**Final campaign report Baderi Campaign**



**CARE Jordan - CARE Nederland - H&M CF Program**

1. **Introduction**

The objective of this final campaign report is to provide a complete/cumulative and analytic overview in terms of reach, engagement and activation created during the campaign.

1. **Campaign progress overview: activities and quality**

Please answer the following questions:

1. 1. Describe the realization of the activities and main (qualitative) results of the campaign as a whole

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| *Please refer to the activities of your campaign plan and activity plan. See also A2.*  *Selection of the role models*  The role models selection process started by asking for nominations from women networks, CBOs, NGOs and micro financing companies – **Annex 1**. We shared with every one of the previously mentioned category the nomination form translated to Arabic accompanied with an official letter asking for nomination for role models to participate in the Baderi Campaign. We ensured that these entities make the announcement for the nomination available for any women who want to fill the application based on the required criteria.  CARE implemented many field visits for these entities were done to make sure that the criteria for nomination is clear and well identified. These criteria are   * Have a clear story of empowerment and inspire and share experiences on how she has overcome barriers in more than one levels (‘agency’, ‘structure’ and ‘relations’) and domains (income, production, leadership, time and resources). * Have established an own business (it’s not about the size but enterprise should at least exist 1 year or a bit more). * Dedicated, inspiring and enthusiastic woman (who has been able to overcome different economic challenges. Furthermore; she may come from marginalized communities, who are still in a very preliminary phase of empowerment, generating economic activities and/or starting up an own business). * Have specific personal characteristics (i.e. type of personality, competencies, knowledge and experience of certain type of income generating activity and/or business).   The total number of women nominated to be role models was 35 women from all geographical areas across Jordan including rural areas. For more information please refer to **Annex 2**.  CARE Jordan and based on the request of CARE NL, asked the nominated women to fill out a translated questionnaire. 19 women responded, and were later shortlisted to 14.  A selection committee was formed to meet and evaluate the candidates. The committee was carefully formulated from several institutions with capable experience to choose the right inspiring candidates and to take into consideration the goals of the campaign. For more information please refer to **Annex 3**  Each of the 14 candidates was graded by the committee and as a result 10 role models were selected. For more details about the process please refer to **Annex 4**.  The selection committee took into consideration diversity within the role models: different locations including big cities and rural and marginalized areas, different educational, health, ethnic, and religious backgrounds and age groups (e.g. one woman with disability and two Christian women, survivors of GBV, and different socio-economic levels, etc…) and different sizes of enterprises.  **Role Models Summary**   1. ***Rana Fawzi***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Rana.JPG***  *Age: 35*  *Madaba*  *Rana has always faced an internal struggle. She has always wanted to become better, to gain a stable job, to fight the poverty, and to fight society’s idea of a workingwoman. Rana has always been working in the shoe industry, getting used shoes and refurbishing them in her home with her own two hands, and then re-selling them. Her first push to continue fighting came when a friend of hers visited her house and commented, “Oh my God, her house always smells like shoes!” Trying to mock Rana’s work. That’s when Rana realized, she needs to keep fighting and become the person she wants to be.*  *Rana and her husband started by selling in local lower-class street shows. She would refurbish the shoes with her own two hands, and then her husband would take them and sell them at these street shows. She wanted more, however, and after a lot of hard work, her and her husband were able to open a store in partnership with another person. Rana still had big dreams, and was determined to own the shop. She wanted the shop to be for her and her husband, and to only benefit the both of them.*  *Within one year, and after taking out a loan from the bank, Rana and her husband were able to buy the partner out and expand the store. The way Rana explains her rise to success is like this:*  *When I lived in my first house, my husband would sell at the street shows, when I moved to my second house, I had a store with a partner, and now that I live in my third house, I own the store. As my life moves upwards, so does my business. The only reason I can call this success is because all my hard work is not going to anyone but my husband, our family, and me. That is success to me, that I am able to help my family.*  *Current ambition: wanting to own a car, something like a minivan and buying a larger house.*   1. ***Fatima Abo Mahfouz***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Fatimah.JPG***  *Age: 35*  *Tafilah*  *Fatima was born and raised in Amman. At age 16, she married a local from Tafilah. Her husband was a military man at the time, and so she had to live with his family, even though he is absent. She lived with his parents and his eight single brothers. It was really hard for her to be able to hold her own with them, but she is a tough woman. She worked with her husband’s mother in the kitchen, housework, and helped with everything around the house. She did want to continue her studies since she had a 90% grade average in high school, but his family would not allow it at the time, and she could not secretly go back to school because she needed documentation of her past studies from Amman, and no one in the family would be willing to take her.*  *After a few years they moved from one area of Tafilah to another. Fatima’s husband’s family lived on the first floor of the house, and she lived on the second floor. She furnished her house with used furniture, and had to live in poverty. She would work at her in-law’s house all day and would only go up to her house to sleep. After a while, her husband was transferred to Amman, so she moved with him. She loved coming back to Amman so she can be close to her family. They lived in Amman for four years, and while she was living in Amman, she would help her daughter with projects for school that caught the headmistress’s attention. The headmistress then asked Fatima to join the faculty and teach the preschoolers.*  *When they moved back to Tafilah, she came back to unemployment. She wanted to work, but everyone would view her as “uneducated” and so would treat her as though she is not worthy. This included her husband’s family. They would buy new furniture for their other sons’ wives because they had finished high school, but would only give her used furniture. They would not allow her to do anything other than housework because she’s “uneducated” as opposed to the other wives who would not need to do the housework and would be living away from the in laws. This pushed her to want to start something for herself, and make herself into something she is proud of.*  *She realized she is good at recycling materials. She would use old bottle caps, old t-shirts, old boxes, and old cans to make little accessories, or furniture. Her neighbors that would visit her really liked her products, and so began to buy them from her. Then after a while, they wanted to learn how to make these items. They approached a charity organization and asked if she could teach courses there. The organization approved her, and she began giving courses there. She would teach the course, and then if a girl shows special skills, she would assign her to teach a course herself. That way she empowers the women and gives them motivation to want to work harder. This attracted more women to want to take her courses. This is when the income started rolling, and she felt like she can expand. She began teaching courses in other cities around the Kingdom. She took courses to learn how to understand economics, and how to run a charitable organization.*  *Her husband left to Liberia, and once he left, she felt like she was a stranger in her own city. People would judge her because she is not a local of Tafilah. They would speak negatively of her, and call her names because she would go and do work even though he husband is not there. In their society, the woman is not allowed to go out without the presence of her husband, otherwise she is doing something wrong. When she realized people were speaking ill of her, she would not go anywhere without her husband’s brother.*  *When her husband came back from Liberia, there had been a fund provided by CARE International called “The pioneers of small projects fund.” They were willing to provide 6 thousand JDs for any small projects. Fatima decided to apply for this scholarship. She was then chosen as one of the finalists and went to take a five day course. The project she had decided one was something she was great at; recycling items to create new furniture or accessories, handicrafts. Then from the 150 projects submitted, 8 were selected and given the grant, and Fatima’s project was one of the 8. This was a jumpstart to Fatima’s business life.*  *After a while she became well known in Tafilah. In 2014, she opened a women sewing shop in order to give women jobs. Later in 2014, she also opened a store where you can print things on mugs and t-shirts, not just on paper, because a shop like this was unavailable in Tafilah. She was asked to come on shows all around the country both televised and radio to tell the Kingdom her story. She also became a board member to several charitable organizations as well as part of the Security Council for Tafilah.