



2021

When Women Lead

Report on UNFPA Jordan's Activities in marking the International Women's Day

"You made us strongly believe that, together, we can achieve a better and equal world for all. Thank you!"

Throughout the COVID-19 crisis, we have seen the heroic efforts of women stepping up to battle a global pandemic, from female counsellors providing gender-based violence services, to essential health workers, mothers, caregivers and educators. These women have kept the entire society going, sustaining health systems as the majority of front-line workers, and courageously managing extra responsibilities at home in caring for the ill as well as children out of school. They have kept open shelters for survivors of violence and came up with new innovative ways to deliver services and disseminate information. Those I believe are the real heroes! And those efforts are worth celebrating.

On this occasion, I want to thank all women frontliners who took the most difficult tasks everyday during COVID-19 of dealing with violence against women and girls, and who battled to provide health care services to all in need. You are the true heroes in your own perseverance and compassion!

UNFPA Jordan Head of Office

Ms. Enshrah Ahmed



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BACKGROUND

Each year on the 8th of March, the **International Women's Day** (IWD) is celebrated in many countries around the world to celebrate women's social, economic, cultural and political achievements, but also to reflect on the progress made towards gender equality and to call for change.

Each Year, UN Women releases a global theme on the occasion of the International Women's Day. This year, the theme was **"Women in leadership: Achieving an equal future in a COVID-19 world"** where also the national theme was aligned with it, in order to jointly celebrate the tremendous efforts by women and girls around the world in shaping a more equal future and recovery from the COVID-19 pandemic. The hashtags **#IWD2021 #GenerationEquality** **اليوم_العالمي_للمرأة** were used by different stakeholders throughout the day.

Throughout the COVID-19 crisis, we have seen the heroic efforts of women in Jordan stepping up to battle a global pandemic, from female counsellors providing gender-based violence services, to essential health workers, mothers, caregivers and educators. These women have kept the entire society going, sustaining health systems as the majority of front-line workers, and courageously managing extra responsibilities at home in caring for their families as well as children out of school. They have kept open shelters for survivors of violence and came up with new innovative ways to deliver services and disseminate information.

This year, UNFPA Jordan has shed light on the stories and achievements of a number of women leaders in Jordan throughout its activities, tackling different angles related to UNFPA's mandate by celebrating the efforts women health frontliners, women GBV practitioners, adolescent girls and young women who educate their peers to call for gender equality and who respond to child marriage.

UNFPA JORDAN ACTIVITIES

For the past years, UNFPA Jordan has been celebrating International Women’s Day and supporting its national partners to mark this day. This year, under the theme “**Women in leadership: Achieving an equal future in a COVID-19 world**” and as direct implementation with the generous contribution of the Government of France; UNFPA Jordan organized several activities, adapting the campaigning to the COVID-19 situation and restrictions, using different online outreach methods to ensure that the joint national messages reached everyone across the Kingdom; including:

1. “**When Women Lead**”: A video reflecting women leaders' achievements in responding to COVID-19 pandemic:

In line with UNFPA Jordan’s efforts to shed light on the achievements and efforts of women leaders in responding to the challenges and barriers that COVID-19 pandemic initiated; UNFPA developed a [video tackling the experiences of 6 women leaders in Jordan](#) on their leadership and effective participation in achieving a better and equal future during and amid COVID-19. The video included the experiences of:



- A) **Ms. Wafa Bani Mustafa**, Chairperson of the Coalition of Women MPs from Arab Countries to Combat Violence against Women, who focused on her leadership role in the coalition in responding to Domestic Violence during COVID-19.
- B) **Ms. Nour Al-Imam**, Secretary of the Arab Women's Legal Network, who highlighted the role of the network in raising the awareness of women’s legal rights and providing the support for women lawyers but also for GBV survivors.
- C) **Ms. Ala Hamdan**, Filmmaker and Visual Storyteller who focused on her role as a social media influencer on highlighting topics related to GBV and women empowerment.
- D) **Ms. Hanan Al-Najmey**, Head of the Women's Health Department at the Ministry of Health, who focused on her role ensuring that women have access to all the SRH services and information during lockdown.
- E) **Ms. Ruqayah Bani Ismail**, GBV Case Manager at the Institute for Family Affairs in Zaatari Camp, who raised her efforts in providing survivors of GBV with all services and help needed, especially during lockdown.
- F) **Ms. Hala Mahfouz**, Activist on the rights of Persons with Disabilities and member of the Jordan Youth Peace and Security 2250 National Coalition, who highlighted her role during COVID-19 in advocating and promoting for the rights of girls with disabilities.



