

REPORT OF THE CAPACITY BUILDING TRAINING WORKSHOP ON ADVOCACY AND COMMUNICATION FOR WOMEN EMPOWERMENT COOPERATIVES FROM KWARA STATE AND OFFICIALS OF THE NATIONAL CENTRE FOR WOMEN DEVELOPMENT

28th-29th OCTOBER 2021



Table of Contents

Background.....	2
Objective of the Training Workshop	2
Participants' Profile	2
Training Methodology.....	3
Workshop Overview	4
Day One.....	5
Day Two.....	9
Workshop evaluation	16
Pre-workshop evaluation for WECs	17
Pre-workshop evaluation for participants from NCWD.....	23
Post-workshop evaluation for WECs	25
Post-workshop evaluation for WECs	30
Key Learnings	32
Next step.....	32
Media Links.....	33

Background

The aim of the Partnership for Advancing Women in Economic Development (PAWED) project, funded by the Bill and Melinda Gates Foundation (BMGF) is to build and nurture sustainable Nigerian CSO advocacy and communications coalition to support leading women's economic empowerment interventions such as the Nigeria for Women Project at national and state level through evidence-based advocacy, awareness creation and knowledge mobilization and dissemination.

The PAWED project collaborated with Michael Imoudu National Institute for Labour Studies (MINILS) to build the capacity of women's economic collectives (WECs) in Kwara state as well as key officials of the National Centre for Women Development on advocacy and communications strategies. The training was held at Noktel Hotel in Ilorin Kwara State on the 28th -29th of October 2021.

Objective of the Training Workshop

The general objective of the training workshop was to build the capacity of Women's Cooperatives on advocacy and communication. Specifically, the training aims to achieve the following:

- To acquaint participants with new knowledge of elements and meaning of advocacy.
- To increase the skills of participants on how to conduct evidence-based advocacy as well as fostering non-lobbying advocacy skills of women cooperatives.
- To strengthen the capacity of women to boldly speak out on women issues and also contribute meaningfully to socio-economic development; and
- To increase best practices in framing and prioritizing advocacy issues in women economic empowerment.

Participants' Profile

Key component of the PAWED project is strengthening the capacity of national level Women's Economic Empowerment and Business Associations in the country on advocacy and communication. In order to implement this component, the dRPC-PAWED project put out a call for applications and received nominations, from which twenty (20) WECs were selected. In addition, ten (10) officials from the National Centre for Women Development also participated in the training. The following are the profiles of the participants selected:

LIST OF WECs

S/N	NAME	PHONE NUMBER	ORGANIZATION
1	Mrs. Rose Nkom Katung	08103996711	Kowa Zai Samu Agro-Allied Ventures Group, Kaduna
2	Mrs. Sadiat Firdaus Oshodi	08025768105	Irewolede Cooperative, Epetedo, Lagos Island
3	Gidado Iyabo	08136487642	UITH Medicare Multipurpose Cooperative
4	Abdulsalam Ramat	08033687021	Al-Meezan Multipurpose Cooperative Society, Ilorin
5	Muhammed Ramat	08037440894	NATAIS Islamic Multipurpose Cooperative
6	Oluyomi Rotimi	08056547745	Bishop Smith Memorial College Progressive Cooperative Society
7	Manzuma Fatima I.	08104246706	Abagyama Cooperative Society Lafiagi

8	Isah Khadijat	08036272555	
9	Aina Olajumoke Mary	08032059981	
10	Abadat Kareem Shade	08085024640	
11.	Aminat	08068357608	
12	Aremu Adama Ibrahim	08106303040	
13	Aremu Ganiyat Dupe	07063264028	
14	Akanbi Rashidat Kehinde	08068563644	Anu – Oluwa Multipurpose Cooperative Society
15	Adeboye Yemi	08069805471	MINILS Cooperative Society
16	Afusat Yusuf	08026094336	Kwara Tailor Owonifa Multipurpose Cooperative Society
17	Fatimoh F. Adeshina	08038573062	Kwara Tailor Omowumi Multipurpose Cooperative Society
18	Rukayat Abdulmumeen	09046538220	Kwara Tailor Ajewumi Multipurpose Cooperative Society
19	Christiana Ayanda	08064401981	Kwara Tailor Ona Olapo Multipurpose Cooperative Society
20	Evang. Ambs. Florence Abiodun Afolabi	08135348339	Kwaccima Women's Wing Multipurpose Cooperative Society Limited

LIST OF NATIONAL CENTRE FOR WOMEN DEVELOPMENT OFFICIALS

S/N	NAME	ORGANIZATION
1	Maimuna Mani Yangora	National Centre for Women Development
2	Maranzuh Nwanneka J.	National Centre for Women Development
3	Atim Esuekong	National Centre for Women Development
4	Amina I. Sadeeq Omar	National Centre for Women Development
5	Jummai Modu	National Centre for Women Development
6	Chikas Kumle	National Centre for Women Development
7	Hailmary Aipoh	National Centre for Women Development
8	Hassana Abdullahi	National Centre for Women Development
9	Fatima Adams	National Centre for Women Development
10	Charity Green Onoriose	National Centre for Women Development

Training Methodology

The methodology adopted was highly interactive and participants were subjected to use different methods to build their skills in advocacy and communication. A number of participatory adult learning methods were utilized which included brainstorming, questions and answers, group work, role plays, case studies, brief presentations, simultaneous translation and discussions.



The day one activities started with opening ceremony for the training workshop. The welcome address was given by the Director-General of MINILS, Comrade Issa Aremu *nni*. The DG appreciated everyone who participated in the collaborative workshop stating that women are great and their importance in nation building cannot be over-emphasized. He further made the participants to understand that the first leg of this workshop was held in Abuja. The DG stressed that the essence of the workshop was to strengthen the capacity of women on advocacy and how they can be empowered economically to assert themselves in the society by speaking up and taking their rightful positions in leadership. He also informed the participants about the mandate of the Institute and his commitment to promote women issues. The DG ended his address by appreciating Nigeria's President, Muhammad Buhari, the Kwara State Governor, Abdulraham Abdul Rasaq for their women friendly policy that geared towards having larger percentages of women in their cabinet.



In her own goodwill message, the representative of the Director of NCWD, Hadjia Maimuna Mani, expressed sincere appreciation to development Research and Projects Centre (dRPC) and BMGF for their magnanimity in extending this unique capacity building opportunity to the National Centre for Women Development as part of its efforts, in strengthening the capacity of the various gender machineries to achieve the national gender agenda and sustainable nation development. The Director further highlighted the mandate of the Centre which is to promote gender equity and development through research, a databank, training and documentation, advocacy, guidance and counselling, and mobilization of resources with a special interest in addressing issues facing women in Nigeria.

Day One

Session One: Introduction to Advocacy

This session was facilitated by Miss Rotimi Damilola. She started her presentation by asking the participants the meaning of advocacy the way they understood it. Some participants tried to define it in their own way and based on their attempt, the facilitator defined advocacy as an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. She further said that advocacy could be seen as both a science and an art. It is a science because it uses systematic approach while an art due to the use of negotiation. She proceeded by mentioning element of advocacy that must involve core group and follow certain process which must not be rigid in achieving their common objectives or goals. The facilitator highlighted the basic steps involved in Advocacy to include:

- Goal and objectives
- Data (Research)
- Position Paper Message
- Audience Mapping
- Decision Process

- Sensitization Strategy
- Action Plan
- Handling Opponents
- Media Relations
- Presentation and Visits
- Coalition Building
- Fund Raising and Evaluation.

The facilitator shed more light on the difference between advocacy and lobbying. She noted further that though lobby is a tactics in advocacy but as a policy, dRPC does not encourage lobby.

Session Two: Defining Advocacy goals and Objectives

This session was delivered by Mr. J. A Ogar. The learning objectives are determining and developing advocacy goal and objectives as well as explaining specific elements of advocacy objective. Participants learnt about the goals of advocacy as a broad statement of purpose and how it can be used to chart the course and objectives of a specific statements and lastly how the goal can be achieved. The facilitator defined advocacy goal, Advocacy objective and elements of Advocacy to the participants. Participants were then divided into two groups and asked to pick an Advocacy issue related to WEE. Below were the responses of each group:

Group A (WECs)	Group B (NCWD)
Advocacy Issue: Multiple Taxation on Women owned Business	Advocacy Issue: Reactivation of Women Development Centre
Goals: To Reduce Taxation on Business owned by women	Goals: Poverty Reduction at grass root
Intended Change: Reduction of Taxation on Business owned by women	Agent of Change: FMWA, NCWD, MOF, LGA, CBN, Ministry of Women Affairs, Legislature etc.
Agent of Change: Internal Revenue /Ministry of Finance	Percentage of Change:50%
Percentage of Change: By 40%	Time Frame: Year 2022
Time Frame: Year 2022	Element of Change: Government Institutions, NGOs, Donor Agencies, CSOs etc.
Element of Change: All Stakeholders	

Session Three: Issues/Barriers and Threats facing WEE in Nigeria

This session was facilitated by Dr Lawal Moshood. The objectives of the session include the following: - Defining WEE, identifying and framing key advocacy issues affecting WEE in Nigeria, discussing key issues affecting WEE in Nigeria as well as explaining the differences between threats and barriers experienced by women in business and their impacts. The facilitator defined Women empowerment as the process in which women elaborate and recreate what it is that they can be, do, and accomplish in a circumstance that they previously were denied. Thereafter, key issues affecting WEE in Nigeria were discussed extensively under the following: Gender Equity, Limited Funding Weak, Adhoc, Merged Programme, Welfare as Empowerment, Technical Capacity Bottlenecks, Poor Data Base and Pet Projects. The presentation was then concluded by a group work on barriers and threats experienced by Women in Businesses and impact on their Businesses. The existing two groups were made used of and the sub-session below were the tabular presentation of barriers/threats and impacts identified by each group.



Barriers/Threats and Impacts Identified by Group A (WECs)

S/No	Barriers/Threats	Impact
1	Low Self Esteem	Makes a woman not be able to pitch her business
2	Lack of Capital	Inability to start business or expand business
3	Family Responsibilities	Not able to focus on their business
4	Sexual Harassment	Lack of patronage
5	Weather Climate	Weather condition



Barriers/Threats and Impacts Identified by Group B (NCWD)

S/No	Barriers/Threats	Impact
1	Lack of Collaterals	Lack of Funds for Business Expansion
2	Financial Illiteracy	Lack of Proper Record Keeping
3	Culture and Tradition Norms	Prevent Women Participation
4	Lack of Mentorship	Lack of Business Experience

Session Four: Coalition Building

This session was facilitated by Mrs Alaya Bilqis. Participants were asked to define coalition in their own words, and some defined it as joint effort put to achieve a goal while others seen it as people coming together. Based on opinions expressed, the facilitator defined coalition as a pact or treaty among individuals or groups, during which they cooperate in joint action, each in their own self-interest, joining forces together for a common cause. Participants were then grouped into two groups to discuss the benefits of building a coalition in advocacy. The points under were harvested from the group discussions.

Group A (WECs)	Group B (NCWD)
It gives weight to women's voice;	Provides more ideas and perspectives on the discussion table;
Promotion of unity, interpersonal relationship and hospitality	Galvanizes resources to achieve a common goal
Encourage diverse ideas that leads to good resolution	Reduces stress and time
It helps to build confidence.	Amplifies the voices in advocacy
	Increases productivity and helps build consensus
	Also provides safety and security for members.

Session Six: Identifying/Mapping Your Advocacy Audiences

This session was facilitated by Miss Damilola Rotimi. Participants learnt how to: define Advocacy Audiences, determine different Advocacy Audiences and map different Advocacy Audiences as well as define Political Gatekeepers and Advocacy Champions. The facilitator further listed certain criteria that could guide audience mapping on the basis in which group exercise was given. The existing two groups were utilised, and each group came up with the following as shown in tables below.

Audience Mapping by Women Participants Based on Guided Classification

S/No	Guided Classification/Categories	Women participants	
		Group A (WECs) Advocacy Issue-Multiple taxation of Business Owned Businesses	Group B (NCWD) Re-activation of Women Development Centres
1	Current Power Brokers	Minister of Finance; Head of Internal Revenue	Government; Governors' Wives and Commissioner of Women Affairs
2	Potential Power Brokers	Religious Leaders/Traditional Rulers; Market Leaders (Iyalaja & Babaloja)	Traditional Rulers; Religious Leaders and Women Leaders
3	Supporters	Market Women; Other Shop Owners	Donor Agency; CSOs and NGOs
4	Opponents	Tax Collectors	Men (Husbands)
5	Undecided	Civil Servants that do not own businesses	Women



Day Two

Session Six: Advocacy Research – Data collection, information and Testimonies

This session was facilitated by Dr Lawal Moshood. The participants learnt about the Importance of research to the success of an advocacy, and different advocacy research methods. While asking the participants what they understand by the concept of research advocacy with different opinion from participants. The facilitator pointed out that emotions alone are not enough to convince advocacy audience, but well - researched data, information and where available personal testimonies are necessary for advocacy research success. He emphasized that data does not lie and further spelt out different types of advocacy research method as follows; Public Information review, survey, interview and focus group discussion.

Session Seven: Preparing Your Position Paper and Fact Sheets



This session was facilitated by Mr. J. A Ogar. The facilitator asked the participants to define advocacy position paper to the best of their knowledge. They responded that advocacy position paper is a focal point i.e a particular point or issue to be addressed. In addition, question on the need to develop position paper was also asked by the facilitator. The participants responded that stating objectives and goals of a particular issue, coming to a good resolution at the end, giving a valid point on issues, know the value process amongst other are the need to developing a position paper. At the end of this session, participants learnt about how to write an advocacy position paper as well as writing of a factsheet.

Session Eight: Handling Objective (your Opponents)

This session was facilitated by Mr. J. A Ogar. He made the participants to understand the objectives of the presentation which include recognizing objections to advocacy message and determining ways to handle objections from Opponents. On handling objection from opponents, the facilitator stressed that no matter how good the position on advocacy issue is, it is not everybody that will support the position. He also affirmed that there may be some opposition to handling objections. Thereafter, the participants were divided into two for a group exercise. The exercise was on advocacy issue raised earlier.

➤ Group Presentation by Group A (WECs)

Advocacy Issue: Tax reduction for women in business

Opposition: Government claim to use fund from tax collection for development project

Ways of Tackling Opposition

- Planning: Strategizing on how best to convince opponent
- Getting vocal and confidence representatives to present stand
- Deciding and agreeing on the points to present
- Response should be done emotionally and professionally

➤ Group Presentation by Group B (NCWD)

Advocacy Issues:

- Abandonment of house chores and responsibilities
- Disruption of culture and religious norms
- Dominating the man

Ways of Tackling Opposition

- Providing the necessary support for house chores
- Adherence and openness to culture and religious belief
- Respectful and submissive



Session Nine: Improving your Advocacy Skills

This session was facilitated by Miss Damilola Rotimi, and she started by mentioning skills required for a successful advocacy and skills was necessary for advocacy success as learning objectives. After this, participants were then grouped into two classes for a group work/exercise. Each group being assigned two skills out of four skills i.e Media interview, working with folks, print and social media, personal visits and public presentation technique identified. They were to discuss and list key things to know/do in each situation.

➤ Group Presentation by Group A (WECs)

Topic: Improving Advocacy Skills

- Media Interview
- Working with folks, print and social media

Media Interview: Media Interview is an interview with a journalist, or other members of the media.

- i. Having knowledge on why they want the interview and knowing what to present
- ii. We should find out what they know about Advocacy issue
- iii. We should know on which platform the interview we be conducted
- iv. Think and construct your words before saying it
- v. Be conscious of you of your visual presence/Appearance
- vi. Audibility/Confidence
- vii. Composure

Working with folks, print and social media

- i. Good contents creators
- ii. Try to communicate in indigenous languages
- iii. Giving out accurate information
- iv. Creating a strong presence on social media

➤ Group Presentation by Group B (NCWD)

Personal visit

- Effective Communication
- Send notification letters
- Proceed on a visit with an agenda

Public Presentation Technique

- Know your Audience
- Vocal person
- Organize your presentation in a most effective manner
- Let your personality come through.

At the end of the group exercise, the participants were able to understand the skills required for a successful advocacy and also the skills necessary for advocacy success.



Session Ten: Message Development and Delivery

This session was delivered by Dr Moshood Lawal. He started the session with the learning objectives where he emphasized that the participants will be able to write up effective Advocacy Message, Characteristics of Effective Advocacy Message, Develop and effective Advocacy Message and One Minute Message. Thereafter, the participants were grouped into two to the characteristics of an effective advocacy message.

➤ Group Presentation by Group A (WECs)

Group A highlights the following characteristics of an effective advocate which include;

- An advocate must have a clear and concise points
- Must deliver messages in a clear and understandable language which the recipient or audience can comprehend
- Must be informative and accurate
- Must have an understanding of what the audience need to do

➤ **Group Presentation by Group B (NCWD)**

Group B equally listed the following characteristics of an effective advocate:

- Must Be concise and constructive
- Must Have a language style understood by many
- Must Understand the audience goals and objectives
- Must be factual and authentic

Furthermore, the participants were also grouped into two to develop an effective advocacy message for top 3 (one per group) Issues/Threats/Barriers to WEE as discussed in Session 4.

Report of Group A (WECs)

Advocacy Message on Multiple Taxation on Women Owned Business to the Minister of Finance.

Statement	Calling on the minister to look into the reduction of multiple taxation on owned business
Evidence	Women pay taxes to <ul style="list-style-type: none"> a. Local Government b. State Government c. Unions
Example	There is a case of a woman hawking plantain. Sighting the tax collection officer, she tried to run and eventually got injured spoiling her goods.
Invitation to Action	Minister should assist in reducing the rate of tax on women businesses.

Report of Group B (NCWD)

Threat: (High poverty level in Nigeria)

Example: A case study of Kano State women living below the poverty line.

Evidence: According to Juma data (2020), about 60% to 70% of the women living in Kano State are among the poorest in Nigeria.

Session Eleven: Innovative and Culturally Responsive Approaches and Messaging to conduct Advocacy in Nigeria



The facilitator, Mrs Alaya, started her presentation by spelling out the learning objectives of how to explain innovative and culturally responsive approaches to advocacy in Nigeria and how to use those innovative approaches for effective advocacy. Thereafter, she divided the participants into two groups to discuss:

- How to appeal to policy makers in Nigeria (focusing on regional realities) when doing advocacy (without embarrassing them but appeal to them to fulfill their responsibilities)
- How to work through others to get to the ultimate advocacy targets (e.g. religious leaders and institutions such as Arewa House, Council of Chiefs...)

The reports of the discussion are as follows;

Report of Group A (NWCs)

Advocacy Issue: Appealing to policy makers on reduction of multiples taxation on Women owned Business in Kwara, Lagos and Kaduna State.

- Identification of Power Broker:- Minister of Finance, Federal and State Internal Revenue
- Strategies and Courtesy visit on Advocacy to Power Broker
- Appreciating effort so far on women empowerment by the Brokers
- Gently reminding of their promised on conducive Business atmosphere for women
- Appeal for reduction of taxes by women in business

Report of Group B (NCWD)

Advocacy Issue: How to work through others to re-activate WDCs

Target State: Kano

Courtesy/Advocacy visit to discuss about relevance of women empowerment in the state.

Influencer for the achievement of the objective: The participants noted that Governor, Local Government chairman, Emir of Kano Sultan of Sokoto (through their secretary), Women Leaders, Youth Leaders, councillors, Ward Heads, Village Head, religion Leader (Imam and Pastor) etc. are influencers of goals and objectives as far as women empowerment is concern.

Session Twelve: Monitoring and Evaluation

This session was co-facilitated by Dr Lawal Moshood and Damilola Rotimi. The objectives of the presentation are to:

- Determine key factors to take into consideration for Advocacy Monitoring and Evaluation
- Discuss Advocacy Monitoring and Evaluation

To conclude the session, a 10-minute group exercise was given to the participants to brainstorm on the following.

- How to develop indicators to measure impact of advocacy.
- How to communicate advocacy successes within organization/coalition.

Report of Group A (WECs) on how to develop indicator to measure impact of advocacy

- EFN: Indicators are items or elements used to measure changes following advocacy efforts
- Identifying what to measure
- Using the smart process to develop high quality indicator to measure impact of advocacy
- Establish a reference point
- Setting target
- Testing knowledge and awareness
- Reviewing and prioritizing the outcome indicators



Report of Group B (NCWD) on how to communicate advocacy successes within organizations/coalitions

- Report writing and harmonizing of all reports
- Organizing a meeting for which presentation of findings will be discussed
- Adoption of report, printing and publications of reports
- Dissemination of Reports to all stakeholders, partners and the general public.

Workplan Developed by the Six Grouped Based on the Identify Advocacy Issues

Action Plan Developed by WECs

S/No	Output to be Achieved	Detailed Actions to be Taken	Where and When	Target	Partners	Expected Outcome
------	-----------------------	------------------------------	----------------	--------	----------	------------------

1	Reduced Tax on women Business by 60%	Develop goals and objectives, research on possible influencers, planning and strategizing on advocacy visit, how and when, assigning roles to be carried out by Members, sourcing for funds and other resources	At their schedule place or offices, on an agree or an agreed or an appointed date, before new financial year	Market women, shop owners, co-operative societies and farmers	Market heads, wives of prominent leaders and NGOs	40% reduction on tax paid by women and conducive environment to thrive.
2	To Make Business Environment conducive for women					

Action Plan Developed by NCWD participants

S/N o	Output to be achieved	Detailed actions to be taken	Where and when	Target	Partners	Expected Outcomes
1	Reactivation of WDC's across 774 LGA's	Needs Assessment, Advocacy visit State Houses (SH), S/H meetings, Capacity for WDC management and staff, Skill up training for all instructors at WDCS, Distribution of start-up pack or kits and Impact Assessment	774 LGA's (2022 - 2023)	Grassroots women in Nigeria	NGOs, CBOs, Donor Agencies, Traditional rulers, and Government	Women are Economically Empowered financially, socially, Psychologically, Politically and physically.

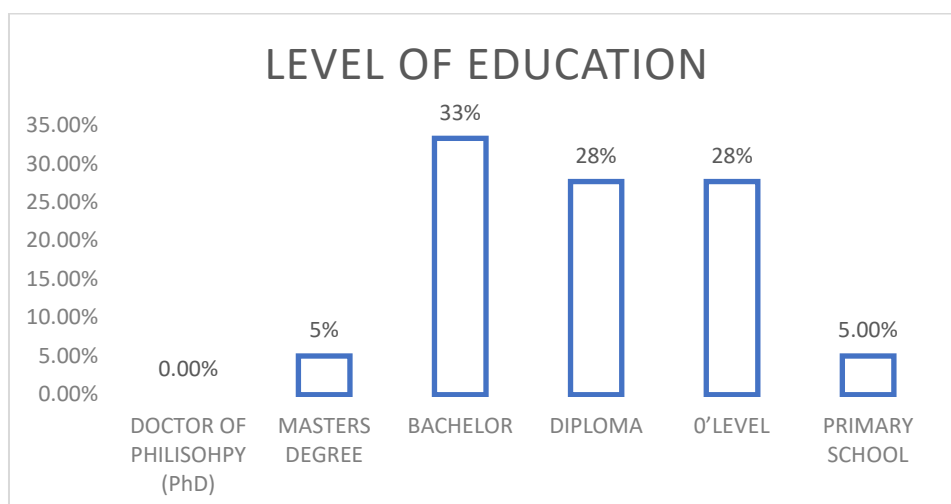
Workshop evaluation

To measure the outcome of the training, a pre and post evaluation tool was administered differently to the 2 group of participants. The tools design utilized both open and closed ended questions to collect qualitative and quantitative data from the respondents.

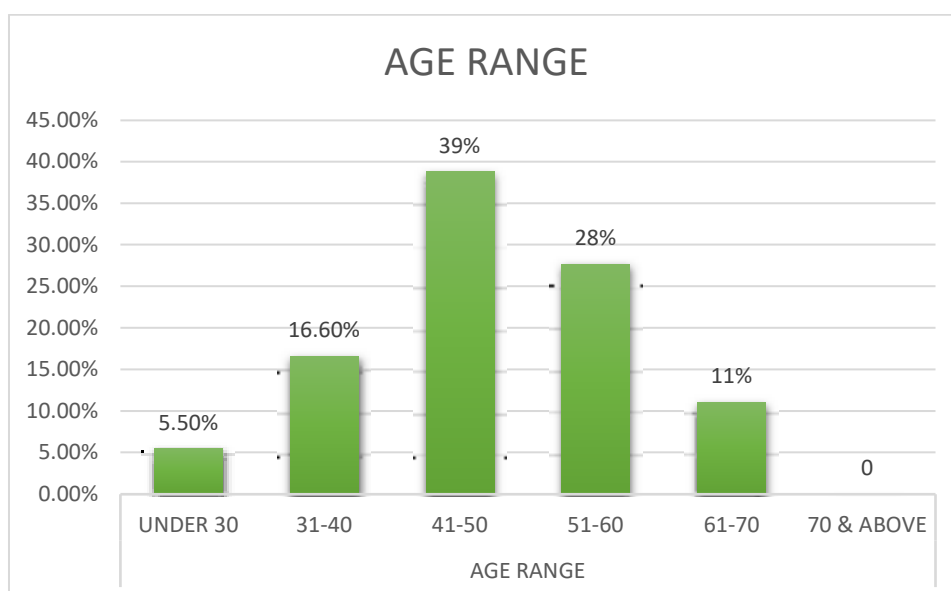
Pre-workshop evaluation for WECs

A total of one hundred (100%) response rate was received from participating WECs for the pre-workshop assessment. The analysis is given below:

A total of thirty-three percent (33%) of the participants hold a bachelor's degree, twenty-eight percent (28%) were O'level holders, another twenty-eight percent (28%) were diploma holders, five percent (5%) were master's degree holders while five percent (5%) only have primary school certificate.

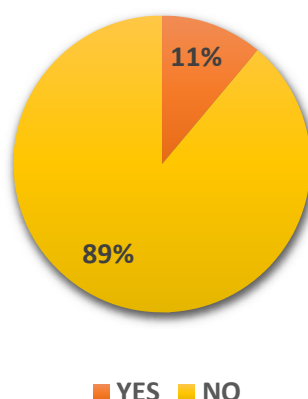


Thirty-nine percent (39%) of the respondents were age 41 -50 years, twenty-eight (28%) indicated that they are between age 51-60. A total of sixteen percent (16.6%) were between 31-40 years of age, eleven percent (11%) were between 61-70 years of age while just five percent (5.5%) said they were under 30 years of age.



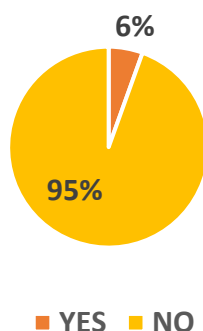
Majority of the respondents (89%) indicated that in the last 5 years they have not represented their organization at any training workshop. This shows that the training is very important to them and their organization. The training will strengthen their capacity to conduct evidence-based advocacies in future.

In the past 5 years have you represented your organization at any training?



Majority of the respondents (95%) indicated that in the last 5 years they have not attended any trainings specifically on advocacy and/or communication strategies for advancing women's economic empowerment. The implication is that the participants are enthusiastic that this capacity building training will afford them the opportunity to learn about advocacy and communication strategies.

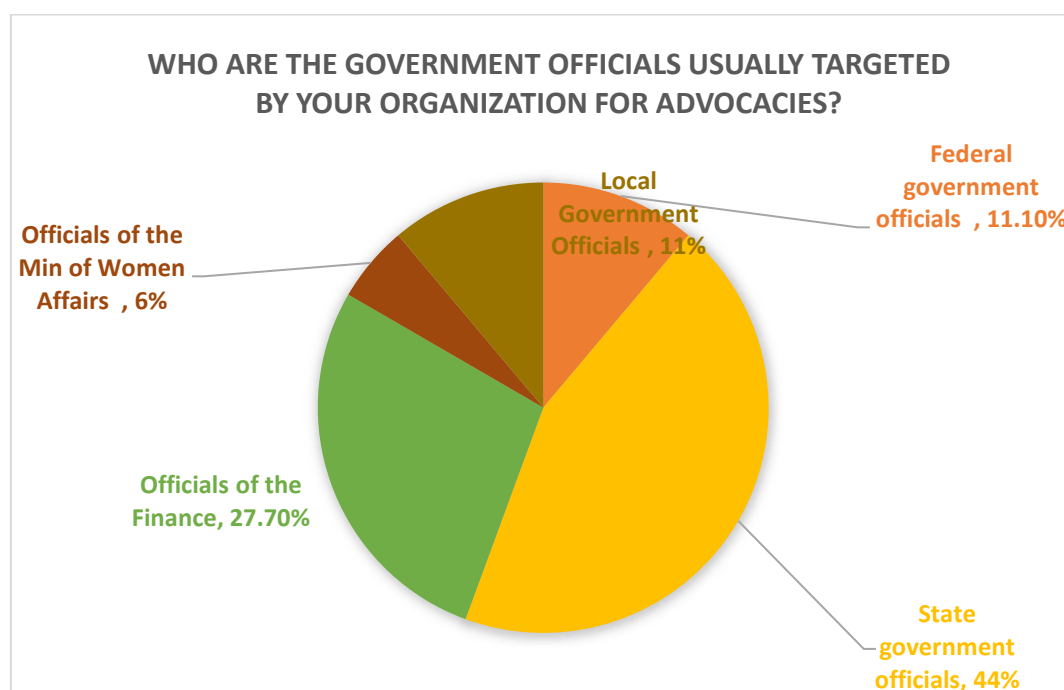
In the past 5 years have you attended training specifically on advocacy and/or communication strategies for advancing Women's Economic Empowerment?



When we inquire to know how frequently their organizations usually conduct advocacies, majority of the respondents (75%) indicated that they conduct advocacies at least 1 to 5 times in a year. Eighteen percent (18%) indicated that conduct advocacy between 6 to 10 times in a year while just seven percent (7%) conducts advocacies 11 to 20 times in a year. This shows that the WECs are not well equipped with necessary skills to conduct advocacies to relevant stakeholder on issues pertaining to women economic empowerment.

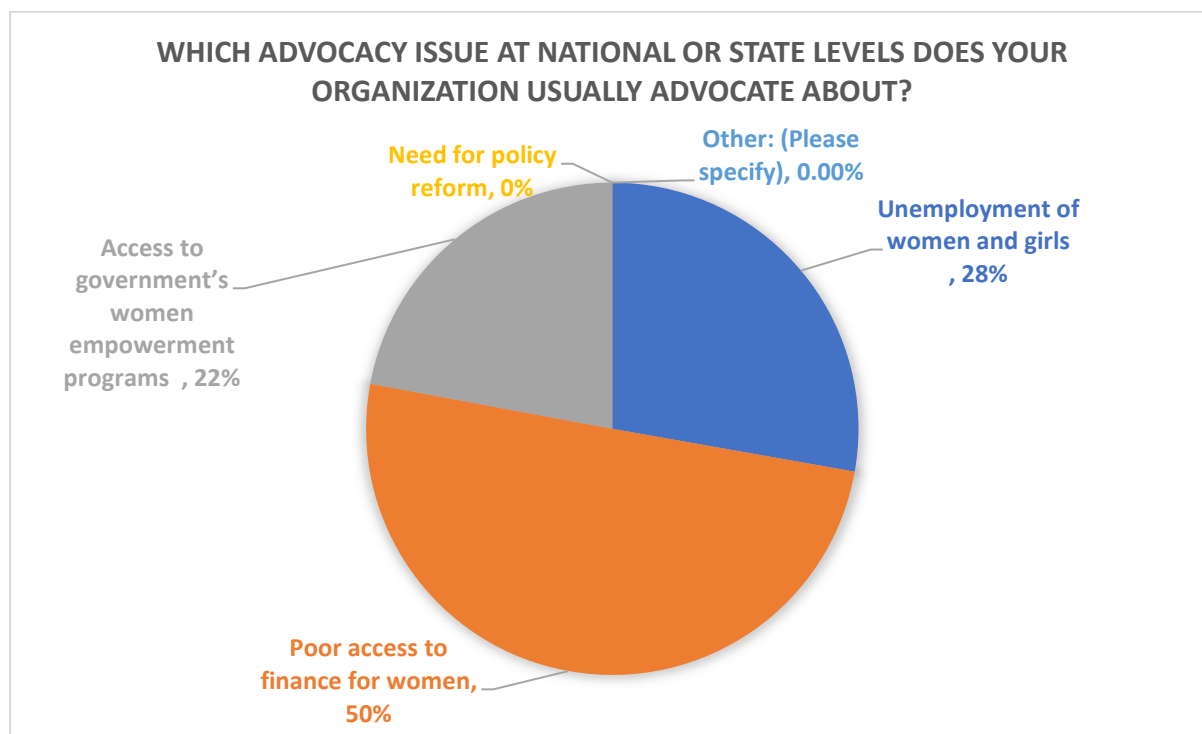


When we inquire to know the government officials the WECs usually target for advocacies, forty-four percent (44%) indicated that State government Officials are usually the targets of their advocacies. Twenty-seven percent (27%) indicated that they targeted officials of the ministry of finance, eleven percent each (11%) indicated that they target local government officials and federal government officials. Other respondents (6%) indicated that they target officials of the ministry of women affairs for their advocacies.

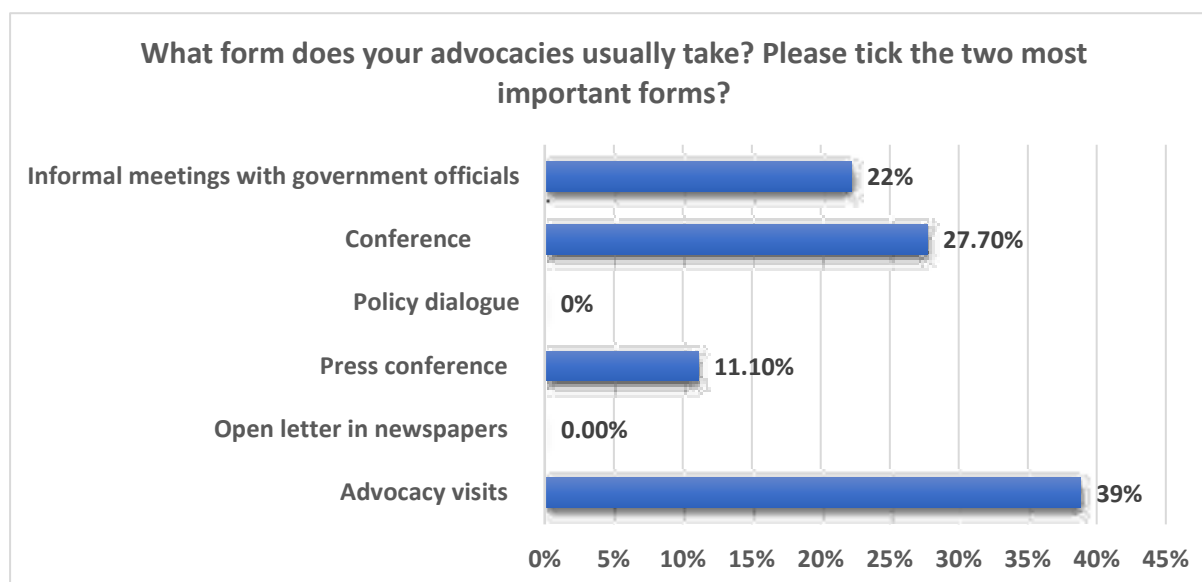


When we inquire to know which advocacy issue at national or state levels does their organization usually advocate about. Half of the respondents (50%) stated that poor access to finance for women is the advocacy issue their organization usually advocate about at the national or state levels. Twenty-eight percent (28%) of the respondents indicated that unemployment of women and girls is the advocacy issue they advocate about. Twenty-eight

percent (28%) of the respondents indicated that access to government's women empowerment programs is the advocacy issue their organization usually advocate about.

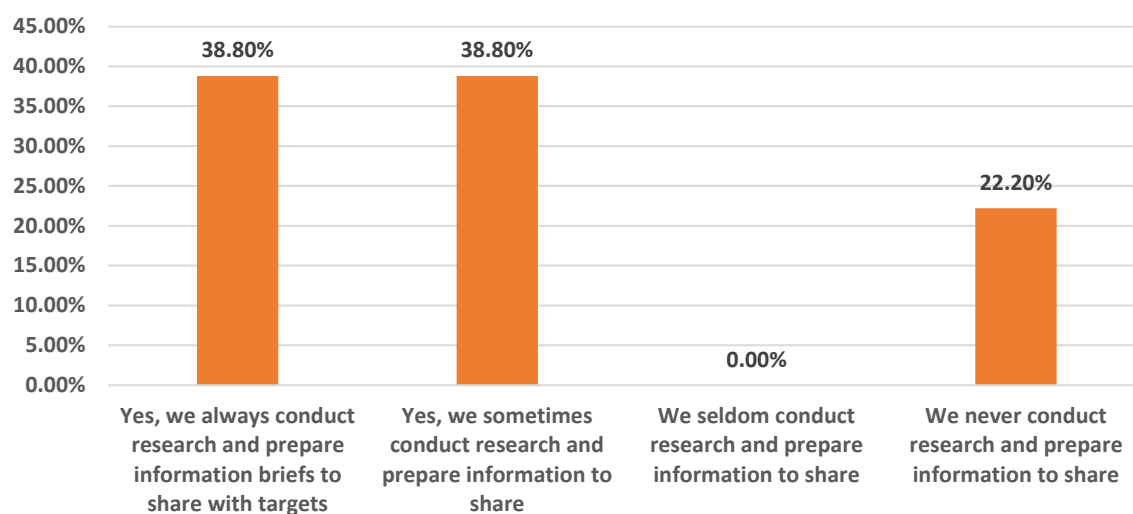


When we inquire to know what forms does the WECs advocacies usually take? The highest percentage of respondents (39%) go with advocacy visit, 27% go with conference. Twenty-two percent (22%) indicated informal meetings with government officials while eleven percent (11%) indicated policy dialogue (11%) as their adopted form of advocacies.



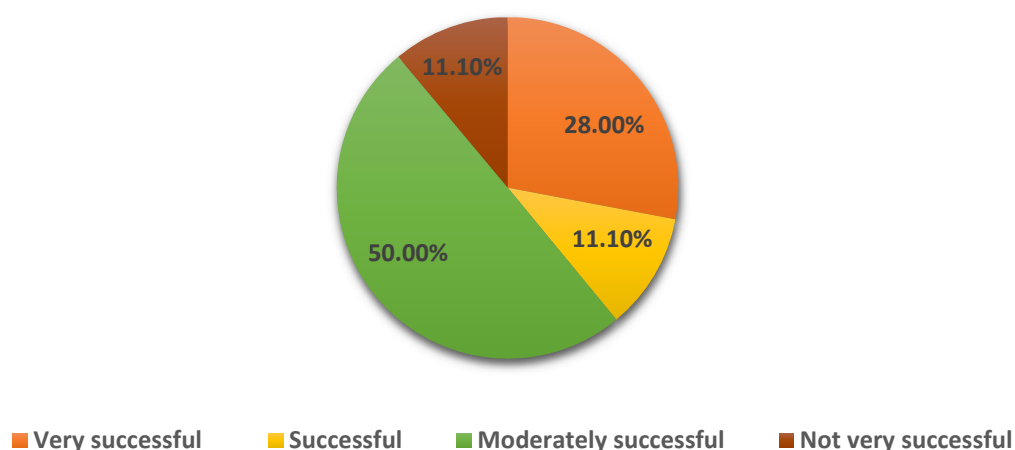
When we inquire to know if the WECs usually conduct research and prepare information briefs and share with advocacy targets in government? Thirty-eight (38%) of respondents indicated that they always conduct research and prepare information briefs to share with advocacy targets in government. Also, 38% of the respondents indicated that they sometimes conducted research and prepare information brief to share. Twenty-two percent (22%) of the respondents indicated that they never conducted research and prepare information to share with targets.

Does your organization usually conduct research and prepare information briefs share with advocacy targets in government?



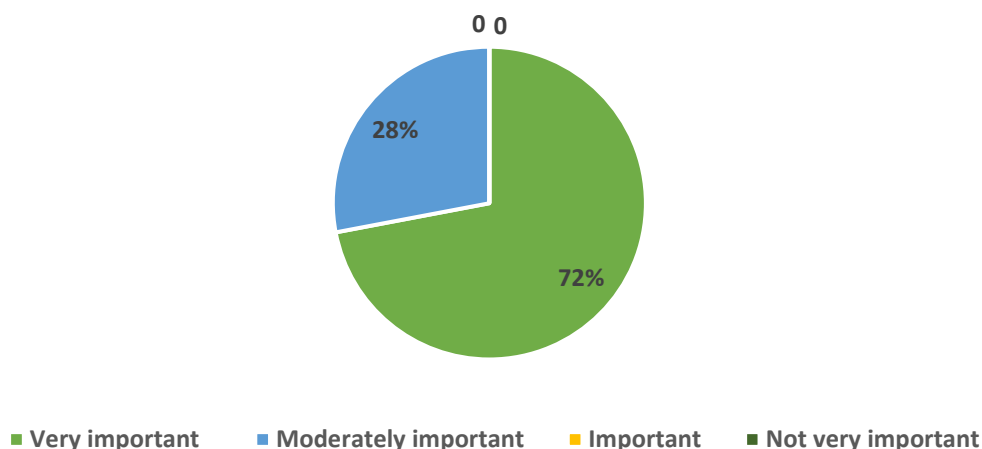
When we asked how the WECs rated the success of their advocacies. Half of the respondents (50%) rated their advocacies as being moderately successful, 11% rated their advocacies to be successful, 11% rated their advocacies not successful while 28% rated their advocacies to be very successful.

How would you rate the success of your advocacies?



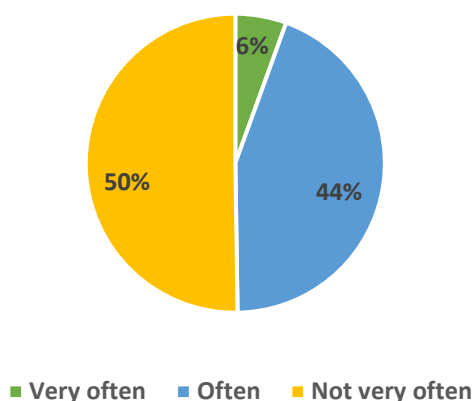
A total of seventy-two percent (72%) of respondents indicated that it is very important to collaborate with other civic organizations in conducting advocacy on Women's economic empowerment issues while twenty-eight (28%) indicated that it is important.

How important is it to collaborate with other civic organizations in conducting advocacy on Women's economic empowerment issues?



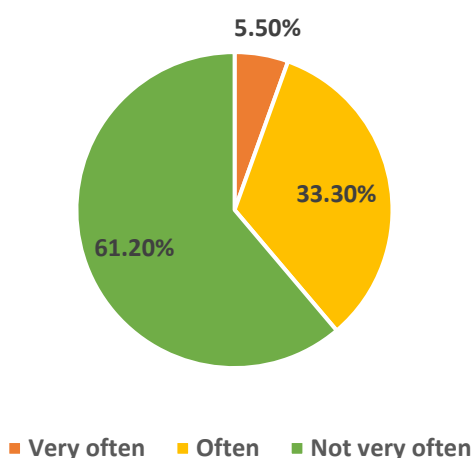
When we inquire to know how often does the WECs collaborate with other civic organizations when conducting advocacies on any issue? Half of the WECs (50%) indicated that their organizations do not often collaborate with other civic organizations when conducting advocacies on any issue. Forty-four percent (44%) of the respondents indicated that their organization often collaborate with other organizations while 6% of respondents stated that they very often collaborate with other civic organizations.

How often does your organization collaborate with other civic organizations when conducting advocacies on any issue?



When we inquire further to know how often does the WECs collaborate with other civic organizations when conducting advocacies on women's economic empowerment issues? The majority of the WECs (61.2%) indicated that their organizations does not often collaborate with other civic organizations when conducting advocacies on women's economic empowerment issues. Thirty-three percent (33%) of the respondents indicated that their organization often collaborate with other organizations while 6% of respondents stated that they collaborate very often with other civic organizations.

How often does your organization collaborate with other civic organizations when conducting advocacies on women's economic empowerment issues?



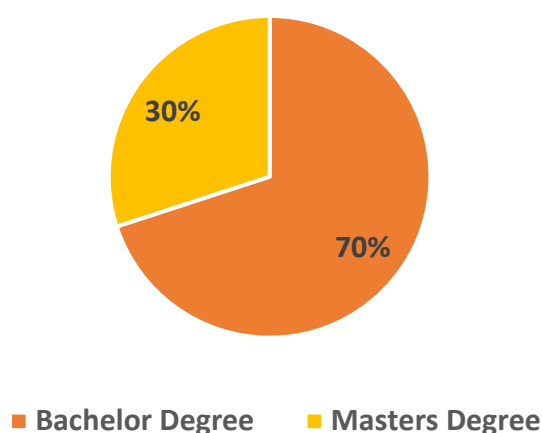
Pre-workshop evaluation for participants from NCWD

A total of 100% response rate was received from NCWD participants for the pre-workshop assessment. The analysis is given below:

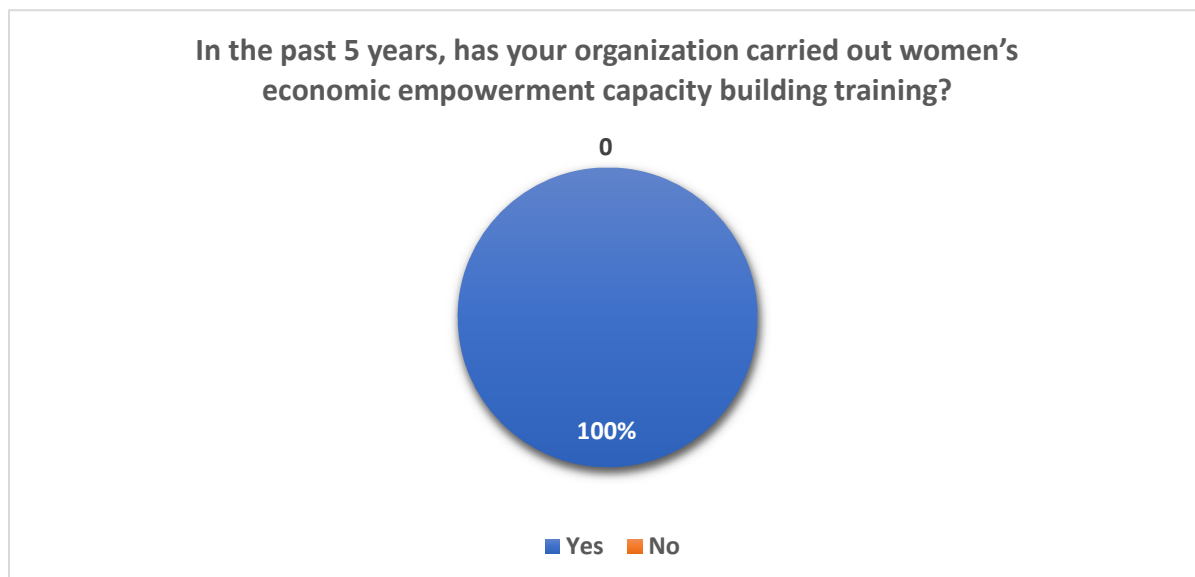
The position held by participants from NCWD ranges from Chief Program Analyst, Assistant Chief Accountant, Principal Executive Officer, Chief Training Officer, Chief Planning Officer, 2 Assistant Directors, Special Assistant to the Director General, and Director -Reform Services. The least number of number of years held is 1 year while the highest number of years held in these positions is 10 years. This shows that officials participating in this training has wide experience when it comes to addressing issues relating to women's economic empowerment.

In addition, A total of seventy percent (70%) of the NCWD participants hold a bachelor's degree, while thirty percent (30%) were master's degree holders.

Highest level of education



We further inquire to know if in the past 5 years their organization carried out women's economic empowerment capacity building training. All the respondents (100%) affirmed that NCWD regular build the capacity of women.



When we inquire to know if in the past 5 years their organization has trained women empowerment collectives/groups specifically on advocacy and/or communication strategies for advancing women's economic empowerment. Majority of the respondents (90%) indicated that NCWD train women on advocacy and communication while 10% indicated that NCWD does not train women on advocacy and communication.



When we inquire to know their views on key issues that affects the women empowerment collectives/groups that their organization trained. The following were the summary of responses received from the respondents. They believed that the following are the key issues that affects WECs they trained.

- Inadequate funding to provide start-up kits to trainees
- Poverty
- Gender Inequality
- Lack of access to finance for start-ups

- Harmful practices
- Lack of proper monitoring and evaluation of trainees
- Inability to step down training
- Lack of technical manpower
- Lack of capacity building for trainers

We then inquire to know what the opportunities are this training will provide for women empowerment collectives/groups they train. The response received were summarized below. They believed that the capacity building training will have the following effect on their WECs.

- Sensitization for women to form cooperatives
- Broaden their knowledge on why it is important to advocate to policy makers for funding for WEE
- By stepping down the training, this will equip WECs on how to differentiate between advocacy and lobbying
- By stepping down the training, this will increase the salience of women groups that are trained by NCWD on WEE
- It will strengthen the capacity of women at the national and state level on how to conduct evidence-based advocacy.

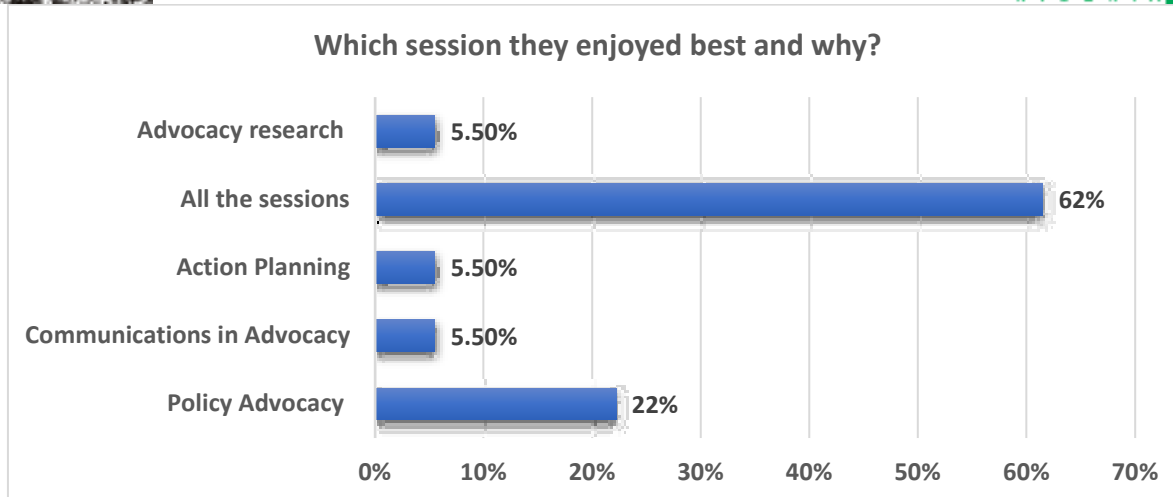
Finally, we asked them what expectation they have from this training. Their responses were summarised below;

- How to carryout evidence-based advocacy
- How to communicate effectively to policymakers
- How advocacy can address the root cause of problems facing WEE
- How to conduct research for the purpose of advocacy

Post-workshop evaluation for WECs

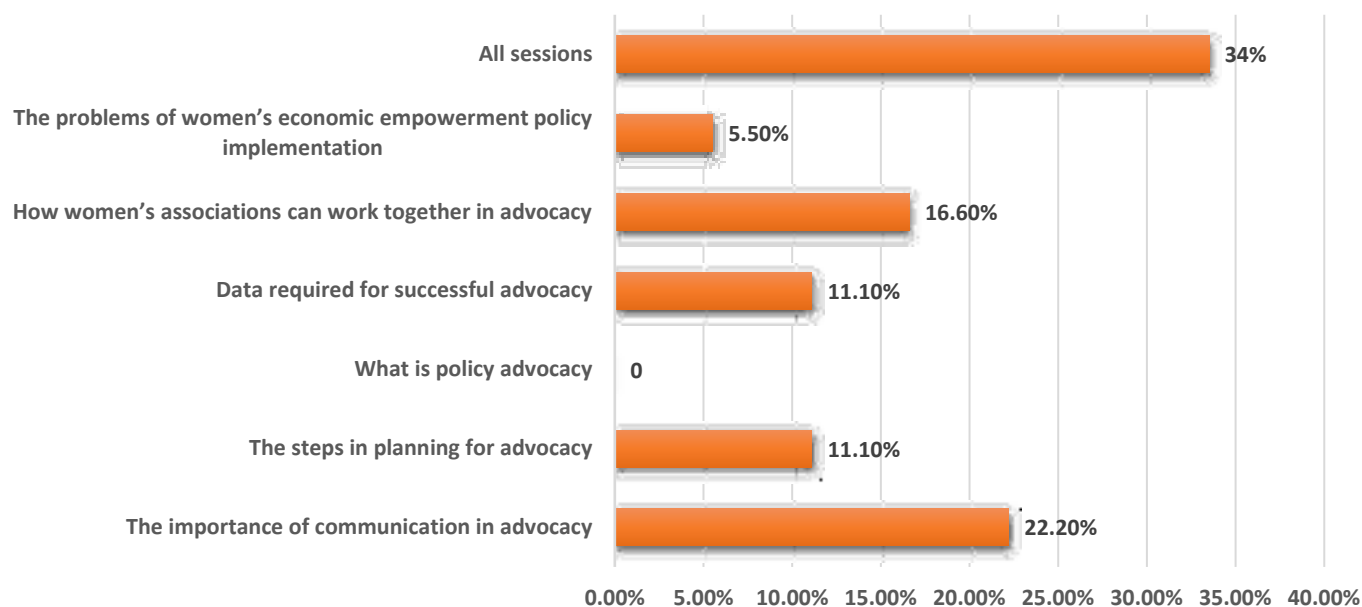
At the end of the training, we evaluated the impact of the course learnings through post evaluation tool. A total of one hundred percent (100%) response rate was gotten from the participants. The tool sought to measure knowledge and skills gained whilst exploring their thoughts on advocacy and communication strategies for women' economic empowerment. The analysis is given below:

When we ask the participants which of the sessions, they enjoyed the most and why. Majority of the respondents (62%) indicated that they enjoyed all the sessions. The implication is that the participants showed readiness to conduct advocacy to their advocacy targets. Twenty-two percent (22%) indicated that they enjoyed the session on policy advocacy. Five percent each (5%) indicated that they enjoyed sessions on advocacy research, action planning and communications in advocacy.



When we inquire to know what has been their most important learning from this workshop? Majority of the respondents (34%) indicated that all the sessions are very important to them. Twenty-two (22%) indicated importance of communication in advocacy, sixteen percent (16%) indicated that their most important learning from the workshop is how women's associations can work together in advocacy. Eleven percent each (11%) indicated the data required for successful advocacy and the steps in planning for advocacy are their most important learning from the workshop. Only five percent (5%) of the respondents who indicated that the problems of WEE is their most important learning.

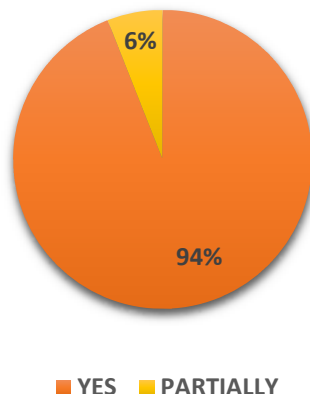
What has been your most important learning from this workshop?



In order to confirm if the training has met their expectations, majority (94%) of the respondents expressed their sincere appreciation to the Bill and Melinda Gates Foundation for sponsoring

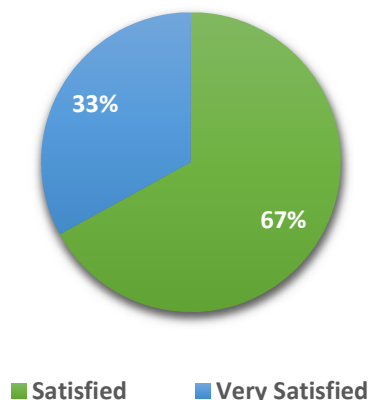
the programme. They also expressed gratitude to the dRPC. Only 6% indicated that the training workshop partially met their expectations.

Have your expectations of this workshop been achieved?



Majority of the respondents (67%) indicated that they were very satisfied with the workshop. They stated that the training has improved their skills and built their capacities in identifying advocacy issues in women's economic empowerment. Thirty-three percent (33%) of respondents also indicated that they were satisfied with the training workshop.

How would you rate your overall satisfaction from this training workshop?



What is policy advocacy?

To test if the participants gained new knowledge on policy advocacy, we asked them to define what advocacy is. Majority of the participants (97%) were able to define policy advocacy by identifying negotiations and mediating for a cause to influence policy makers. The participants were also to differentiate between advocacy and lobby.

What is women's economic empowerment?

To test if the participants gained new knowledge on what women's economic empowerment is, we asked them to define what they under by WEE. Majority of the participants (92%) were able to define women's economic empowerment is. They identified women's ability to

participate equally in existing markets, their access to and control over productive resources, and access to decent work.

Mapping advocacy targets

When we inquire to know if the participants have gain new knowledge on how to map different advocacy targets. Half (50%) of the respondents rated their knowledge of mapping different advocacy targets as very good. Thirty-eight percent (38%) rated their knowledge of mapping different advocacy targets as good while 11% rated their knowledge of mapping different advocacy targets as excellent.



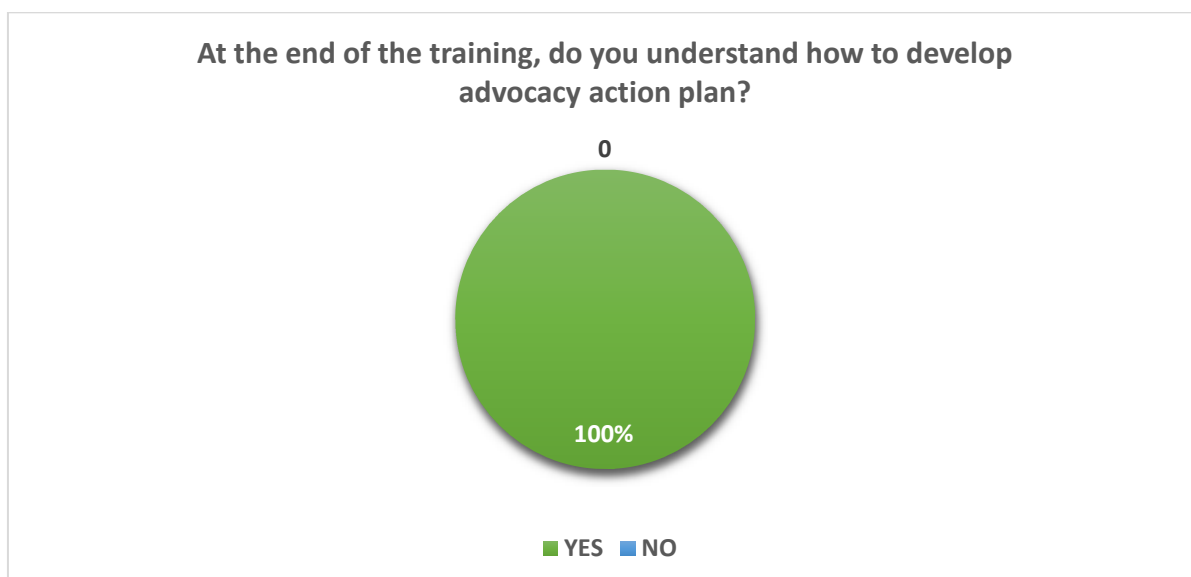
When we inquire to know if the participants have gain new knowledge in developing and delivering advocacy messages. Majority (78%) of the respondents rated their knowledge of developing and delivering advocacy messages as being very good. Twenty-two percent (22%) rated their knowledge of developing and delivering advocacy messages as good.



