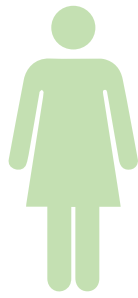
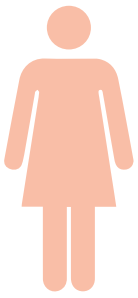
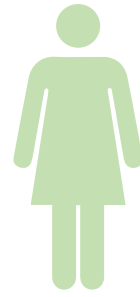
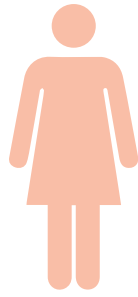
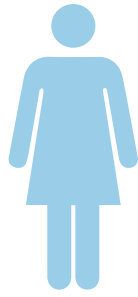
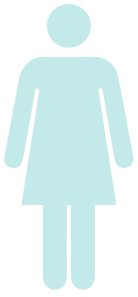




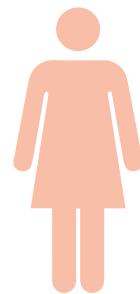
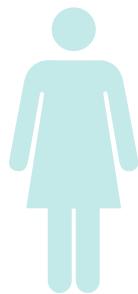
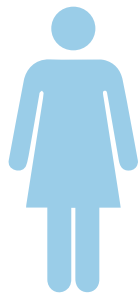
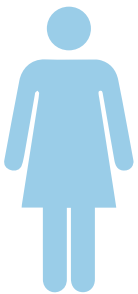
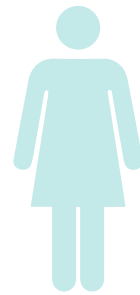
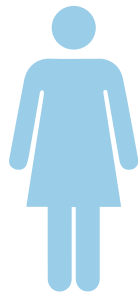
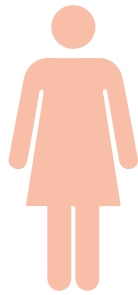
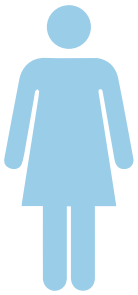
ACHIEVEMENTS REPORT 2018

Egypt Country Office





**ACHIEVEMENTS
REPORT 2018**
Egypt Country Office



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
NSCEVVAW	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

2018 marked the first year of the implementation of the National Strategy for the Empowerment of Egyptian Women 2030 (NSEEW) and the new United Nations Partnership Development Framework (UNPDF) 2018-2022, with its stand-alone pillar on women's empowerment. These two critical documents ensured that the political momentum created in 2017 was carried over to 2018 in a strategic way to achieve gender equality and women's empowerment, in line with the sustainable development goals as well as national policies and strategies. With its triple mandate of offering intergovernmental, coordination and operational support, UN Women Egypt has been reinforcing national efforts to facilitate policy dialogues between the different sectors and supporting national implementation efforts through targeted programming on women's leadership, participation, economic inclusion and freedom from violence. Accordingly, significant results were achieved in 2018 as part of the different projects and initiatives that were implemented in collaboration with the Government of Egypt, UN agencies, donors, civil society, academia and private sector.

Within the efforts to create safer public spaces for Egyptian women and girls, UN Women officially opened the women-friendly space in Imbaba district in collaboration with the National Council for Women, Giza Governorate and Future Eve Foundation. The area has turned into a place with a playground, seating area and new landscaping. Side-walk in the area was also improved, allowing people with low mobility to access Imbaba. In 2018, UN Women also started the physical upgrading of the Zenin market. With the upgrade of this market, a safe and functional workplace will be ensured for more than 150 women that will enhance their access to decent work opportunities, increase their economic independence and decrease their vulnerability to violence and abuse.

A top priority for the Egyptian government is to economically empower women. We have been supporting the government and women in Egypt through working at the policy level and targeting a diverse group of women to create an enabling environment for them where they are financially independent. Addressing women's economic empowerment is a direct approach to provide social protection for women and create a safe environment that is free from different forms of violence.

UN Women Egypt continued the support for sustainable economic solutions and awareness raising on violence against women for refugees. The investments led to immediate as well as long term benefits for the women, as they have learned new skills and enjoyed increased access to gender sensitive humanitarian services.

In 2018, we also continued to build on the successes of issuing national ID cards for women and almost 90,000 ID cards were issued to rural and marginalized women, giving them the possibility to engage in economic and political activities and benefit from the different governmental services. UN Women Egypt also continued to provide technical assistance to support the monitoring and documentation of the ongoing process of issuing ID cards.

In 2017, UN Women launched the report International Men and Gender Equality Survey (IMAGES) and 2018 witnessed translating the recommendations into actions and four policy briefs were developed (gender socialization, ending violence against women, young men and fatherhood). 'Men and Women for Gender Equality', the programme under which this study was launched, is also targeting the root causes to inequalities (rigid social norms) and through partnering with civil society, we are creating positive behavioral change in Egypt.

Following the UNPDF 2018-2022, UN Women Egypt has been leading on coordinating the different efforts exerted in line with the women's empowerment result area on behalf of the United Nations. UN Women has reinforced policy dialogue between different partners as well as continued to support and bolster capacities in the UNCT to make gender equality and women's empowerment central in programmes and policies, advocate for greater resources and guide and implement joint programmes.

Thanks to UN Women's various partners and donors, several achievements were reached in 2018, as outlined in this report. However, there is still a lot to be done to be able to achieve gender equality and women's empowerment. In 2019, UN Women Egypt will continue to support the national efforts to empower Egyptian women across all spheres in line with the 2030 Agenda.



Blerta Aliko
Representative
UN Women Egypt

IMPACT AREAS

IMPACT AREA 1

Women's Political Empowerment (WPE)

Focusing on one of its main thematic areas "Political Participation", UN Women Egypt continues to provide technical support to the Women's Citizenship Initiative since 2011 and it remains at the core of its policy and advocacy efforts. The initiative aims at issuing national ID cards for women to enable their access to financial and non-financial services, as well as the practicing of their political and social rights. In support to the implementation of the National Strategy for the Empowerment of Women 2030, UN Women Egypt played a significant role in the provision of technical assistance, quality assurance and documentation of processes and success stories of the



Women's Citizenship Initiative (WCI), under which strategic partnerships were established with government institutions and their local branches, in addition to local civil society organizations. 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.

In line with the United Nations Sustainable Development Goals (SDGs), Egypt's Sustainable Development Strategy (SDS), and the National Strategy for the Empowerment of Egyptian Women 2030, the programme responds to the



SDG 5 "Achieve gender equality and empower all women and girls" since it provides access to women to enjoy their social, political and economic rights

and is a step to ensuring their protection from all forms of violence. The WCI also



addresses **SDG 16** "Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable

and inclusive institutions at all levels" given that the provision of a legal identity for all, including birth registration is a goal to achieve by 2030.



Courtesy of the National Council for Women

A woman from Al Asmarat district in Cairo happy to have received her ID card through the "Women's Citizenship Initiative".

IMPACT AREA 2

Women's Economic Empowerment (WEE)

Women's economic empowerment (WEE) is central to realizing women's rights and gender equality. It is deemed particularly important as an end in itself to achieve the sustainable development goals such as poverty reduction and investments in human capital. Women's economic empowerment includes women's ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions. A regular and independent source of income also results in increased investment in the well-being of other household members, particularly children. Women's economic empowerment has the potential to lift



more than **1 billion** people out of poverty, create unprecedented global growth,

and help achieve the Sustainable Development Goals (SDGs) of the 2030 Agenda.¹

Achieving gender equality and women's economic empowerment is one of the top priorities in Egypt's development strategies. This is due to the fact that 71% of women in Egypt are working and engaged in unprotected informal work in rural areas compared to 13% in urban areas, 70% of whom are employed by unpaid family businesses.² Research has shown that bridging the gender gap in the MENA could lead to a 47% GDP increase by 2025 in the region, resulting in a growth of \$2.7 trillion.³ Therefore, women's increased participation in the economy and in economic decision-making is a powerful means of redressing gender-based discrimination, which women face in all areas of life.

¹ McKinsey Global Institute (2015), *The power of parity: how advancing women's equality can add \$12 trillion to global growth*, McKinsey & Company 2015.

² GIZ, *Country Gender Analysis Egypt*, 2014.

³ McKinsey Global Institute (2015), *Op. Cit.*



UN Women/ Nouran Makhlouf

Women beneficiaries of the agribusiness programme stationed with fixed term employment opportunity at Green Egypt pack house in Giza.



Nowadays women are actively involved in entrepreneurship.

In Egypt, **82%** of women

business owners operate in rural areas, while **18%** are

located in urban areas. By contrast, men business owners'

distribution is more balanced, with 62% in rural areas and 38% in urban areas.⁴ However, the majority of women entrepreneurs in Egypt are considered to be "necessity entrepreneurs", who are forced into entrepreneurship due to lack of satisfactory job opportunities. Women-owned businesses are usually micro-enterprises, producing subsistence level income. Only 3% of the self-employed women (accounting for approximately 18% of all employed women) operate in the small and medium-sized enterprises (SMEs) sector.⁵ 7.5% of women entrepreneurs are engaged in



early stage entrepreneurship in comparison to 21% of men. Only one, out of four enterprises, is started by women and only 17% of established businesses are owned by women.⁶ Moreover, the vast majority operate informally with no license, accounting records or employment insurance.