*  *Ambition: She wants to defend every woman who was depraved of the chance to complete high school or her studies in general.*   1. ***Najah Faraj Bakheet Alamat***   *C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Najah.JPG*  *Age: 50*  *Al-Mafraq*  *Najah’s mother passed away when she was two years old, and as a result she suffered from the treatment of all her several step-mothers. As she grew older, at fourteen she was pulled out of school because society and people believed that she should “end up in her husband’s home and does not need an education.” After a few months of being pulled from school, Najah was forced to marry. After a year of being married, a rumor, started by a woman who is in love with Najah’s current husband, that stated Najah is unable to bear children caused the divorce of Najah and her husband. Her husband then married the woman that started the rumor about Najah. After less than a year, Najah remarried. This man represented everything for Najah. He represented the family she lost as a child. She then had five children with him. The woman that had forced Najah’s first husband to divorce her, divorced her first husband, and went after Najah’s second husband. The woman then married Najah’s current husband and forced him to divorce Najah. This was a devastating moment in Najah’s life. She felt like her support system had collapsed. The divorce meant that Najah’s children were to be taken away from her because she her parents believed that “if he divorces you, you should not raise his children. Let him carry the weight of raising the children.” Though there were several trials to separate the children from their birth mom, Najah was still able to see her children. If they were banned to see her at home, she would meet them at school just to see them.*  *When Najah’s youngest son, who was one at the time of the divorce, graduated from military school, he ran into his mother’s arms. This showed Najah that a mother’s love could overcome any obstacle. Her daughters are now either married or engaged and live near her, as well as visit her almost every day. After a while, Najah got remarried for the third time. She married a man that is the epitome of morals, manners, and religion. They had three male children together, but they realized that her husband’s paycheck alone is not enough for the family to survive. Najah realized she needed to work as well, but considering she did not complete education past sixth grade, and her husband would not let her work in a factory, she needed to find something she could do. Najah decided to start buying used furniture from the Gulf, refurbishing it, and then selling the furniture to the women of the area.*  *After eight months of starting this project, she began expanding it. She had her third husband supporting her and helping her refurbishes all kinds of furniture, including, but not limited to, ovens, stovetops, and rugs. Once her husband realized that this business is taking off and can be taken even further, he quit his day job and helped Najah hand in hand to refurbish and buy furniture. At this point, they began buying new bedrooms from the Gulf and reselling them in their area. Once this business took off, they began building a new house, since their old house would leak on them when it rained. It took 30,000JD to build the new house, but they built it in monthly installments. They then bought a car worth 6,000JD, and from this business she was also able to pay for her son’s college degree from Jordan University of Science and Technology.*  *Her business kept expanding and she would go to people’s houses and build the bedrooms as well as the other furniture herself, with the help of her husband. Then she bought a saw and would use it to refurbish and create new furniture.*  *Ambition: She wants to own her own company and run it herself. She also wants to train young men and women the art of craftsmanship.*   1. ***Ilham Ziyadat Aranki***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Ilham.JPG***  *Age: 54*  *Fuheis*  *Ilham has always been smart at school. She graduated high school top of her class, and finished from University of Jordan with a Chemical Engineering degree in 1981. She had gotten married while she was still in university, and she had her first born during her years at university. In the beginning of her marital life, she lived with her husband’s family because her husband had gotten married through debt money. Which meant they both had a large amount of debt, so living in their own house was not an option. During her years in university, she would work small side jobs trying to earn extra money, then once she graduated she got a stable job with the government. This was not enough, however. Her husband and herself would combine their salaries and it still would not be enough to cover the monthly debt, the household items, and other living expenses. At this point, Ilham decided to quit her job and do what she does best: chemical engineering.*  *Ilham remembered that her graduation project was about the minerals in Dead Sea products, and how they affect people. She took out a loan, but in this society, a man needs to be your co-signer for a woman to be able to take out a loan. A colleague from work decided to be her co-signer, for 50% of the company that she was now about to start. She began producing Dead Sea products like creams and salts. She would use her over at home to bake and create the salt, and their cake mixer to mix and crate the creams and lotions. In a year and a half the orders grew, and she was able to open a little store. In three years, she began exporting.*  *During her time at work, she employed a person who would market and distribute her products, but instead he began replicating her products. He began to create similar, but not as high quality products. Ilham decided to sue him, but after a fraudulent trial, the verdict came out that the man was not replicating her products. This was a very difficult time because it portrayed the power connections have. This is someone who knew the ins and outs of the products because he worked with them, therefore it obviously it replication, and Ilham had copyrighted her products.*  *After a while, Ilham still pushed past this and wanted to go global. Her husband worked with Royal Jordanian, so she would get free tickets annually, and she would use those tickets to fly to places and promote her products. She had the supports of organizations such as JEDCO in order to market and sell her products.*  *Ilham now sells 63 different products in 42 different countries.*  *In the beginning of 2008, a tragic air force accident took the life of her first-born. Her first-born was her soul mate, he felt things that she would feel and they had an extraordinary connection. For three years, from 2008 until 2011, Ilham was unable to leave her home unless she was going to pray on the soul of her first born. Until one day she went outside to find the weekly garbage collector standing by her first-born’s car and weeping. She asked him why he was weeping? He told her:*  *Every morning, at exactly 6:15 your son would come out here to head out to work. Every morning at exactly 6:15 I would be around here collecting garbage and trash and cleaning the streets. Your son made me a deal, he told me every morning I would bring him a few jokes, if the jokes were new and he hadn’t heard them before, he would give me 1 JD, but if they were old and he had heard them before, I would give him 1 JD. And every morning, I would bring maybe 5 or 6 jokes, and he would tell me that maybe four of them are new and then one of them is old, just so he didn’t make me feel like he’s giving me the money.*  *That’s when Ilham realized her son loved giving, so she started a foundation under his name. This foundation does not take donations, but a large percentage from her Dead Sea products company’s profit goes directly to the foundation. The foundation now takes care of 1,300 families around Jordan, and has a free medical clinic.*  *Ilham has a very powerful saying that she decided to live by: giving is healing.*  *“Without giving, and without this foundation I don’t think I would have been able to heal from losing my son” She told me.*   1. ***Kifah Ghannam***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Kifah.JPG***  *Age: 45*  *Al-Zarqa*  *Kifah graduated from high school with a focus on psychology, but then went to a college to study computer programming. After a month from graduating from the college she got engaged, and within a year married. She felt like she needed to get a job in order to help support her husband with debt, family expenses, living expenses, and rent. She then worked in a telecommunications company for a while. She worked with a foundation that is very close to home, and at an event, Kifah was asked to bake cupcakes, small desserts, and finger foods. The foundation at this time realized that her food is really good and began prompting her to sell her food. Kifah felt empowered by her organization and decided to sell her food at bazars, and small events. This is how she began attaining extra income for her family.*  *After a while of working with the foundation, she became the head of a project that works with females from ages 14-25 that have been faced with familial abuse, abuse in general, and violence. This project would help these women learn how to change their lives. They would take long courses and go to conferences to empower themselves. This was the most important milestone in her life because this is when she began impacting other people’s lives. This meant she now has a very important role in society. In turn, this project gave her self-satisfaction.*  *Giving back and empowering the community and society meant that she was positively impacting her community. She began supervising several other projects that were made to stop violence against women and to empower the women of the society and area. This also helped create a name for her because she now also had a blooming “snack and finger food” kitchen. She then decided to help the women of the community by selling their products. She would be giving supervising a project and a women, for example, knows how to make rags and blankets, and then a woman from a different project needed blankets, so she would buy the blankets from the woman in the first project and sell it to the woman in the other project. By doing this she was helping the women sell their products, and empower them.