

POA

PROGRAMME OF ACTION



GL COO Kubi Rama and GL Madagascar country manager Ialfine Papisy celebrating GL's tenth birthday in Madagascar.

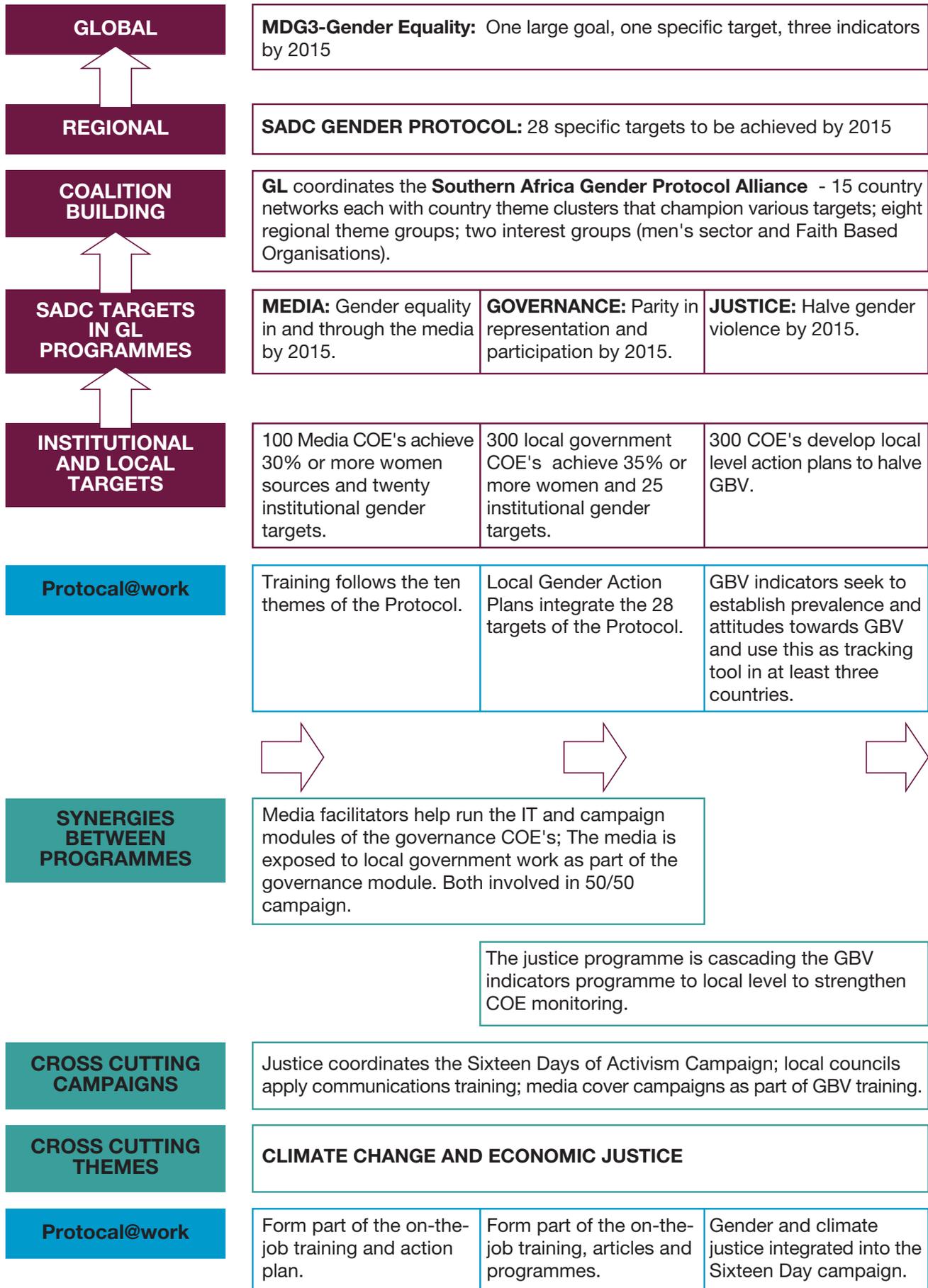
Photo: Zotonantenaina Razanadratefa



"I am the chairperson of the Swaziland Lutsango-LwakaNgwane Multipurpose Cooperative Limited in Mbabane. The cooperative came to life when local women realised that they could engage in projects that could help them earn an income outside formal employment. Through participating in capacity building programmes rolled out in Swaziland by Gender Links, I gained a lot of confidence; this is now paying off in terms of the way our work has developed. Since Gender Links' intervention, our cooperative of women has grown from singing and dancing at traditional events to rearing livestock, having poultry projects, farming, and creating handicrafts. Now, women have the option to save money in an education fund, which they access at the end of the year, so they can pay school fees for their children the next year."

Sibongile Masuku, chairperson of the Swaziland Lutsango-LwakaNgwane Multipurpose Cooperative Limited. Read full profile on: Changing lives: <http://www.genderlinks.org.za/article/sibongile-masuku---swaziland-2012-06-06>

GL PROGRAMME AT A GLANCE



OVERVIEW

By Kubi Rama, Chief of Operations



In March 2011, GL celebrated its tenth anniversary. The event marked the incredible growth and achievements of the organisation in its short lifespan. In the period, GL produced several groundbreaking research projects that guided innovative projects on gender, media, justice, and governance.

During 2011/2012 GL programmes produced 175 action plans and policies; five books and journals; two training manuals; five pamphlets and 71 fact sheets: a total of 258 published outputs.

This was also a moment to reflect on GL’s programme and its impact over the previous ten years. The 2010 Gender and Media Progress Study (GMPS) that measured the level of representation of women in the media showed that the proportion of women sources in the media increased from 17% to a mere 19% in the region’s media over seven years.