The video was shared on the 8th of March on UNFPA Jordan's social media platforms ([Facebook](#), [Instagram](#), [Twitter](#) and [Youtube](#)), in addition to the platforms of 4 social media influencers: [Amal Morad](#), [Ayat Amr](#), [Deemah Taha](#) and [Ala Hamdan](#) who were chosen for their high reach /audience of women and girls in Jordan, in addition to their content which focuses on women empowerment, reaching to more than **121,000** people through social media.

The video received the attention of more than **1860** likes, over **170** comments and was shared by more than **450** people and pages such as [UN Jordan](#), [UNFPA Arabic](#), [Jordan National YPD 2250 Coalition](#) and [Creative Foundation for the development and empowerment of women](#).

Moreover, positive reflections and feedback were received from the audience:



randjibrel الفيديو حلو جد ومحفز لكل مرأة انها تكون اقوى وانو لو بس تحكي رح تلاقى الكل واقف معها وانشالله تتغير وجهة نظر المجتمع #انتِي_قوية

1w 3 likes Reply

hudasetaboha شكراً شكراً على هذا الفيديو الرائع مستحيل أي شيء يوقف قدام أي امرأة واثقة من حالها و أكيد إحنا قدها

1w 3 likes Reply

2. UNFPA Podcast listening sessions:

In 2020, UNFPA Jordan produced 15 podcast episodes in collaboration with Sowt Podcasts tackling GBV and SRHR issues related to young people, women and girls in Jordan. This year, UNFPA embarked on celebrating the IWD with young people and women from the local and refugee community by organizing **two initiatives** using one of those podcast; called “[إمسك متحرش](#)” which tackles the issue of Sexual Harassment in the Arab World, linking it to this year’s IWD theme by discussing how Sexual Harassment affects the effective participation of women and decision-making in all aspects of life, and the efforts of women leaders in combating this phenomenon.

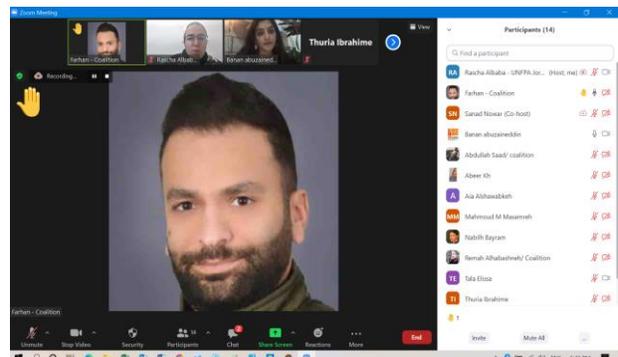
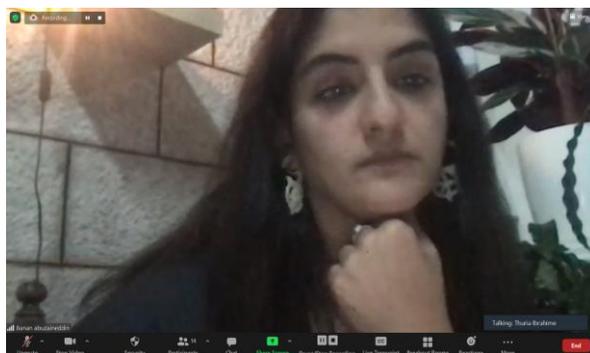


A) Podcast Club! “Bring the book club concept to a podcast club!”

To improve the ability of young people to exercise their SRH rights and contribute in the prevention and response to GBV; UNFPA Jordan in collaboration with Sowt Podcasts organized a podcast club for young people in Jordan to providing them with a space to discuss the topics highlighted in the series of UNFPA’s podcast episodes.