*  *Her husband died when her eldest son was in his senior year of high school. She then had many expenses to cover, and decided to also focus on her small kitchen business. She then was trained by CARE International in Jordan as to how to take out loans, and space out your project and paying it back without racking much interest. Kifah then went on to train 500 women as to how to take out loans, pay them on time, and not rack much interest. This created a sense of trust within the women, and left a deeply positive impact on the society and community.*  *Her biggest achievement and the achievement she is most proud of is empowering women and making a positive change within herself and the community.*   1. ***Siham Al-Shdeifat***   *C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Siham.JPG*  *Age: 47*  *Amman*  *Siham got married at age 15, and as one of the binding clauses in her marriage contract is that she must continue and complete her high school education due to her excellent grades. She then continued her university degree in Psychology, and attained a BA from University of Jordan, while also taking care of three children. After graduating Siham decided to focus on raising her children instead of continuing her graduate studies. Her husband, at this time, retired from a government job and decided to open a retail store, as well as buy a minivan to transport goods. In 2001, her son took the minivan on a trip to Aqaba to pick up a friend’s mother, and on their way home they got in an accident with 9 injured. This accident cost the family about 19,000JD. Their economic life began deteriorating. She decided she wanted to start her own business, therefore she loaned 500JD from her husband’s family, and she opened a small retail store. Within two months, she was able to pay the debt back in full. When she first opened her store, she used 100JD for rent, and then 250JD for furniture and hangers, and then 150JD she bought clothes from Northern Jordan, and began selling them.*  *After a while, she decided she wanted to create an interior design for the store, she took about 700JD in debt, and would pay 100JD a month. People around her began trusting her, they would ask for her advice, and even sometimes women in the area who has been abused or battered seek her help. After a while she began also selling small snacks at her store, like vegetables, pickles, and similar items. She then hired two people to take care of the store on two shifts: 9-4, and 4-9. Siham then had a vision of selling wedding dresses, and she would work about the wedding dresses depending on demand.*  *In 2007, Siham signed up to attain her M.A in Political Science, and she ran for elections of the council of the Capital, she didn’t win the elections, but to her it was success enough that she was able to run. In 2008, she completed her M.A and opened a charitable organization and opened a sewing shop for women. After a while, a woman wanted to take over Siham’s sewing company and began fighting her for it. Thus, in 2009 Siham left the sewing company. In 2010, the organization could not function without Siham and thus ended up closing down. Later in the same year, the war in Syria broke out and she could not import clothes for her retail store, and so that store closed down. She joined the advisory board of 18 different organization, both local and international, with locations in Norway, France, and Jordan.*  *In 2013, she decided to start a water filtering company, and in 2014 they began the internal structure of the company to be able to filter water. They bought the first line of production and began producing the family sized water coolers (20ltrs). This small business became a large success, and now she is thinking of expanding.*  *Ambition: Hopes to start selling smaller water bottles (250ml, 1ltr, and small cups) to hotels.*   1. ***Ismat Mdanat***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Esmat.JPG***  *Age: 47*  *Madaba*  *Ismat is paralyzed from the waist under. Her illness and paralyzation began at the age 6 due to a medical error. She has tried to go to medical centers and get treated for 19 years without success. She was born and raised in Saudi Arabia, and due to that life style, she was not allowed to leave the house without a husband, father, or brother. Once she moved to Jordan, even though there was more freedom of movement, and general freedom for women, it was still difficult for her to get around due to the fact that she is in a wheelchair. She could not get around without a friend, or someone to move her around and make sure it is safe for her to be transported. Generally, people on wheelchairs in Jordan do not go out because of the shame culture that has developed in Jordan. People with physical disabilities tend to stay at home, work in the house, and not really go out much.*  *Ismat wanted to be different; she wanted to do something with her life. She began giving private lessons, which took up a lot of her free time, making her feel more productive. She enjoyed giving private lessons enough that she started a small daycare at her house, and she ran this daycare despite the difficulties of being in a wheelchair, for 6 to 7 years. After this, she got in contact with people with physical disabilities as well, and they decided to start a club for people with disabilities. One of the goals of this clubs was to help people with disabilities find jobs.*  *One of the investors in the club began a job cycle for people with disabilities. He decided to open a store for mosaics. He would let the people with physical disabilities work on the mosaic arts, and therefore allowing them to do a job that does not require physical strength, but only mental strength. In 2004, Ismat began working with this investor, and she still works in mosaic. She now works only on request and demand, but through the experience with the investor, she is able to now work from home. Since it is difficult for her to get around, the customer will go out and buy the necessary items and then she would work and create the mosaic piece.*  *Ambitions:*   1. *Wants to open a place where she can train people with disabilities to create mosaic pieces and help them be able to become independent.* 2. *To create more awareness in Jordan about disabilities, and to help this country move forward and become more equipped for people with physical disabilities* 3. ***Jameelah Al-Jazi***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Jamila.JPG***  *Age: 41*  *Ma’an*  *Jameelah comes from Bedouin descent. When she got married and had her first daughter, she realized there are no nearby preschools or schools in general, so she went to a neighboring village and signed her daughter up for preschool. The neighboring village is 8KM away. Every morning the local bus takes the daughter and drops her off in the nearby village en route to Amman, and on his way back, he picks her up and takes her to her home village. One day, the bus was late to arrive, and two hours after when the daughter was supposed to arrive, Jameelah found her daughter carrying her backpack and walking home. This proved to Jameelah that she couldn’t continue this system since it endangers her young daughter. She then realized they need a preschool or a school in general in her own village.*  *There is a male association located in Jameelah’s village that is ran and occupied by only men. She went to the head of the association and asked him if they could hold a bazar at his association, that is ran by women. He agreed on the condition that he would give the keynote speech, and that his daughter would give the speech in place for the women in the area. Jameelah did not agree, since her and the women in the village will be doing all the work, they deserve recognition. She then went to the mayor of the city, and told him what had happened with the head of the association. The mayor opened a minor investigation into the workings of the association and realized that they generally do not hold any events, so he shut them down.*  *Jameelah saw an opportunity to take over the shut down association and rebuild it. She went around and recruited women from the village to help her. Her first and most important item on the agenda was starting a preschool at this association since the building is empty. As soon as she began to work on improving the building, the Jordanian TV channel interviewed her about the association. This created a great platform for Jameelah to start with. The people began trusting her in the village. She began working on the preschool, her uncle donated 300JD to the association so they can start somewhere. With this small capital she was able to jumpstart the preschool. Her uncle then was able to bring supporters and they were able to furnish the preschool. This evolved, and they started creating summer camps when the children didn’t have school so that they wouldn’t end up on the streets.*  *Jameelah found another opportunity that presented itself about the King giving out loans to associations around the kingdom. The king read her letter and her association was among the ones chosen to receive a 10,000JD fund, as well as a course about loans. She then started giving out loans to women in the village, and they would pay her back. She kept this going, and kept helping women jumpstart their small businesses.*  *The Jordan River Foundation decided they wanted to work with Jameelah after she sent an application to start a small business to rent out furniture for events. Her application was accepted by the Jordan River Foundation and by the end of 2012 she had made around 7,000JD in profit.*  *Jameelah would use her profit to help improve the preschool. They now teach English and Arabic at the preschool. She also started other projects such as greenhouses so women can grow their own vegetables and fruits as well as sell them, and she also started a pen for sheep and goats so women can also create their own dairy products and sell them. They are now known for their dairy products.*  *Jameelah believes her success would not have been possible without the continuous support of H.E Zein al-Sharaf, who referred them to the CARE Badiri project in the first place.*  *Ambition: to turn her dairy products into an international company and be able to export globally.*   1. ***Ayat Al-Zu’bi***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Ayat.JPG***  *Age: 39*  *Amman*  *As a child, Ayat had to go through an extremely hard time. Her parents would always fight, and this negative atmosphere would be reflected on the way they raised her. Her father is extremely religious and thus was a very strict man. Even at a young age, Ayat was entrusted with large responsibility at home. She would take care of her younger siblings while also helping at home with the cooking, cleaning, and other house necessities. The first harsh incident in Ayat’s life was her mother’s death when she was 18 due to a minor medical error.*  *When Ayat’s mother died, she was forced to marry a man that is about 16 years older than her. This man that Ayat married had several psychological problems and would reflect them on Ayat through verbal and physical abuse. Though Ayat had several problems at home, she was putting up with it in order to be able to help her siblings through the financial support she is getting from her husband. She would also attempt to make small items such as coasters and other small ornaments and sell them to make even a tiny profit and help her marital and biological family.*  *After a few years, Ayat began to study at the Princess Alia College University in Jordan, after which she studied at the Sudan Open University in Jordan, but the Ministry of Higher Education did not recognize their certificate. After graduating Ayat began to translate books for ESMOD Fashion School, and then wrote fashion syllabi for colleges that are specific for fashion studies. This was a very difficult time for Ayat because she had to go against her parents and attempt to convince them that becoming a fashion designer is a respectable career. The culture of shame in Jordan, however, would not allow her parents to believe that this is a respectable career, she needs to be a “doctor” or a “lawyer” or an “engineer” to be respectable.*  *After struggling with her parents, and finishing her education she opened a small sewing factory. She would buy old clothes and refurbish them at her sewing store, and then resell them. Her economic struggles at home forced her to sell her store, and so she did in order to help her brothers go to university and finish their education. After a few years, she wanted to open another sewing store, so she began operating from her own house. This ensued very large marital problem for Ayat, and these problems led to the harshest physical abuse she had gotten from her husband. This abuse led Ayat to the hospital with broken bones, and damaged facial structures. When she was lying in her hospital bed, she realized she needed to divorce her husband. Society does not allow a woman to divorce her husband; rather he needs to file the divorce papers. Ayat’s husband told her he would divorce her on the condition that she does not request any money, property, and declines to take anything from him, except the children.*  *Ayat agreed to start from nothing and have nothing than to be her ex-husband for another day. This was the second harshest time for Ayat. She had nothing, and she had to start from zero again. She began by opening a sewing place, and had only one employee. She had no home, no car, no food, nothing but this one store and her beloved children. After a few months, she took out a loan from the bank, and bought a house, a car and hired five more employees in her sewing store. Within a year, she had paid back her loan, and was able to sell the sewing store in order to buy a bigger one with more modern machinery.*  *After Ayat began making a name for her, she got remarried again. This time, this husband had gotten into the marriage for economic reasons and wanted to exploit Ayat financially. She got divorced from him after six months, and has not married since.*  *Now, Ayat owns three sewing workshops, two stores in Jordan, and several stores globally (UAE, Saudi Arabia, Palestine, and the USA). Ayat’s fashion frequently represents Jordan in international Eastern Clothing competitions. Every year she now opens a new clothing line, and always comes up with new designs. She imports all her fabrics from abroad and has created quite a large name for herself in the country. Her stores have adopted five extremely poor families and help them out on a monthly basis. She is a firm believer that when you give, the world will give back.*  *Ambition: To start a college that focuses on fashion design as a whole, which includes people who will be designing, sewing, creating, buying, cutting … etc. since there is no University with curricula on fashion design as a whole. She also wants to import beauty supplies for women, so her store would have everything you need, from A-Z.*   1. ***Gutnah Huwaitat***   ***C:\Users\Eghouli\Desktop\2015\Program\H&M Campaign\role models\resized\Qutnah.JPG***  *Age: 51*  *Al-Deiseh*  *Gutnah was born and raised in a Bedouin atmosphere. She was the first female in her Bedouin family to go to university and attain a BA. She was also the first woman to join the armed forces. Due to the lack of women activity and empowerment in her local community she realized she has love for her community and has an unquenched thirst to empower the women in her community. After a study, she realized that in five villages, women are 80% unemployed, and the woman in this community has no voice, and no opinion.*  *Due to Gutnah’s thirst to better her community, she met with the mayor of the city, and explained to him the lack of rights, and empowerment women in the area have. This led them to create a committee that has several branches. Each branch of this committee is made up of four women, all of which are from one of the five villages. As a committee they realized one of the biggest problems that needs to be tackled is the extreme poverty. One of the biggest problems is being able to provide the school uniform as well as school supplies for their children. Gutnah decided to approach the mayor of the city to help them buy uniforms and sell them at a lower price. The mayor was able to loan the committee 1,000JD, from which they bought supplies and uniforms and sold them to the women at a price that is lower than the market price. This is when the committee took off.*  *The committee led to an association. The association was made up of 240 women, but is now comprised of around 310 women. Their first mission was to train women how to run and work at a beauty salon. This led women to open salons in their houses and begin to create an income for themselves; this helped empower the women in the area. They are still preparing and giving workshops and courses on this matter till the present day.*  *Another project that Gutnah’s association has taken under their wing is a ceramic manufacturing company. They rented a space from the owner, and began to work in the ceramics industry, though each person would exclaim “If men couldn’t run this business what makes you think you as women are going to be able to?!” This only gave the women more motivation and perseverance.*  *After a while. USAID was offering a scholarship worth of 45,000JD for small projects. Gutnah’s association applied for this grant, and thankfully they received this grant. This led them to train 15 women how to create, sell, and finance ceramic making. They used the money to buy machinery, and trainers to train the women. Within the second year of starting this association, Gutnah was able to return 6,000JD in profit for the women involved. This was measured by their initial investment.*  *After this workshop, they began giving several different trainings such as a workshop on how to create accessories, and then they would put them in galleries and sell them. They gave workshops on how to create candles, soaps, and rehabilitant workshops.*  *At this point, they were well known in the area, and began working with the Canadian government on a project called “Jadayel.” This project would entail speaking to people from the villages, and have them tell their stories. Stories that were being forgotten about the area, or the person in general. After hearing the stories, the women who were documenting the stories were given art workshops, and were able to derive paintings from the interpretation of the stories. Then the same women were given photography workshops in order to take pictures of the sites being spoken about, or the people. This led to these photographs and paintings to be used as greeting cards, postcards, and sold. This led to more profit and income to the women involved in this project.*  *After this project took off, they began offering loans to women, about 500-1000JD per woman. They would pay the loan back at a very low monthly rate, but would have to include 25JD to the total instead of interest. From all the projects that were started due to this loan, 60-79% of them are still running.*  *After a while, they realized they have an electricity problem in the area, so they applied for a grant from the Jordan River Foundation to be able to use solar energy in the area instead of electricity. They were able to purchase 49 solar powered heaters, and the people would purchase them and pay the association back in monthly installments of 25JD. Then they expanded to give loans to University students who need help in paying their tuition. All of these loans do not have interest. Then they expanded even larger to give women loans who need to better their life, and not just women who are starting small businesses.*  *Gutnah has been able to better her community in several ways, and many families owe their economic wellbeing to her generosity and helpful hand.*  *Ambition: Wants to secure a location that is fully owned by the association, and create social security for the women of her association.*  After finalizing the selection of the role models, as an orientation phase a first meeting was held in November 2015 to introduce the project and sign the agreements – **Annex 5 sample agreement**. The meeting was held in one of the role models’ project locations- Al-Sharqeyya fashion house- that belongs to Ayat Al-Zo’bi - fashion designer. Ms. Ayat volunteered to host the first meeting as a sign of gratitude to CARE and we appreciate it to enhance the ownership of the campaign within the role models.  Building capacity phase came out in a four-day training workshop which was conducted for the role models in Crown Plaza Dead Sea hotel in the period between November 24th – 27th. A welcoming note was held by CARE Jordan ACD Ms. Eman Isma’el followed by an introductory speech by the women empowerment program director Mr. Issam Zayed in order to ensure the importance of Baderi campaign and its key objectives, for more details about the introductory meeting please refer to **Annex 6.**  The workshop introduced many topics like communication, conflict resolutions, and public speaking skills and included many activities like storytelling, folklore night… etc. Details of the workshop are in the agenda– **Annex 7.**  *Launching Ceremony*  The launching ceremony took place on January 17th as the first step of the public activities to be followed by the regional tours.  In preparation for the Launching ceremony the following steps were done:   * Baderi Campaign Logo and slogan of the campaign were finalized **Annex 8** * Produced Baderi’s promotional video - <https://www.youtube.com/watch?v=mRzIna0BGtY> * Produced Baderi song. Translated lyrics in **Annex 9.** * Conducted a meeting with partners to discuss ideas and plans. Ceremony Agenda **Annex 10.** * Portrayed the role models for the productions of the role models roll ups **Annex 11**   Launching Ceremony took place on January 17th under the patronage of the Social Development minister Ms. Reem Abu Hassan. The event included in addition to the national anthem and the speeches of CARE, partners and the patron several items that feed into the overall goals of the campaign. It included a standup comedy sketch and an interactive theatre show that tackled the economic participation of women and the obstacles that faces women. Also the Baderi song which was written for the campaign to promote the idea of initiation, outgoingness and participation by women. The event was attended by more than 700 persons from various sectors:   * Representatives and beneficiaries from 21 local CBOs and NGOs * Representatives from 15 local media partners * Representatives from 10 sponsors and partners * Representatives from INGOs * Representatives from the private sector * Representatives from governmental entities   Event invitation **Annex 12**  Event Back drop **Annex 13**  The list of attendees also included more than 40 high level representatives from embassies, parliament, ministries, senates and other partners. The event attracted women and men, and there was a lot of interest from men and youth to know more about the campaign and to participate in its activities. The launching event was followed by an exhibition of the role models’ products where people got to know them and what they do through direct interaction.  *Organize and deliver regional tours for role models*  The regional tours were designed and accomplished between February 28th and April 30th and comprised 12 regional visits in collaboration with Jordan National Forum for Women (JNFW) as the main partner for this this campaign. Almost 1200 attendees in total have attended the 12 visits or events that took place in the 12 governorates of Jordan. CARE has deliberately targeted men to the events believing that engaging men is vital to promoting women’s rights in general and their economic participation.  In each of the events, the promotional video of Baderi role models was played in addition to an interactive theatre activity was conducted by JNFW that addressed the issue of women’s economic participation and empowerment. The interactive theatre is a very creative and popular art tool in presenting concepts and advocating for issues and ideas. It encourages people to question their stand points and attitudes to issues in their communities and improve them. In Baderi campaign, interactive theatre was utilized to discuss the attitudes, advantages and obstacles to women’s economic empowerment whether cultural norms, legislations, or lack of resources and funding options. The closure of the activity was usually by opening the floor for a panel discussion between the role models and the attendees whereby the role models shared their stories of persistence and success with the attendees and engaged in discussions with them. The understanding of the concept and approach to “women economic empowerment” was not clear to most of the attendees in the beginning, neither did they know how they can get support, especially financial support, from several governmental and non-governmental entities in Jordan. The sharing of the stories was eyes opening for the attendees and inspired many of them to engage more actively in their communities and to gain financial independence. For more details and pictures on the events in the regional tour, please find attached **Annex 14.** The campaign’s flyer was distributed in the all the events **Annex 15.**  The tables below indicate the details of the regional tours.  **The northern regional tour:**   |  |  | | --- | --- | | Location | Date | | Irbid | February 28th | | Jerash | March 2nd | | Ajloun | March 9th | | Mafraq | March 17th |   **The Sothern regional tour:**   |  |  | | --- | --- | | Location | Date | | Ma’an | March 29th | | Aqaba | March 31st | | Tafilah | April 5th | | Karak | April 7th |   **The center regional tour:**   |  |  | | --- | --- | | Location | Date | | Amman | April 20th | | Zarqa | April 21st | | Madaba | April 26th | | Balqa’ | April 28th |   *Interactive/comedy theatre performances addressing social and cultural barriers*  In each of the events in the regional tours’ activities; JNFW had one activity of interactive theatre or puppet show that tackles one of the social barriers towards women participation in public life or economical life or discriminates against women. The topics of the theatre were controversial and were part of the discussions that took place during the open discussions after the presentations and stories of the role models. Sketches translated to English can be found in **Annex 16**  *Linkages to National Women’s Advocacy Networks*  It is CARE Jordan’s strategic approach to women’s empowerment to partner and work closely work with national women’s advocacy groups in Jordan; CARE Jordan maintains partnership, coordination and joint activities with entities such as Jordan Forum for Business and Professional Women, Jordan National Commission for Women, International Women’s Forum, and Jordanian National Forum for Women.  CARE main consideration at the advocacy networking level for women’s economic empowerment is to building bridges with National Women Organizations through participating in the activities, conducting exchange visits and sharing and exchanging different experiences, best practices around different issues and sharing success stories for women leaders and role models. A leading national organization such as the Jordan National Commission for Women (JNCW), as a women’s semi- government organization that is considered an umbrella for the women organization in Jordan and an active advocate for change, mainly to have a reform in certain policies and legislation frameworks, was engaged in some of the activities of the role models whereby they articulated their challenges and the kind of support women entrepreneurs are in need of: financial, legislations or cultural and social practices. This, reportedly, would enhance JNCW’s understanding, plans and efforts on promoting women’s economic empowerment and rights.  *After action care program for Role Models*  Closing Ceremony  Under the patronage of the minister of the Social Development – Ms. Khawla Al Armouti, the closing ceremony was held on July 20th and attended by 150 persons. During the ceremony a speech about the campaign from Ms Salam Kanaan, followed by a speech from one of the role models about their participation in the campaign, how it benefited them and the community and also about the obstacles women entrepreneurs face in Jordan. A speech from the ministry of social development followed by an honoring ceremony for the role models and all our supporters and the media who supported the outreach of our campaign. The honoring for all previously mentioned was by providing a trophy by Ms. Kanaan – CD. For the role models in addition to the trophy, a cheque from CARE with the amount of 710 JDs, a kit from bloom for dead sea products (value of 150 JDs) and a voucher from Galaxy park (value of 50 JDs). During the ceremony; two videos were presented: the first reflects the regional tours, interactions and outreach information, and the second video was the video clip for the Baderi song.  The final ceremony was attended by government officials from the Ministry of Social Development, the Ministry of Planning, INGOs, local NGOs (including partner NGOs), partner CBOs, the role models’ family members and business partners and prominent local media agents in Jordan.  Invitation found in **Annex 17.** Back drop found in **Annex 18**. Trophy found in **Annex 19**. Roll up found in **Annex 20.** Closing event Agenda in **Annex 21**. **Please refer to attached link below for** Baderi song video clip . Regional tours video:  <https://drive.google.com/file/d/0B06LzdM3DvJSVTJOdm9fWEhmWEU/view>  Cozmo  Cozmo, as one of our sponsors and one of the big and well known hypermarkets in Amman, has offered each of the role models a booth for their products for one month to present and sell their products directly to the customers. |

1. 2. Describe, the reach (#), engagement and activation of target groups per activity according to you campaign plan

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| *See also attached excel file as an example for reporting on reach (numbers) according to your campaign plan.*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Activity** | **target groups** | **Reach** | **Engagement** | **Activation** | **Possible side /extra effects** | | Launching ceremony | Representatives and beneficiaries from 21 local CBOs and NGOs  Representatives from 15 local media partners  Representatives from 10 sponsors and partners  Representatives from INGOs  Representatives from the private sector  Representatives from governmental entities | 700 | The audience attended the Ceremony as an introductory for the Baderi Campaign and were engaged in the panel discussion with the role models. | NA | **NA** | | Regional tours | Local community in 12 governorates (men and women). | 1200 | Aqaba  When Ayat tells how her mom passed away and how that influenced her, the princess’ advisor’s eyes start to fill with tears. When she tells the part about her success , one woman interrupts her to ask the name of the stores, and the princess says loudly “God bless you, you are so successful.”  One woman of the audience said “I have always been interested in fashion, but I have a problem with how low my self-confidence is. This is the first time I ever left my home without my brother or my father, and I came here to see you, specifically Ms. Ayat. I hope to one day be like you.  Amman  When the three role models finished their stories, several women yell “What these women have done is amazing, they give other women such energy, such positivity to go out and initiate again. It’s like they’re rewiring the women in the field to become more powerful and be able to initiate. Persevere. Don’t let a man be an obstacle or an excuse as to why you don’t do something; you can always overcome obstacles.”  Zarqa  When Ismat finished her story, one woman from the audience said “I am so proud to be in your presence, I believe I am a woman that is like you, I thought I was tired and persevered in my life. Seeing you here today makes me want to initiate more and persevere more. You have shown us that this is merely the first step to success”. And one man said “Ms. Ismat, you are an extraordinary person. All my life I have wanted to meet someone who is as respectable as you. You deserve all the respect, and you deserve nothing but the best”.  Madaba  After all role models finished their stories, one woman from the audience said “This is the first time I see someone initiates as well as these women have. They have persevered and they have pushed through so many obstacles to get to where they’re at today. Thank you for inspiring us”.  Karak  When Rana finished her story, one woman said “This recycling of shoes and clothes is an amazing project. There are schools that do this, so this is an amazing project. We do not need to throw away our old shoes or our old clothes. This is an amazing project, thank you Ms. Rana”. And one man stood up and said “I would like to thank each woman that is here today and that is participating in Baderi. These women and this campaign have inspired me, now I want to begin such a project in Karak. We are training women and then we are going to give them grants to support them and help them become economically empowered. I hope all women follow in your footsteps. Thank you!”  By the end of each of 12 regional visits, the role models had individual talks with tens of the attending ladies who had questions, concerns and ideas that they wanted to share privately with the role models to seek their advice. During the visits, CARE and JNFW teams received thanks and gratitude from hundreds of the attendees saying that the visit was eye-opening for them. | At the end of Jerash event, a whole seller who was among the audience expressed interest in the story and products of Eng. Ilham and took her business card for possible joint work in the future.  After Amman event, one young women from the audience who was impressed by Ayat’s story and passion for work, asked Ayat if she could give her a sewing course. Ayat agreed and offered to help the young women in learning sewing in her workshop.  After Zarqa event, one woman from the audience has a daughter who was disabled. She asked Ismat to meet her and help her how stop being embarrassed. Ismat contact the woman and they already met whereby Ismat talked to the girl and encouraged her to overcome challenges.  After Aqaba event, several women asked Qutnah how she sells her products, and she helped them by providing answers and names of retailer in the community.  At the end of Madaba event, one woman asked Rana how she does her work, Rana explained to her and the audience step by step how she technically operated.  After Mafraq event, one man asked Najah to help him by giving him training and they both agreed on meeting and discussing this.  Sevarl women asked Fatimah from Tafilah to give them a training of soap making and how to sell the products. Fatima is considering their request and the need within her community to train other women. | **As indicated in the video on the regional tours, many events were attended by elderly women in the communities. Elderly women are the gate keeper for old, traditional ideas including, among other things, women’s role and the work they are allowed to do. Elderly women were active in the discussions and, unexpectedly, in many cases expressed their admiration and respect for the role models’ stories of struggle and success and how they can now support themselves, their families and their communities. Many elderly women shared with CARE and JNFW teams that they would be encouraging their daughters and grand daughters that women’s entrepreneurship enhances women’s dignity and does not undermine it. The engagement of the elderly women and the attitude they developed after the tours is likely to proliferate the positive attitude towards women’s economic empowerment and entrepreneurship.** | | Closing Ceremony | NGOs, CBOs, INGOs  Media  Sponsors and partners  Governmental bodies | 150 | Attended the closing Ceremony as a final event of this successful campaign | NA | **Some of the government official and CBOs expressed interst in knowing how CARE administered the campaign such as how the selection was made and how the role models were trained… etc. some shared that they are ambitious to do similar campaigns, at a smaller scale, in their communities.** | | Radio interviews | Public listeners in different locations across Jordan |  |  | Looked for Baderi channels on social media and followed the updates of the campaign |  | | TV shows | Public and local communities | 3,000,000 – number of estimated audience for one of the most popular morning shows in Jordan: Ro’ya and the rest of the local TV channels | NA | Looked for Baderi channels on social media and followed the updates of the campaign |  | | FB | Face bookers, local community | 5115 likers | Questions about possibility of funding and support to women entrepreneurs  Interaction about the role of women and her participation in economic life |  |  | | YouTube | Local community | 1000+ views | Questions about possibility of funding and support to women entrepreneurs  Interaction about the role of women and her participation in economic life | Looked for baderi channels on social media and followed the updated of the campaign |  | |

1. Provide an overview of presence in media and summary of (digital) campaign strategy and impact of it (as far as can be seen.

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| *Press releases and Radio/TV Interviews/video awareness material*  Written media - Extensive media coverage in press, radio and TV for the campaign different events ensured the coverage of the public campaign and branding of the Baderi Campaign in addition to the visibility of the donor and CARE.  For more details about all media coverage, please refer to **Annex 22**  TV interviews, videos and YouTube - The campaign representatives and role models were interviewed several times during the campaign implementation period. One of the programs that hosted the campaign several times was “youm Jadeed” which is considered one of the most viewed morning shows in Jordan. The campaign produced videos which were uploaded to YouTube and were viewed 1000+ times. For more Links to the interviews and videos, please refer to **Annex 23.**  Radio stations – several radio stations covering all geographical areas hosted the campaign representatives and the role models in their broadcasts. A list of these hosts can be found in **Annex 24.**  CARE Jordan focuses on the importance and impact of social media, and how these channels are impactful in conveying the messages to the community members. Therefore, a Facebook, Twitter and Instagram accounts were well established and published, through which the following was accomplished   * More than 5000 followers to our Facebook, Twitter and Instagram accounts * Branding the Baderi Logo and campaign through engaging followers in competitions and discussions in addition to regular updates and interaction on the campaign and the regional tours * Several radio and television stations have been involved in the project. Different programs invited 2 or 3 role models to share their experience. Here the name of the programs and stations involved.   Different questions and answers were communicated through the social media channels in a very interactive way. Furthermore, different comments were indicating the positive impact that these women had left on other women, who were asking different questions about how they can be as successful as these role model women.  CARE Jordan will maintain these accounts to continue publishing certain news and useful information, also continue having this interactive platform which is considered as a very useful and sustainable window which contributes in inspiring other women to achieve success. |

1. Describe the link of the campaign with the Skills project

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| *To what degree beneficiaries of the skills project have been attending at campaign activities. Have you been able to witness a complementary role of the campaign to the skills project?*   * One of the selected role models is a leader in the skills project and she was rated as one of the best 3 nominees. * Regional tours activities and community meetings targeted beneficiaries of the skills project. * Skills project’s beneficiaries and partner CBOs were invited to the launching and final event. |

1. What kind of delays (if any) the campaign was confronted with and how was this adjusted?

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| No delays. |

1. Describe how campaign plan and ideas related to activities, and their expected reach, engagement and activation possibly have been adapted during the campaign period?

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| NA |

1. Do you have any additional information, difficulties encountered and or extra achievements you would like to share with us?

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| NA |

1. **About working with role models**

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| *Please provide your impressions and experience of (working with) the selected role models*  This collaboration with H&M and CARE Netherland has been a very important and vital experience for CARE Jordan in reaching out to economically-active woman who can inspire other women and the communities. It is in need one of three strategic dimensions for the Women’s Empowerment and Gender Equality program in CARE Jordan to economically empower women and promote entrepreneurship among women and youth. A second equally-important dimension is to raise women’s voices and participation in public life so they can articulate their needs and aspirations, advocate for them and mobilize communities for their rights. Baderi project was a realization of both strategic dimensions.  Baderi’s approach has a snow ball characteristics and techniques, which is considered as one of the most effective and sustainable methodologies in enabling women, supporting them, connecting them with each other and in influencing communities’ attitude towards women’s issues. CAREhas been able to work with selected women, assessing their potential for role modeling, providing them with targeted and tailored training on different important subjects, such as communication, conflict resolution and public speaking skills in order to enhance their potential, their skills in communicating and maximize their successes in a very influential way. Furthermore, the campaign has encouraged and motivated other women to start their own initiatives and this enabled CARE Jordan to multiply the positive impact and reaching out to the largest number of women overall the kingdom. The regional visits and the media coverage (radio, TV and social media) were attended and followed by the Jordanian communities and this is believed to have multiplied the reach out for the different segments of the community. The elderly women and the adolescent girls who attended the visits and were actively engaged in talks with the role models are also one big, promising result of the campaign and the visits: the elderly are well-respected and influential and the young generation are potential change-makers. So it was really encouraging to have both attending, engaging and sharing positive attitudes.  Following the training work shop, at the beginning of the project, and during the regional visits, two women from the role model were encouraged and motivated to run for the Jordanian parliament elections for this year, and both have utilized from the campaign in experiencing public speaking and community mobilization and in feeling popular with the community, which enhanced their self-confidence, and engaging with media and meeting with different people all over the kingdom at different occasions and events. Two of the role models are now running for the parliament and the elections will take place on Sep 20.  One important impression that has to be shared is that an ambitious, multi-layered project like Baderi was underfunded and that the campaign at some points was understaffed especially during the activities and visits in North and South Jordan. This led to the campaign staff utilizing other project staff to assist in events, for example during the event in Aqaba under the regional tours, the team had to use the assistance of two Community Development Officers from a project funded by Global Affairs Canada.  What was amazing is despite of all the challenges the response of the audience to the role models was positive and impressive. The audience in all the areas where the regional tours took place received the role models with such attentiveness and respect. The role models were extremely relatable to the public and were always welcomed and understood very easily by the local communities. The trust and bond created between the role models and the audience was something that cannot be described in words, but can be explained in terms of the fact that the role models have remained in contact with several of the beneficiaries they met in the field. They are supporting them and helping them find opportunities and start small projects.  Role Models Evaluation:  The methodology  The ten role models were interviewed after the campaign ended and they were asked mostly open-ended opinion based questions.   * Promoting CARE women empowerment programs   Eight of 10 role models had their first interaction with CARE Jordan when they were nominated to be interviewed, while two role models participated in prior projects. Kifah is a leader in the Khatwa project, and Fatima volunteered with CARE in 2013 under Makanati project.   * The widespread process of nomination by national and local NGOs     The nominations for the role models varied:   * by Tamweelkom, a a micro-financing firm * the Hashemite Fund for the Development of the Jordan Badia (Arabic word for desert) * the Jordanian National Forum for Women * and by the CBOs the role models either work in or volunteer at.      * Happiness and gratitude’s feeling overwhelmed the nominated women   Ninety % of the role models were overwhelmed with happiness and satisfaction when they were told they had been nominated and chosen to become role models. They felt a sense of pride that they could not explain in words. 10% of the women, one role model, had a neutral feeling towards the nomination and being chosen due to their previous experience in awards programs.   * Building communication and solidarity ties   The capacity building workshop conducted in the Dead Sea in November 2015 had positive feedback from most of the role models. 80% of the role models agreed that it was a great start for the campaign since it helped creating a bond among the role models. The 80% agreed that this workshop gave the role models a chance to know each other on a deeper level and bond before the activities of the campaign began. 10% of the role models believed that it was good workshop, but that it, to some extent, covered basic topics. 10% of the role models believed that it was a well-organized and much needed workshop, and though they appreciated the time and effort put into the workshop, they thought that it was long and could have been cut shorter since it took time away from maintaining their businesses.  All the role models reached a consensus that as a group they bonded with each other and felt the inspiration that comes from each and every one of them which strengthen the relation between each other from one side and between each women with her family and community. They felt a unique bond and it became familial towards the end. It created a safe space for them to speak about all their problems and inspire and help each other. This friendship, according to Ismat Mdanat, is “a bound to continue much longer after the end of the campaign and project”.   * The campaign launch captured the essence of the campaign.   The campaign launch had a diverse response to it. Sixty % of the role models believed it was a great experience, with a very large audience (700 people) from all different sectors as indicated above in this report. These six women agreed that the reception of the campaign launch was the most important part. Forty %, however, thought that the campaign could have attracted bigger audience and could have been better structured.   * Regional tours of the role models   All of the role models agreed that what they enjoyed the most about the regional tours is when they presented their stories and how the local community received their stories and were genuinely receptive and respectful. The role models felt that they were able to inspire and reach a large number of people in the local community and stayed in contact with some. For example, Ayat Al-Zu’bi, is now in contact with 13 women she met in the field where she is helping them find jobs, or start small projects, and become economically empowered.  All the role models also agreed that this campaign has affected the lives of many people in a positive way. They also all agreed, that though through the media coverage and through the events there was no marketing for their CBOs or their own enterprises, that is not what was important; rather it was the fact that they were affecting the local community and supporting in improving attitudes towards women’s empowerment and rights. This highlights one big outcome of the project: having the role models thinking at a communal level and not only at a personal, individual level. The role models now are satisfied with change in community and not only with personal gains.  Ninety % of the role models had very supportive families when they knew they were chosen to be part of this campaign. Rana’s husband had some reservations due to the amount of travel she will be doing with the campaign, but in the end through convincing him of the role that Rana would be playing through these travels in inspiring other women, he agreed and then was supportive.  This campaign affected the life of the role models as well as the beneficiaries. The role models felt a lot more empowered to take further steps in life: socially and business wise. Through the communication and conflict resolution skills they acquired in the training and through the experience with media and public speaking, they felt they were better equipped to advance in life.   * Satisfaction with the project implementation   When asked about how satisfied with the implantation of Baderi Campaign, eighty % of the role models agreed that CARE has great implementation and genuinely takes care of their beneficiaries. Twenty % of the role models shared that media coverage shouls have been wider and included more radios and TV. All the role models agreed that CARE lacks presence and projects in in the South of Jordan.  Role models’ recommendation:  For a possible future campaign the role models had some the following suggestions:   1. To include all the municipalities in the role model selection in future projects 2. To further include the role models in the detail planning of all events and everything campaign related 3. To create an international platform where the role models can interact and meet women from other countries where similar projects were implemented 4. To create a code of conduct that all role models have to sign and stick by throughout the campaign 5. To provide grants for women beneficiaries in the field that need financial support (this is does done through other projects in CARE Jordan.) |

1. **Feedback campaign**
2. We would like to learn from your campaign, so please share any feedback, suggestions for improvements which will help us to increase our understanding of importance and relevancy of such a the campaign and what improvements could be done in a case of possible continuation of a similar campaign in the future.

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| Beneficiaries’ evaluation:  The methodology  Once the campaign ended the project staff as well as two volunteers’ contacted 25 beneficiaries in order to evaluate the impact of the project on the local community. The 25 people interviewed are disaggregated as 5 men and 20 women. The questions asked were open ended, and some opinion-based questions.  The main results:-  The JNFW was the main source  Around 78% of the people interviewed had heard about the campaign through local NGOs and CBOs, 12% heard about the campaign through friends or social media campaigns, and 10% heard about the campaign because they knew the role models personally.   * The economic empowerment concept   There was an agreement on the definition of women’s economic empowerment in specific: self-reliable, financially stable, and a positive impact on their local society.   * Positive impact on women consciousness and self wellness   16 of the women interviewed said that the regional tour events shaped their answer heavily, and that these events opened their eyes that despite the obstacles facing women: lack of financial resources and social challenges, they can overcome them and become economically empowered just like the role models did.   * The interactive techniques have the effectiveness impact   All of the beneficiaries interviewed agreed that the interactive theater as well as the sharing of stories of the role models followed by live discussions were influential during the regional visits and agenda items during the events. They shared that meeting successful people is much more influential than reading their stories or hearing about them.   * Lack of finance is the main obstacle   The main obstacle for the women interviewed is the lack of finances, and the lack of financial support from their local community through loans and grants. Eight women, however, shared that their husbands were the main obstacles to them becoming economically active.   * The main impact was on the Agency level, where women started feeling empowered and believed in themselves   After the regional tours, all the women were on a consensus that they now know how to better empower themselves and overcome the obstacles in their life. For example, one of the women interviewed in Irbid, stated that even though one of the biggest obstacles is her husband’s attitude, she now has learned how to efficiently communicate with him and how to persuade him to support her endeavors due to listening to the role models stories and asking how they overcame similar situations.   * Men were supportive to women’s empowerment in different approaches   There were two questions that were specifically targeted men that attended the events, which circled around their role in women’s economic empowerment and how they viewed their role in support of women’s economic empowerment. Three of the five men interviewed responded that women economic empowerment requires men’s active participation in supporting the women and to stand by them, but the same three men also shared that they did not have experience so far in supporting women in their surrounding.    The other two men interviewed reported they believed that emotional, financial, and societal support was their most important role in women’s economic empowerment. One of those men also said he is a big supporter of women economic empowerment and he has done that by starting an organization aimed at supporting women and helping support women’s voice. The other man interviewed said he thought the best approach to women’s economic empowerment by training women and helping them find job opportunities.   * There was a consensus from all those interviewed that the campaign was very effective and has inspired so many men and women in the community.   The beneficiaries also agreed on the fact that though the campaign was affective it needs to expand to more regions and more remote areas and possibly over a longer period of time in order to reach more women in even more rural areas in Jordan. Though 18 of the beneficiaries interviewed agreed that the campaign was missing nothing in terms of agenda items and activities, they still agreed that the campaign should continue. The 7 other people who were interviewed had suggestions for the campaign such as creating more marketing for the campaign before the events, and having the role models’ stories in the beginning of the events before any other agenda item. |