In line with this context, Egypt's Sustainable Development Strategy (SDS) and the National Strategy for the Empowerment of Egyptian Women 2030 highly emphasize the importance of women's economic empowerment and aim 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.

Through programmes that focus on "stimulating equal access for women entrepreneurs", UN Women Egypt built the capacity of a pool of women-owned businesses

(with 51%+ female ownership)



as well as rural and marginalized women entrepreneurs, enhancing their marketing, sales, and soft skills and forging market linkages for them through integration within the supply chains and distribution channels of big corporates. In addition, in response to Egypt's strategic direction towards financial inclusion and digital finance, UN Women Egypt engaged with relevant stakeholders including the Government of Egypt, and its key agencies responsible for women's financial and economic inclusion – namely the National Council for Women, the Ministry of Social Solidarity, and the Central Bank of Egypt to expand the Village Savings and Loans' Associations (VSLAs) approach across the country resulting in developing a national programme on financial inclusion

targeting **3,000,000** women

over five years. By achieving this target, the VSLA model will not only become the vehicle for linking women with formal financial institutions, but also become a platform for rural women to participate in the local as well as broader economy, in different value chains and markets through micro-enterprises.

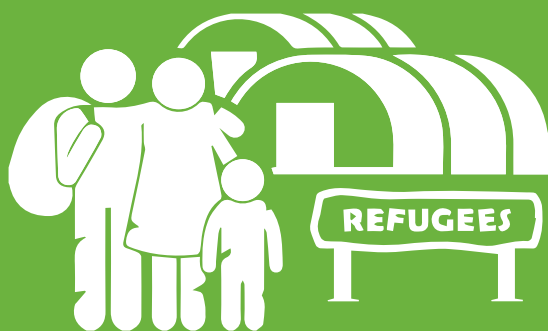
4 ILO (2016), *Women's entrepreneurship development assessment*, ILO DWT for North Africa and ILO Country Offices for Egypt and Eritrea, Cairo: ILO, 2016.

5 Global Entrepreneurship Development Institute (2014), *The Gender Global Entrepreneurship and Development Index (GEDI)*

6 The Global Entrepreneurship Monitor (2016), *Egypt National Report*

On the other hand, Egypt is one of the countries in which UN Women works on providing sustainable economic solutions for refugees, especially women, to improve their livelihood. As of October 2018,

240,008 people (asylum seekers and refugees) have come to Egypt, out of which 55% are Syrians and 45% represent other nationalities. From January to October 2018, **25,439 refugees**



have been registered among which 30% are Syrians and in October alone 3,286 refugees have been registered with Syrians representing 27% of those. Women represent 47% of the above population of concern.⁴ In the past year, the Egyptian Government has embarked on an ambitious reform program and has implemented decisive measures to restore macroeconomic stability through various reforms which are already showing positive impact on the economy as market confidence is growing. Although the Egyptian pound showed signs of stabilization, unprecedented inflation levels were reached in 2017, with the core consumer price index reaching 34.86 % in August 2017 compared to 13.25% a year earlier according to the Central Bank of Egypt.²



⁴ UNHCR Fact Sheet October 2018: <https://www.unhcr.org/eg/unhcr-egypt-documents>

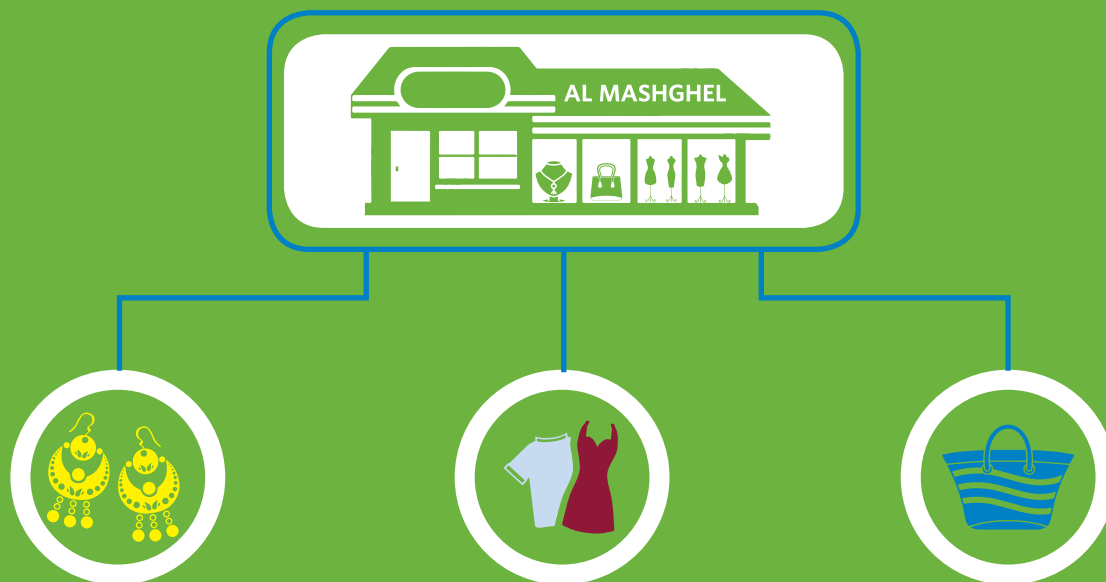
These factors have contributed to a significantly increased cost of living impacting the lives of the most vulnerable and poor, with women refugees at the forefront of the vulnerable groups. The removal of subsidies on items in the energy sector (petrol, gasoline, diesel, and electricity) has affected Egyptians and refugees alike. With the increased cost of living and limited livelihood opportunities for refugees in general and women in specific (due to the lack of legal work permits for refugees), generating a decent and safe income is becoming a major concern. The lack of legal permits also pushes the refugee women to work in unprotected jobs where they are subjected to exploitation, harassment and other sexual and gender-based forms of violence.



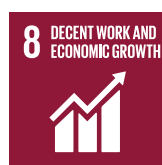
Through Women's Leadership, Empowerment, Access & Protection in Crisis Response (LEAP) programme, generously funded by the Government of Japan, UN Women Egypt seeks to create sustainable employment opportunities for women in displacement, and to provide them with skills for employability that can remain with them upon their return to their homeland, while also meeting their protection concerns and promoting empowerment through leadership and civic engagement.



With the focus on increased protection through income generating opportunities and access to skills development and vocational trainings as well as cash for work, the programme has established a production unit branded under the name of “Al Mashghel” providing decent work opportunities for 31 refugees and host community nationals in the clothing, bags and jewelry business and through its Facebook page, an online channel has been created to link potential clients to the products to widen the outreach and the market for such products.



Through the aforementioned interventions, UN Women Egypt contributes to the achievement of **SDG 1** on no poverty, **SDG 5** on gender equality and the empowerment of women, **SDG 8** on decent work and economic growth, especially its targets 8.3 “Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services” and 8.8 “Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment”, and **SDG 16**, which calls for the promotion of peaceful and inclusive societies for sustainable development; access to justice for all and building effective; accountable and inclusive institutions at all levels.



IMPACT AREA 3

Ending Violence Against Women

Violence against women (VAW) is one of the most widespread and systematic human rights violations, according to UN Women's Global Database on Violence against Women. Egypt is no exception from this and Egyptian women are subjected to different forms of violence, such as domestic violence, sexual harassment, female genital mutilation (FGM) and early marriage. The issue of VAW is deeply rooted in social construct and cultural and traditional beliefs, which often put the blame on the victim or survivor, rather than the perpetrator.



Following the adoption of the new constitution in 2014 in Egypt, policy frameworks for EVAW have evolved and a number of strategies are currently being implemented. For example, the

second pillar in the National Strategy for the Empowerment of Egyptian Women focuses on protection of women, the National FGM Abandonment Strategy work towards ending the harmful practice of FGM and the Egypt Strategy to Combat Violence against Women outlines how Egypt should work to end and respond to VAW.

UN Women's programme on EVAW in Egypt has been implemented since 2013 and during its continuation in 2018, the programme built on the many good practices, lessons learned, and research collected and carried out since 2013. The programme currently has four main pillars; enhancement of policy and legal frameworks; community-based interventions for prevention and protection; capacity building of first responders and duty bearers; and creating safe cities for women and girls. The programme involves a wide range of partners, such as Ministries, NGOs and private sector and has created impact across different levels of Egypt.



Volunteers in Beni Suif governorate receive self defense training under EVAW programme that they will later deliver to women and girls within their community.

UN Women/ Nouran Makhlouf



As for the pillar on the legislative work, UN Women in Egypt works mainly with NCW to establish and make functional coordination, which is critical to increasing community awareness of the availability of services to support victims and survivors of violence and enhancing the ability of the criminal justice system to hold perpetrators accountable.

Under the second pillar on community-based interventions, UN Women work with volunteer networks who are carrying out activities in the target areas (Minya, Beni Suef, Cairo, Giza) of the programme. The volunteer networks work towards changing perceptions about VAW and the blame culture, as well as raising awareness about how and where survivors can seek help. They are applying creative and participatory methodologies such as sports, theatre and self-defense classes to convey the message of EVAW.



