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THE YEAR OF EGYPTIAN WOMEN

ACHIEVEMENTS REPORT 2017
Egypt Country Office



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LIST OF ACRONYMS

CAPMAS	Central Agency for Public Mobilization and Statistics
CBO	Community Based Organizations
CEDAW	Committee on the Elimination of Discrimination against Women
CSW	Commission on the Status of Women
DPG	Development Partners Group
EVAW	Ending Violence Against Women
GAD	Gender and Development
GEWE	Gender Equality and Women's Empowerment
GIA	Gender Innovation Agora
GoE	Government of Egypt
IMAGES	International Men and Gender Equality Survey
IRB	Institutional Review Board
ITDP	Institute for Transportation and Development Policy
MENA	Middle East and North Africa
MoSS	Ministry of Social Solidarity
MOU	Memorandum of Understanding
MUNWOMEN	Model UN Women
NCW	National Council for Women
NSCVAW	National Strategy for Combatting Violence Against Women
NWES	National Women's Empowerment Strategy 2030
PMT	Programme Management Team
PSA	Public Service Announcement
SDGs	Sustainable Development Goals
SDS	Sustainable Development Strategy
SIDA	The Swedish International Development Agency
UN Habitat	United Nations Human Settlements Programme
UNCT	United Nations Country Team
UNFPA	United Nations Population Fund
UNPDF	United Nations Partnership Development Framework
USAID	United States Agency for International Development
VSLAs	Village Savings and Loans Associations
WCI	Women's Citizenship Initiative
WEE	Women's Economic Empowerment
WEPs	Women's Empowerment Principles
WEPP	Women's Employment Promotion Programme
WPE	Women's Political Empowerment

Foreword

The ‘Year of Egyptian Women’ has opened a historical window of opportunity for the advancement of gender equality and women’s empowerment (GEWE) in Egypt. The launch of the National Women’s Empowerment Strategy (2017-2030) has firmed the political commitment towards realizing women’s political, economic and social rights as granted by the Constitution. The ambitious goals and targets do not only place women’s empowerment as a prerequisite for achieving gender equality in Egypt, but are considered as the accelerators for achieving the 2030 National Agenda - Sustainable Development Strategy (2030).

The ground-breaking campaign ‘Taa Marbouta,’ symbolized the National Strategy on Women’s Employment accompanying the ‘Year of Egyptian Women’, and became an icon for women’s empowerment in Egypt. The global launch of ‘Taa Marbouta’ - ‘Secret of Your Power’ at the UN Commission on the Status of Women (CSW # 62) supported by UN Women Egypt not only raised the profile of Egypt in intergovernmental fora but also became an inspiration for the Arab region and beyond. The campaign won the ‘Cristal (Gold Equivalent)’ award in the Arab Culture section in Corporate Communication Effectiveness.

With its triple mandate of offering intergovernmental, coordination and operational support, UN Women Egypt has been reinforcing national efforts to facilitate policy dialogues between Governments, civil society organizations and academia, and supporting national implementation efforts through targeted programming on women’s leadership and participation, economic inclusion and freedom from violence.

The United Nations Country Team has worked very hard to capture the momentum created by the launch of the National Women’s Empowerment Strategy 2030 and has reached a twin-tracked approach by creating a stand-alone pillar on women’s empowerment in the new 2018-2022 UN Partnerships Development Framework (UNPDF) with the Government of Egypt (GoE), while also mainstreaming GEWE across the other areas. As Egypt enters 2018 with further

opportunities to advance the status of women and girls, UN Women Egypt is privileged to coordinate the women’s empowerment result area on behalf of the United Nations.

Achievements made in women’s leadership include:

- I. The appointment of the first ever female Governor, alongside the increased representation of women in the Cabinet of Ministers to six.
- II. In response to the national commitment to leave no one behind and in alignment with the Sustainable Development Goals 2030 (SDGs), the Inheritance Law was amended to enhance women’s rights to inheritance.
- III. The Egyptian Parliament approved the Law for People with Disabilities, which aims to recognize their rights and eliminate disability based discrimination. In particular, the Law secures the right of people with disabilities - especially women - in owning 5 percent of housing constructed by or subsidized by the State.
- IV. The Parliament has also approved harsher punishments for perpetrators of Female Genital Mutilation (FGM) to reach the imprisonment of family members who escort a girl to perform FGM.
- V- The ‘Year of Egyptian Women’ has witnessed the signature of the first ever Memorandum of Understanding (MOU) between a National Women’s Machinery and the Central Bank of Egypt, with the objective of increasing women’s financial inclusion.

At the backdrop of the unique political momentum, UN Women Egypt in partnership with the National Council for Women (NCW), supported the outreach to 2,000,000 women in rural areas through the innovative ‘Knocking Door Campaigns,’ with the objective of catalyzing action on gender equality and the empowerment of women. About 400,000 national ID cards were issued in rural areas in 2017, increasing the number of women beneficiaries from the Women’s Citizenship Initiative (WCI) national programme to 713,571 national ID cards. Many women were able for the first time to access financial and non-financial services, cast their votes and prepare to run for local elections.

Within efforts to promote an enabling legislative environment to eliminate violence against women (EVAW) and girls, 2017 has witnessed both the full operationalization of the National Strategy to Eliminate Violence Against Women in 14 ministries, and the drafting of the comprehensive law on EVAW. UN Women Egypt provided support to the legislation development process through sharing good practices at regional level, facilitating the inclusion of civil society and other actors, as well as providing technical expertise. Furthermore, UN Women Egypt supported the establishment of a National Observatory on the Status of Women, that can monitor and track public policies from a gender perspective, gathering empirical evidence to inform future governmental policies.

UN Women Egypt has supported the Village Savings and Loan Associations (VSLA) programme, which is comprised of 18,844 members, 92% of which are very poor women. Combined with loans and trainings on social empowerment and financial literacy, the VSLA programme resulted in the women gaining confidence and engaging in income-generating employment and decision-making processes. UN Women Egypt has further supported the leveraging of 10 private agribusiness firms in rural areas to invest in women’s employment through gender-responsive work environments, benefitting over 5,000 women and their families, while multiplying the firms’ return on investment. UN Women Egypt supported the above efforts in partnership with the Government of Egypt, civil society organizations, renowned experts in gender equality and the empowerment of women, and academic institutions.