The Podcast Club was launched on the 8th of March by conducting [the first session of the club](#) discussing UNFPA’s podcast “[إمسك متحرش](#)”. The session was attended by **12** young persons, which included members from the **Y-PEER Network** and the **YPS 2250 Coalition in Jordan**.

Facilitated by **Ms. Banan AbuZainAldeen**, a young feminist in Jordan and the Founder of **Takatoat** which is an independent and non-governmental feminist group that tackles women’s issues in Jordan, the discussion started with highlighting the issues related to combating sexual harassment in Jordan “*The main issue is that sexual harassment is that the community justifies Sexual Harassment, either by how the girl dresses, why did she go out, why she posts her pictures in social media, etc..*” said a young participant.



The discussion highlighted also the role of women’s rights movements in Jordan to combat such crimes, and as a participant said *“Those movements encouraged other girls and women to speak up and to feel that they’re not alone. We saw in 2020 a high engagement of women and girls from different backgrounds and areas in those movements, whether through their participation through social media or movements on the ground.”*

In conclusion, the participants ended the discussion with the way forward to combat sexual harassment *“Social media is a weapon that we have in our hands. Let’s use it to spread messages and raise awareness on considering sexual harassment as a crime and to continue the fight for women and girl’s rights.”*

B) Women leaders’ led Awareness Raising Sessions:

UNFPA Jordan in collaboration with 2 of its implementing partners – the **Institute for Family Health** and the **International Rescue Committee** - organized **two awareness raising sessions** with **20** Syrian and Jordanian women from Azraq Camp and Amman which were led by two women leaders from their community who facilitated the discussion around the topics highlighted in the podcast, linking it to this year’s IWD theme by discussing women’s roles in combating Sexual Harassment.

“I can compare between Village 3 and 6 in Azraq camp. In village 3, women and girls feel more secure in going out without the need of being accompanied by anyone else; while in village 6 it's the total opposite. This is because the community in village 3 are more aware of the effective measures of reporting such incidents and the punishment of such acts.” said a Syrian woman from Azraq Camp who highlighted on the importance of community awareness on considering Sexual Harassment as a crime.



Moreover, women were inspired by their role in combating such issues: *“Now when we get out of this door, we all have the responsibility to speak up and transfer this knowledge to others”* said a Jordanian woman during the session.

3. TV and Radio Interviews:

UNFPA with the support of 4 media agencies organized 3 radio interviews and 1 TV interview on the occasion of the IWD to highlight UNFPA's work in supporting women and girls autonomy to decision-making and effective participation in all aspects of their lives, but also shedding light on the efforts of women leaders in supporting survivors of GBV and responding to Domestic Violence which has increased during the pandemic.

1) TV interview with two women leaders:

On the 8th of March, UNFPA invited **Ms. Maysa Farraj**, Program Manager at Jordanian Women's Union and **Ms. Fasel Al-Khaldi**, Head of the Committee of JWU in Mafrq to a TV interview on the official National TV station (**Jordan TV**) during their show **Yom Jadeed/ يوم جديد** to discuss their efforts in responding to GBV during lockdown and their efforts ensuring that all women and especially survivors of GBV have access to the information and services needed.

"JWU is a populist organization, meaning that its women members are from within Jordan representing all areas in it, and the issues that we tackle are the issues that we as women in Jordan face." said Ms. Farraj.

More than **7000** viewers watched the interview whether through the live-stream on their [Facebook Page](#) or directly through TV.



2) Radio interview with Ms. Enshrah Ahmed:

On 25th of November, **Ms. Enshrah Ahmed**; UNFPA Jordan Head of Office marked the International Women's Day through celebrating this year's theme and highlighting UNFPA's work in Jordan in supporting women's effective participation with a specific focus on women frontliners in ensuring that women and girls have access to all GBV and SRH services and information needed during and amid COVID-19.



"You are the true heroes in your own perseverance and compassion! You made us strongly believe that, together, we can achieve a better and equal world for all." said Ms. Enshrah Ahmed in her interview.

The [radio interview](#) reached more than **11,500** viewers.