Under the third pillar on strengthening capacities of first responders and duty bearers, the focus is on improving the first contact and safety services for survivors as well as on strengthening the capacity of the Women’s Complaint Office. It is important to highlight that the Women’s Complaint Office is improving its internal capacities to effectively and efficiently carry out their mandate.

Through the Ministry of Social Solidarity, shelters are being upgraded using a gender sensitive lens and the capacity of the staff is being enhanced to provide an efficient response to survivors of violence. The direct support provided to the women, depends on the needs of each case including legal and economic support.

As for the fourth pillar, UN Women is working on creating safer cities for women and girls in Egypt. The programme is part of the global flagship programme on Safe cities and safe public spaces for women and girls.



Egypt was one of the pilot countries as the global programme was rolled out in 2013 and many of the activities has shown to be examples of a good practices globally. Under the Safe Cities Programme, UN Women work to ensure gender-sensitive designs in infrastructural projects (parks, market, Bus Rapid Transport) and are upgrading the sites accordingly. Complementary activities are also taking place to create behavioral change on sexual harassment. One of the good practices have shown to be to train tuk-tuk drivers on the issue of sexual harassment as they are often in contact with women and girls and being responsible for taking them safely from A to B.

Finally, to enable protection and prevent VAW, UN Women works through the Essential Service Package (ESP) Programme to ensure coordination between different sectors (i.e. legal, health, social services, police) to improve service delivery to survivors of violence. The ESP is a global joint programme between UN Women, UNFPA, UNODC, UNDP and WHO.

The efforts to end violence against women in Egypt are in line with national priorities as well the 2030 Agenda, and in particular the **SDG 5** that focus on gender equality and **SDG 11** “Make cities and human settlements inclusive, safe, resilient and sustainable.” The programme is directly targeting 5.2 on elimination of all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation and 11.7 “By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.”



IMPACT AREA 4

Engaging Men and Boys in Gender Equality

Engaging men and boys to achieve gender equality is one of UN Women's key strategies to ensure men are active agents in transforming unequal power relations between men and women. A strong partnership between men and women is needed to challenge social norms and stereotypes that have prolonged discrimination and inequality in societies.

Initiated in 2015, with the support of the Swedish International Development Cooperation Agency (SIDA), the "Men and Women for Gender Equality" Regional Programme (MWGE) focused on engaging men and boys to achieve gender equality in partnership with women and girls, in the Middle East and North Africa (MENA) region. Phase one of the programme (2015-2018) produced the first multi-country study in the MENA region, the International Men and Gender Equality Survey (IMAGES), to take a regional perspective on the lives of women and men and their attitudes towards gender equality. Evidence-

based knowledge was then utilized to design and implement policy and community level interventions, aiming to transform notions of masculinity and traditional perceptions of manhood. The programme contributed to strengthening the capacities and networks of gender equality and women empowerment (GEWE) civil society organizations, with a special focus on the sustainability of new and emerging movements. Community-based solutions to promote gender equality and redefine masculine identities and fatherhood were developed and implemented in partnership with community members. Phase one of the programme was implemented in four countries: Egypt, Lebanon, Palestine and Morocco.

The programme is aligned with the Egyptian National Women's Strategy (NWS) 2030 in achieving gender equality and changing prevailing cultural norms and legislative change.



UN Women/Nouran Makhour

Two young men working as tuk-tuk drivers share their experience under the "Men and Women for Gender Equality" programme during a panel discussion in the Swedish Embassy. After receiving the anti-sexual harassment training, the young men became volunteers themselves to help raise awareness on sexual harassment.

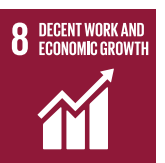
It directly contributes to **SDG 5** on gender equality and women's empowerment, and its related targets, especially target 5.1 "End all forms of discrimination against all women and girls everywhere"; 5.2 "Eliminate all forms of violence against all women and girls"; 5.3 "Eliminate all harmful practices"; and 5.4 "Recognize and value unpaid care and domestic work."



Additionally, the programme contributes to other SDG goals related to ensuring equal opportunities for all individuals, and guaranteeing women's equal access to education, health and decent livelihood. These goals include **SDG 1**: No poverty, **SDG 3**: Good health and well-being for people, **SDG 4**: Quality education and **SDG 8**: Decent work and economic growth. The different activities implemented under the MWGE programme also contribute to reaching **SDG 10**, especially its target 10.3 'Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard'.

In line with **SDG 17**, which calls for an enabling environment and a stronger commitment to partnership and cooperation, the MWGE programme successfully implemented joint activities with different UN agencies and supported initiatives led by NCW, as well as, community-based activities in cooperation with INGOs such as CARE International in Egypt.

The second phase of the programme (2019-2021) will continue to lead regional research, analysis, capacity development, communication, campaigning and advocacy, complemented by country-level programmes and activities. It is further based on the principle of leave no one behind, as the cornerstone of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs). The programme will be expanded to include two more countries: Jordan and Tunisia.



WHAT WE DO

Women's Political Participation

Key Results and Achievements

UN Women Egypt continues to provide technical assistance to support the overall monitoring and documentation of the ongoing process of issuing ID cards under "Women's Citizenship Initiative." The applications and the issued IDs for 2018 have been mainly supported from the State budget, in addition to resources from the Ministry of Endowments. This presents an example of sustained national interventions of the programme due to its high relevance and importance as part of the national strategic vision to support the empowerment of Egyptian women. In addition to the previously reported 713,571 ID cards, an additional

 **89,442 ID cards** were issued for rural and marginalized women in 2018 across the 27 Egyptian governorates, with the technical support of UN Women Egypt.

In addition to enhancing the agency and voice of the rural and marginalized women, the programme also has supported the institutionalizing and system building efforts of issuing national ID cards with government, local civil society organizations, and rural women leaders. The programme has built organic linkages with other national initiatives such women's financial inclusion through small and medium enterprises, and village savings and loans associations (VSLAs) and it has been nationalized as the issuance of ID cards continues to be a government priority and supported directly through the national budget.



Courtesy of the National Council for Women

"Knocking Door Campaign" reaching out to women in Fayoum under "Women's Citizenship Initiative."

The programme has been the genesis of the successful national outreach model supported by innovative awareness raising methodology, "Knocking Door Campaigns," which led to an outreach exceeding **2.5 million** Egyptian women across all Egyptian governorates. One of the key outcomes has been the increased demand for national ID cards which are being carried forward by the national programmes.



More than an ID Card



UN Women/ Rana Korayem

Within the context of the Women's Citizenship Initiative (WCI), which aims at issuing national ID cards free of charge for rural and marginalized women, field visits to selected Egyptian governorates were conducted to learn further about the impact of the programme on the ground. Human stories were collected first hand, revealing more than only the issuance of an ID card obtained by these women.

Husnayah Sedky, 44 years old, is a rural woman who lives in the city of Luxor. She is a mother of two disabled children. Husnayah explained how difficult it is to raise children with disabilities in the absence of adequate and friendly services to support their needs. For so many years, Husnayah lived without a national ID card, and hence lived on her husband's income and

had no means to access any service or generate income for her family and disabled children. "We were dependent on any money that came to us from charity or from neighbors and family who did their best to support my children, despite their poor living conditions...I always knew that my conditions were never going to improve," stated Husnayah. Being approached by the local branch of the National Council for Women through the 'knocking door campaigns' in 2018, Husnayah, who at that time was not aware of the benefits of having an ID card and consequently was not keen on issuing one, learned that with the national ID card she can apply to services offered by the Ministry of Social Solidarity, admit her children to a hospital for medical examination, or apply for the disabilities pension. The branch supported her in filling out the application and getting her necessary information and advised on how and where to apply, in addition to following up. Today, with her own ID card, Husnayah was able to obtain two electronic wheel chairs for her disabled children and was also able to open a bank account and issue 'Aman Certificate,' a new social protection scheme in partnership with national banks—targeting the poorest of the poor who do not have insurance or any sort of stable income.

“ I feel safe, I feel that I am not alone anymore, and at least the government now knows that my children exist and is able to support to them.”

Women's Economic Empowerment

Stimulating Equal Opportunities for Women Entrepreneurs



The United Nations' 2030 Agenda for Sustainable Development is a universal call to action that encourage all stakeholders, including companies, to step up and contribute to sustainable development. A way companies like Procter and Gamble (P&G) took action was by leveraging their enormous buying power and supply chains to have a positive impact on the world. To have the widest impact, P&G has teamed up with UN Women to deliver the skills and support women need to access P&G's opportunities for potential women suppliers and entrepreneurs.

Through the UN Flagship Programme "Stimulating Equal Opportunities for Women Entrepreneurs", UN Women Egypt worked on; 1) establishing a pool of women-owned businesses (WOBs) to be integrated as suppliers in P&G supply chain, and 2) building the capacity of women entrepreneurs on soft skills, marketing and sales, financial literacy, and business development, to be integrated as sub-distributors for P&G products in Upper Egypt (namely; Beni-Suef and Minya), with an aim to open up new opportunities for women in rural areas to have their own companies as retailers within the distribution channel of big corporates.

