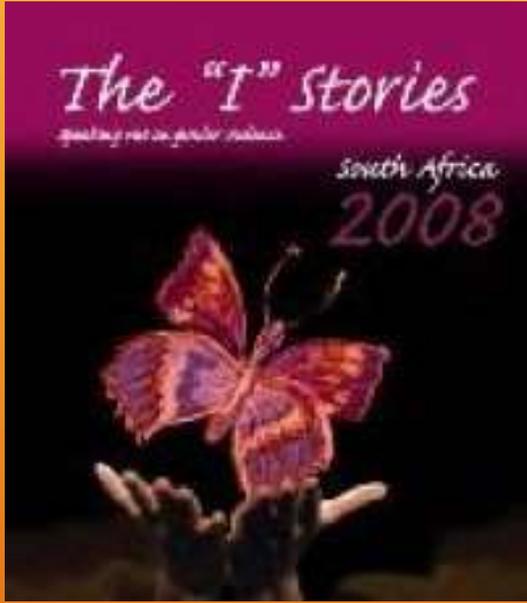




**THE SUNRISE CAMPAIGN**  
Economic power, end violence



- ▶ Over the last 15 years Gender Links has gathered over 2000 first-hand accounts women's experiences of violence.
- ▶ An analysis of the stories showed that the main reason women stay in abusive relationships is to ensure that their children have a place to stay, attend school and have food.
- ▶ The dual vulnerabilities of economic dependency and gender-based violence deters women from leaving abusive relationships.



## BACKGROUND AND CONTEXT



▶ In 2013, Gender Links piloted a programme entitled ***Empower Women: End Violence***.

▶ The programme tested the hypothesis:

***Increasing women's agency, confidence and economic power would result in less violence for women in abusive relationships and more control over their lives.***

# HYPOTHESIS



- ▶ GL worked directly with 1500 women survivors of GBV in ten SADC countries in the pilot phase.
- ▶ The GL **Centres of Excellence for Gender Mainstreaming programme** provided in-kind support such as a venue, catering, assisting GL to identify the GBV survivors in the area and anchoring the project within their Departments of Social Development.
- ▶ Mentors were selected from local councils and businesses within the district, enabling the new entrepreneur to have an accessible advisor to support them over their initial business development phase.

## DESCRIPTION



- ▶ The integrated model for entrepreneurship as an instrument of change comprises four phases.
- ▶ Life skills, enterprise training, mentorship and access to finance.
- ▶ The project provided women with the tools to make alternative long-term choices and set out to increase women's agency and independence, socially, emotionally and economically, to empower them to participate fully in all aspects of their private and public life.

## WHAT IS THE PROGRAMME

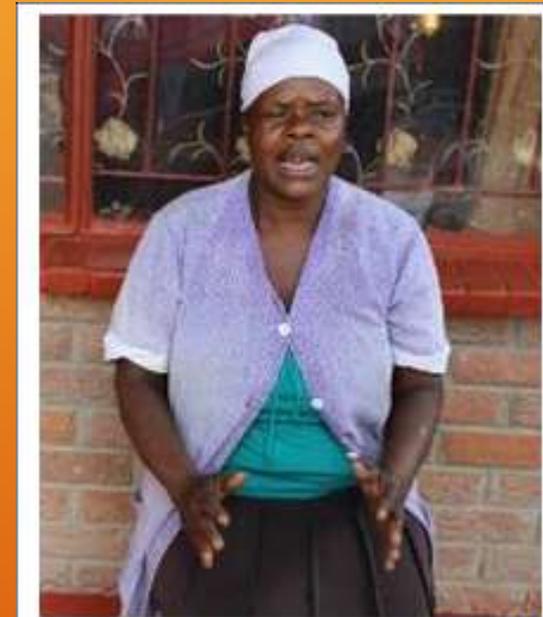


- ▶ The pilot programme ran from late 2013 to 2015.
- ▶ At the inception of the programme all participants complete a Gender Empowerment Index (GEI).
- ▶ The Index gathers demographic information and baselines on the participants': financial position; access to information technology; agency; relationship control; levels of GBV and gender attitudes.
- ▶ All participants write their first-hand accounts of GBV as a qualitative tool to accompany the quantitative data in the GEI.
- ▶ A follow up GEI when the training ends and 12 months after the initial training to assess progress.