Stemming from the conviction that it is critical to engage men and boys to achieve gender equality, UN Women Egypt launched the ‘International Men and Gender Equality Survey’ (IMAGES). The survey is considered one of the most comprehensive household surveys carried out on men’s attitudes and practices - along with women’s opinions and reports of men’s practices - on a wide variety of topics related to gender equality.

UN Women Egypt supported the launch of the ‘Because I’m a Man’ social media campaign, which attracted the attention of millions of online followers, including the endorsement by renowned and influential celebrities. The campaign raised awareness on the positive role of men in achieving gender equality and promoting women empowerment, changing negative stereotypes related to gender roles and highlighting positive role models for men and youth.

Building on the historic achievements of the ‘Year of Egyptian Women’, UN Women Egypt is privileged to continue to support all the national efforts towards achieving gender equality and women’s empowerment - as stated by the UN Women Executive Director - on both the premise and promise of the 2030 Agenda and its global goals, seeking equality for all.



Blerta Aliko

Representative
UN Women Egypt

IMPACT AREAS

Women's Political Empowerment

Capitalizing on the general momentum and political will to translate the commitments laid out under Article 11 in the 2014 Constitution - where the State commits to "achieving equality between women and men in all civil, political, economic, social, and cultural rights," - the National Women's Empowerment Strategy 2030 includes a standalone pillar on Women's Political Empowerment. Its immediate objectives include; promoting women's political participation and leadership, improving their representation in decision making bodies, and eliminating discrimination against women who hold or wish to reach senior positions in the executive and judicial authorities. To complement this vision and ground its benefits at the local level, UN Women Egypt has supported the issuance of national identification (ID) cards for rural and marginalized women without ID cards, under which strategic partnerships were established with government institutions and their local branches, in addition to local civil society organizations.

UN Women Egypt played a significant role in the provision of technical assistance, quality assurance and documentation of processes and success stories. The programme is considered one of the most politically-recognized and nationally-owned development programmes in Egypt due to its key contributions to women's advancement on both the political and socio-economic levels.



A total of 713,571

national ID cards were issued for rural and marginalized women across Egypt, which led to its inclusion as a pre-requisite for the empowerment of Egyptian women in the National Women's Empowerment Strategy.



Women beneficiaries in Cairo receiving their ID cards for the first time to enjoy their citizenship rights

Photo by The National Council for Women

In addition to serving rural and marginalized women, the programme also has supported the ongoing learning process of issuing national ID cards with government, local civil society organizations, and rural women leaders. The programme has been nationalized and the issuance of ID cards continues to be a government priority and supported directly through the national budget.

Lastly, the programme has been a significant source of learning, offering a set of best practices and lessons for future programme design captured through evaluations at different stages. UN Women Egypt continues to promote a strong culture of accountability through the execution of relevant evaluations, one of which was an evaluation of the Women's Political Empowerment (WPE). The evaluation was regarded as one of the best 12 evaluations conducted across the global offices of UN Women, drawing on lessons learned for future programming.

UN Women Egypt has been supporting the

'Knocking Door Campaigns' which has reached the homes of

2,000,000



women on the ground, making it the fastest and highest outreach methodology of awareness raising at the community level.

Women's Economic Empowerment

Women's Economic Empowerment has received more attention than ever before and is recognized as a critical success factor for the advancement of the overall Egyptian economy. Studies further suggest that increasing the extent of women's engagement in the economy to equal men would increase the GDP in Egypt by 34%. In line with this context, the National Women's Empowerment Strategy 2030 highly emphasizes the importance of the economic empowerment of women and aims at developing women's capacities to enhance their employment options, expand their participation in the workforce, support their entrepreneurship, and realize equal opportunities for women's employment in all sectors, including holding senior positions in both the public and private sectors. The interventions under this thematic area are supported by UN Women Egypt and are fully aligned with the said vision.

In 2017, UN Women Egypt continued to support women's economic empowerment through creating gender inclusive work environments within the agricultural sector. 10 agribusiness firms in Upper Egypt were supported through the 'Women's Employment Promotion Programme' (WEPP) where agribusiness firms adopted gender-balanced workplace policies, attitudes and inclusive work environments that address sexual harassment, promote equal job opportunities and equal wage for work of equal value.



225
women

were awarded fixed-term job contracts with an average monthly salary of

EGP 1,500

(including bonuses, lunch allowances, child-care facilities, and safe transportation, in addition to social protection and medical insurance).

These secured jobs will inject

EGP 4,050,000

into the local communities, economically empowering marginalized women and supporting their families, and provide

EGP 868,000

for annual transportation costs that will benefit families and communities at large.

This is in addition to the annual savings made of up to EGP 334,646, generated as a result of the provision of child care facilities at their workplace usually paid by women workers. As part of creating decent workplaces for women under this programme, UN Women Egypt organized awareness raising workshops on gender based violence and workplace harassment reaching 296 women and 127 male workers, supervisors and community members. As a result of these trainings on root causes of low female retention rates and workplace participation, women spoke up about incidents of sexual harassment, demonstrating behavioral change. Furthermore, a series of trainings were implemented on the anti-harassment and human resources gender sensitive policies previously developed and endorsed by the participating firms, targeting the firms' supervisors and labor committees. The impact of these trainings included the development of an employee handbook that was distributed to the women workers. In total, around 1,686 women and 315 men (segregated by seasonal, part-time, and fixed term workers) in Upper Egypt (i.e. Giza, Beni Suef, and Minya) learnt vocational and soft skills on agricultural operations. The WEPP addressed the rural misconceptions on the value of work for women and their right to career advancement through reaching out to 5000 community members (3,413 women and 1,587 men) and around 25,000 indirect beneficiaries, through its different approaches. Achievements were also made possible through the adoption of the participating firms of the Women's Empowerment Principles' (WEPs) and signing their commitment to the advancement of the status of women within their respective firms.



Women beneficiaries in Giza stationed with fixed term employment opportunity in the agribusiness sector.

