Report on Advocacy and Communication Training for Women Empowerment Collectives

dRPC Office Complex, Abuja
2nd August, 2021

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Introduction
The Partnership for Advancing Women in Economic Development (PAWED) is a project currently implemented by the development Research and Project Center (dRPC) with support from Bill and Melinda Gates Foundation and a timeline of 2 years.

This project is design to build a Nigerian CSO advocacy and communications coalition to advance evidence, policies and programs that further women's economic empowerment vanguard organizations such as Women's Empowerment Collectives. It is also aimed at nudging policy makers to increase funding, implement and scale up investment in WEE policies, programs, and projects with an initial focus on increasing the salience of WECs in Nigeria.

Objectives
Some primary objectives for this training include:
● To understand the problems experienced by women in businesses and the benefits to their family and society when women are meaningfully engaged.
● To understand the terrain in terms of Nigeria current economic development policies and programs for women in these policies
● To agree on an advocacy issue on WEE that both groups will jointly work on
● To clearly define the advocacy target and the most effective message
● To plan towards a successful advocacy visit

Training Participants
A total of fifteen (15) participants made up of representatives from FOMWAN and CAN, dRPC and a facilitator attended the training. 4 FOMWAN and 3 CAN representatives, 1 Facilitator and 7 dRPC-PAWED Staff.

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<thead>
<tr>
<th>NAME</th>
<th>ORGANIZATION</th>
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<tr>
<td>Plangsat Dayil</td>
<td>University of Jos</td>
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<tr>
<td>Halimat Jibril</td>
<td>FOMWAN</td>
</tr>
<tr>
<td>Bola Usman</td>
<td>FOMWAN</td>
</tr>
<tr>
<td>Dr. Asmau M. Adau</td>
<td>FOMWAN</td>
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</table>
Maimuna Momodu | FOMWAN
Mrs Maureen Nwankwo | WOWICAN
Mrs Philo Uche | WOWICAN
Mrs Nkese Sonny | WOWICAN

The Expected outcome of this training is for the two group to work together to conduct high level advocacy on the need to increase funding for WEE in general and women’s businesses affected by COVID-19 downturn in particular.

The Methodology adopted to actualize the purpose of this training is to bring two groups together namely FOMWAN and CAN to share their experience in advocacy and how they can work together to advance the WEE project at the National and sub-national level. They adopted thematic area of the training was based on

- Focus group discussion on the past experience of FOMWAN and CAN conducting advocacy to government officials on any issues- what was the issue, what worked, what did not work and why?
- Focus group discussion on the problems experience by women in business and the benefits to the family and society when women are in business
- Presentation on Nigeria’s current economic development policies and programs for women in these policies by Mr Kareen and Mr Fatai
- Presentation on the advocacy issues on WEE that FOMWAN and CAN will work on jointly.
- Presentation on advocacy target and the advocacy message.
- Post test evaluation was conducted on participants

Facilitation

Dr. Plangsat facilitated the training with support from Dr Stanley and Mr Hassan while Mr Fatai and Mr Kareem made a presentation on “Nigeria’s Current Economic Development Policies and Programs for Women in Policies”.

The first Focus Group Discussion was on Past experience of both groups in conducting advocacy to government officials on any issues. Both groups (FOMWAN and CAN) noted the following as their past experience in conducting advocacy visit to government officials
The use of data to buttress the issues advocated for
- Community Engagement
- Engaging an insider within the advocacy target MDAs
- The use of jingles (played in 42 Radio station in Nigeria)
- Advocacy Asks
- Identify stakeholders and sent letters across
  - Constant follow ups
  - Galvanise support
  - Dialogue
  - Set aside beliefs
  - Unification of purpose
  - Monitoring
  - Collaboration with power brokers

On what can be done differently if asked to conduct this advocacy again, both groups (FOMWAN and CAN) responded by saying the following:
- Proper planning
- Strictly following an action plan to a logical conclusion
- Avoidance of digression
- Sharing of helpful information needed
- Strengthen collaboration
- Capacity building
- Sustainability plan

Challenges Encountered while conducting advocacy visit from their past experience
- Lack of initial data
- Lack of monitoring
- No insider
- Inadequate information in terms of required capacity which includes
  a) The culture of silence
  b) No database
  c) Lack of documentation
- Corruption
- No follow-up
- Insecurity
- Lack of logistics support
• Negotiating access

The second Focus Group Discussion was on the problems experienced by women in business and the benefits of these businesses to their family and society. The Problem experience by women groups in business identified by the both groups (FOMWAN and CAN) during the focus group discussions includes
• Lack of funds
• Limited access to external markets
• Women into petty trading and not production
• ICT Gap
• Lack of capacity to manage big businesses
• Record /book keeping
• Access to credit
• Lack of economic information
• Economic Risk (Not willing to take Economic Risk)
• Financial Literacy

Also, the both groups identified the benefit of Women Economic Empowerment (WEE) during the second focus group discussion to include;
• Lead to improved standard of living
• Leads to independence in decision making
• Leads to reduction in Violence against Women (VAW) and GBV
• It increases purchase power
• Reduce poverty