In 2018, UN Women Egypt completed a detailed mapping study for both P&G supply chain and WOBs in Egypt (with 51%+ female ownership). Based on which, **35 WOBs** were identified and linked to P&G purchasing unit in the sectors of branding, waste management, transportation and freight services, catering, furniture, facilities' management, field and office supplies, media, marketing, and electric services. Worth to note, that 13 WOBs were registered as vendors within P&G supply chain and started expanding their businesses. This resulted in an increase in net revenue for women business owners



by **20 to 40%** over a period of 6 months. In addition, through the door-to-door selling techniques, **60** women entrepreneurs were able to reach out to more than 100 villages in Minya and Beni-Suef with an outreach to **118,347** potential buyers. Over a period of 3 months, women were able to sell products with a total amount of **411,470 EGP** (23,000 USD) which resulted in increasing the net income for women by 30%.



In addition, to amplify the visibility of UN Women-P&G collaboration and to encourage the participation of more WOBs in certain sectors where they are underrepresented, P&G joined UN Women Egypt, Egyptian Stock Exchange, the United Nations Global Compact (UNGC), the International Finance Corporation (IFC), in collaboration with the National Council for Women and the Ministry of International Cooperation (MoIC), at the 4th annual "Ring the Bell for Gender Equality" initiative, in the commemoration of the International Women's Day on 8 March 2018 to highlight the role of businesses in promoting gender-inclusive business practices to 100 women and men business owners.

Furthermore, within the 16-days of activism to combat violence against women, UN Women Egypt organized on-ground activities in rural areas in both Minya and Beni-Suef to advocate for women's rights to a life free of all forms of violence. Activities included several interactive plays on domestic violence, as well as harassment in the workplace and public spaces. The plays were presented by a group of gender advocates from Minya and Beni-Suef. At the end of each play, attendees from the community were asked to play a role and come up with a solution to the problem raised in the performance.



“Humiliation is when you depend on others to provide for your living. I prefer pride and tiresome at work rather than seeking support from others.”



UN Women/Ahmed Sayed

Mona Abdel Aziz, a beneficiary of UN Women-P&G Initiative, Beni-Suef.

Mona Abdel Aziz, 32 years old, is from a small village in Beni-Suef governorate. Mona earned a mid-level technical education in 2004. She is a daughter of six where traditions and social norms of a patriarchal system prevails. Mona was forced into marriage when she was 19 years old. A year after, her husband - a casual worker- was badly injured in an accident ending up with a permanent disability. “I was left with a disabled husband, with no income whatsoever and short with his medical expenses. I depended mainly on siblings’ and neighbors’ support. I tolerated this humiliating situation for a while to keep up with my household expenses. Then I started to look for a decent job to help provide for my four kids and my husband’s medications”. said Mona sadly.

Mona worked as an assistant at a physician’s clinic, but the salary wasn’t good enough to keep up with her daily subsistence for herself, kids, sick husband and her sister-in-law who is living with them. Mona then heard about the job opportunity of the UN Women-P&G Initiative on stimulating equal opportunities for women entrepreneurs. She eagerly joined the initiative with her peer villagers. Through a set of soft-skills trainings on communication, negotiation, and sales, Mona and other beneficiaries learned how to deal with people properly, listen attentively, and answer all inquiries. Mona focused mainly on her job through the initiative and the income generated from this opportunity was well enough to make her drop the idea of looking for another night shift job.

“Through the door-to-door selling techniques, I had to deal with different personalities which wasn’t easy at the beginning, but later, I acquired the ability to negotiate and communicate effectively to the extent of exceeding my daily target in sales”. said Mona proudly. Despite of their needy situation, Mona’s husband didn’t like that she goes out for work especially that she sometimes had till 5:00pm and that she travels to villages far from their residence. However, before her persistence and persuasions, he accepted her work, with a vision to have her own business.

The UN Women-P&G Initiative, aims at formalizing and establishing women-owned companies to be integrated in both the supply and distribution channels of P&G and other big corporates.

“My colleagues and myself have big dreams for our start-up company through our teamwork and spirit. I urge all girls to work and look for good jobs to help provide them with a decent living without the need to depend on others to provide for them.” concluded Mona.

Village Savings and Loan Associations

Under the UN Women-USAID funded “Women’s Employment Promotion Programme” (WEPP), 8 Village Savings and Loans Association (VSLAs) groups were established enabling 153 women and 5 men to access micro-finance and provide them with relevant training to run and manage the VSLAs. These groups, which in addition to being a solidarity group for financial access and saving mechanism, acted as a communication platform with the agribusiness firms (employers) and a channel for potential labor supply, without the need to depend on labor contractors. It is worth mentioning that over a period of 10 months (from June 2017



to April 2018), the VSLA groups were able to save up to **EGP 30,000** out of which **42 credit** lines were accessed by the participating members.



These credits supported women members of the VSLAs to start up and run small businesses of their own in the field of poultry, catering, and cheese and butter, which increased their monthly income.



UN Women/Nouran Makhlouf

One of the women beneficiaries of VSLA project in Beni Suef governorate.



Through this mechanism, women working in the agriculture sector (whether on the farms and/or the pack-houses) were able to sustain their livelihoods throughout the agriculture season, including the off-season periods. It also helped increase the cash-flow for women. The VSLA served also as a conducive space for learning, awareness raising and skills’ development for its members.

Sustainable Economic Solutions for Refugees



UN Women's portfolio of work includes its engagement in host communities and refugee/displaced camps across Jordan, Iraq and Egypt, and its work to promote peace and security through the development and implementation of national action plans. Through its regional programme, Women's Leadership, Empowerment, Access & Protection in Crisis Response (LEAP), UN Women Egypt is working to consolidate ongoing initiatives- with the objective of supporting sustainable solutions for refugee, displaced, and host communities where viable- in addition to working with regional bodies to support an end to conflict and instability.

UN Women works across Egypt, Iraq and Jordan to address the immediate needs of women affected by conflict, bolstering their assets and skills to enable them to meet their needs through focusing on investment in women's economic empowerment to generate immediate and long-term social dividends.

UN Women Egypt supports community centers in host communities as well as the NCW Giza Center to provide vulnerable women with capacity building programmes, vocational trainings and access to financial services, as well as, strengthen their protection through offering a variety of Sexual and Gender Based

Violence (SGBV) awareness and psychosocial support to address issues related to all kinds of violence against women and girls.

One of the main achievements of the project is the establishment of a production unit branded as "El Mashgel" for tailoring and designing of clothes, bags and jewelry where the designs primarily focus on the diverse cultures of the refugees working in this production unit. In addition to providing a decent income for those women, it also offers a safe working environment for them.



The project has offered

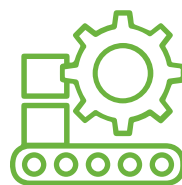
179 women

business development skills and services and



33 women

are placed in decent job opportunities.



43%

of target beneficiaries have been linked to actual production lines.



Part of the psychodrama training provided for refugees and host communities nationals under LEAP project.

Efforts are ongoing to engage the private sector in creating sustainable livelihood opportunities both for refugees and host country nationals. Partnership with Fair Trade has been successful in terms of including them in the Al Mashghel value chain as a distributor to its products. Capacities of the NCW Giza Branch and other spaces inside entities (such as local CSOs and CBOs), which safely host refugees and host community nationals while providing them with multi-sectoral services, are being developed to provide livelihood opportunities as well as psychosocial support. In that context, infrastructural works in partnership with UNHCR are underway in NCW Giza branch to serve as a sustainable training kitchen providing skills development and income generating opportunities for both refugees and host community nationals.



Additionally, SGBV awareness trainings are offered to women together with sports days that encourage the participation of men and boys. Psychosocial support is provided through a range of different methods such as Psychodrama, Internal Family Systems (IFS) therapy, Expressive Arts Practice (EAP) and Image and Forum theatre. These activities allow beneficiaries to freely express themselves and provide a therapeutical environment for them. Through these interventions, 32 women have received capacity building on issues related to GBV and 70 women have participated in psychosocial support activities including Expressive Arts workshops, Forum Theatre for Performance workshops and Psychodrama workshops. A Training of Trainers (TOT) in psychosocial services is carried out to 28 practitioners, mostly women, to establish a highly trained cadre of social workers in responding to SGBV cases in women friendly spaces as well as other areas.

The intervention resulted in enhancing women's ability to deal with SGBV by empowering them through self-awareness and development of spontaneity, empathy, and insight. Participants learned to express themselves and to share their sensitive stories in the group without fear or shame and were encouraged to continue sharing with women in their communities. The beneficiaries also were able to unfold the creativity within the women, improving their self-image and providing them with ways of enjoying life. Involving women from different backgrounds lead to building cross cultural linkages and bondages among the different nationalities in the group, a step toward refugees' integration into the Egyptian society. Finally, healing through group therapeutic mechanisms was captured through the beneficiaries' feedback on the intervention.



LEAP: An Approach for a Sustainable Solutions for Refugees



Courtesy of CARE Egypt

Women beneficiaries taking part in the intensive sewing workshop conducted at the National Council for Women, Giza Branch.