## MEASURING CHANGE

- ▶ The analysis of the GEI results 12 months yielded incredible.
- ▶ Of the total number of participants 91% developed a business plan and 79% implemented them.
- ▶ The average monthly income amongst participants increased from R270 per month to R5226 per month across the ten countries, a 195 percentage-point increase.
- ▶ 74% of the participants had access to a computer compared to 14% at the start; 5% of the women had email addresses when the project began and at 67% at the end.
- ▶ Of all the participants, 97% reported a decrease in their experiences of violence while 3% said it remained at the same level. One of the key findings was that none of the women reported that their experiences of violence had increased.

## RESULTS



Marriage denied me my freedom to participate economically and socially. Gender Links rescued me from my miserable situation and transformed me into a strong, confident and independent woman.

*Chipo Makoni, Zimbabwe, November 2018*

- ▶ A critical next step was to develop a sustainability model that would root the Sunrise Campaign in structures that service and are accessible communities.
- ▶ With the support of the *Leading from the South* grant GL rolled out the Sunrise Campaign through the Local Government Centres of Excellence for Gender Mainstreaming.
- ▶ GL conducted training of trainers with the local councils on the content, process and monitoring and evaluation of the Campaign.

**WHAT NEXT ...**



Figure one: Participant breakdown

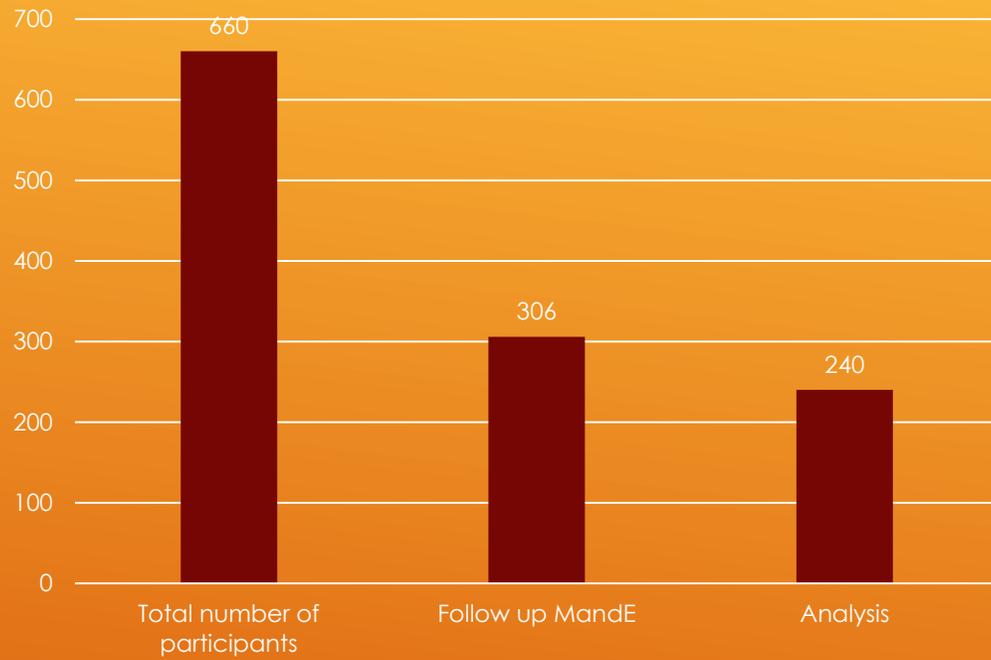
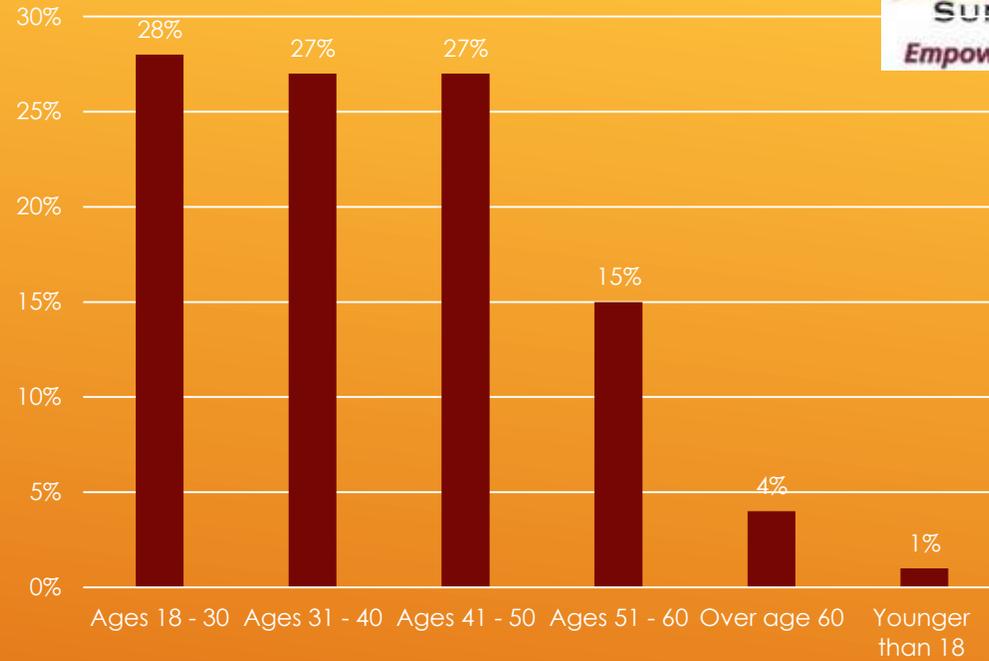


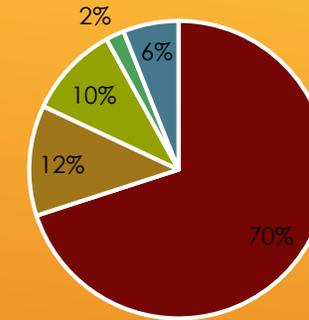
Figure two: Breakdown of participants by age



WHO



Figure four: Reasons why people did not attend all sessions



- Other responsibilities including work in the home
- Found a job
- Did not find the course helpful
- Course was too difficult
- Insufficient mentoring

- ▶ Of the total number of participants, 79% attended all the sessions while 21% missed some sessions.

# PARTICIPATION

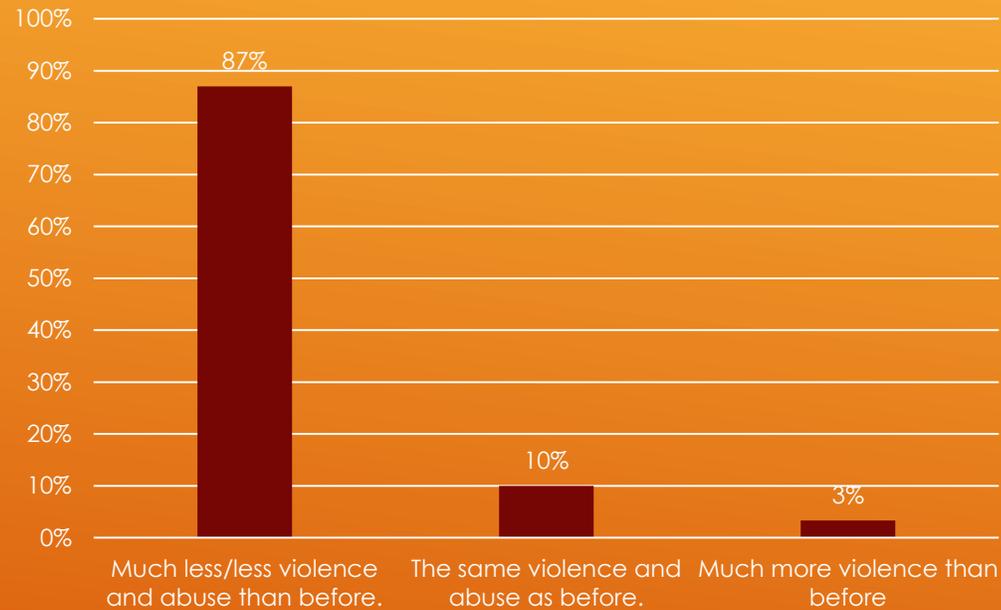


	Baseline	End-line	Percentage point difference
<b>Overall Gender Empowerment Index Score</b>	44	64	20%
<b>Gender Attitude Score</b>	54	59	5%
<b>Relationship Control Score</b>	52	57	5%
<b>Income</b>	106	170	160%
<b>Savings and assets</b>	499	1229	246%

## OVERVIEW OF RESULTS



Figure five: Levels of violence amongst participants

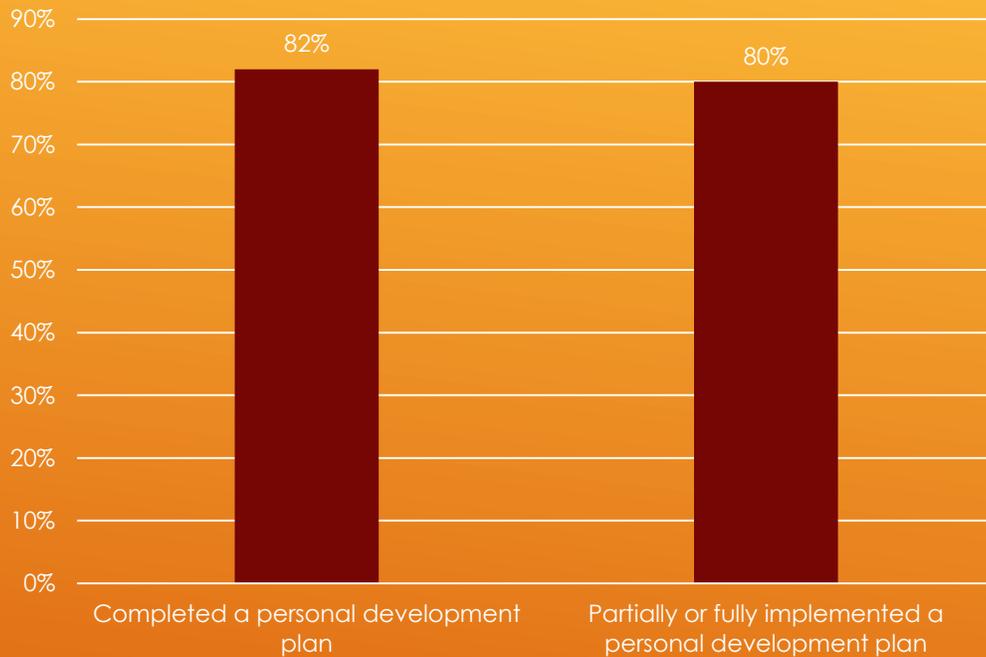


- ▶ The goal must be zero tolerance for any form of gender-based violence.
- ▶ It could be that some participants need additional support and more time.
- ▶ There will be follow up interviews with these participants to unpack why their situations have not changed or gotten worse.

# GENDER-BASED VIOLENCE



Figure six: Personal development plans



- ▶ Personal growth may be a key driver of success in other areas.
- ▶ Increased confidence and agency enable women to take control of every aspect of their lives.
- ▶ This is evident in the statistics on business growth and increased income.

# PERSONAL DEVELOPMENT



IT Indicators	Baseline	End-line	Percentage point increase or decrease
Do you have a cell phone	74%	93%	19%
Do you use your cell phone for marketing or communication via SMS	65%	75%	10%
Internet searches	13%	23%	10%
Whats App	42%	55%	13%
Using a computer regularly	5%	22%	17%
Use of email	9%	17%	8%
Using the Internet	23%	31%	8%
Have a Facebook account	43%	75%	32%
Twitter	0%	1%	1%
Have a website	1%	1%	0%
Using other IT tools acquired during training	47%	59%	12%

# MAKING IT COUNT



Figure seven: Proportion of participants who completed a business plan

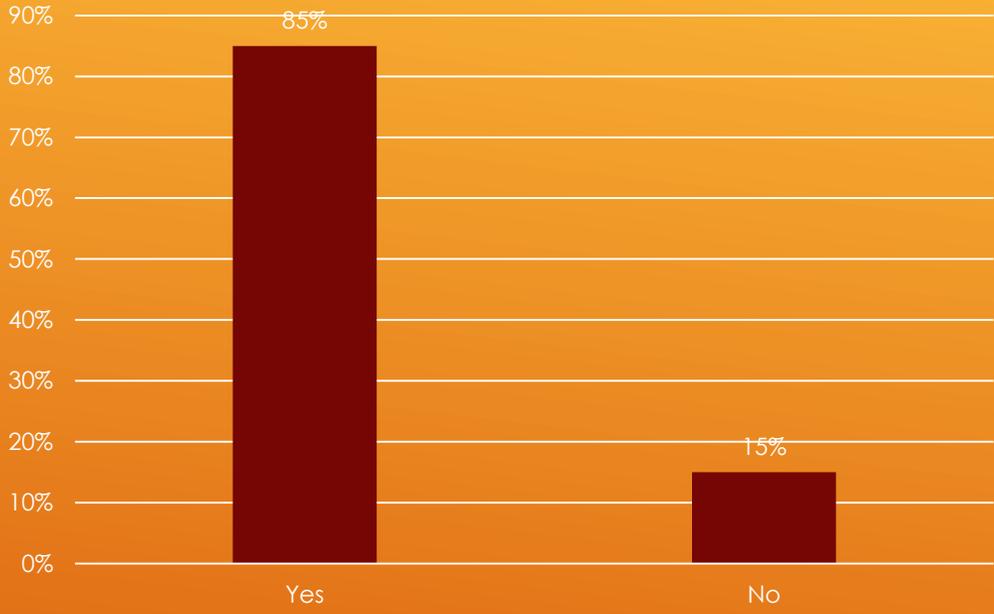
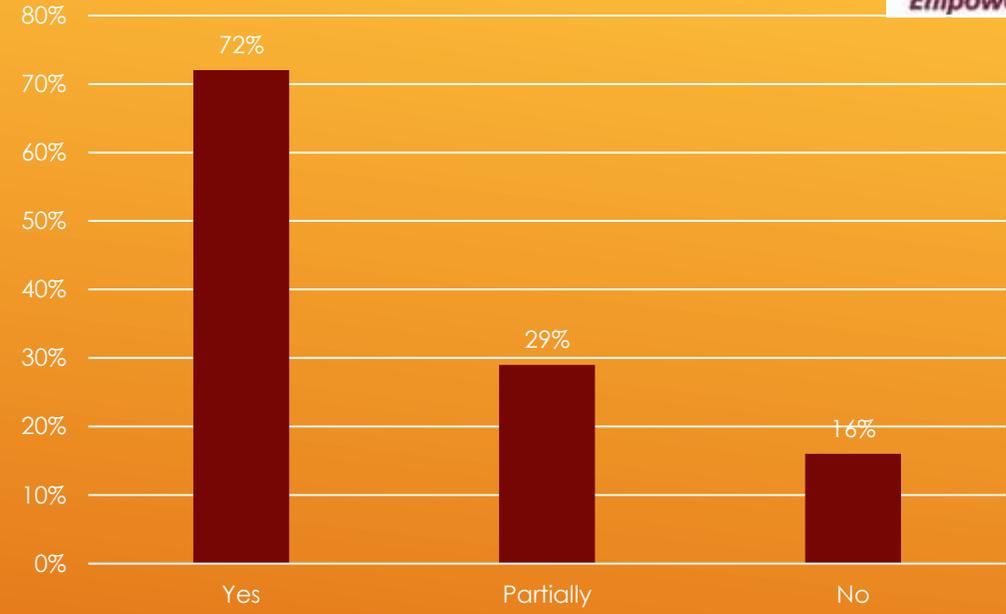