3) Radio interview with Ms. Bothaina Qamar:

On the 25th of November, **Ms. Bothaina Qamar**, *Youth Programme Analyst at UNFPA Jordan* marked the International Women’s Day through celebrating this year’s theme and highlighting UNFPA’s work in Jordan in supporting girl’s decision-making over all aspects of life with a specific focus on their bodies.

“Together with the Ministry of Education, Ministry of Health and the Royal Health Awareness Society, we are developing educational resources for girls, parents, educators and health workers on girls SRHR rights.” said Ms. Qamar.



The [radio interview](#) reached more than **4000** viewers.

4) Radio interview with Mr. Ali Al-Gharabli:

On the 9th of March, **Mr. Ali Al-Gharabli**, *SRH Programme Analyst at UNFPA Jordan* marked the International Women’s Day through celebrating this year’s theme and highlighting UNFPA’s work in Jordan in supporting women health care providers with a specific focus during COVID-19 pandemic, and highlighting their important role in ensuring that all women and girls in Jordan have access to the SRH information and services.

“UNFPA supports the Ministry of Health in Jordan to ensure that all women and girls can access SRH services, but also it supports 16 health facilities in Jordan covering different urban areas in the kingdom in addition to refugee camps” said Mr. Gharabli.



The [radio interview](#) reached more than **5000** viewers.

4. Inter-agency activities on International Women’s Day:

UNFPA contributed in leading and preparing for different interagency activities to mark the International Women’s Day; such as by co-chairing the **Gender-Based Violence Sub-Working Group (GBV SWG)** along with UNHCR and also by being an active member of the **United Nations Communication Group (UNCG)** in Jordan.

A) Gender-Based Violence Sub Working Group (GBV SWG) Joint Activities:

UNFPA Jordan, as co-chair of the GBV SWG along with UNHCR led the coordination of the planning for this year’s International Women’s Day activities. A taskforce was created in February 2021, consisting of **18** organizations - members of the GBV SWG - including United Nations agencies, INGOs, NGOs and local women’s organizations who worked on the preparations of the GBV SWG joint activities, which are:

1) Development of Key Messages ([Annex I](#))

The GBV SWG, in consultation with groups of young women in host communities - including Jordanians and Syrian refugees - developed **6** key messages under **4** main topics aligned with the theme targeting the community and women leaders in Jordan. **Four** of those messages were included in the national common package of advocacy messages that were prepared by The Jordanian National Commission for Women (JNCW) which were distributed and some of them were published on the social media of [UN Jordan](#).



2) Joint calendar collecting GBV SWG activities at different field locations

The GBV SWG designed a [calendar collecting activities](#) organized by members of the GBV SWG to mark the IWD. **25** organizations organized **72** activities and events; **25** activities were conducted online and **47** activities were conducted in person across the country in urban areas (Irbid, Mafraq, Amman, Zarqa, Maan and Aqaba) and in the three refugee camps (Zaatari, Azraq and EJC Camp).

3) GBV SWG joint activity at national level:

The IWD Taskforce at the national level organized one joint activity to mark the occasion, which is:

A Panel Discussion with Women Leaders in Jordan, under the title: “When Women Lead: Women’s full and effective participation and decision-making in public life during COVID-19”.

Under the theme **“Women in leadership: Achieving an equal future in a COVID-19 world”**; the GBV SWG organized on the **8th of March** a virtual panel discussion with 6 women leaders from Jordan to shed light on their achievements towards combating the challenges that COVID-19 pandemic initiated, with a specific focus on their role in combating Gender-Based Violence which has increased during the pandemic, in addition to the challenges they faced and how they overcame them.

PANEL DISCUSSION WITH WOMEN LEADERS IN JORDAN ON THE OCCASION OF THE INTERNATIONAL WOMEN'S DAY

“When Women Lead: Women’s full and effective participation and decision-making in public life during COVID-19”

When: Monday, 8th of March at 1:00 - 2:30 PM
Where: Zoom Webinar (<http://bit.ly/3r6GrHu>)

Facilitated by **Yara Deir**, GBV Programme Analyst at UNFPA Jordan

LANGUAGE: ARABIC
(ENGLISH INTERPRETATION IS PROVIDED IN ZOOM)

Panelists: Maha Al-Asafieh (HRM Manager at Jordan Arab Bank), Heba Al-Shalh (HRM Director at Jordan Arab Bank), Rawan Barakat (President and Director of Rawan), Rana Al-Husseini (Author, Social Movement and Human Rights Activist), Dr. Insa Tawalbeh (Director of Research, Specialist Director), Ameen Abu Samra (Director of Research at Aqaba)

Logos: UNHCR, GBV Sub-Working Group, UNFPA Jordan

The panel discussion was attended by around **50** participants from different UN Agencies, International and local NGOs but also from the community who joined through [Zoom Webinar](#) and also through the live-stream on [UNFPA’s Youtube Channel](#).