Afrah Hassan is a Yemeni refugee who has been residing in Egypt during the last two years.

Afrah's life was turned upside down when she was forced to seek refuge in Egypt after fleeing Yemen due to political instability. She sold her house and fled to Giza in Egypt together with her then husband and their children. Once again, her life was turned upside down when her husband abandoned her and the children, leaving Afrah to play both parental roles and provide for the children alone. Being a single mother, Afrah is seen as a dishonor to the family and her brother in Saudi Arabia has been looking for her through the Yemeni community in Egypt, threatening to kill her. This forced her to relocate three times over her first year in Egypt, to hide and escape from the Yemeni community.

After some time, Afrah was referred to UN Women's project "Women's Leadership, Empowerment, Access and Protection" (LEAP) where she met with a case manager from the United Nations High Commissioner for Refugees (UNHCR) and considering Afrah's difficult situation, she was referred to a psychologist.

“Afrah says that she finally feels that she has someone to trust and speak to and that she is doing better mentally.”

Parallel to the mental care, Afrah also needed to have her livelihood needs met. Through LEAP, she started a sewing course that lasted for 30 sessions. Afrah had never used a sewing machine before and through the course her confidence was built, and she has got a sense of empowerment as she learned a new skill allowing her to stand on stronger grounds. The trainers saw potential in Afrah and offered her to join the project's production unit in Maadi, but the location is far from her home. She turned down the offer and resumed her old jobs as henna artist and cleaner at a hairdressing salon near her home.

Her aspirations are yet growing as well as her sense of empowerment. Afrah wants to start a home-based business, building on the skill she acquired through LEAP. She plans on making dresses and bedsheets and marketing them at the salon she is working at. The idea has been very welcomed by the owner.

Afrah's long-term plan is to open her own production unit where she would provide free vocational trainings to women who are in dire need to learn new skills that would help them be financially independent. She says that she wants to give a helping hand to others, as LEAP did to her.

Ending Violence against Women

During 2018, UN Women Egypt has contributed to positive change at policy and community levels through its continuous support to the government and civil society to create a safer environment for Egyptian women and girls. All pillars of the programme (enhancement of policy and legal frameworks; community-based interventions for prevention and protection; capacity building of first responders and duty bearers; and to create safe cities for women and girls) contributed to positive change for women and girls in 2018.

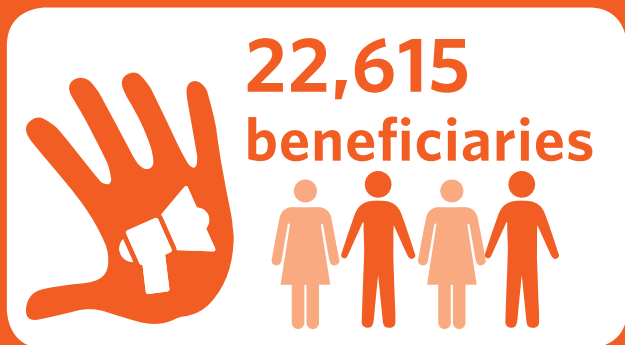


Part of the Leadership Camp implemented under EVAW programme for young volunteers in Minya.

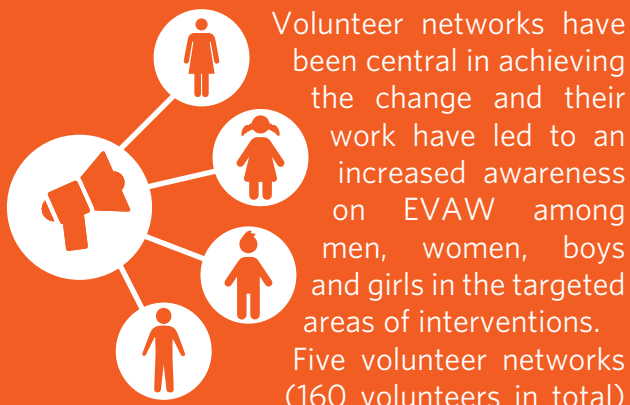
As for the enhancement of policy and legal frameworks, Egypt witnessed in 2017 the drafting of the comprehensive law on EVAW, which UN Women Egypt supported through ensuring an inclusive process where good practices are taken into account. In 2018, UN Women Egypt has pushed forward the review, drafting and presentation of the amendment of the Personal Status Law and the draft Comprehensive Law on EVAW. The draft laws were both presented by NCW to the Cabinet and Council of Ministers and after passing Ministry of Justice, the laws will be presented to Parliament.

Critical to informing dialogues and other policy discussions on Gender Equality have been to establishment of the National Observatory on the Status of Women in 2017. In 2018, UN Women continued its support to the Observatory and a statistical report including key indicators of the National developed, allowing for proper monitoring of the progress and strategic analysis on current gaps. Furthermore, the Observatory expanded its evidence bases through surveying public perceptions on women's issues. The studies have been disseminated among users such as the Cairo University, NGOs, lawyers and the complaints office staff and new knowledge is now informing their work and enabling them to better combat the different forms of violence against women in Egypt.

Whilst legislative reform is crucial, widespread change in EAW also requires community mobilization. In close collaboration with the civil society, the programme has reached out to



through carrying out creative and participatory activities and allowing for community mobilization and awareness raising on EAW.



in five Governorates have continued to work on awareness raising in their communities, having a great impact on the volunteers themselves as their capacity is developed on the issue as well as reaching many women and men with messages on EAW.

Together with Cairo University's Anti-Harassment Unit, 3 youth camps for university students were organized and 103 students from 10 universities participated. The camps focused on raising students' awareness on the different forms of violence existing at the universities, the ways to respond and prevent such incidents and effective bystander interventions, resulting in that students are better informed and aware of how to respond to issues of VAW. Furthermore, a comprehensive resource guide for understanding, preventing and responding to sexual harassment in academic community was developed, intended to educate students, faculty and administrative and security staff on prevention of sexual harassment.

Capacity building of first responders and duty bearers, together with the physical upgrading of two shelters, improved and strengthened the first contact for survivors. Capacity building programmes of duty bearers across the legal sector, social workers in MoSS (shelter and ministry staff), volunteer networks, NCW staff and the Equal Opportunity Units were among the target group in 2018. This has led to improved provision of quality support to women survivors of violence and that the different ministries and units are better able to effectively carry out their roles and to appropriately refer women survivors. To reach the women left furthest behind, the programme also carried out dialogues with religious leaders from Muslim and Christian communities. The dialogues were centered around topics such as respect, diversity and inclusion and led to access to women leaders on the ground that government authorities previously have had difficulties to reach. A great focus has also been on providing direct support to women that are at risk of, or have been, subjected to violence.

In 2018, **over 400** women received financial services, 700 social and health services and 800 housing and legal services (including 118 children hosted in shelters with women survivors of violence), under the EAW programme.

Women feeling unsafe in public spaces have a massive impact on their lives as it restricts them from selling goods in markets, shopping, commute and work outside their home. A number of urban upgrading interventions under Safe Cities for Women and Girls were carried out in 2018, to prevent women and girls from sexual harassment and other forms of VAW in public spaces and make them feel safer.





In collaboration with UN Habitat and the Institute for Transportation and Development Policy, the programme supported the gender-sensitive design of the Cairo Bus Rapid Transit (BRT). The BRT aims at providing a high-quality public transportation system that is accessible to all. Multiple surveys conducted to capture women's travel patterns and preferences helped inform the design of women's footpaths to and from stations. The surveys helped to inform a gender sensitive design of the Cairo BRT as well as to provide data on women's challenges in public transport.

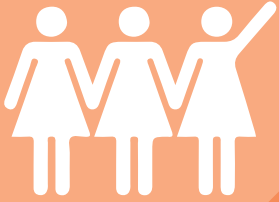
The physical upgrade of the women friendly space in Imbaba was finalized in 2018, leading to greater access for women to a safe space where they can play sports, attend art activities and sell handmade products. UN Women in collaboration with Giza Governorate and an NGO, developed through a participatory approach a gender-sensitive design to upgrade an empty space in Imbaba, creating a Women friendly space near a girls' school where there have been high incidents of sexual harassment reported.



New women friendly space in Imbaba.



UN Women Egypt also joined efforts to upgrade a market where 50% of the vendors are women and where many of them have expressed fear while in the market. The main constraints the women market vendors are facing include: very poor hygiene conditions in the marketplace; lack of assets and insufficient initial capital that can be leveraged to expand their business; limited understanding of basic business development skills, lack of access to credit making it difficult. A proposed gender-sensitive design was developed and approved in 2018 and the market will be completed in 2019. The design incorporates the results and suggestions from a Physical Assessment and Safety Audit and a Participatory Needs Assessment, ensuring safety as well as sustainability of the market.



Empowered Girls and Women Transforming Communities to End Violence Against Women

UN Women/Nouran Makhlouf



“After receiving the trainings, I started to feel that I was being rehabilitated. Bit by bit, I began to let go of all my inner struggles and started constructing positive thoughts and perceptions about myself as a person and as a woman.”

says Simone Saleh, a 28-year-old woman, who has taken part in one of UN Women’s “Ending Violence against Women” (EVAW) trainings.