The findings of this study and the instinctive sense that GL needed to look at a different model of working led to a process of self-reflection. GL staff engaged with the input provided by beneficiaries of GL programmes during the preceding ten years. There were many positive comments. However, key learning emerged from participants comments about what GL should be doing better and what GL should focus on going into the next decade.

Three key learning points emerged.

- GL is experiencing phenomenal growth on every level. Growth comes with many challenges. GL needs to stay focused on what it is good at, go for depth in its work, and manage the growth so that the institution, its people and its work are in synergy. This led to a fundamental shift in where and how GL works. While the macro level policy and lobbying work remains a priority, programme work will focus primarily at micro level.
- GL needs to enter into partnership with clearly defined deliverables, roles, and responsibilities with regular monitoring and evaluation.
- GL needs to include economic development and climate change more prominently in its programmes as major drivers of gender inequality.

Based on these learning points GL now has a strong presence on the ground through its 109 Centres of Excellence (COE’s) for Gender in the Media and 143 COE’s in local government. The ten-stage COE process commits the institution and GL to a long-term partnership to achieve gender equality within the institution, its products, and services and to advance gender equality in the communities they serve. This provides links from local all the way through to international level as illustrated in the Programme at a Glance graphic.

The GL programme evolved from its initial core programmes (media, justice and governance) to include coordination of the Southern Africa Gender Protocol Alliance, and two cross cutting themes: **economic justice; climate and sustainable development.**