Ending Violence against Women

There have been significant efforts within national institutional frameworks to eliminate all forms of violence against women. Formulated on the recommendations and foundations presented by international frameworks such as the 2030 Sustainable Development Goals and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the National Women's Empowerment Strategy 2030 launched in 2017 aims to 'eliminate the negative practices that threaten women's lives, safety, and dignity, prevents their effective participation in all spheres including all forms of violence against women and protect women from environmental risks that would have adverse social or economic effects on their livelihoods'. In accordance with these strategies, UN Women Egypt - in collaboration with the National Council for Women - has pursued efforts to achieve the goal of creating a safer environment for women through supporting the legislative angle of the issue, promoting favorable social norms, creating inclusive public spaces, and increasing access to services.

Within efforts to promote an enabling legislative environment to eliminate violence against women (EVAW) and girls, 2017 has witnessed both the full operationalization of the National Strategy to Eliminate Violence Against Women in 14 ministries, and the drafting of the comprehensive law on EVAW. Under the

leadership of the National Council of Women, UN Women Egypt provided support to the legislation development process through sharing good practices at regional level, facilitating the inclusion of civil society and other actors, as well as providing technical expertise. Furthermore, UN Women Egypt supported the establishment of a National Observatory on the Status of Women, that can monitor and track public policies from a gender perspective, gathering empirical evidence to inform future governmental policies. These results demonstrate a focus on strategic coordination and an emphasis on developing evidence based interventions. As part of the efforts exerted to enhance the legal aspect to better address issues related to violence against women, UN Women Egypt organized trainings to build the capacities of public prosecutors and clerks to better review and respond to cases of violence. The focus was on investigating cases related to violence against women while identifying the different types of violence committed, understanding the relevant legal articles in the Penal Code and the pivotal role the prosecutor plays in gender sensitive evidence-gathering, case-building, and the prosecution of perpetrators of violence against women.



Kirolis Eid, Safe Cities volunteer (middle) raising awareness among his community on issues related to combating violence against women in public spaces.

UN Women/Arascope

Through the strategic partnership with the Ministry of Social Solidarity (MoSS), 2017 has witnessed the expansion of safe spaces in the form of improved essential services such as shelters for women survivors of violence. During 2017, the second shelter was renovated and upgraded in Minya. The improvements were based on a gender-sensitive and survivor-centered participatory approach where shelter users and staff were consulted, identifying strengths and weaknesses and thus basing the design on real needs. The upgrade involved major improvements in infrastructure and renovations, enabling the expansion of the shelter and the enhancement of programmes for women survivors of violence and their children.

In cooperation with UN-Habitat, UN Women Egypt contributed to the

 **'Bus Rapid Transit'**

project aimed at providing safer and more economic means of transportation for citizens, particularly for women across greater Cairo. UN Women Egypt collaborated with the Institute for Transportation and Development Policy (ITDP) mission to Egypt to gather key findings from the field through the conduction of

200 surveys in greater Cairo to decipher the mobility patterns of commuters based on their sex, age, needs and expectations.



In addition, this year witnessed the completion of the physical upgrading of the Salah El Din School courtyard in Ezbet El Hagganna.

In coordination with Cairo University's Anti-Harassment Unit, UN Women Egypt supported advocacy activities, raising the awareness of students and staff on violence against women. 70 students participated in student camps where they learnt how to combat sexual harassment on campus, and 44 young male students became first line responders to women survivors of harassment and violence on campus.

Engaging Men and Boys in Gender Equality

Since the 1995 Beijing Platform for Action, it has been recommended that the creation of partnerships across society, including engaging men and boys, are integral to challenge the structures, beliefs, practices, and institutions that inhibit the realization of gender equality and women’s empowerment. UN Women Egypt therefore has been supporting efforts to engage men and boys through a variety of activities. Within the scope of the Men and Women for Gender Equality programme and the priority of engaging men and boys in achieving gender equality and women empowerment, 2017 has witnessed major achievements in this respect.

“Men and Women for Gender Equality” is a regional programme implemented in four countries in the Arab region including Egypt, Lebanon, Morocco and Palestine. It aims at understanding the root causes of gender inequality through research which links with enhancing capacities of civil society and on ground implementation of community-based solutions that address the findings of the research. The programme also aspires to provide policy advice on the subject as well as advocacy activities associated with it.

The International Men and Gender Equality Survey (IMAGES) Egypt- Key Findings Report was launched in late 2017 . The research was conducted by El Zanaty and Associates and the Social Research Center of the American University in Cairo, consisting of both a household survey companioned by qualitative research. The overall goal of IMAGES was to build understanding of men’s practices and attitudes related to gender equality and women empowerment in order to inform gender equality and women empowerment policies through the engagement of men and boys.

IMAGES is considered one of the most comprehensive household surveys carried out on men’s attitudes and practices – along with women’s opinions and reports of men’s practices – on a wide variety of topics related to gender equality. The quantitative survey selected

a sample of
3000



households representing urban and rural areas in five governorates in Egypt, although they cannot be representative of Egypt at large. The selected governorates represent the different regions of the country, one from an urban setting (Cairo), two from Lower Egypt (Menofia and Sharkia), and two from Upper Egypt (Souhag and Beni-Suef). The study was conducted under the auspices of the NCW, alongside the Central Agency for Public Mobilization and Statistics (CAPMAS) which reviewed the survey tools and provided the necessary fieldwork permits. The tools used fulfilled the requirements of the ethical review of the Institutional Review Board (IRB) of the American University in Cairo. Recommendations to the list of findings captured by the survey were provided to inform the future work on engaging men and boys in gender equality.



Representatives from the National Council for Women, UN Women and the Embassy of Sweden honoring positive male role models from different fields and governorates.

