



Ialfine PAPISY - Director of Francophone Office



MADAGASCAR

15 years of service

- Women's movement strengthened through the Southern African Gender Protocol Alliance that tracks progress through an annual barometer since 2012.
- Centres of Excellence for Gender in Local Government rolled out in 67 local authorities.
- Gender on the media agenda cascaded in six Centres of Excellence in the Media, including two public broadcasters, one Centre of Excellence for Gender in the Media Education.
- 632 trainings, research, strategy and action planning workshops held to promote gender equality.
- 5 900 direct beneficiaries reached, 41% men, 59% women.
- 4, 863, 344 citizens or 20% of Malagasy population reached through 67 Centres of excellence in local government.
- 1 162 contacts on the GL list serve, 68% women and 32% men.
- 819 likes on Facebook.
- **Key partners:** Ministère de la population, de la protection sociale et de la promotion de la femme, Ministère de l'artisanat, de la culture et des patrimoines, Union européenne, Union africaine, UNESCO, UNFPA, UNDP, EISA, Association des élus sensible au genre (AESG), Conseil national des femmes de Madagascar (CNFM), Centre de presse Malagasy (CPM), Département interdisciplinaire de formation professionnelle (DIFP), Université d'Antananarivo.



Claudia RAKOTONIRINA - Programme Officer



Zotonantenaina RAZANADRATEFA - Finance and Admin Officer

GL Madagascar has been registered since 2011. GL Madagascar Office implements the Governance, Entrepreneurship and Media programmes and actively participates in the Alliance Network in Madagascar led by the Federation for Promotion of Women and Children (FPFE). For the last two years GL Madagascar has also served as GL's Francophone base.

Madagascar is divided into 1695 councils, 119 districts, 22 regions and 6 provinces. In 2011, 15 councils signed MOUs with GL Madagascar and formed part of Centres of Excellence (COE) process. This trend has been sustained and continued with the 67 local authorities that are now COEs for gender mainstreaming.

Strategic partnerships have been developed with organizations who share the same visions as GL including the Association of the Gender Sensitive Elected (AESG), CNFM and United Nations Agencies as detailed in fact file above. Since 2012, GL Madagascar has developed strong partnerships with UNFPA and UNDP. UNFPA through the Ministry of Population and Social Affairs funded 4 councils. UNDP funded 16 councils through their elections programme. In March 2013, GL Madagascar office was granted EU funds for promoting women in leadership and political decision making as part of the COE project roll out in the regions of Diana, Melaky, Androy and Anosy. To date, 67 councils are part of the COE process and all have action plans for localising the SADC Gender Protocol Agenda.

Key achievements

Centres of Excellence in Gender Mainstreaming: In 2015, Madagascar focused on the project "Women and Local Elections", funded by the European Union. This project aimed to extend the COE process to 16 more councils within

four regions of Madagascar: Anosy, Androy, Melaky and Diana regions. The project will be completed in the first quarter of 2016.

Women in politics: Madagascar held local elections on 31 July 2015. Before the elections, GL led capacity building of women candidates as mayors and councillors under stage 7 and 8 of the COE process, in order to prepare women to face challenges of the elections. After the elections, GL focused on capacity building of elected women mayors and councillors. The training workshops aimed at supporting the elected women mayors and councillors in mainstreaming gender in the management of the council so that they effect actual change within their localities. In total, GL trained 524 women in the four regions of intervention.

Entrepreneurship Project: Ten councils, and 183 participants, have benefited from the Entrepreneurship project in Madagascar. The impact assessment of the project showed that 96% of the beneficiaries completed a business plan, 80% followed through on the plan, 98% added new products and 95% found new markets. The average income per month of the beneficiaries increased by 66%.

Media Centres of Excellence Project: GL's programmes came together during the the 2015 Sixteen Days of Activism, with TVM, RNM, Group Evitras, Group Express, and Group SNIC undertaking training on coverage of GBV. Journalists reported on 16 Days Activities in four COEs for Gender Mainstreaming including Manjakandriana, Bongatsara, Mahajanga and Moramanga. Media productions focused on gender and education, one of the main themes of the Sixteen days.

