

INV-022318, WEE/WECs Nigeria Communications and Advocacy Coalition  
Grant Amount: US\$1,000,000.00  
Timeline: 30/11/2020 - 31/10/2022

CORPORATE  
**Profile**

PARTNERSHIP FOR  
ADVANCING WOMEN IN  
ECONOMIC DEVELOPMENT



An Initiative of



*Facilitating Participatory Development*

## The dRPC as **Coalition Builder**



The Partnership for Advancing Women Empowerment in Development (PAWED) project has a two year timeline with a grant sum of one million USD\$. The project is funded by the Bill and Melinda Gates foundation (BMGF), and is anchored by the development Research & Projects Center (dRPC).

PAWED aims to build and nurture sustainable Nigerian CSO advocacy and communications coalition to support leading WEE interventions such as the Nigeria For Women Project (NWFP) at the National and States level through evidence-based advocacy, awareness creation and knowledge mobilization and dissemination.

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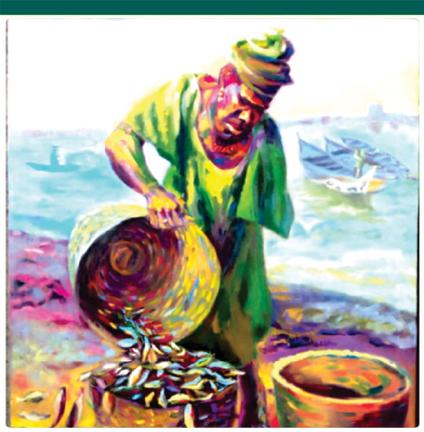
**THE PAWED SCOPE OF  
WORKS (SOWs)  
2020-2022**

During the project implementation period, the PAWED project will identify the most influential WEE advocacy organizations, in particular, Women-led Women Economic Collectives (WECs) in Nigeria as well as individual WEE champions (both traditional and non-traditional champions), bringing them together to form Advocacy and Communications Coalitions at national and at state levels to advance WEE interventions in the country.

Coalition members will work together to distill and communicate the evidence that investing in WEE in Nigeria benefits the woman, the household and is in the best interest of communities and the Nigerian nation. Coalitions will ill work at national and state levels in consultation with women machinery of government to generate evidence of gaps in WEE intervention performance, to develop messages to catalyze improved performance, and to conduct advocacy to strategic targets who will advance salience of WEE. As part of their advocacy strategy, Coalitions will also mobilize constituencies of stakeholders to know about WEE projects; to care and value them; and to take action to sustain WEE interventions towards success.



## THE PAWED OBJECTIVES



Consistent with the dRPC's mission as an intermediary non-profit, the PAWED project is strategically positioned amongst the BMGF portfolio of WEE/WEC investments in Nigeria to facilitate and support implementing partners and WEE/WECs grantees to tap into the research, voice, and accountability strengths of Coalitions that the dRPC will mobilize and anchor. The Objectives of PAWED are:

- Increase the salience of women's economic empowerment within national and state government ministries, department and agencies (MDAs)
- Increase the salience and knowledge of effective policies, programs and strategies to advance women's economic empowerment within communities of donors and national and state government MDAs, with a primary focus on women's empowerment collectives
- Increase the salience of women's economic empowerment amongst civil society and influential leaders and their commitment to support change that might be in opposition to cultural and social norms

## THE PROJECT PHASES

The PAWED project phases are: months 1-6 inception phase, implementation phases of months 7-12; pause and reflection phase in months 13 & 19; monitoring through the project from months 1 to 24, implementation phase two from months 13-22; and evaluation from months 22 to 24

## RESEARCH IN PAWED

Research is key to all dRPC's projects and evidence generation is a key to the success of PAWED's advocacy strategy. Research is conducted at all phases of the project cycle:

- Macro level landscaping of WEE interventions in Nigeria
- Strategic landscaping of WEE/WECs in the NFWP states
- Annotated bibliography of WECs in Nigeria, 2005-2021
- MEAL of PAWED project performance
- Success story documentation of the NFWP
- Knowledge, attitude and commitment studies of strategic level public officials in WEE and attitudes to working with WECs studies
- An analysis of efficacy of messaging to male public officials coordinating WEE projects in strategic MDAs

## PROJECT INTERVENTION LOCATIONS

PAWED will be implemented at the national level, in selected states in Nigeria and in the NFWP states

## PAWED ACTIVITIES

PAWED activities fall into 7 buckets – project management; research and learning; advocacy CSO capacity building; communication strategy development; advocacy; constituency mobilization; dissemination and support for replication & scaling

## PROJECT MANAGEMENT ACTIVITIES

To implement this project, the dRPC has set up an effective project management team of expert women and men. Specific members of the team are charged with key tasks of work on the PAWED project – research and reporting; BMGF WEE portfolio coordination; partnership building and stakeholder coordination; CSO /WEC identification; Coalition building; Coalition workplan development and implementation; Coalition capacity building; communication firm coordination and management; monitoring evaluation and learning. While team members discharge dedicated responsibilities, they also work as a team.

## RESEARCH IN PAWED

Research is central to the work of the PAWED project and underpins all activities which are evidence informed. Research is formative at the baseline of the project and will be conducted over the life of the project to determine progress and change.

## CSO ADVOCACY COALITIONS FORMATION AND SUPPORT

The PAWED project will identify using objective criteria and bring together organizations and champions around the common cause advancing WEE in Nigeria. The Coalitions will advocate to policy makers by advancing messages of what works for women, families, communities and nations when supporting WEE and working with WECs.

## DEVELOP & APPLY COMMUNICATION STRATEGY

PAWED will engage and work with Communication firms; to develop a communication strategy in collaboration with the Coalitions, agree on effective messaging for specific states, identify impactful communication channels and prepare members of the Advocacy and Communications Coalitions to deliver and reach advocacy targets with messages, information and evidences to prompt WEE funding and support

## CSO HUB CREATION

The project will create a WEE Hub which will connect and coordinate with regional and global WEE hubs

## AWARNESS CREATION OF THE VALUE OF WEE/WECs

As part of its constituency mobilization strategy, the dRPC will work through knowledge sharing platforms between CSO Coalitions and the women's machinery implementing WEE/WEC projects to tease out best practices, which will be disseminated to stakeholders to mobilize commitment, interest and value positions related to WEE and WECs. In doing so, the dRPC will support Coalitions to sensitize the public of the value and benefits of WEE interventions and share success stories from lived experiences.

## MONITORING, EVALUATION & LEARNING

Monitoring, evaluation and learning are intentional aspects of this project, given the PAWED project's design as a pilot intervention in a new portfolio of BMGF gender equality investments in Nigeria. Data and evidence will drive the learning of this project where tools will be customized for application in step-down trainings of Coalition members. Coalitions will participate in knowledge generation through data gathering and information sharing as an organic component of their scope of work on the PAWED project.





**Interested in participating in or  
Supporting PAWED?  
Please contact us at:  
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