



SUNRISE CAMPAIGN

Economic power to end violence



Chipo Makoni, from Chitungwiza, Zimbabwe reclaimed her life through entrepreneurship.
Photo: Gender Links Zimbabwe

Rescued by entrepreneurial skills

Marriage denied me my freedom to participate economically and be socially active. Gender Links rescued me from my miserable situation and transformed me into a strong, confident and independent woman.

Life changed when my husband started coming home without any money or groceries for the family. When I ask why he abused me physically and verbally.

We had only one child. She had a brain tumour. My husband abandoned me and never assisted with medical attention for our child. Our child passed away.

I attended the Gender Links entrepreneurship training. I learnt how to manage a business and came up with a business plan. Through the training I opened a bank account and began saving. I also gained skills on how to update financial records and to market my business.

I started a baking business and I have progressed with it. I found a small place in town where I can bake my cookies. I now supply bigger shops like *Choppies* and *Tilus*. I advise young girls on life and how to empower themselves. I encourage them not to be dependent on men but to educate themselves and be independent. I am proud of myself because of the knowledge I have today.

Key facts

- 660 participants were trained in five councils in phase two of the *Sunrise Campaign*.
- Participants' income grew by 106% and savings and assets by 246% after the training.
- 85% developed a business plan and 86% of participants implemented or partially implemented their business plans.
- As a result of the training, 67% of participants grew their businesses, 58% added new products and 52% added new markets.
- 80% of the participants implemented or partially implemented a personal development plan.
- 87% of women experienced less or much less violence.

Why this project?

Gender Based Violence (GBV) undermines the personal and professional agency of women across Southern Africa. Over the last 18 years Gender Links has gathered over 2000 first-hand accounts women's experiences of violence. An analysis of the stories showed that the main reason women stay in abusive relationships is to ensure that their children have a place to stay, attend school and have food. The dual vulnerabilities of economic dependency and gender-based violence deters women from leaving abusive relationships.

In 2013, Gender Links piloted a programme entitled *Empower Women: End Violence*. The programme tested the hypothesis that increasing women's agency, confidence and economic power would result in less violence for women in abusive relationships and more control over their lives.

GL worked directly with 1350 women survivors of GBV in ten SADC countries in the pilot phase with the support of local councils that were part of the *GL Centres of Excellence for Gender Mainstreaming* programme. Mentors were selected from local councils and businesses within the district, enabling the new entrepreneur to have an accessible advisor to support them over their initial business development phase.

The pilot programme ran from late 2013 to 2015. At the inception of the programme all participants completed a Gender Empowerment Index (GEI).¹ All participants write their first-hand accounts of GBV as a qualitative tool to accompany the quantitative data in the GEI.

The analysis of the GEI results 12 months after the inception of the programme yielded the following results:

- Of the total number of participants 91% developed a business plan and 79% implemented them.
- The average monthly income amongst participants increased from R270 per month to R5226 per month across the ten countries, a 195-percentage point increase.
- 74% of the participants had access to a computer compared to 14% at the start; 5% of the women had email addresses when the project began and at 67% at the end.



Susan Swart entrepreneur from the pilot phase from the Cape Aghulas Municipality, South Africa said: "GL taught me how to fly. I was encouraged to encourage others and was empowered to empower myself. I want tell everyone My business is still growing and I know it will keep growing. GL has provided me with the platform and the freedom to be the best that I can."

- Of all the participants, 97% reported a decrease in their experiences of violence while 3% said it remained at the same level. One of the key findings was that none of the women reported that their experiences of violence had increased.

How the programme works?

The integrated model for entrepreneurship as an instrument of change comprises four phases, these are: life skills, enterprise training, mentorship and access to finance. The project provided women with the tools to make alternative long-term choices, and set out to increase women's agency and independence. Women on the programme reclaimed their power and participate fully in all aspects of their private and public life. Women GBV survivors grew their own businesses through access to finance, education and support.

Evolution of the *Sunrise Campaign*

The initial results proved that increasing women's agency and economic power reduced violence. GL rebranded the campaign as the *Sunrise Campaign*. Sunrise symbolises a new day, the chance of a new beginning. It also symbolises strength: the power of women reclaiming their lives.

¹ The Index gathers demographic information and baselines on the participants': financial position; access to information technology; agency; relationship control; levels of GBV and gender attitudes. Administered at inception, after the training and a year after training.

A critical next step was to develop a sustainability model that would root the *Sunrise Campaign* in structures that service and are accessible in communities. GL rolled out the *Sunrise Campaign* through the *Local Government Centres of Excellence for Gender Mainstreaming*. GL conducted training of trainers with the local councils on the content, process and monitoring evaluation of the *Campaign*.

