

« WOMEN'S EMPOWERMENT TO REACH MUNICIPAL COUNCILS THROUGH COMMUNITY INITIATIVES' IMPLEMENTATION »

PROJECT IMPLEMENTED BY

Building Bridges Association - BBA

COUNTRY

Jordan

TARGET REGION

Irbid Governorate

PROJECT'S OVERVIEW

This project is framed within the initiative "Strengthening the capacities of actors working for gender equality" led by the IEMed, in partnership with CAWTAR, FLDDF, FFM, RUSEMEG and the French State. It is funded by the French Ministry of Foreign Affairs and International Development (MAEDI) in the framework of the Axis 1 of the project "Women of the Future in the Mediterranean" which aims to promote the emancipation and access to power of women of the Southern shore of the Mediterranean.

This initiative sets up, each year, *local clusters of gender equality actors* in 7 countries, made up of associations, research and education institutions, local and regional authorities, companies and syndicates and media working in favour of gender equality in a specific territory. Each local cluster elaborates a *diagnosis of the situation* at the local level on a topic of interest related to gender equality and formulate proposals for concrete actions to address the problems identified during the diagnosis in the form of the collective identification of a *field project*.

Each local cluster of gender equality actors© is structured around an association that leaders all its actions. **BBA coordinated the Jordan local cluster in 2015 and led a mobilization pilot action of gender equality actors at local level** consisting of focus groups and interviews civil society organisations, local leaders, women members of the city councils and local authorities. **The pilot action focused on women's participation in local councils and the level of women's awareness and information about their political and civil rights, and the obstacles and challenges they face in city councils.** While the next municipal elections are expected to take place in 2017, the work conducted raised the importance of supporting women in developing their election campaign by implementing community initiatives in partnership with the private sector and the media. The community initiatives are awareness-raising activities aimed at supporting women to access to the municipal councils and enhance their political participation which target activist women, community leaders, youth, and the municipalities' members.

PROJECT'S OBJECTIVES

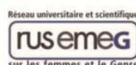
- Creating a supportive environment for women's access to decision-making positions at local level.
- Empowering women to access to municipal councils.

ACTIVITIES

- Implementation of community initiatives by NGOs and municipal council's members within the targeted communities in order to support women candidates.
- Raising awareness of private sector and media representatives on the concept of social responsibility and ensure that they provide support to the community initiatives.
- Reviewing the community initiatives and setting up steps for next election campaign.
- Final event to analyse the main findings and recommendations with the initiatives' implementers.

The Axis 1 "Strengthening the capacity of the actors working for equality" is part of the project "Women of the future in the Mediterranean" funded by the French Ministry of Foreign Affairs and International Development, and the project "Developing women's empowerment" labelled by the Union of the Mediterranean

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