their silence in the DRC.

APC, 2010
www.apc.org

Gender, Climate Change and Community Based Adaptation Guidebook

This Guidebook provides advice on how to design and implement gender-sensitive, community-based adaptation projects and programmes. It presents a wealth of experiences and examples taken from the UNDP-GEF Community-Based Adaptation Programme that are being piloted throughout the world. It also presents beneficial lessons drawn from the GEF Small Grants Programme’s many years of ongoing work in over 122 countries. The Guidebook will be particularly useful for CBOs, NGOs, governments, development agencies and other community-based practitioners who might wish to review successful cases of gender mainstreaming in community-based adaptation projects.

UNDP, July 2010 (69 pages)
www.undp.org/climatechange/gender.shtml

Gender in Water and Sanitation

This publication highlights, in brief form, approaches to redressing gender inequality in the water and sanitation sector. It is a working paper as the Water and Sanitation Program (WSP) and its partners continue to explore and document emerging practice from the field. The review is intended for easy reference by sector ministries, donors, citizens, development agencies, NGOs and water and sanitation service providers committed to mainstreaming gender in the sector. Two central features in the review are the illustration of good practices and checklists.

World Bank & WSP, November 2010 (57 pages)
www.wsp.org

Learning AgriCultures. Insights from sustainable small-scale farming

The Learning AgriCultures series of seven modules is dedicated to understanding small-scale (family) farming and how it can become more sustainable. Each module has three learning blocks, looking at its theme from the perspective of: 1) the farm, 2) issues in the wider context affecting farming, and 3) sustainability approach and governance issues. These learning blocks are followed by a section of educational support material. Educators can choose from practical cases (mostly drawn from 25 years of articles in ILÉIA’s archive), exercises, games, photos and videos as well as further references (free books and websites) to supplement their courses. A glossary of difficult terms, drawings and diagrams help explain concepts throughout. Through suggested questions, practical examples from around the world and different kinds of resource material, educators can make their own lesson plans choosing that is relevant to their own regional context.

www.agriculturesnetwork.org/resources/learning

Planting the Knowledge Seed. Adapting to climate change using ICTs. Concepts, current knowledge and innovative examples

This publication takes you on a journey to explore the practical linkages between climate change, access to and sharing of information and knowledge, communication for development and ICTs in general. More specifically, it considers how everyday information and communication tools such as radios, mobile phones, personal computers, the internet and interactive media can help reduce the risks of climate change faced by the most vulnerable segments of the global village through providing access to and the sharing of timely information and critical knowledge. The target audience of this publication are not experts, but rather, development practitioners and policy makers overall: those who will be faced with the need to interpret the demands of climate change, and apply these to their work in the context of the possibilities afforded by ICTs.

Building Communication Opportunities Alliance, September 2009 (57 pages)
www.apc.org

Responsible governance of land tenure: an essential factor for the realization of the right to food

This Discussion Paper emphasizes the right to food as a primary objective of public policies concerned with economic and social development. Achieving this objective depends on responsible governance of land and other natural resources. The importance of land lies in the fact that it often represents a direct link with cultural identity, while serving as the primary source of food production and sustenance. Given that land tenure and administration systems determine who and under what conditions can exercise property and usage rights of such a valuable resource, it is fundamental to analyse the relevance of land tenure in light of its effect on the realization of the right to food.

FAO Land Tenure Working Paper 15, May 2010
www.fao.org

Securing Women’s Access to Land: Linking Research and Action

This toolbox is based on materials developed for ILC project in Eastern and Southern Africa from 2007-2010 entitled “Securing Women’s Access to Land: Linking Research and Action”. The core of this project was action-oriented research carried out by partners in seven countries with a view to using research results in advocacy. The capacity-building activities to support partners included advocacy workshops on which this toolbox is based. This toolbox is split into two sections: one on advocacy planning, and one on tools. In an attempt to facilitate advocacy for small organisations with limited funds, using this toolbox does not require financial resources, but rather, focuses on sensitising the media and lobbying.

ILC, 2011 (57 pages, English, French and Spanish)
www.landcoalition.org

The World’s Women 2010: Trends and Statistics

This report shows that progress towards gender equality has been made in some areas, such as school enrolment, health and economic participation. At the same time, it shows that much more needs to be done to close the gender gap in critical areas such as power and decision-making and violence against women.

UN, 2010
http://unstats.un.org

UNIFEM Resources on Women, Peace and Security

This collection of UNIFEM papers brings together a considerable body of analytical and advocacy work undertaken over the last five years, grounded in programming that has helped advance the women, peace and security agenda in policy and practice. The collection includes papers on gender issues in early warning, peace processes, peacekeeping, post-conflict planning and financing, and transitional justice. Together, the papers in this collection describe a range of ongoing efforts to strengthen the UN’s capacities to promote peace and prevent violence.

UNIFEM (part of UN Women), 2010 (349 pages)
www.unifem.org/materials