The *Sunrise Campaign* is now located within local councils in Botswana, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, eSwatini, Zambia and Zimbabwe. A preliminary analysis of phase two of the project focuses on five countries where all the stages of the *Sunrise Campaign* are complete and where participants had sufficient time to implement their plans. The five countries include: Botswana, Lesotho, Madagascar, Mauritius and Zimbabwe.

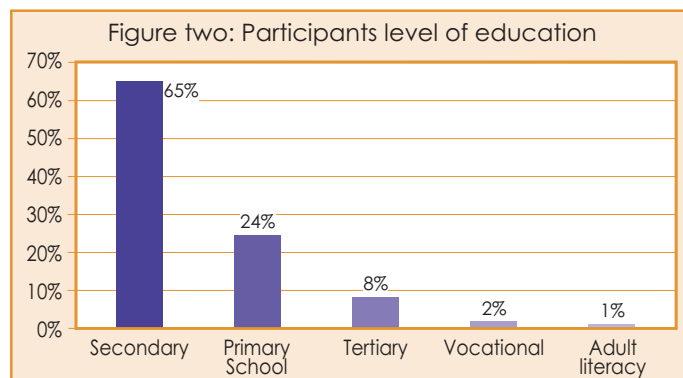
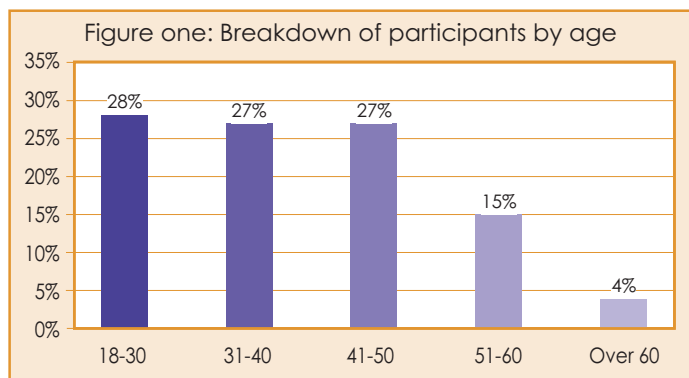
The analysis covers 37 councils in five countries. The councils worked with a total of 660 participants,



Entrepreneurship training in the Sephokong Council, Lesotho.

Photo: Ntolo Lekau

240 respondents are included in the analysis. This represents 36% of the total number of participants. With additional support GL will complete the follow up monitoring and evaluation for all participants in the next phase of the programme.



Young women between ages 18 and 30 constituted the highest number of participants closely followed by women between ages 31 and 40, and 41 and 50. A large proportion (65%) of women had secondary school education. Almost a quarter had primary-level education and 8% tertiary level education.

Ketty Perichon was introduced to the *Sunrise Campaign* by her mother who is a beneficiary of the *Campaign*. Perichon remembers the first module of the training on self esteem like it happened yesterday. The training helped her realise that she was worth it. The courses and talks boosted her confidence and love for herself. When her harasser tried to rape her, she reported him to the police. She was fired from the job after 12 years because she was constantly absent due to her experiences of violence. Perichon loves working with kids. She started a babysitting service for tourists coming to Mauritius. She is fully booked till December 2019.

Key findings

Overall results

Table 1: Overall results

	Baseline	End-line	Percentage point difference
Overall Gender Empowerment Index score	44	64	20%
Gender attitude score	54	59	5%
Relationship control score	52	57	5%
Income	106	170	160%
Savings and assets	499	1229	246%

At a macro level there is an overall increase of 20 percentage points in the Gender Empowerment Index score. This score is computed based on data gathered based on the five areas of the Index. These include attitudes; relationship control; experience of GBV income; and savings and assets. Participants' gender attitudes and relationship control scores increased by five percentage points.

This points to increased confidence in articulating their needs within relationships as well as personal growth. The most significant increases are in income; and savings and assets, these increased by 160 and 246 percentage points respectively. Increased economic power provides women in abusive relationships with control over financial resources.

Gender-based violence



Of the total number of participants, 87% reported less or much less violence and abuse than before. This demonstrates that building women's agency and economic independence is a critical factor in preventing and stopping abuse. The model works for a substantial number of women. Even though the numbers are much lower, 10 and 3%, for those experiencing the same levels of violence or much more violence than before, it is important to understand why this is the case.

Matanki Sekeleme from Mazenod Council in Lesotho explains how they have set up a support structures for survivors. "I have tried to motivate many women around my area to report abuse because of fear of victimisation. I have made it a priority to meet survivors of gender-based violence and talk about anything, encourage and support each other; and contribute money to assist other members in need of financial assistance."