WHAT WE DO

More than an ID

Azza Kamel, a 30-year-old woman beneficiary of the Women's Citizenship Initiative in Minya, has agreed to share her story to inspire other women and encourage them to obtain an ID card. She got married at a young age and has not completed her education. She learned about training opportunities for women on handicrafts through the local branch of the National Council for Women (NCW) in Minya governorate. She was interested in joining the training due to her husband's limited income, and the increased burdens and needs of the family. She inquired about how she could register for the training in order to gain the experience, and later start her own handicrafts business. "I was told that I cannot register in the training unless I have a national ID card, and they offered to help me obtain it," said Azza. With the support of the NCW, Azza has now obtained her national ID card. Today, Azza has managed to raise capital to obtain equipment and manufacture handmade carpets, which she exports to Sharm El Sheikh. She told us about the challenges she faced, the first of which was to convince her husband and her family to attend the training. It took time, she said, "but I made it." "Thanks to the national ID card, I was able to buy a mobile line number in my name, and I receive orders, and I am able to manage my schedule to deliver the orders on time." Azza feels now that she can lead a meaningful life, where she can create and help others, and this is what she encouraged every woman to do.



Photo by the National Council for Women

Knocking Door Campaigns

UN Women Egypt has supported the 'Knocking Door Campaign' awareness raising model implemented by the National Council for Women (NCW) in the 27 governorates of Egypt. The campaign was implemented through the 27 branches of NCW, which have a strong field presence reaching almost

2,000,000

women across Egypt as of December 2017.



Through the extensive outreach of the 'Knocking Door Campaigns, more than

400,000

ID cards



were issued, giving access to citizenship rights to many of the rural and marginalized women of Egypt. The 'Knocking Door Campaigns' were recognized as the highest and fastest outreach to women on the ground to date, with a well-designed and nationally owned mechanism to allow for documentation and follow up.

The 'Knocking Door Campaign' emerged from the recognition of the need to engage directly with women in local communities to understand their pre-existing conceptions about a variety of issues that form an understanding about women's citizenship. The local branches of the NCW were hence able to connect in a more effective way with the targeted communities, allowing for follow up at the local level to measure the extent to which the messages were received and applied by the target beneficiaries.



Knocking door campaign reaching out to women in Aswan.

Photo by the National Council for Women

Village Savings and Loan Associations (VSLA)

Through the establishment of Village Savings and Loans Associations (VSLA), the UN Women Egypt provides direct support to women's financial inclusion and access to savings and credit in communities that do not have easy access to formal financial services. The VSLAs are a type of traditional rotational community method of saving that provides the rural poor an opportunity to save and to receive credit. The model depends on creating groups of people (10 to 25 members), who can pool their savings in order to have a source of lending funds. In this way, members make savings contributions to the pool, while also borrowing from it. As a self-sustainable and self-replicating mechanism, VSLAs have the potential to bring access and financial inclusion to very remote areas.

The VSLA model enables women to better manage household cash whilst investing in income generating activities that can secure and stabilize cash income. It is built on informal practices of rotating savings, and has proven to be both effective in alleviating poverty amongst the most resource deprived communities, empowering members socially as well as economically, and providing them with community based financial services. Until February 2017, a total of 1036 VSLA groups were established in the governorates of Beni Suef, Assyut and Minya, reaching out to 18,844 members (92% of which are women). VSLA groups received training on financial literacy, on how to start and improve a business as well as social empowerment. As a result, women were able to accumulate savings of more than EGP 4.5 million (around USD 250,000). In addition, 4,736 loans were issued to members to start income generation activities.

Sustainable Economic Solutions for Refugees

Through the Women's Leadership, Empowerment, Access and Protection in Crisis Response (LEAP) programme, UN Women Egypt is working with the objective of supporting sustainable economic solutions for refugee, displaced, and host communities in Egypt, Jordan and Iraq. In Egypt, the project focuses on supporting community centers in host communities as well as the NCW Giza Center to provide vulnerable women capacity building programmes and vocational training, as well as, strengthen their protection through awareness raising activities on Sexual and Gender based Violence (SGBV) and engaging different key players such as national service providers and local authorities to address issues related to all kinds of violence.

During

2017

the project enhanced the skills of a total of

361

women from different nationalities

(Egyptians, Yemenis, Syrians, Sudanese and Eritreans). The trainings offered were in hairdressing, jewelry production, home décor, cooking, crochet and sewing. In addition, 38 women received training on 'Start, Plan and Manage your project' to ensure that they have the skills to start their own income generating project. The trainings had a big impact on the participants, with a Sudanese participant on the jewelry course stating, "I dream to open my own production unit, where my Sudanese community attain necessary skills and where I can yield profit from selling my products".



Woman beneficiary working in "LEAP" production unit.

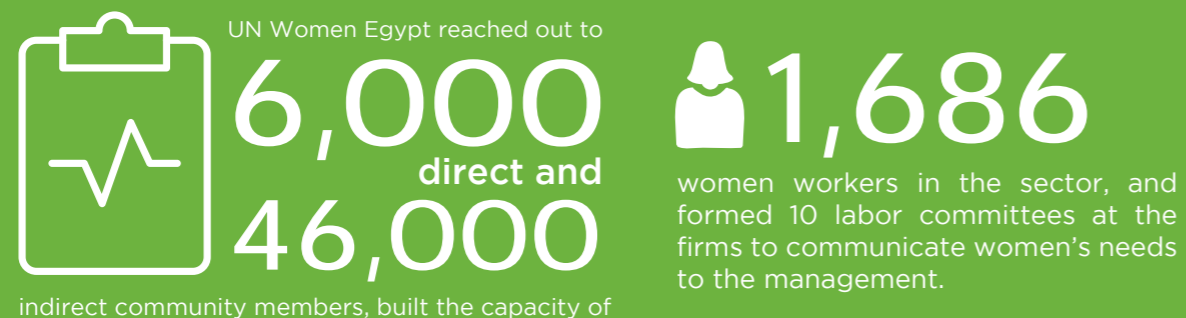
UN Women/Mohamed Mahmoud

During the 16 Days of Activism, an exhibition was organized at the Civil Education Center to display the products made by women beneficiaries. In addition, 257 women received trainings on sexual and gender based violence (SGBV) to raise their awareness on the issue and support them in protecting their rights. Through the project, 16 junior public prosecutors received a training on issues such as technical requirements and practical observations on issues of violence against women, investigating with victims and witnesses the physical, physiological, cultural and social aspects of the cases and how prosecutors should take this into consideration while investigating.