Simone was brought up in Beni Suif and raised with many restrictions. She was unable to move around freely and speak up. At home, she faced constant criticism on her actions and thoughts.

When Simone came across information about the trainings, which aimed to increase awareness about VAW, she signed up immediately. What caught her attention and made her believe in the impact of it, was that once you have done the training you have the opportunity of becoming an influential community member, who can spread concepts of gender equality and women’s empowerment and provide support to other women and girls.

UN Women Egypt, with the generous support of USAID, has rolled out awareness raising activities in Beni Suif and other governorates where volunteers from the community receive capacity building trainings to become influencers that support and advocate for women’s empowerment in the society.

Throughout the different interactive trainings, women and men are introduced to concepts of gender equality and women’s rights. Participants get a chance to reflect on their personal experiences where they analyze what they need to change in their perceptions and actions to achieve gender equality. When the volunteers have completed the trainings, they are fully equipped to conduct trainings on gender and social empowerment through methodologies such as sport and theater.

The trained volunteers act as influencers in their communities and people seek their advice on how they can develop their life and solve their problems. They also benefit themselves greatly as they become aware of their rights and how to obtain them while also developing many of their social skills.

Simone’s confidence built up and she started voicing her thoughts and opinions more loudly among her family and her friends. She became aware of her rights and began valuing herself as a person and as a woman.

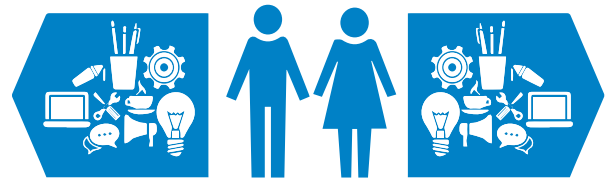
Simone is now a trained volunteer in EVAW programme where she focuses on social empowerment through seminars and sports. Unlike before, she is now an influential member in her community and people want to listen to her and benefit from her advice. "I am like the light and I am exceptional. I don't need to base my worth on other people, but I am worthy in myself and I can develop any skill I have". she says.

After seeing her grow, develop, become more confident and positively affecting the people around her, Simone's family has changed their perceptions as well.

“ My father and my entire family are proud of me, the achievements I have made, and the impact I have created. They are not only supportive and respectful of me now, but they also encourage me to go and explore new opportunities to widen my scope even more.” Simone states happily.

Engaging Men and Boys in Gender Equality

In 2018, UN Women worked with national, regional and international partners on building knowledge and advocacy tools, creating strategic partnerships and strengthening local capacities, to push for stronger roles for men and boys in achieving gender equality and supporting the rights of women and girls. Within the Men and Women for Gender Equality (MWGE) Regional Programme, knowledge products were produced to increase awareness about gender equality in different sectors. Additionally, policy and community level activities were implemented to ensure the participation of men and boys in advancing the gender equality agenda, and finally, advocacy and communication platforms were used and created to promote messages on a strong partnership, between men and women, that calls for changing social norms and challenges stereotypes and discrimination in the Egyptian society.



Policy dialogues between government, civil society, international organizations, academia, and private sector were coordinated to explore mechanisms that the Egyptian government can adopt to ensure gender equality is reflected in legislative and policy formulation, and also at the executive levels. Following the dialogues, recommendations were produced focusing on four thematic areas: engaging young men for gender equality, engaging men in care giving, gender socialization and ending violence against women. Implementation of the recommendations will take place during the upcoming phase of the programme, in partnership with the NCW and Ministry of Education, Ministry of Youth and Sports, and Ministry of Social Solidarity.



Father and his children participating at "Father and Child" Camp.



One of the main knowledge products developed under the programme in 2018 is a media toolkit to guide and raise awareness about gender equality among media professionals especially media content producers, UN agencies and national partners. The toolkit establishes a framework for monitoring and assessing the current representation of women and men in the media, particularly in the Egyptian/Arab context. It provides a guide for analyzing the portrayal of gender roles, gender relations, masculinity, and violence against women in the public and private spheres. It serves as a tool to advocate for a more gender sensitive media that inspires both men and women to challenge the constantly portrayed male privilege in the media and reflect more on gender equality issues and the rights of women and girls. The toolkit was developed after

a media research was conducted on Egyptian television shows during 2016 and 2017. Among its recommendations, the research emphasized the need for more women in the male dominated media production industry which reflects life through men's point of view. The media toolkit and media research will be utilized to strengthen the knowledge and capacities of relevant stakeholders, pushing for a gender sensitive and diverse media production industry to ensure a gender sensitive perspective is portrayed.

UN Women Egypt also took the lead in translating to Arabic and contextualizing "I Know Gender", a mandatory course for UN employees, to promote the course content among Arabic speakers, in addition to making it available to the public. The course includes gender concepts, international frameworks for gender equality and promoting gender equality within UN System.

Following the recommendations from the IMAGES Survey on the need for behavioral change interventions, community-led initiatives on gender equality and positive masculinity were designed and implemented in three Egyptian governorates; Cairo, Suhag and Qalyubia, reaching over



8,000 community members

Art, sports, camps and awareness raising campaigns were some of the methods used to engage communities especially men and boys to redefine gender roles, masculine identities and fatherhood. This was done through a partnership between UN Women and an umbrella organization, CARE International, through which seed funding and capacity building were provided to Community Based Organizations (CBOs) to support the development, implementation and expansion of local community initiatives. Relevant to each local context, community initiatives included topics on social discrimination against women, parenting and early childhood development, gender-based violence, social integration of women and girls with disabilities and positive masculinity and fatherhood.

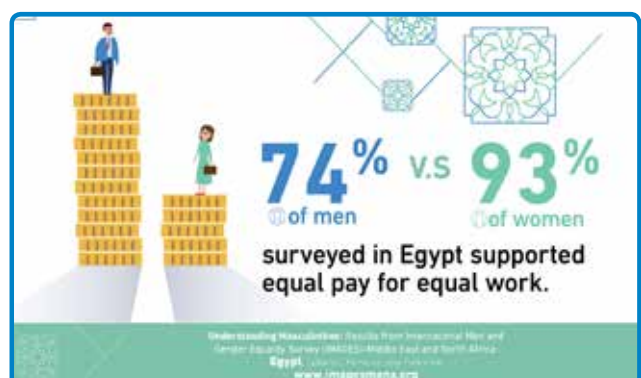
Testimonies from community members, who participated in the programme activities, revealed a change in behavior and perceptions about gender relations and traditional views of masculinity and fatherhood. "Mom and dad have changed - they started listening to us and don't raise their voices at us or at each other, anymore." said 18-year-old Gehad from Edfa village in Sohag who participated with both her parents in positive parenting and behavioral change workshops implemented through the community initiatives. Young women and men local champions continue to lead the work that the programme initiated supported by the capacitated CBOs.

In collaboration with NCW, advocacy activities were implemented across the 27 governorates under the theme of engaging men and boys for gender equality. Capacity building training was provided to young women and men to mobilize communities and raise awareness on engaging men and boys for gender equality reaching out to over



24,000 community members

across the governorates. "Because I am a man" campaign was activated on ground by the young people to raise awareness about the important role that men can play in changing gender stereotypes and relations between men and women. Awareness-raising activities were extended to cafés, youth centers, clubs and universities to maximize outreach to men and boys. "Because I am a man" campaign was originally launched in 2017 in partnership with NCW, based on the main findings of IMAGES survey to challenge gender stereotypes and to raise awareness on the positive role men can play in achieving gender equality.



Advocacy efforts under the programme included also a series of awareness-raising and advocacy events that were held to send messages on men and boys' role in joining the efforts to achieve gender equality and advance the rights of women and girls. For example, IMAGES Survey's key findings were disseminated in an event featuring "HerStory" editathon on the margins of International Women's Day in March 2018, to enhance and increase the content related to women and gender equality on Wikipedia. The event reached out to around

 **300 young men and women**



Group of participants taking part in one of "HerStory" events organized in collaboration with UN Women ROAS.

During the event, "Because I'm a Man" campaign was discussed briefly to raise awareness on the positive role of men in achieving gender equality and women's empowerment.

Moreover, UN Women Egypt joined the Ministry of Youth and Sports and other UN agencies in International Youth Day (IYD) camp in Alexandria, where the main concepts of gender equality and women's empowerment and understanding masculinities were explained. IMAGES findings were disseminated and "Because I'm a Man" campaign was highlighted and discussed with more than

 **500 participants**

As part of the 16 days of activism campaign against VAWG, UN Women Egypt organized a number of sports events in collaboration with a few partners including Ignite Egypt and El Borolossy Academy dedicate a sports day event to raise awareness on VAWG, especially in the sports sector, and promote engaging men and boys in achieving gender equality. Using the "Because I am a Man" hashtag, the events was also promoted on social media reaching to young audience especially ones interested in sports, showcasing positive examples of women leading in sports and men supporting and promoting this leadership.



UN Women/ Alex Maher

Part of the sports event organized by UN Women and Ignite within the framework of the 16 Days of Activism.



Courtesy of the Embassy of Sweden in Cairo

Part of "Because I'm a Father" exhibition organized by UN Women in partnership with the Embassy of Sweden and the National Council for Women.