<table>
<thead>
<tr>
<th>NEW DEVELOPMENT PLANS</th>
<th>OBJECTIVES</th>
<th>PROGRESS</th>
<th>IMPLEMENTATION STATUS</th>
<th>MDAS RESPONSIBLE</th>
<th>PROVISIONS FOR WOMEN ECONOMIC EMPOWERMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Term National Development Plan (MTNDP) 2021 -2025</td>
<td>To lift 100 million Nigerians out of poverty within the next 10 years</td>
<td>First draft submitted March 2021</td>
<td>N.A</td>
<td>Ministry of Finance Budget and National Planning</td>
<td>There are dedicated thematic areas on women and cross-cutting issue where gender was identified as a sub priority.</td>
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<tr>
<td>Medium Term National Development Plan (MTNDP) 2026 -2030</td>
<td>Still on the preparation stage</td>
<td>Not yet</td>
<td>Ministry of Finance Budget and National Planning</td>
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<tr>
<td>Nigeria Agenda 2050</td>
<td>Still on the preparation stage</td>
<td>Not yet</td>
<td>Ministry of Finance Budget and National Planning</td>
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### Medium Term Expenditure Framework (MTEF) 2022-2024.

| Medium Term Expenditure Framework (MTEF) 2022-2024. | To highlights the macroeconomic and fiscal policy objectives of the government over the period 2022-2024 and the strategies to be implemented to achieve them. | Developed, Approved and Launched | Ongoing | Ministry of Finance Budget and National Planning | No Women Economic empowerment Focused Programmes |

### The National Poverty Reduction with Growth Strategy 2021

| The National Poverty Reduction with Growth Strategy 2021 | To lift millions of Nigeria out of poverty | Developed, Approved and Launched | Ongoing | Presidential Advisory Council | Programmes are in lumpsum |

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**Session 4: Presentation centered on** Nigeria's current economic development policies and programs for women in these policies. The sub theme of this presentation centered on current economic development policies and programs for women and WEE Issues in the Economic Development Plans/Policies/Programmes.

**Economic Development Policies and Programs for Women in these Policies**

On WEE Issues in the Economic Development Plans/Policies/Programmes the presenter noted the following:

- Low representation of women in the economic development planning processes
- Low prioritization of WEE as a policy issue
- Poor gender sensitive programmes/projects (mostly in lump sum)
- Poor WEE programmes coordination
- Poor implementation
- Lack of gender audit of the plans/policies/programmes

The presenter also noted the following on Policy Priorities for the Medium-Term National Development Plan and The MTNDP plans recognized the following 9 National policy priorities for the year 2021-2025 to include;

- “Build a thriving and sustainable economy
- Enlarge agriculture output for food security
- Attain energy sufficiency in power and petroleum products
- Expand transport and other infrastructure development
- Expand business growth, entrepreneurship and industrialization
- Improve access to quality education, affordable healthcare and productivity
- Enhanced social inclusion and reduce poverty
- Build systems to fight corruption, improve governance and create national cohesion
- Improve security for all”. (Source: OVERVIEW OF THE 2021-2025 MTNDP DRAFT, page 2-3)
Women and Gender Equity Strategies For Implementation in MTNDP 2021-2025 as identified by the presenter

- “Facilitate the mainstreaming of gender issues in existing policies by providing technical supports to MDAs.
- Use technology to expand the reach and impact of gender programing and social mobilization campaigns.
- Effective track gender data by strengthening data collection capacity management systems.
- Supports women economic empowerment by facilitating access to financing, providing skill building trainings and supporting MSMEs business viability”. (Source: OVERVIEW OF THE 2021-2025 MTNDP DRAFT, page 48)

Lastly, he noted that the Opportunities for CSO Coalitions to integrate WEE into plans/policies/strategies include; Participating in the development plans/policies/strategies process, technical supports/expertise, Evidence-based advocacy, Mobilize and create awareness, Tracking and reporting the progress and to Conduct gender audits.

The second section of the first presentation by Mr Kareem Abdulrasaq program officer budget and policy was done by Mr Fatai Yusuf MEAL officer. His presentation centered on “COVID-19 INTERVENTIONS BY THE FEDERAL, STATE AND CSOS”

The sub thematic areas of his presentation include

<table>
<thead>
<tr>
<th>NATIONAL LEVEL</th>
<th>STATE LEVEL INTERVENTION</th>
<th>OTHER INTERVENTIONS BY CSOS</th>
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<tbody>
<tr>
<td>● Mass Agricultural Programme (Map)</td>
<td>● Palliative Distribution</td>
<td>● Un Women</td>
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<td>● Special Cash Rural Women Programme</td>
<td></td>
<td>● International Fund For Agricultural Development (Ifad)</td>
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<td>● National Survival Fund</td>
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<td>● Spotlight Initiative, European Union And Un Trust Fund</td>
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<td>● Economic Stimulus Programme</td>
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<td>● Action Aid Nigeria</td>
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<td></td>
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<td>● Association Of Nigerian Women In Business Network (Anwbn)</td>
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<td>● Mama Moni</td>
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Advocacy messages based on findings

- There is a need for proper monitoring and evaluation of these interventions.