Women Decent Employment in Agribusiness

Women play a crucial role in the agribusiness sector which remains the most important source of employment for women in low-and middle-income countries, accounting for 41% of Egypt's labor force and 11.9% of Egypt's GDP. However, around 80% of the female workforce in the sector are illiterate, suffer poor working conditions, such as unsafe or hard to access means of transportation, exploitation by labor contractors, improper facilities, and exposure to sexual harassment. Those challenges coupled with negative stereotypes and an unsupportive culture for rural women in the paid economy, resulted in a low rate of retainable skilled women workers, poor productivity, increased absenteeism, and lost investment. As a response, UN Women Egypt worked with 10 agribusiness firms in Giza, Beni-Suef, and Minya to adopt and operationalize the 'Women's Empowerment Principles' with the objective to reposition themselves as models in gender-balanced workplace policies, attitudes, and women-friendly work environments.

Through collaboration with various community based organizations and community interventions including art therapy, interactive theatre, sports days for change, advocacy and social media campaigns,



Interventions also resulted in promoting safe working environments, securing 225 fixed-term contracts that are coupled with social protection, medical and life insurances, lunch allowance, safe transportation, and advancing 10 women to supervisory positions. This is also in addition to building proper mobile toilets at the farms, and 3 child-care facilities at the workplaces and/or subsidized allowances for early care. Such interventions are reflected through better productivity, increased employees' satisfaction and motivation, higher retention rates, and decreased rates of absenteeism. The end-result is measured in boosting the livelihood and rural economy by EGP 4,050,000 for annual salaries, and



Strengthening the Capacities of Duty Bearers

Following the adoption of the National Strategy on Combating Violence Against Women (NSCVAW) in April 2015 - aimed at strengthening legislative and institutional frameworks to ensure effective prevention and response to violence against women and girls (VAW&G) - the EVAW programme provided support to the National Council for Women (NCW) in operationalizing the strategy with relevant sector ministries. To this end, the programme engaged with different 'duty bearer' institutions including members of the Egyptian judiciary and public prosecution, media personal, and representatives of local government to enhance their knowledge, improve their skill-set and provide the necessary tools to enable more effective institutional responses to incidences of VAW.

The programme also enhanced the operational and institutional capacities of National Council for Women's Complaints Offices, and its relevant branches helped expand the protection and support services for women victims/survivors of violence.

Over 3,700

women victims/survivors of violence who had suffered from discrimination gained access to free-of-charge legal advice and legal assistance through a lawyer, as well as referrals to credible organizations providing quality essential services, each based on their respective area of expertise.

Furthermore, support for the Ministry of Social of Social Solidarity strengthened the capacities of staff of 8 government-run women's shelters, upgraded the physical infrastructure of two main shelters, and helped reform the by-laws of the shelter, enhancing women's access to protection and support services. As a result, just over 3000 women victims/survivors of violence were referred to essential support services at the shelters, ranging from psycho-social support, legal and health, and vocational training.

Collaboration with the National Council for Women (NCW) also supported the comprehensive review of the Personal Status Laws (family laws) and Penal Code to analyze the impact of such laws on women's ability to access justice for all forms of violence. The process brought together multiple actors in the justice chain, including members of the judiciary, prosecution, police, and social affairs, in addition to specialized councils to develop draft laws and amend existing ones to prevent violence against women, punish perpetrators, and ensure the rights of survivors. As a result of several rounds of consultations by national stakeholders, a draft comprehensive law on violence against women that aims to support a comprehensive response to survivors of violence - including the provision of support and protection services - was developed and submitted to parliament by the NCW.

In an effort to expand on the development of the National Women's Empowerment Strategy and provide a credible evidence base that can inform governmental policies and catalyze actions to achieve gender equality and women's empowerment, the programme supported the design and establishment of a National Observatory on the Status of Women at the NCW. The observatory will be used as a tool for monitoring and tracking public policy from a gender perspective and gaining empirical evidence, based on official data, regarding the status of women, and their inequalities in relation to men.



Woman beneficiary in Minya stationed with fixed term employment opportunity in the agribusiness sector.

Community Awareness Raising to Combat VAW

Integral to the success of the programme in Cairo has been the remarkable work carried in collaboration with community volunteers, members and leaders across intervention sites in Egypt. In close cooperation with national counterparts, and civil society organizations in Egypt, the programme has reached over 18,000 beneficiaries in 2017, through diverse activities that have allowed for both community mobilization and awareness raising on combatting violence against women. Collaboration with the Ministry of Social Solidarity developed the capacities of women community workers across Egypt, capitalizing on their facility to reach women and men in rural and remote areas to raise the public's awareness, through conducting house calls, awareness raising meetings, and other means, on the various forms of violence against women and their social and legal ramifications. The community workers also serve as a vital tool for disseminating information on the support services provided by credible organizations for women victims/survivors of violence. As a result, community workers reached out to

over 13,000
beneficiaries in 2017.

The programme also conducted extensive outreach and awareness raising activities at the national level to gauge public awareness and recognition of the various forms of violence against women. In supporting the on-ground activation of the second-phase of the nationwide 'Taa Marbouta' - 'Secret of Your Power' campaign developed under the leadership of the Nation Council for Women, the programme engaged over 360,000 viewers through a cause-related video and social media campaign, and engaged more than 4,000 men, women and youth through community sessions which informed the public about the support services provided by the NCW, Ministry of Social Solidarity, Public Prosecutors Office, as well as other line ministries.

In addition, the programme collaborated with Care International Egypt to support

 the formation of a network of
over 400
young volunteers
(both women and men)

and develop their capacities to engage community members; over 3000 members were reached, utilizing innovative context sensitive approaches, such as interactive community theater, shadow theater, graffiti art in addition to conventional methods, such as door-to-door campaigns to raise societal awareness of various forms of violence against women, change negative attitudes and beliefs of men towards violence against women, and the gender norms that normalize and justify gender inequality and violence.

Creating Safe Cities and Spaces Free of VAW for Women and Girls

In an effort to secure investments in the safety and economic viability of public spaces for women and girls, the programme provided support to national stakeholders adopting gender responsive, inclusive and sustainable policies and practices in urban planning and public transport.