Using art as an innovative medium to convey positive messages on fatherhood, UN Women in cooperation with the National Council for Women and the Embassy of Sweden organized a couple on exhibitions in 2018 entitled "Because I am a Father". Both exhibitions were highly received by the public that got a chance to visit both exhibitions and it was covered widely in media with more than 100 articles published in different news outlets.

Fatherhood was further celebrated through a two-day camp in collaboration with NCW and Wellspring Egypt under the title of “Ana wa Baba” (Father and Child Camp). 27 fathers and 65 children from El Asmarat area in Cairo joined the camp, where a dialogue was facilitated between them through sport and plays emphasizing the role of the father in the Egyptian family.

The programme also witnessed South-south exchange visits that were facilitated by UN Women in Indonesia and South Africa in effort to increase the knowledge of Egypt’s national partners and exchange experiences on entry points to engage men and boys. In Indonesia, participants had the opportunity to visit the Feminist Faith Based Organization and National Human Rights Institutions, to learn how gender can be integrated by engaging religious clerics and leaders, and how to advance women’s rights through these channels. Furthermore, participants visited MenCare Parenting programme in Cape Town, South Africa, to learn about experiences around services being offered at the Wellness Clinic and how to institutionalize the programme in promoting positive parenting. Moreover, a visit to the South African “Department of Social Development” (DSD) was held to learn about legislation, policies and the strategic direction of the government towards the work of civil society organizations.



Group photo of participants who joined “Father and Child” Camp.

In the light of the 39th Session of the Human Rights Council (HRC) that took place from 11th till 14th of September 2018, in Geneva, the Permanent Mission of Sweden, UN Women and Promundo hosted a side event entitled “Understanding Masculinities in the Middle East and North Africa Region”. The event was attended by representatives from Member States, international organizations and civil society. During the event, the key entry points for engaging men and boys in gender equality were highlighted by UN Women, exploring perceptions and realities of masculinities in the MENA region focusing on Egypt, based on IMAGES research findings and the advocacy campaign “Because I’m a Man”.



Dr. Maya Morsy, President of NCW; Ambassador Jan Thesleff, Ambassador of Sweden and Ms. Blerta Aliko, Country Representative at the opening of “Because I am a Father” photo exhibition.



Changing Mindsets is a Vital Step to Achieve Gender Equality



UN Women/Nouran Makhlouf

"I used to harass every single customer entering the shop, either verbally or by staring at them". stated Belal Eid; a 20-year old young man from the slums of Mansheyet Nasser in the Western part of Cairo, Egypt, who works as a salesman in clothes shop in Downtown district.

For Eid, women and girls should stay at home. Until recently, he used to believe that they don't have the right to work or even go out. "At first I prohibited my sister from going down on the street or even from possessing a mobile phone". he recalls.

After failing to join the football team in several clubs, Eid suffered from severe depression and he turned to the company of bad friends

with whom he started drinking, smoking and his behavior changed negatively. "I started to feel miserable, useless with no added value to my society". Belal explained.

He exercised complete authority over his sister, he used to get aggressive and shout to her and his mother at home. "My sister once told me that she gets literal anxiety when she knows that I am home, and I cannot forget this statement". Belal stated.

Through the "Men and Women for Gender Equality" programme, six CBOs were granted seed funding to implement projects in local communities in the three governorates: (Cairo, Suhag, Qalyubia) in the field of combating violence, achieving gender equality, enhancing social integration, co-existence for girls with disabilities, reducing gender discrimination, with the involvement of local communities. In Cairo, a project was implemented with the Youth Association for Women Welfare and Environment Improvement CBO focusing on combating gender discrimination and engaging men in addressing gender-based violence in Mansheat Nasser district. The project implemented several activities such as designing and writing community-initiative workshops.

Eid has been a volunteer with the programme since 2017 after joining the Youth Association for Women Welfare and Environment Improvement, the implementing CBO in Mensheyet Nasser. After attending several trainings and awareness sessions on gender equality, ending violence against women and women's rights, there was a noticeable shift in Eid's behavior and thinking towards women. He became well aware of concepts related to gender equality and he volunteered with the CBO to pass on his learnings to other men including microbus and tuktuk drivers using creative methods like art and expressive writing.

Being a volunteer has given me the opportunity to attend various training workshops, to know more people and expanding my opportunities that would not have been possible otherwise. he recalls.

Today, Eid has admitted that his sister Eid's sister has all rights in the same way that he does. His relationship with his family has also improved, and he never uses violence again in dealing with them.

“When I get married, I'll support my wife with the household duties and will be keen on educating my daughter.” said Eid.

When he was asked to give advice to the youth of his age, he stated: “The most important thing is to avoid the company of bad influence friends, and stop harassing women and girls”

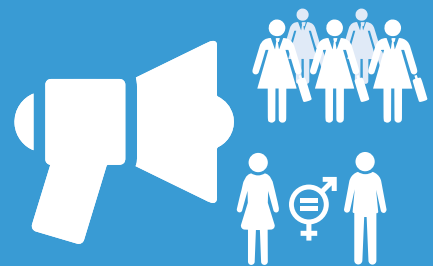
HOW WE WORK



Communications, Advocacy, Partnerships, 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 2018, UN Women, 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 on women's empowerment and gender equality.



In the line with International Women's Day, UN Women organized a number of advocacy events to mark the day. Among the activities organized was a media briefing in collaboration with United Nations Information Center (UNIC) where UN Women presented its efforts to advance gender equality and women's empowerment in support of national efforts and implementation of the strategy. The briefing served also as an opportunity to share in-depth information on national priorities regarding women's economic empowerment, enhancing leadership and participation as well as ensuring access to their rights and live a life free of violence and discrimination.

UN Women Egypt also developed a number of audiovisual products to raise awareness on gender equality and the empowerment of women highlighting the efforts implemented on ground under the different impact areas. UN Women Egypt produced an infographic video highlighting the main focus areas and achievements accomplished by UN Women in Egypt. On the other hand, as part of LEAP project, a short documentary was produced featuring three beneficiaries and how the project improved their lives. Additionally, a public service announcement (PSA) that focused on sexual harassment in transportation was launched during the 16 days of activism in collaboration with a number of governmental and international partners. The PSA entitled #Speak_UP featured Hany Adel (Egyptian Singer and Actor) and Menna Shalaby (Egyptian Actress).

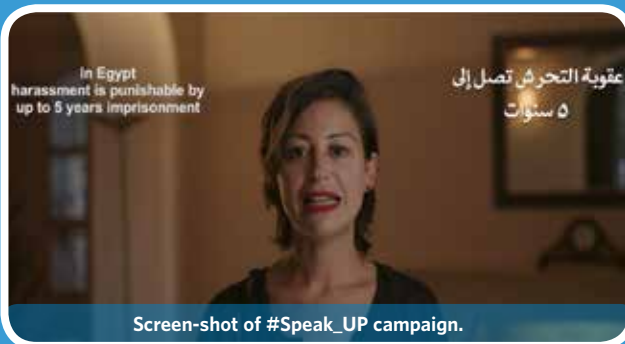


Overall, the campaign reached **974,370 views**



and was covered in more than **70 articles**

To highlight the different forms of EVAW, UN Women in partnership with the National Council for Women and with the generous support of USAID, produced an animation video that features the different forms of violence against women and encourage women to speak up whenever they are subjected to any form of violence. The video reached **34,00 views** in a couple of months.



Screen-shot of #Speak_UP campaign.



UN Women/Nouran Makhoulf

H.E. Dr. Sahar Nasr, Minister of Investment and International Cooperation; Dr. Maya Morsi, Head of the National Council for Women; H.E. Stephane Romatet, Ambassador of France to Egypt; and H.E. Mr. Ivan Surkos, EU Ambassador to Egypt, and Ms. Blerta Aliko; UN Women Egypt during "Speak_Up" campaign launching event.

To mark the International Day for the Girl Child, UN Women joined "Girls Take Over" initiative led by Plan International, where a young girl named Omnia Ibrahim took over the position of UN Women Country Representative for one day. During this day, Omnia attended several meetings discussing sustainable development goals, women's political empowerment and UN Women's communication strategies.



UN Women/Nouran Makhoulf

I want to say to each and every girl in my country to get up, act and speak up. Depend on yourself and attain yourself-realization, you are strong.

stated Omnia.





This year also witnessed a visit by UN Women's Goodwill Ambassador to Africa on Ending Female Genital Mutilation (FGM) and Child Marriage, Ms. Jaha Durekeh, who visited Egypt in November 2018. The purpose of her visit was to participate in the Sub-Regional Dialogue on Child Marriage and FGM in North Africa, in addition to meeting with Government officials to discuss potential cooperation to join efforts towards ending FGM. During her visit, Ms. Durukeh met with the Deputy to the Grand Imam of Al Azhar, Sheikh Abbas Shuman, where the important role that Al Azhar plays as an Islamic institution in Egypt and worldwide in the promotion of peace, tolerance and acceptance among all citizens was discussed; in addition to the promotion of the moderate views with regards to women's rights in Islam.



