Best practices in women engagement in CIS

Group 3
The content here is a summary of best practices focusing on women of various societal strata from urban, peri-urban and rural settings, with both crosscutting and targeted applications in no specific order for presentation purposes.
Summary

Challenges

What is required to solve the challenges?

Needs

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

Best Practices

Possible solutions mapped onto real life examples where possible

Recommendations

So, what next?
Focus Countries

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

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

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

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

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

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

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

Possible solutions mapped onto real life examples where possible

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

Gender in CIS
Best Practices (cont’)

• Financing: strengthening resource mobilization, Sustainability and active government engagement in the programs.
• Training CSOs and other players in the sector on how to create synergy among themselves for sustainability and posterity.
• Study the niche before developing programs targeting the areas.
• Customized Packaging of CIS to meet needs of specific recipients.
• Balance between modernization and traditional approaches in CIS programs.

• Sensitization & Use of Opinion leaders and community influencers in the propagation of the gender in CIS narrative.
• Incorporate the HSEVs as IGUs approach in the CIS drive as a motivator. (Hybrid social enterprise ventures as Income generating Units)
• Use of GIS (Geographical Information Services) in Mapping of all of the African regions with the specific objective of gender in CIS in mind.
• Approaching CIS as a product to be marketed professionally, i.e use the 4Ps approach (PRODUCT, PRICE, PLACE, MARKETING PROMOTION)
# Real life examples

Matching Best practices with real life examples

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Recommendation

From Group 3

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

From Group 3

Phone
+233 772 094 495

Email
edithatoneche@gmail.com