In partnership with UN HABITAT, the EVAW programme carried out a gender analysis of transport patterns in Greater Cairo with the aim of informing the planning, design and tendering of the Bus Rapid Transit national project.



A survey was conducted at public transport terminals to gather quantitative and qualitative sex-disaggregated data on the passengers' characteristics, travel patterns, travel costs, security and safety feelings.

Sex-disaggregated data proved to be useful to understand public transport usage and access by both women and men, their preferred transport modes, their experiences of harassment, threats to safety and cost of transport. In order to obtain in-depth information on women's specific issues in relation to accessibility, affordability and safety in public transport, women-only focus groups were held in three different districts in which women's mobility patterns were discussed, as well as issues related to their safety and security. In addition, train operators were asked a series of questions on female passengers' safety, including some questions on their perception and attitudes towards sexual harassment. The aim of this exercise was also to identify potential economic opportunities for women in the transport sector.

In partnership with the local authorities, a marketplace in Boulaq El-Dakrou is being upgraded based on a gender-sensitive design and gender action plan, to improve women vendors livelihoods and make it a safe, inclusive and economically viable market. The Zenin market currently accommodates over 170 informal self-employed vendors, around half of which are women. Most of these women are poor and depend on the selling of fruits, vegetables, and basic merchandise for daily subsistence. They have no access to child care facilities and have experienced multiple and intersecting forms of violence in public and private spaces.

In parallel, the programme is creating a gender-sensitive design and urban upgrade (on-going) of a public space located near a girls' school in Imbaba, where incidents of sexual harassment against girls were reported. The public space is being converted into a 'community-owned space/hub' that provides high quality and cost-effective services to the local community with a focus on promoting the rights of women and girls. A local committee was elected to oversee the newly developed 'community hub'.

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Photo Credit: UN Women/Randa Korshid

Photo Caption: Part of the on-ground activation of the second phase of "Taa Marbouta" in Minya.



Part of the on-ground activation of the second phase of "Taa Marbouta" in Minya.

UN Women/Randa Korshid



A small group of the 400 strong community volunteers, received their certificates for completing a foundational camp on understanding gender & managing awareness raising campaigns within their respective communities

Photo by CARE Egypt



UN Women engaging young men and women in its activities.

UN Women/Emad Karim

Engaging Young People

Within the scope of the Egypt youth event to disseminate the IMAGES Egypt Key Findings, approximately 500 youths were invited to discuss IMAGES Egypt findings, including participants from the UN Women network 'Youth Gender Innovation Agora (GIA)', and youths working on IMAGES MENA inclusion within the scope of the activities of HerStory. In addition, UN WOMEN supports the Model United Nations UN Women in Cairo University in their activities, engaging the first Egyptian women and girls' American football team 'She Wolves' to advocate for women in sports, particularly non-conventional ones and for their partnership with men in society whether coaches or family members in instigating a positive change in perception.

Men in Leadership Training

UN Women Egypt and Ahead of the Curve held a two day training workshop aimed at engaging men in creating inclusive workplaces and societies for both men and women. The workshop was attended by approximately 15 men from a diverse private sector community. The purpose of this workshop was to create a community of men who are agents for the promotion of gender equality in their organizations, and increase awareness on the impact of gender diversity on businesses in terms of profit and sustainability.

Capacity Building for Community Based Organizations

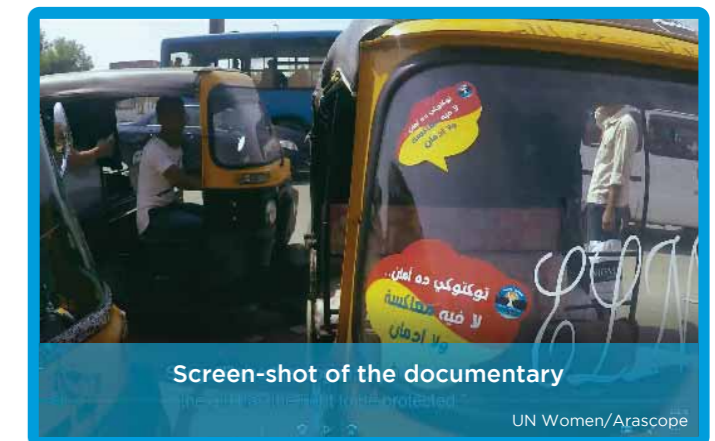
Based on a mapping exercise to identify the potential Community Based Organization's (CBO) that can address the engagement of men and boys in gender equality activities, in cooperation with CARE International, a series of capacity building workshops were provided to 15 selected CBOs to support them technically and financially in areas including: Monitoring and Evaluation, Strategic Planning, Financial Management, Resource Mobilization, Communication and Advocacy, Participatory Planning, Management/Human resources, Masculinity, Gender Equality, Resource Mobilization and Sustainability, Proposal Writing, Project Management, Gender sensitivity and GBV. CBOs have shown improved capacity in project management (70%), governance (67%), relations, partnerships and sustainability (69%) as well as fiscal management (61%), planning and management (60%), and HR (53%) as recorded by the post intervention assessment.

Dialogues around Engaging Men and Boys in Gender Equality

In light of the IMAGES key findings and recommendations, actionable steps on the national level are required, aimed at promoting gender equality in four thematic areas: gender socialization, ending violence against women, young men and fatherhood. In accordance, an initial round table was held in the end of 2017 on 'Engaging Young Men for Gender Equality' to discuss the recommendations prepared, with the presence of different stakeholders from government, civil society partners, UN agencies, development partners and the private sector to translate the IMAGES recommendations into action. The subsequent thematic round tables will be held in the following year and presented to NCW and the respective government counterparts.

Best Practices of Engaging Men and Boys

A documentary on 'Best Practices of Engaging Men and Boys' in Egypt was produced, shedding light on the added value of engaging men and boys in gender equality and the positive role models, best practices and case studies of positive outcomes of their engagement. The documentary addressed four case studies and projects; the Safe Cities project particularly the work engaged with male auto rickshaw drivers, CARE International's work with youths and volunteers, a campaign delivered in collaboration with ACT 'Shoft Taharosh', and UN Women's efforts in Women's Economic Empowerment.