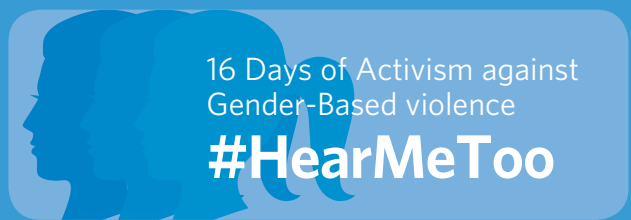
UN Women/Rana Korayem

Ms. Jaha Durekeh; UN Women Goodwill Ambassador during her meeting with Sheikh Abbas Shuman; Deputy of the Grand Imam of Al Azhar in the presence of Ms. Blerta Aliko; UN Women Country Representative.

Al Azhar committed to sharing an official English translation to the existing religious ruling or 'fatwa' that is specific to condemning the practice of FGM. The translated 'fatwa' will support UN Women's advocacy to end FGM in the Africa Region. In addition to Al Azhar institution, Ms. Durukeh has discussed potential cooperation with the Heads of the National Council for Women (NCW) and the National Population Council (NPC), where views were exchanged, highlighting the good practices that Egypt has been leading to end FGM.

To mark the 16 days of activism, UN Women Egypt in collaboration with the National Council for Women (NCW) hosted an event on 25 November, the international day for the

elimination of violence against women, at the Mena House hotel to mark the launch of the



The event took place at the backdrop of the majestic Giza pyramids lit up in orange, symbolizing a bright future free from violence against women and girls.



UN Women/Alex Maher

The majestic Giza pyramids lit up in orange, symbolizing a bright future free from violence against women and girls, in support of the 16 Days of Activism.

Among the keynote speakers who delivered the opening remarks were Mr. Richard Dictus; United Nations Resident Coordinator; Ambassador Ahmed Ihab Gamal EL-Din, Assistant Foreign Minister and Dr. Maya Morsy, President of the National Council for Women. The event was attended by more than 100 guests from different sectors; donors, civil society and academia.



Alex Maher

A group photo for the attendees at the launching event of the 16 Days of Activism held at the backdrop of the great pyramids lit up in orange.



UN Women/Alex Maher

A group photo for the participants in the sports event that took place in Air forces club in Cairo by UN Women in partnership with Shewolves.

UN Women Egypt was also keen on marking the 16 days outside Cairo as well. Among the main events that took place out of the capital is a seminar organized in Alexandria in collaboration with Bibliotheca Alexandrina. The seminar, which focused on the issue of eliminating violence against women, was attended by Dr. Maha Maaz, Supervisor of Women's Studies and Social Transformation Program (WSST) at Bibliotheca Alexandrina; Ms. Gielan El-Messiri, Gender Specialist, UN Women and Ms. Magda El-Shazly, National Council for Women. In the evening, the premises of Bibliotheca Alexandrina lit up in orange to raise awareness about the 16 days of activism, symbolizing a world free from violence against women and girls.



Bibliotheca Alexandrina lighting up in orange symbolizing a world free of violence against women, in support of 16 Days of Activism.

UN Women believes that young girls and women athletes are agents of change and role models for their peers, families, communities and nations. Women's and girls' participation in sport has a multiplier effect on a wide range of development outcomes linked to sustainable development. Therefore, various entities including sport agencies must provide access to physical activity and sports as a strategy to support girls' and women's health. Sports is also considered one of the means to prevent violence against women as it helps women and girls gain confidence. It is important to note that engaging male athletes as role models and advocates for gender equality in sports increase impact and outreach.



Part of one of the matches that took place during the sports event organized by SheWolves and UN Women in Cairo as part of the 16 Days of Activism.

Therefore, for the 16 Days of Activism, UN Women Egypt organized several sports activities under the theme of "Hear Me Too" and within the framework of "Because I am a Man" campaign and MWGE programme. The activities included events in partnership with SheWolves (Female American Football Team), Al Borolossy Squash Academy and Ignite. Each event included special activities in support of the 16 days of activism. For example, the event organized by El Borolossy Academy included squash matches between more than 20 players: young female and male players as well as team matches where each team consisted of a parent (father/mother and his/her daughter/son). Furthermore, the event organized by Ignite was attended by some social media influencers, including the Egyptian artist Zap Tharwat, where they engaged with the participants in the different activities of the day as part of supporting the 16 days of activism.



The Egyptian rapper, Zap Tharwat, while participating in one of the team activities held during the sports event organized by UN Women in partnership with Ignite.



During 2018, UN Women Egypt was mentioned in more than

455 media articles



the total number of views for UN Women's videos crossed

1,018,683 views



UN Women Egypt Facebook page crossed its first

100,000 likes



100,000 followers

Partnerships and Coordination



Partnerships and collaboration are key to achieve sustainable change for women and girls in Egypt. It makes the community of gender advocates stronger as technical expertise and financial resources are brought together. Given the importance of following a holistic approach to be able to achieve positive change, UN Women Egypt prioritizes working with, and brokering partnerships between, the government, civil society, businesses and academia.

The partners involved in carrying out activities and bringing results under UN Women's programmes are tirelessly working for improving the lives of women and girls in Egypt. UN Women's work with the civil society in 2018 included provision of capacity building to support survivors of violence, expanding the outreach to the women left furthest behind and raise awareness on a wide range of gender equality issues through the men and boys for gender equality programme and to raise awareness about the benefits of ID cards. Together with academia, UN Women Egypt has continued to expand the Egyptian knowledge base on gender equality and women's empowerment, contributing to improved understanding of the issue in Egypt. With the private sector, we have worked towards the integration of women's led entrepreneurship into the value chain and to create a more gender inclusive environment for women in the private sector.

The Civil Society is also important for strengthening the voice and agency of women, to identify synergies between programmes and to identify where we together can conduct

joint advocacy for joint action to influence policies for example. In 2018, UN Women Egypt brought together the civil society to discuss these opportunities and visions about issues related to gender equality and women's empowerment.

2018 marked the first year of the implementation of the UN Partnership Development Framework (UNPDF) 2018-2022 which includes a stand-alone pillar on women. The Women's Empowerment Results Group under the UNPDF is co-chaired by UN Women and has been bringing together the UN agencies and the government of Egypt to translate the UNPDF into output and activities and manage the implementation of it. All agencies with their specific expertise and mandates, from zero hunger to maternal health and inclusive governance, contribute to improving the lives of women in Egypt and when bringing the expertise together, tangible results will be achieved faster. UN Women has ensured that gender is mainstreamed throughout the different areas to the greatest extent possible.

Under the umbrella of the Development Partners Group (DPG), UN Women Egypt co-chaired the Gender and Development (GAD) group jointly with the UK, creating a platform for coordinating efforts in the area of GEWE. The group identified strategic synergies and ensured that financing for achieving women's empowerment national targets is adequate. Finally, it has been serving as an important bridge between the development agenda of the donor community, national stakeholders, United Nations and Civil Society organizations in Egypt.

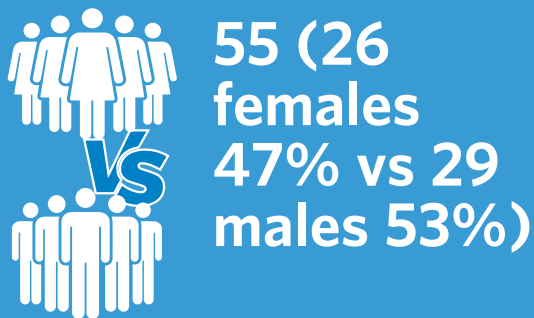


UN Women/Fady Nady

Dr. Maya Morsy giving her keynote speech during Workshop on Supporting the Monitoring and Implementation of the SDGs through Better Production and Use of Gender Statistics.

UN Women Egypt Country Office (ECO) is also supporting the capacity building of the administrative apparatus in Egypt and the current and ongoing initiatives led by the Ministry of Planning, Monitoring and Administrative Reform (MoPMAR) towards gender mainstreaming in human resources policies, with a view to create and maintain a culture of employment based on respect, equal opportunities and safe from harassment. To realize this, UN Women ECO recruited a national training consultant to analyze all the existing material on gender equality in employment and consolidate all into one single inclusive and comprehensive Gender Training Manual to be used in training the government human resources staff through familiarizing them of the national and international commitments in relation to gender equality at the workplace, means to assess gender equality in HR policies and operations, and the importance to combat all forms of harassment at the workplace.

The first phase of the training took place in October and November 2018 at the National Management Institute (NMI), and was successfully concluded with the training of



and certification of 51 employees. The programme is planned to be launched in early 2019 in cooperation with the Ministry of Planning, Monitoring and Administrative Reform (MoPMAR), the National Management Institute (NMI), Missouri State University, and the IBDL Foundation. It combines practical and theoretical modes of learning for 6 months and this initiative is a continuation of UN WOMEN Egypt Country Office support to Egypt’s continued efforts and dedication to place women at the core of development as part and parcel of realizing Egypt 2030 agenda.

UN Women Egypt highly values the collaboration with all our international, governmental and non-governmental partners who significantly contributed to the achievements presented 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:



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UN Women is the UN organization dedicated to gender equality and the empowerment of women, A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide.