

## **Listen Up Program Objective**

Amplify the voices and power of refugee and host community women and girls to catalyze institutional reform, interagency action, and increased resources to reduce Sexual Exploitation and Abuse (SEA) in humanitarian settings. The Platform for Action is one component of this Program.

## **How does the Platform for Action support this objective?**

The Platform for Action provides a digital, scalable response and empowerment tool to aid in:

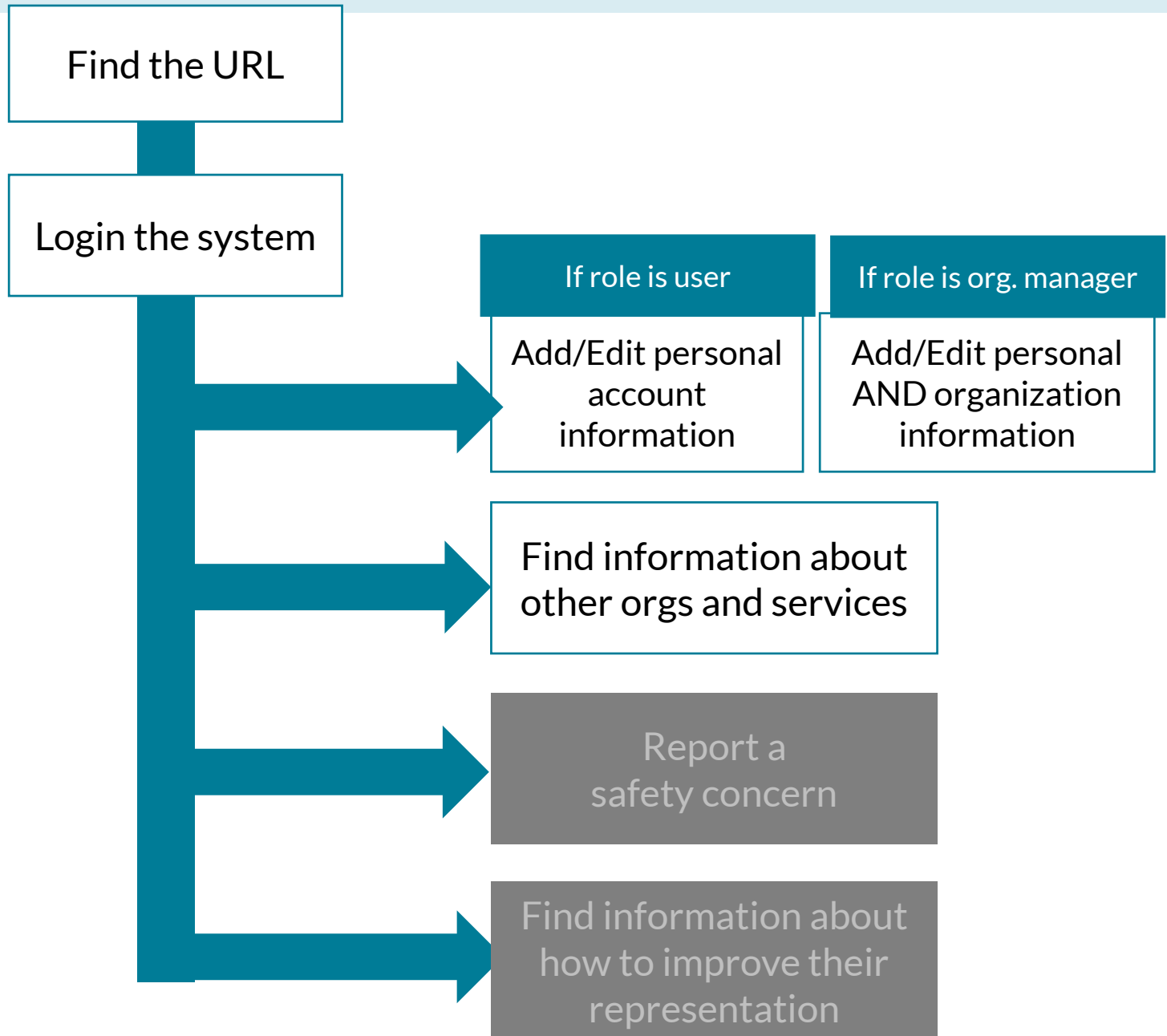
- VOICE: amplifying women and girl's voices on safety concerns;
- SERVICES: improving service access by women and girls in refugee situations; and
- REPRESENTATION: promoting women and girls' representation in humanitarian settings

How will our users know about the Platform for Action?

How will she or he receive a login, p/w and URL?

What is his/her role on the platform?

- User
- Organization Manager
- Platform Manager/Admin





**SARAH**

**Function:** Women's Leader in Settlement

**Location:** BidiBidi

**Role:** Organization Manager

**Behaviors/Characteristics:**

Low access to phone, has story to tell, emerging as leader in community

**Needs/Goals:** Need to be able to motivate others, make sure women are safe and being heard, access to funding

**Challenges/Frustrations:**

People are not listening; not getting a seat at the table with donors; Power outages, phone is old

**Position in Power Dynamic:** INGOs will be inspired by her story, but has no real power to change systemic issues, suspicious of UN/iNGOs; why don't they do more for the truly at risk?

**What Listen Up Platform for Action offers:** Gets voices of women heard, provide access to ideas and resources; her organization gets recognized



**CISSY**

**Function:** Outreach Gender Advisor

**Location:** Yumbe

**Role:** Org Manger/Platform Manager

**Behaviors/Characteristics:**

Knowledgeable of local context, motivated to be change agent/activist, not a tech power users, very busy, travels a lot

**Needs/Goals:** Need to be able to motivate empower others, concerned about sustainability

**Challenges/Frustrations:**

People are not listening; change is not fast enough; power outages, intermittent connectivity

**Power Dynamic:** Can be force for change, but not enough funding/clout/cynical of INGOs

**What Listen Up Platform for Action offers:** Ways to report, hold others accountable



**HADIJAH**

**Function:** Food Distribution Officer

**Location:** Yumbe

**Role:** User

**Behaviors/Characteristics:** Doesn't know what SHEA is exactly, does not know how to connect women with services, wants to help

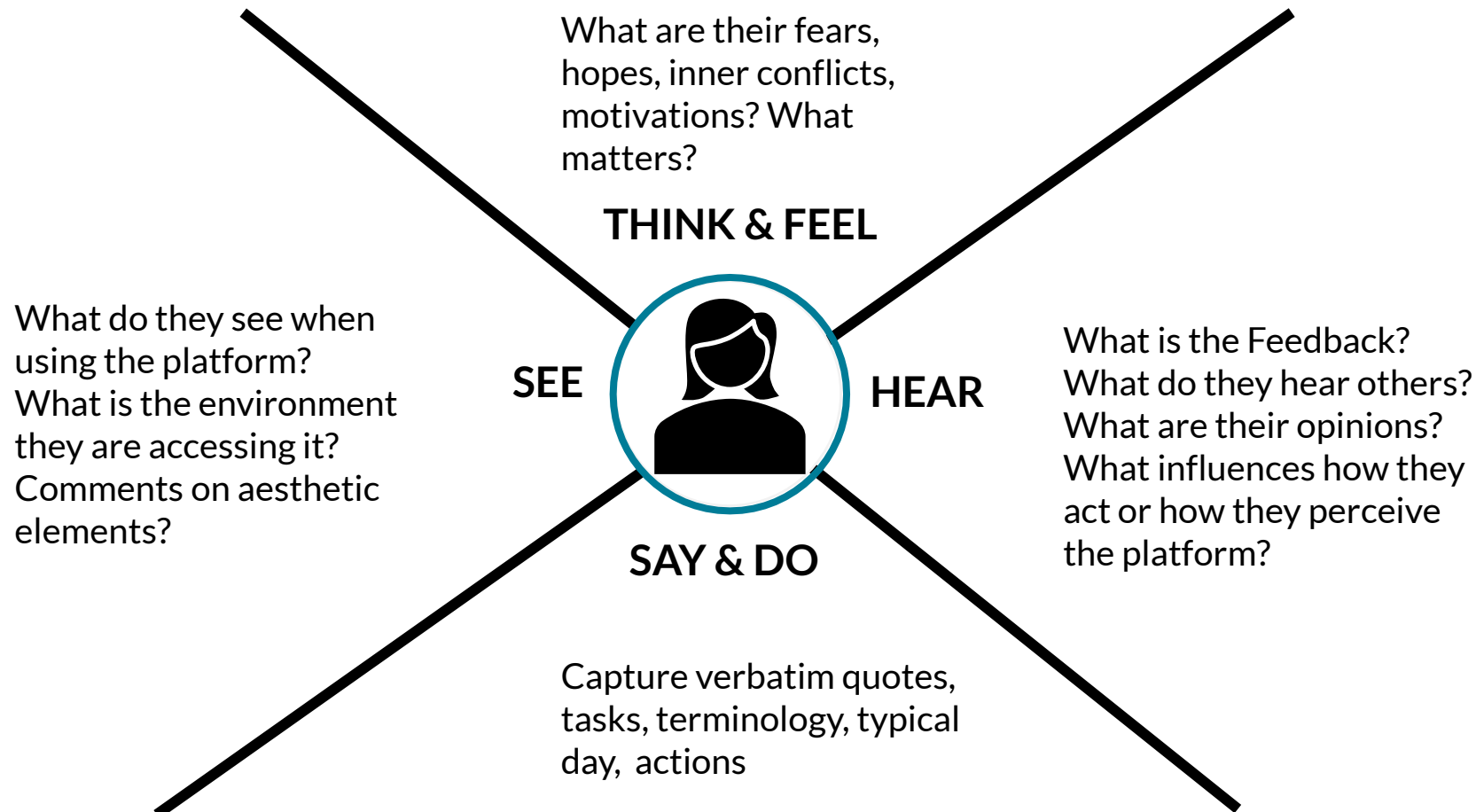
**Needs/Goals:** Needs to know how to help women in community, needs to know where services are;

**Challenges/Frustrations:** Wants to be an advocate but lacks resources and understanding of how the system to address changes works

**Position in Power Dynamic:** Wants to make improvements, but just trying to make a living

**What Listen Up Platform for Action offers:** Way to learn about SHEA, ways to connect survivors to services, learn more about how humanitarian aid works

**Create a Map for Each Persona:** Mapping their needs, motivations, feelings, thoughts, attitudes, beliefs and issues



### PAINS

What are their pain points?  
Obstacles  
Frustrations  
Challenges  
Problems  
Doubts

### GAINS

What are their goals?  
What are their needs?  
What do they hope to gain?  
What do they hope to achieve?  
How is success measured?