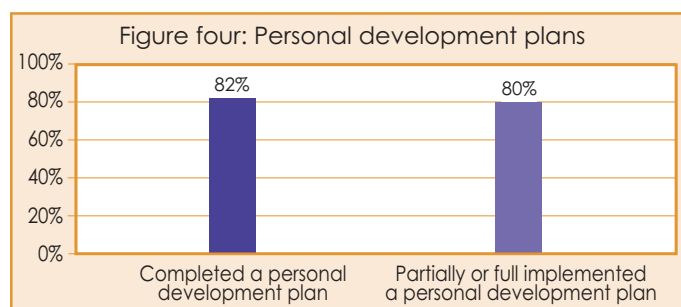
The goal must be zero tolerance for any form of gender-based violence. It could be that some participants need additional support and more time. There will be follow up interviews with these participants to unpack why their situations have not changed or gotten worse.

Personal development plans

As part of the overall programme participants' put together personal development plans. The plans identified personal time-bound goals that participants wanted to achieve.

Anashe Rusike from Kadoma City Council in Zimbabwe explains how her personal development changed her life. "Gender Links assisted me to gain self-confidence and restore my self-esteem through the use of a personal development plan. I explained it in detail to my husband. He promised to assist me in following my personal development plan. That led to the end of my abuse".

Of the total number of participants, 82% completed a personal development plan. Almost all the participants who developed a personal development plan implemented or partially implemented their plans.



Personal growth may be a key driver of success in other areas. Increased confidence and agency enable women to take control of every aspect of their lives. This is evident in the statistics on business growth and increased income.

Table 2: Overview for IT progress

IT Indicators	Baseline	End-line	Percentage point increase or decrease
Do you have a cell phone	74%	93%	19%
Do you use your cell phone for marketing or communication via SMS	65%	75%	10%
Internet searches	13%	23%	10%
Whats App	42%	55%	13%
Using a computer regularly	5%	22%	17%
Use of email	9%	17%	8%
Using the Internet	23%	31%	8%
Have a Facebook account	43%	75%	32%
Twitter	0%	1%	1%
Have a website	1%	1%	0%
Using other IT tools acquired during training	47%	59%	12%

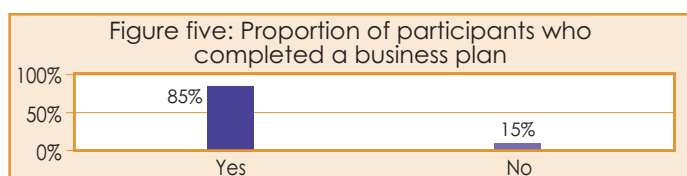
As is evident in table two participants' IT skills grew substantially over the duration the Campaign. There is a 32 percentage-point increase the number of people with Facebook accounts from 43 to 75%. Almost 20% more women own a cell phone since at end-line and an additional 10% are using cell phones for marketing purposes.

The proportion of women using computers regularly increased by 17 percentage-points from five to 22%. This is an important indicator of increased access to IT particularly for business purposes. While the use of email and Internet remains relatively low at 17 and 31%, the usage has increased by eight percentage-points.

Using Twitter and having a website are two areas that require additional skills development and support.

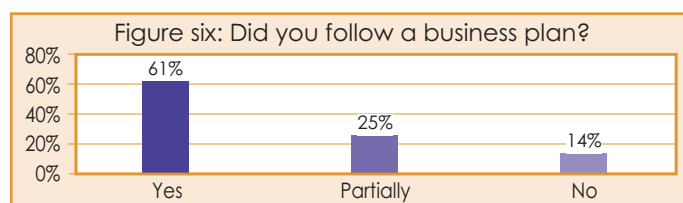
Mabohlokoa Bula from the Lilala Council in Lesotho speaks about how IT has contributed to growing her business. *“My business is doing so well. It is because of GL training. I now have customers who come from the nearby villages. The advertising strategy has worked. I did not advertise my business in the beginning. The power of social media turned my business around. I am using Facebook and Whats App platforms to advertise my business and its working very well. The GL entrepreneurship training helped me to get onto IT. I can help other women who have businesses.”*

Developing and implementing business plans



As shown in figure five, 85% of the total number of participants completed a business plan.

A substantial number of participants were interested in starting businesses.



Of the 85% who developed business plans, 61% implemented the plan while 25% partially implemented the plans.

Only 14% of the participants did not implement their plans. The reasons for not implementing their business plans are varied.

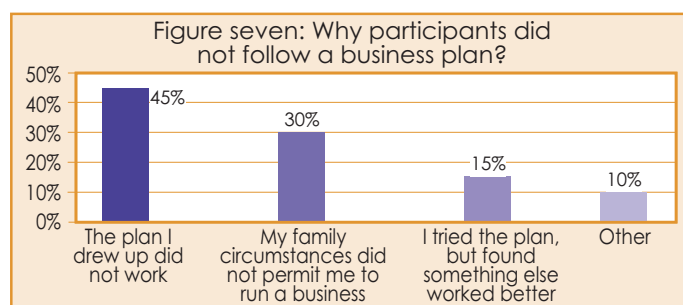
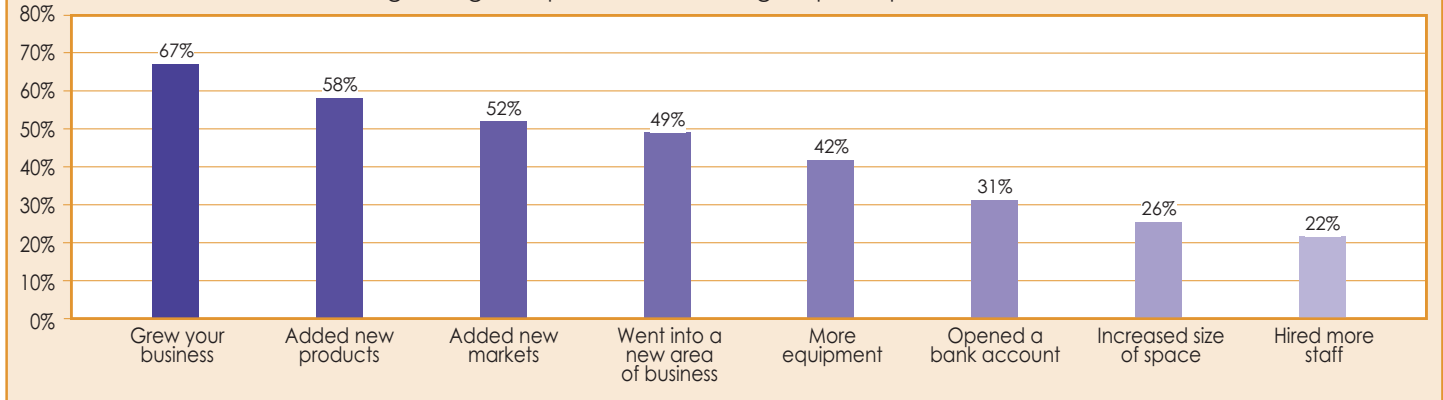


Figure seven shows that of the 14%, 45% of participants did not implement their business plans because the plans did not work.

A lower proportion, 30%, did not implement their plan due to family circumstances. Moving forward there is need to engage with families in the Sunrise Campaign.

Of the total, 15% of the participants found something else that worked better.

Figure eight: Impact of the training on participants businesses



Of the 86% of participants who implemented or partially implemented their business plans, 67% grew their businesses as a result of the Campaign. More than 50% added new products and new markets. A total of 49 and 42% went into a new area business and acquired more equipment respectively. Also, important to note that 22% hired more staff.

“Before my engagement with Gender Links I was doing my business unsystematically. GL opened my eyes to many possibilities. I am currently in the poultry and vending business. I buy fresh vegetables directly from the farmers so as to increase my profits. I realised that if I buy fresh vegetables from the market for resale my profits will be minimal. The programme has helped me in diversifying my business so as to maximise my profits.”
Laizah Mutumbi, Manyame Rural Development Council, Zimbabwe.

Conclusions

The *Sunrise Campaign: Economic power to end violence* shows that increasing women's agency, confidence and economic power results in less violence for women in abusive relationships and more control over their lives. The programme includes young women with a view to “*stopping violence before it starts*”.

The sustainability model, lodging the *Sunrise Campaign* in the Social Development and Local Economic Development Departments of local councils is working. The programme does take longer to implement and ensuring that the monitoring and evaluation is done consistently requires ongoing engagement and support from GL.

Razafiarisoa Bernadette from Bongatsara in Madagascar shares her dreams. *“I am a single mother and I will do my best to educate my children, so that they do not face the same violence that I suffered from. Education is the key and I will strengthen their use of IT, languages and all subjects required at school. In that way, they will certainly have a bright future.”*

The *Sunrise Campaign* is about seeking sustainable solutions to GBV. It is potentially a major contribution to the growing global discourse on the nexus between economic power and long-term solutions to GBV.

Next steps

- Document and popularise the nexus between increased economic power and GBV as a viable strategy to decrease or prevent GBV.
- Gender Links will conduct longitudinal studies to track the progress of the women who were part of the *Sunrise Campaign* and particularly to complete the end-line assessment of phase two.
- Ensure there is ongoing training and support to the councils implementing the *Sunrise Campaign*.
- Engaging with the business sector to identify potential sources of funding, this has been difficult and needs to be a focus area.
- Establishing networks of entrepreneurs from the *Sunrise Campaign* at national and regional level to facilitate learning and sharing.
- Garner support to extend the training of trainers to additional councils across ten SADC countries.