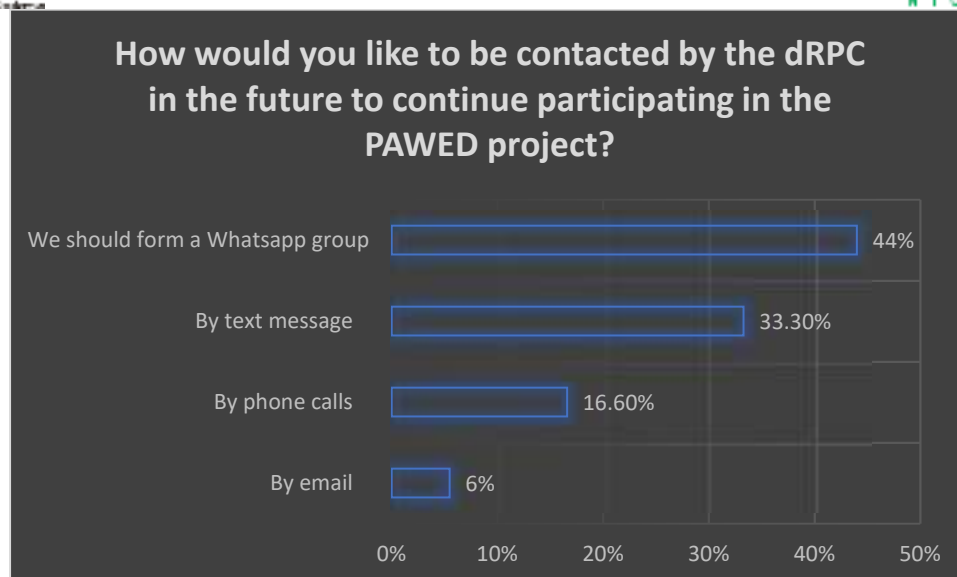
All the respondents (100%) affirmed that the training has improved their skills on how to identify and use innovative and culturally sensitive approaches for advocacy.



All the respondents (100%) affirmed that they understood how to develop advocacy action plan.



We inquire from the participants how they wish to be contacted by the dRPC in the future to continue participating in the PAWED project. Forty-four percent (44%) of the respondents indicated they wish to be contacted via WhatsApp group to be created, 33% indicated that they want to be reached via text message, 16.6% indicated that they prefer phone calls while another 6% prefer email.



Post-workshop evaluation for WECs

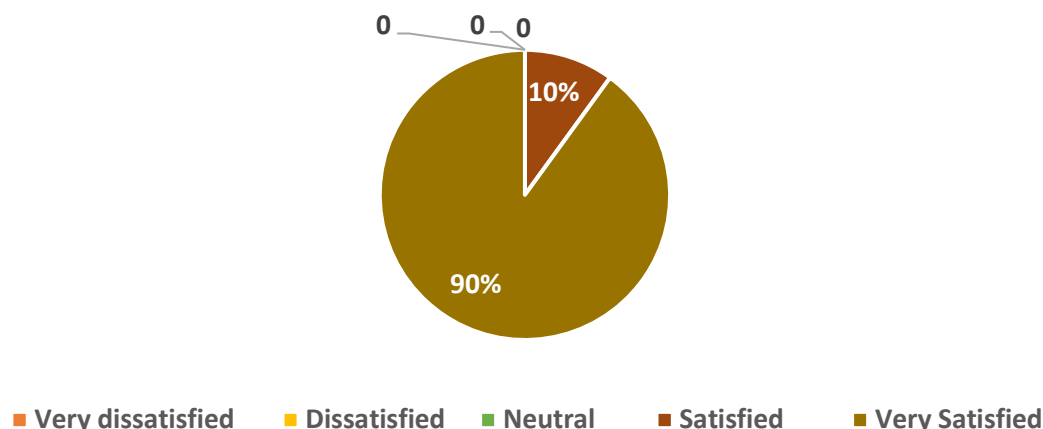
At the end of the training, we evaluated the impact of the course learnings through post evaluation tool. A total of one hundred percent (100%) response rate was received from the participants.

When we inquire to know if their expectations of the workshop been achieved. All the respondents (100%) affirmed positively that the training workshop has met their expectations.



We further asked the participants to rate their overall satisfaction from the training workshop. Majority of the respondents (90%) rate their overall satisfaction from the training workshop as very satisfied while only 10% rated their satisfaction as satisfied.

How would you rate your overall satisfaction from this training workshop?



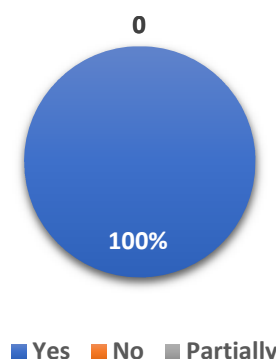
When we inquire to know what their most important learnings from the workshop has been. Thirty percent (30%) of the respondents indicated that all the sessions are important to them while the rest picked individual sessions below.

- Improving advocacy skills
- Teamwork
- Advocacy coalition building
- Monitoring and Evaluation of advocacy commitments
- Mapping advocacy audience
- Action Planning
- Techniques in advocacy research

When we inquire to know which session, they enjoy best and why. Majority of the respondents (80%) stated that they enjoyed all the sessions, because it gives them the opportunity to learn in detail advocacy and communication strategies that can be used to champion WEE. They also noted that all the sessions are interactive and engaging, most importantly the training was conducted in a simple manner.

Going forward, we asked if they would adopt the training manual to build the capacity of their women empowerment collectives/groups to be able to carry out advocacy on issues, barriers and threat that affects the efficiency and effectiveness of women business. All the respondents (100%) show enthusiasm to adopt the training manual in building the capacity of their WECs. A participant was quoted to have said “All the sections of the manual are important and relevant”. Another respondent also indicates adopting the training manual but with few modifications such as translating the language from English.

Going forward, will you adopt this training manual to build the capacity of your women empowerment collectives/groups to be able to carry out advocacy on issues, barriers and threat that affects the efficiency and effectiveness of women business?



When we asked for their additional feedback to help improve future trainings, majority of the respondents want the advocacy and communications capacity building training done across all the 36 states and Abuja in order to increase the salience of women economic empowerment in the country.

Key Learnings

- Participants learnt new knowledge of elements and meaning of advocacy as opposed to courtesy calls.
- Participants learnt about skills and techniques for working together in coalitions with role differentiation.
- Participants learnt about elements of the advocacy cycles and sequential flows.
- Participants learnt about best practices in framing & prioritizing advocacy issues in WEE.
- Participants learnt about key targets in the executive and legislative & how to develop strategies to reach them.
- Participants learnt about strategies for identifying and responding to opposition & counter-messages.
- Participants learnt about skills for planning and budgeting for advocacy.
- Participants learnt about skills and techniques for monitoring, evaluation & documentation.
- Participants learnt about new skills to develop effective advocacy messages for WEE.
- Participants learnt about multiple channels of communication and effectiveness of each for advocacy.
- Participants learnt about techniques & skills for reaching out and incorporating influencers into planning.
- Participants learnt about new approaches to design an effective WEE focused advocacy activity to address advocacy issues.

Next step

- Participants to use the develop workplan and budget to conduct one or more advocacies visit to the identify advocacy target at the national and state level
- Formed coalition for networking.
- dRPC-PAWED to support the advocacy visits in the workplan to be carried out by the WECs

Media Links

- <https://thenationonline.ng/institute-others-urge-kwara-to-make-provision-for-women-in-2022-budget/amp/>
- <https://von.gov.ng/2021/10/29/nigerian-government-commits-to-women-empowerment/>
- <https://www.vanguardngr.com/2021/10/empowerment-issa-aremu-urges-nigerian-women-to-speak-out/>
- <https://leadership.ng/federal-govt-committed-to-womens-economic-empowerment-aremu/>