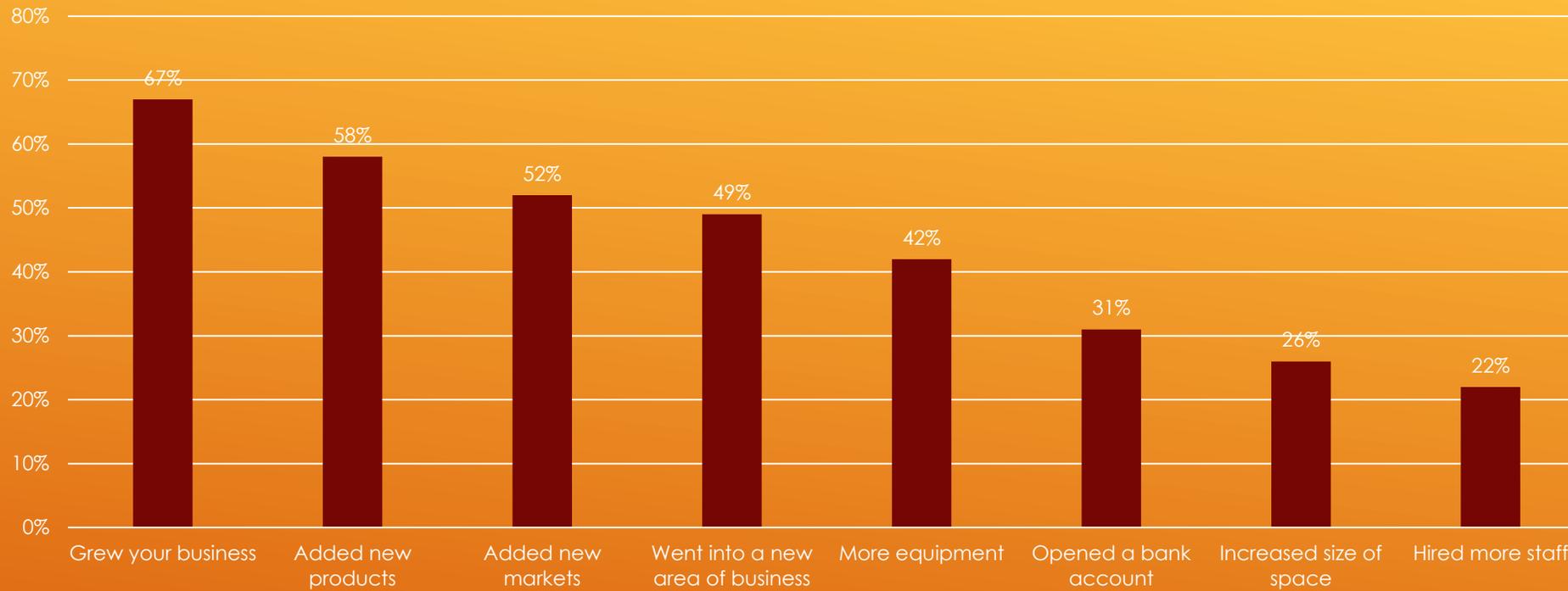
Figure eight: Proportion of participants who implemented business plans