Protocol@Work Summit facts

- 148 participants - 103 women and 45 men.
- 121 entries, from 89 women and 32 men, from 13 categories.
- 12 women and 3 men runner up.
- 11 women and 7 men winners.
- 69 organisations represented.
- 14 councils represented.
- 3 media houses represented.
- 6 government entities represented.

National Gender Protocol at Work Summit

The fourth Madagascar SADC Gender Protocol at Work Summit took place from 17 to 18 June 2015 at Hotel Colbert, Antananarivo. 148 participants attended: 103 women and 45 men. The Ministry of Population, Social Protection and Promotion of Women recognised the summit as a great learning platform for sharing good practices on gender mainstreaming.

High level delegates from government ministries, NGOs, the media, technical and financial partners attended the summit. The event gathered a total number of 155 participants during the official opening, including presenters, officials, judges, partners, donors and GL staff. The national summit saw the active participation of the media both in the coverage of the event or the participation of journalists in the competition. More than 40 journalists submitted their good practices and 16 were shortlisted to present at the national

summit. 32 trophies and certificates were offered to 18 winners and 15 runners up during the gala dinner ceremony. Winners include 11 women and seven men while runners up count three men and 12 women in the 13 categories.

Seven winners from the national summit failed to attend the regional summit in Botswana in May 2015 due to late issuing of visas. GL organised for the winners to go on a study visit to Mauritius and facilitated shared learning on localised gender responsive governance, gender equality, women's economic empowerment and gender sensitive media reporting. The Malagasy delegation comprised two emerging entrepreneurs, one mayor, and two representatives of media houses. During the visit, the delegation visited two councils, the Mauritius Broadcasting Corporation (MBC) and attended various meetings and workshops organised for the 16 Days of Activism by GL Mauritius. The two other winners of the national summit were invited to attend exchange and training meetings in Johannesburg and Geneva.

Key challenges

- Change of mayors and councillors within the COEs GL works in changes after the 31 July 2015 local elections.
- The complexity of fundraising remains a huge challenge especially for local funding.
- Low education levels for beneficiaries in the entrepreneurship project is a challenge for the effectiveness of the trainings as some beneficiaries find it difficult to understand basic business concepts and develop business plans.
- Funding uncertainties.

No pain, no gain: Fundraising was a central agenda in the Gender Links (GL) Madagascar office in 2015. We applied for two main projects, namely "Empowerment of women survivors of Gender based violence (GBV)" for an amount of €200 000 submitted to the European Union and another entitled "Deepening Women's Economic and Political Rights: Extending Centres of Excellence to 12 more councils" proposed to the United Nations Fund for Gender Equality (UNFGE), for an amount of USD 350 000. As usual, donor procedures are very strict and GL Madagascar underwent rigorous selection procedures including passing the concept stage, demonstrating structural and systemic capacity to manage the project, and finally developing the detailed project budgets. Both projects were selected for the first stage despite many competitors. Unfortunately, GL Madagascar did not make it through to the second round, despite strong performance. For example GL Madagascar was among the 62 semi-finalists out of 1386 applicants for the FGE. GL Madagascar is on the waiting list of the UNFGE and received a recommendation letter. Despite these disappointments, The GL Madagascar team did not give up and looked for other funding opportunities such as the United Nations Democracy Fund - UNDEF for strengthening "Gender responsive local government in Madagascar."

Key priorities for 2016

- Increase and prioritise fundraising initiatives and aim to secure funds for programme enhancement in 2016 and onwards. Encourage donations and in-kind support from country COEs and partners.
- Implement and complete the European Union project, "Women and Local Elections" including facilitating the Women in Politics trainings.
- Strengthen and cascade the Local Government Centres of Excellence project through the "hub and spoke" approach and other strategic methodologies.
- Strengthen work and achievements in older councils.
- Cascade and strengthen the next phase of the Entrepreneurship and Life Skills project.



Malagasy delegation visiting the MBC Mauritius.

Photo: Claudia Rakotonirina