Check out the **GBV SWG Report on its activities during IWD** for more information.

B) United Nations Communication Group (UNCG) joint activities:

As part of the UNCG, UNFPA supported the development of the national package of key advocacy messages along with the Jordanian National Commission for Women, which consisted of **22** messages that were used among different actors during the day. One of the messages provided by UNFPA was added to the package; which focuses on girls' leadership.

Women’s leadership and political participation:

Because she can...
Because Jordan deserves

Early interventions in support to girls’ leadership are essential to foster women leaders.

Women’s Day 2021

Logos: UNFPA, UNCG, UN Women, UNFPA Jordan, UN Women Jordan, UN Women, United Nations

SUMMARY OF THE IMPACT

This year, the diversity of platforms and methods used by UNFPA to raise awareness on the national common messages, the achievements and stories of women leaders in Jordan and the importance of women's effective participation and decision-making in all aspects of life; ensured that all messages have reached to a wider segment of the community; especially women and girls across Jordan, capitalizing on the partnerships with the different UN agencies, the Government of Jordan, International and national NGOs and media partners.

Within its activities, UNFPA shed light on the achievements and stories of **16** women leaders in Jordan, inspiring other women and girls to continue the battle to reach an equal future for all. The activities reached around **145,560** viewers and participants from both refugee and host communities across the kingdom.

Through social media, UNFPA shared more than **130** posts, receiving more than **3,610** engagements, reaching a total of more than **60,045** viewers. Moreover, UNFPA activities were also highlighted in the social media platforms of different pages such as: **UN Jordan**, **UNFPA Arabic**, **UNHCR Jordan**, **Sowt**, **Radio Al-Balad**, **Jordan TV**, **Radio Jordan** and **At Films**.



With the social media activism, UNFPA received more than **250** new followers during the week of the International Women's Day.



CHALLENGES AND MAIN LESSONS LEARNT

1. Working with social media influencers and contracting them through the videography company ensured that UNFPA's video was disseminated with a wider audience.
2. Joint efforts with the Jordanian National Commission for Women on developing the national package of the advocacy messages ensured that messages are inclusive and commonly used among all members and actors in both local and refugee communities.
3. Focusing campaigning and advocacy efforts under one theme within unified messages ensured a more focused and structured campaign, but ensured also a full coverage and a wider and more effective impact at community level.
4. **Low interaction from young people on the podcast club session.** UNFPA will change the methodology of those sessions to conduct it through the youth networks and within their members rather than directly by UNFPA or Sows.

HUMAN-INTEREST STORY

Emilia, a 36-year old woman Syrian refugee who fled to Jordan as many other refugees due to the war crisis in Syria. Together with her husband and 4 children, **Emilia** fled to Jordan in 2013 hoping to start a better life, ensuring that her children are safe and receive the education they need. Despite all the stress held from the war crisis she witnessed but also from her husband's abandon, she never gave up! She kept strong to ensure that her children won't be affected. She fought to ensure that her children's needs are fulfilled, and that they get a better future. Although she wasn't able to enroll them in schools, she made sure that they are engaged in different empowerment and leadership programs, but also in vocational training.

Her impact was not limited only to her children, but she is also much known in her family for her leadership and wisdom. *"In my family they always ask for my consultation on different issues. This always makes me very happy and proud"*.

Emilia is also much known for her active participation in the group activities in the Institute for Family Health (IFH) center in East Amman. *"Emilia is very powerful, she went through a lot but never gave up. We have all learned from her"* said **Alaa**, a Case Manager at IFH.