# BUSINESS PLANS



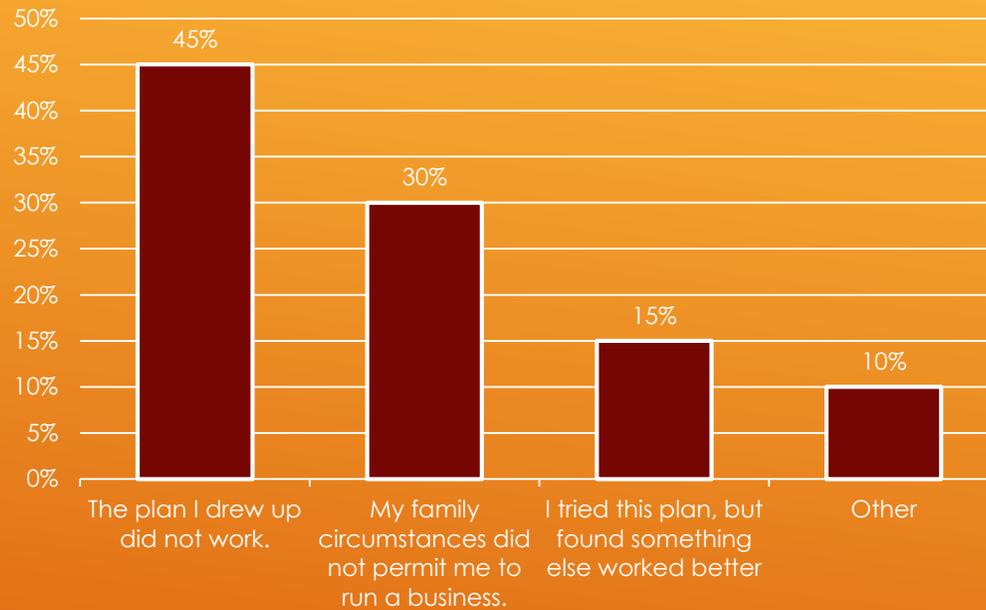
Figure ten: Impact of the project on businesses



# IMPACT ON EXISTING BUSINESSES



Figure nine: Why participants did not follow a business plan?



- ▶ 45% of participants did not implement their business plans because the plans did not work.
- ▶ A lower proportion, 30%, did not implement their plan due to family circumstances. Moving forward there is need to engage with families in the Sunrise Campaign.
- ▶ Of the total, 15% of the participants found something else that worked better.

# DID NOT FOLLOW A BUSINESS PLAN

	Application of learning	Access to finance	Access to infrastructure	Find markets	Keep records of income and expenditure
Very challenging	16%	41%	47%	20%	15%
Challenging	43%	50%	38%	43%	38%
Not challenging	41%	9%	15%	37%	47%

## HOW PARTICIPANTS EXPERIENCED TRAINING?

- ▶ The *Sunrise Campaign: Economic power, end violence* shows that increasing women's agency, confidence and economic power results in less violence for women in abusive relationships and more control over their lives.

Anashe Rusike from Kadoma City Council in Zimbabwe explains how her personal development changed her life. “*Gender Links assisted me to gain self-confidence and restore my self-esteem through the use of a personal development plan. I explained it in detail to my husband. He promised to assist me in following my personal development plan. That led to the end of my abuse*”.

## CONCLUSION

- ▶ Gender Links will conduct longitudinal studies to track the progress of the women who were part of the Sunrise Campaign particularly to complete the end-line assessment of the current cohort.
- ▶ Ensure there is ongoing training and support to the councils implementing the Sunrise Campaign.
- ▶ Engaging with the business sector to facilitate learning, sharing and networking at local level.
- ▶ Identifying potential sources of funding has been difficult and needs to be a focus issue with each new council and as a key issue.
- ▶ Establishing networks of entrepreneurs from the Sunrise Campaign at national and regional level.
- ▶ Garner support to extend the training of trainers to additional councils across ten SADC countries.

## NEXT STEPS