INTERNAL - GOING GREEN POLICY	PROGRAMMES: GENDER AND CLIMATE JUSTICE CAMPAIGN	
		
Organisational policy	Alliance	Spear heads the SADC Gender and Climate Change Addendum initiative
Paperless office; recycling	Governance	Integrated into CEO gender training and action plans
More road transport	Media	
Planting of trees by Board Members	Justice	Integrated into Sixteen Days of Activism campaigns
GENDER LINKS @ COP 17 AND THE SIXTEEN DAYS OF ACTIVISM		
The Sixteen Days of Activism coincided with COP 17 in Durban in November/December 2011. GL drew up a concept paper linking gender and climate justice; used this to inform campaigns run by the local government and media COEs - http://www.genderlinks.org.za/page/16-days-of-activism-2011- and ran a daily E newsletter and cyber dialogues at COP 17.		
GOING GREEN @ THE GENDER JUSTICE AND LOCAL GOVERNMENT SUMMIT		
Documents provided on CD ROM	Plenary session on Gender, Climate Change and Local Government in six national and one country summit	
Walk the Green Talk; “My dream for 2015” Box	Award entries and seven awards on Gender and Climate Change	
IT EXTRAVAGANZA: First time E mail addresses; basic search tools; on-line newsletter; gender and climate change petition; evaluation; contacts. On line cyber		



GL driver Clever Zulu participating in the Take Back the Night march in Alexandra in Johannesburg. Photo: Gender Links

The graphic shows how GL has sought to integrate climate justice into its way of working through an internal policy as well as in its programme work. The 17th Conference of the Parties (COP17) to the United Nations Framework Convention on Climate Change (UNFCCC) and the Sixteen Days of Activism campaigns overlapped from 28 November 2011 to the 10 December 2011. GL and the African Woman and Child Feature Service (AWCFS) embarked on

a joint project to raise awareness on the links between gender and climate change.

This project complemented the Centres of Excellence for Gender in the Media and local government project. Two councils in ten countries worked with GL country managers to plan and implement a Sixteen Days campaign. The planning included the community members and survivors of gender violence. The survivors documented their experiences of gender violence through writing first-hand accounts or "I" stories.

The events at COP 17 and in communities provided a springboard for a civil society campaign for an Addendum to the Southern African Development Community (SADC) Protocol on Gender and Development on Gender, Climate Change, and Sustainable Development. Activists argue that whilst climate change can be read into the existing articles in the SADC Gender Protocol, it is far too important to be left to chance. This project therefore provided an important building block for further lobbying and advocacy.

GL took this campaign to greater heights at the Gender Justice and Local Government Summit, which garnered several more signatures for the campaign. The summit featured a plenary debate, parallel session and awards on gender and climate change. GL and partners also sought to "walk the green talk" through minimising paper and other waste at the summit.

TARGETS

Target population by programme	What is GL doing to meet the needs of the target group, especially the poor
Alliance SADC/SADC GU National governments Regional/ national civil society organisations Citizens	While continuing to hold government accountable through the annual SADC Gender Barometer, GL has moved into high gear on implementation with a model for applying the gaps identified in the research to developing action plans that interrogate mainstream budgets and cost additional requirements. This gender responsive budgeting exercise is critically important for alleviating poverty as women constitute the majority of the poor.
Media Journalists,, editors Citizens	Through the concerted work with media COEs to increase women's representation in and through the media GL is promoting citizen voice and participation of the most marginalised groups in society who are frequently rendered voiceless by the mainstream media. Strengthening the links between the media and governance COEs, as well as GL's unique brand of first hand accounts, provides practical way for achieving this.
Governance Local councils; associations Gender/local government ministries Poor women	Through 151 COEs GL is helping policy makers who serve 22 million poor women and men in ten countries to develop gender action plans for achieving the 28 targets of the SADC Gender Protocol at the local level. By strengthening and cascading this model that is empowering women socially, politically and economically, GL is contributing in tangible ways to the alleviation of poverty in a region where women constitute the majority of the poor, the marginalised and the dispossessed.
Justice SADC/SADC GU National/ provincial governments Local councils Survivors of GBV	GBV is one of the most widespread yet under-reported human rights violations of our time, undermining the agency of women and their potential contribution to development. The GBV indicators research is recognised globally as one of the most comprehensive efforts to establish the true extent and effects of GBV, as well as the adequacy of responses and prevention efforts, so that these can be strengthened. As illustrated in the three countries where GL is working, the research has put GBV on the political agenda, as well as created a vital link with work on the ground through the governance COEs.