Screen-shot of the documentary

UN Women/Arascope

Training Social Workers in Upper Egypt on Child Protection

Asmaa is a dedicated social worker in Ebshadat primary school, Mallawi in the governate of Minya. Throughout the project, she participated in a child protection camp named 'Cherished Child'. The camp teaches them how to activate the child protection committee in schools and how to encourage students to approach social workers in case they face any challenges. The 'Cherished Child' camp, attended by 150 students and schools' social workers, focused on educating social workers, along with teachers and students on self-awareness and child protection.

The child protection camp is part of the project's activities which aims at fostering an encouraging and safe school environment for girls by raising the awareness of selected target government school-based stakeholders (teachers, social workers, psychologists, school administration, members of the Board of Trustees and student leaders) regarding gender and child protection, and through improving learning facilities.



Students holding up signs expressing sexual freedom during training on child protection.

Photo by CARE Egypt

She proudly shared that one of the students' parents came to the school one day to express his appreciation for the school administration's innovative activities. He was grateful for the 'Cherished Child' camp that his daughter attended. Asmaa recalls, "He was happy to learn that his daughter was learning about her personal privacy. He was also impressed that the camp discussed important issues such as how children should protect themselves and their body from any abuse." Asmaa continues, "The parent was proud of his daughter for learning new life-saving skills, and was relieved to know that she has a trusted person to report any incidents to. He also stated that he felt that his daughter was safe in her school". The social worker feels proud of her new role in school, and feels more engaged in her job. As for the students, they are now empowered to speak up when they need help.

Empowering Girls in Upper Egypt to Play Sports



Viola is a twelve year old student, who lives in Minya in Upper Egypt. She was raised in a family of five, and has a sister and a brother. Before participating in the sports days managed by CARE International, Viola was not allowed to play in the school's playground. It was more of a tradition rather than the school's regulations.

In Upper Egypt, it is rare to find girls participating in any sports activities as it is considered taboo, and girls are expected to act more conservatively. They cannot run around in front of boys. "We understood that it was wrong and teachers always say that the boy is not a girl and that girls doesn't have the right to play like boys." However, Viola's life has changed after participating in the sports camps. She learned that she has the right to play and enjoy her school break just like boys. She has also learned that society is consisted of both men and women that need to cooperate and complement each other, and therefore, she has to understand her strengths and have a role in this society. "They told us that we were unique, and that each one of us has a different fingerprint. Now, I am a Student Union member and thanks to the project, I feel empowered to lead and have a positive role in my community."



Girls enjoying sports day during sports camp in Minya.
Photo by CARE International in Egypt.

Supporting the Establishment of Community Schools and Fostering Employment Opportunities

The project supported the **establishment of 3 new schools in Aswan**, Upper Egypt. The schools were built based on the needs arising from the village where there were not enough community schools to cover the attendance of the girls and boys of the village. The new schools have attracted close to 100 students, most of which are girls.



An assessment was done and the schools were built using local workers and materials in a way that ensures the village makes the maximum use of this project. Employment was created for 50 workers for 3 months, as well as for local carpenters who were hired to furnish the desks and chairs of the school. The schools operate using the new manuals created through this project ranging from positive discipline to active learning while ensuring all schools are girl friendly spaces including separate bathrooms for girls and boys.



Newly built community school in Aswan
Photo by DACT

HOW WE WORK



Communications, Advocacy, Partnership, UN Coordination

Communications and Advocacy for Women's Empowerment

UN Women Egypt is a strong believer in the power of communications and advocacy to support achieving remarkable results among the different target audiences. Throughout 2017, UN Women Egypt, in collaboration with its different partners and donors, implemented several communications initiatives and campaigns that were nationally and internationally recognized. The main aim behind these efforts was to raise the public's awareness regarding various angles related to the issue of women's empowerment and gender equality.

In preparation of International Women's Day 2017, UN Women Egypt launched a set of illustrations called 'Finding Her' on social media, in collaboration with DDB Dubai. The idea behind these illustrations was to highlight the issue of low female representation in the public sphere while promoting gender equality and women's empowerment. Three illustrations were produced to shed light on the issue in different fields; parliament, science and technology.

As a follow up to 'Finding Her', UN Women Egypt organized a social experiment in the form of a photo exhibition in collaboration with DDB Dubai. The exhibition deliberately entitled 'At Work' included a collection of two famous photographers, Karim El Hayawan and Batool El Dawi, who volunteered to join that initiative. The collections featured various angles of work and different professionals in Egypt. Each photographer invited people from their social circle (celebrities, social influencers and the media), who went around the venue to enjoy all the photos. However, none of the invitees noticed that women were not featured in any of the photos displayed until the photographers announced that this is a social experiment in collaboration with UN Women. Many guests were embarrassed and shocked about their own failure to observe the seemingly obvious. Among the public figures who attended the exhibition were Bushra, an Egyptian actress and Ahmed Mourad, an Egyptian writer. The impact of this social experiment was amplified through posting a video featuring the whole experiment on social media to increase awareness on the topic among a wider audience.

As well as reaching more than **100,000 social media** users, the illustrations received a total of 9 International awards from different

festivals including Dubai Lynx, Cannes and London International Awards (LIA). Additionally, they were featured in three exhibitions that took place in New York, Mexico City and Madrid.

This year also witnessed the launch of the second phase of 'Taa Marbouta', which became the national brand icon for women's empowerment owned by the National Council for Women. The second phase entitled 'Montega' (Productive) focused on the importance of women's economic empowerment. Under the leadership of the National Council for Women and in collaboration with the World Bank, UNDP and UNFPA and funded by SIDA and USAID, three public service announcements (PSAs) were produced and launched on social media and television. These PSAs focused on the issue of women's economic empowerment from different perspectives while highlighting the positive impact that the increase in women's participation in the labor force would have on Egypt's GDP.

The total views of this campaign crossed **370k** views online.

In line with 'Taa Marbouta' and under the leadership of the National Council for Women, UN Women Egypt produced a celebrity endorsement video featuring famous Egyptian artists, media professionals and athletes - both men and women - voicing their stance against any form of violence against women.