- There is need for interventions from the federal, state, donor agencies and non-state actors like CSOs/NGOs to mitigate the impact of Covid-19 on the livelihood of citizens' especially poor and vulnerable women and young girls in communities.
• There is need for more gender responsive intervention or special quotas for women as more women and young girls are more affected by Covid-19 pandemic due to their engagement in the informal sector.

• There is need for a robust and reliable data to capture poor and vulnerable women and young girls that are potential beneficiaries of the intervention's programmes.

Advocacy issue on WEE that both (FOMWAN and CAN) groups will work on.
One of the advocacy issues on WEE jointly identify by FOMWAN and CAN is Poverty Alleviation for Rural women and Urban poor, Women in agriculture and petty business as a result of COVID-19 and lack of price control

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<th>S/ N</th>
<th>Advocacy message for collaboration</th>
<th>Targets</th>
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| 1    | Advocate for a special budgetary allocation | • All MDA's  
• Budget and planning Technical Committees |
| 2    | Rural Poor Women | • Min of Agric  
• CDA's |
| 3    | Information /sensitization | • Social Media platform  
• Media  
• Print media |
| 4    | M & E for policies to ensure women issues are engendered | • Social Media platform |
| 5    | Data on impact and beneficiaries | |
| 6    | Demand for review/audit of policies | • Engage with National Bureau of statistics |
| 7    | Targeted interventions | • Women Affairs |
Post-test evaluation analysis & findings
Findings from the post-test tool administered to the participants show that the training has increased the capacity of the participants conduct National level advocacy on Women’s Economic Empowerment issues. The disaggregated data can be seen below:

1. **When asked to rate the training workshop**

   ![Pie chart showing satisfaction levels]

   More than half of the participants (67%) replied that they were very satisfied with the training. Only about 33 percent of the participants replied that they were satisfied.

2. **When asked if the training improve their advocacy skills**

   ![Pie chart showing advocacy skills]

   All the respondents are of the opinion that the training has improved their advocacy skills.

3. **When asked if the training improve their communication skills**

   ...
Again, all the respondents affirmed that the training has improved their communications skills.

4. **When asked to rate their knowledge of conducting advocacy research**

The highest percent of the respondents (67%) rated their knowledge of conducting advocacy research to be “good” while a total of 33% of the respondents rated their knowledge of conducting advocacy research to be “excellent”.

5. **When asked to rate their knowledge of preparing position paper and fact sheet after the training?**
Half of the participants (50%) rated their knowledge of preparing position paper and fact sheet to be “good” while one respondent rated her knowledge of preparing position paper and fact sheet to be “Very good” and another rated her knowledge to be “Excellent”. Only one respondent rated her knowledge to be “poor”.

6. When asked if the training has improved their knowledge of mapping different advocacy audience?

More than half of the participants (67%) rated their knowledge of mapping different advocacy audience to be “good” while a total of 33% of the respondents rated their knowledge of mapping different advocacy audience to be “excellent”.

7. When asked if the training has improved their knowledge of developing and delivering advocacy messages
The highest percent of the respondents (67%) rated their knowledge of developing and delivering advocacy messages to be “good” while a respondent rated her knowledge of developing and delivering advocacy messages to be “excellent” and another respondent replied that she is now “very good” in developing and delivering advocacy messages.

8. When asked if the training increased their skills on how to identify innovative and culturally sensitive approaches to advocacy

The highest percent of the respondents (67%) rated their skills on how to identify innovative and culturally sensitive approaches to advocacy to be “good” while 33% of the respondents rated their skill to be “Excellent”.

9. When asked if the training has improved their skills on how to monitor and evaluate advocacy activity?
All the respondents affirmed that the training has improved their skills on how to monitor and evaluate advocacy activity.

10. Advocacy Action plan

All the respondents affirmed that the training has improved their skills on how to develop and Advocacy Action plan.

11. When asked if the coalition is ready to open discussion with policy makers to increase funding for WEE?
All the respondents affirmed that the coalition is ready to open discussion with policy makers to increase funding for WEE.

Next Steps

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<th>S/N</th>
<th>LOGISTICS &amp; PLANNING</th>
<th>TIMELINES</th>
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<tbody>
<tr>
<td>1</td>
<td>Develop the message and objectives</td>
<td>2 weeks from the training date</td>
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<tr>
<td>2</td>
<td>Set up an instant communication platform</td>
<td>Within 24hrs</td>
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<td>3</td>
<td>Contacts and mobilization</td>
<td>2 weeks</td>
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<td>4</td>
<td>Trainings on gender based budgetary</td>
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<td>5</td>
<td>Transportation and meeting point</td>
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<td>6</td>
<td>Publicity</td>
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<td>7</td>
<td>Assign officers for M&amp;E</td>
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<tr>
<td>8</td>
<td>Report Writing</td>
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