This year, on the occasion of the International Women's Day, Emilia facilitated one of UNFPA's awareness raising sessions with Syrian and Jordanian women from the community on the issue of Sexual Harassment and how it affects the effective participation of women in all of aspects of their lives. Participants were very interactive with her discussions and they were very inspired and felt responsible to combat such crime and support in raising awareness in the community. *"Now when we get out of this door, we all have the responsibility to speak up and transfer this knowledge to others"* said one of the participants.

Emilia is one of millions of women in Jordan who fight everyday to reach an equal future where women's voices are heard and their rights are respected and fulfilled. *"Thank you for always providing me with opportunities to inspire other women. No woman has to accept being discriminated against because of her gender. When women speak up, they do miracles!"* said **Emilia**.



GBV
Sub-Working Group

(Annex)

GBV SWG Key Messages - International Women's Day 2021

“Women in leadership: Achieving an equal future in a COVID-19 world”

Messages have been developed by the International Women' Day taskforce of the GBV WG in February 2021, through the consultation with groups of young women in host communities including Jordanian and Syrian refugees.

TOPIC 1: Women GBV Service providers

العنوان الأول: مقدمات خدمات العنف المبني على النوع الاجتماعي

Message 1.a: Did you know that hundreds of female GBV case managers have dedicated their time and efforts during COVID-19 to provide support to survivors of gender-based violence, which has worsened under COVID-19? Let's stand today to honour the women leaders who stand strong for women's rights and dignity as humanitarian front-line responders.

الرسالة ١.أ: هل تعلم أن المئات من النساء العاملات كمدرء حالة قد كرسن وقتهن وجهودهن خلال جائحة كوفيد-١٩ لتقديم الدعم للناجيات من العنف الذي تفاقم في ظل الجائحة؟ دعونا نقف اليوم لتكريم القيادات النسائية التي تدافع بقوة عن حقوق النساء وعن الكرامة كمستجيبات للعمل الإنساني في الخطوط الأمامية.

Message 1.b: "Women frontliners are the real heroes of today. On International Women's Day, let's pay tribute to their commitment and their efforts."

الرسالة ١.ب: "النساء العاملات في الخطوط الأمامية هن الأبطال اليوم! دعونا في يوم المرأة العالمي نشيد بالتزامهن وجهودهن."

TOPIC 2: Engaging men and boys

العنوان الثاني: مشاركة الرجال والفتيان

Message 2.a: Be an ally for women and girls rights in leadership! Women and girls are not in need of protection but of support to amplify their voices and fulfil their rights!

الرسالة ٢.أ: كن حليفاً ومناصرراً لحق النساء والفتيات في القيادة! النساء والفتيات لسن بحاجة للحماية بل إلى الدعم لايصال أصواتهن وللحصول على كامل حقوقهن .

TOPIC 3: More powerful together!

العنوان الثالث: نحن أقوى معاً

Message 3.a: "One hand doesn't clap! Women need to stand hand in hand together to reach an equal world where their voices are heard and their rights are fulfilled."

الرسالة ٣.أ: "يد واحدة لا تصفق! على النساء الوقوف جنباً إلى جنب للوصول إلى عالم متساوٍ حيث تُسمع أصوات النساء ويتم استيفاء حقوقهن".

Message 3.b: "Being an independent and empowered woman might be challenging in an unequal society. Have faith in yourself and feel confident. You are capable of more than you imagine!"

الرسالة ٣.ب: "قد يكون من الصعب أن تكوني امرأة مستقلة ومتمكنة في مجتمع غير متساوٍ. أمني بنفسك وكوني واثقة بنفسك. أنت قادرة على أكثر مما تتخيلي".

TOPIC 4: Violence against Women

العنوان الرابع: العنف ضد المرأة

Message 4.a: "The under-representation of women in political leadership and not involve them in decision making process impact on the ability of governments to respond to and prevent violence against women. Today we call to enhance more opportunities for women to obtain leadership positions."

الرسالة ٤.أ: "إن التمثيل المتدني للمرأة في القيادة السياسية وعدم إشراكها في عملية صنع القرار يؤثر على قدرة الحكومات على الاستجابة ومنع العنف ضد المرأة. ندعو اليوم لتعزيز فرص حصول المرأة على مناصب قيادية أكثر".