The online views of this video crossed **100k**

This video was accompanied by a number of on-ground awareness raising activities in Cairo, Alexandria, Minya and Assyut. Through these activities, representatives from mainly NCW, MOSS, the police, Ministry of Health informed the audience about the various services that the government offer to the female survivors of violence.

Overall, more than **1000** women and around **200** men were reached through this initiative.



A major communications achievement for UN Women Egypt in 2017 was the 'Because I am a Man' campaign launched in collaboration with the National Council for Women and funded by the Swedish International Development Agency in Egypt. This campaign, developed within the framework of the 'Men and Women for Gender Equality' programme, focused on the role of men in achieving gender equality. The main element of the campaign is an animated video that illustrated the positive role of men in achieving gender equality while correcting the negative perceptions on masculinity. The messages in this video were extracted from the key findings of the International Men and Gender Equality Survey (IMAGES) in Egypt, one of the most comprehensive household surveys carried out in the country on men's attitudes and practices on a wide variety of topics related to gender equality - as well as reflecting women's perspectives on these topics.



The campaign was launched on social media on November 22nd, in line with the 16 Days of Activism, and was positively received among the online users.

More than **10 public** figures endorsed the campaign



including Mohammed Salah (Egyptian Football Player); Dhafir L'Abidine (Tunisian Actor); the Egyptian Rapper Zap Tharwat; Aly Mazhar (Egyptian Athlete and Founder of BeFit); Osama Kamal (TV Anchor); Khaled Habib (Media Personnel); Mohamed Hefzy (Egyptian Scriptwriter); CAREEM (Transportation Company).

Additionally, it has created a total of **7 million** online views and reactions, according to the National Council for Women's official announcement.

Another important communications achievement that took place in 2017 was the launching of a short movie on education called 'Mariam and the Sun' in collaboration with the National Council for Women and funded by the Embassy of Japan in Egypt. 'Mariam and the Sun' is an Egyptian short movie that sheds the light on the difficulties young girls face to stay in community schools, as well as the decision-making process of their parents (especially fathers) to keep their girls in schools. The movie was accompanied by a unique song named 'Sun of a New Day' and performed by the Egyptian singers Menna Hussein and Hani EIDakkak. The movie has also received international recognition with an award in the 14th year for Accolade Film Festival, California, US. Since 'Mariam and the Sun' was launched on the 6th of December 2017 within the 16 Days of Activism closely followed by its songs,

 the total number
of views have crossed
2 Million.



Coordination and Partnerships

UN Women's activities capitalize on our role as a broker of strong partnerships; a single organization can never make it happen alone. It is only when we bring our expertise and resources together, that we become a powerful force for progress. Therefore, working in and brokering partnerships with and between the government, civil society, businesses and foundations, academic and research institutions, and committed individuals are essential for UN Women Egypt.

On one level, UN Women works with, and provides an important bridge between civil society and government institutions engaged with women's rights, gender equality and the Sustainable Development Goals (SDGs). At another level, intensive efforts are being made to broaden the support base for action by expanding partnerships with institutions and organizations that are not necessarily advocates of, or strictly mandated to work on women's rights per se, but with great influence on the lives of women and girls.

In line with Egypt's 2014 Constitution, and to contribute to the advancement of the gender equality agenda, UN Women Egypt has engaged with and supported the efforts of civil society organizations across Egypt. Work with civil society includes the provision of capacity building, expanding outreach to rural and marginalized women, and raising the awareness about gender equality issues in local communities. UN Women Egypt has further collaborated with academic and research institutions, like the Cairo University, the Social Research Center of the American University in Cairo, Baseera, Al Zanaty and Associates, renowned experts in the field to further expand and build on existing knowledge on gender equality and the empowerment of women.

UN Women values working with sister agencies within the UN Country Team (UNCT) as well as other development partners. UN Women builds and facilitates these partnerships as the chair of the Gender Theme Group of the UN in Egypt, as well as the co-chair of the Gender and Development (GAD) Group under the umbrella of the Development Partners Group (DPG) framework in Egypt. UN Women presented the draft 'Consolidated Plan of Action of UN Agencies support to the 2017 Year of the Egyptian Women' in the presence of the President of the NCW. Furthermore, UN Women used the space to present and open up discussions on the Gender Scorecard and its action plan, which fed into the drafting of the new 2018-2022 Strategic Note.

UN Women, in partnership with the NCW, convened the national consultation on women's empowerment in preparation for the new 2018-2022 UN Partnership Development Framework (UNPDF). The UNPDF consists of joint strategies and actions amongst 20 UN agencies, funds, and programmes, in support of national development goals that are outlined in the Sustainable Development Strategy: Egypt's Vision 2030 (SDS) and the Sustainable Development Goals (SDGs). The national consultations that occurred in 2017 discussed the priority areas and collective contribution of the UNCT at the outcome level to address the development priorities of Egypt related to achieving gender equality and the empowerment of women, as defined in the National Women's Empowerment Strategy.

Additionally, UN Women facilitated multi-stakeholder discussions on ‘Women in a Change World of Work’, that fed into the discussions at the 61st Commission on the Status of Women held from 13-24 March in New York.

UN Women’s advocacy within and outside the UN – including during subsequent UN-Government consultations and UNPDF presentations to relevant counterparts - resulted in the formulation of a gender-specific results area of the UNPDF, complementing areas on prosperity (inclusive economic development), people (social development), and planet (environmental sustainability). Within the United Nations Partnership Development Framework (UNPDF) 2018 a Programme Management Team (PMT) will be established and functions as an advisory body under the UNCT to coordinate programmatic coherence across the different Results Groups to be established. UN Women will be represented at the PMT, and is expected to co-lead the Results Group on Women’s Empowerment with the Government. This UN-wide approach also represents a basis for the UN Women Egypt Office’s Strategic Note, aligned with the UNPDF timeframe of 2018-2022.

UN Women highly values the fruitful collaboration with all our international, governmental and non-governmental partners, who contributed greatly to the achievements outlined in this report. All the aforementioned partnerships, actions and achievements are made possible by the generous contribution from the following donors and development partners to whom we express great appreciation:

