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Grant Proposal for Constructing a Platform to End Sexual Harassment in Cairo's Public Spaces

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Includes Step-by-Step Platform Strategy Formulation Guide

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APPROVAL

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Date

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ABBREVIATIONS

CBS	Columbia Broadcasting System
DAW	Division for the Advancement of Women
FGM	Female Gentile Mutilation
GBV	Gender Based Violence
GoE	Government of Egypt
GOPP	Government Office for Population and Planning
INSTRAW	International Research and Training Institute for the Advancement of Women
M&E	Monitoring and Evaluation
MOHP	Egyptian Ministry of Health and Planning
NCD	Non-communicable Diseases
NCW	National Council for Women
NYT	New York Times
OSAGI	Office of the Special Adviser on Gender Issues and Advancement of Women
PTSD	Post Traumatic Stress Disorder
SPAAC	Social Planning, Analysis and Administration Consultants
UN Women	United Nations Entity for Gender Equality and the Empowerment of Women
UN-HABITAT	United Nations Human Settlements Programme
UNDP	United Nations Development Program
UNFPA	United Nations Fund for Population Assistance
UNICEF	United Nations Children's Fund
UNIFEM	United Nations Development Fund for Women
UNODC	United Nations Office Drug and Crime
USAID	United States Agency for International Aid and Development
VAW	Violence Against Women

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"The Arab world, and Muslim-majority societies, need not only political uprisings, but also a thoroughgoing intellectual revolution from within that will open the door to economic change; to spiritual, religious, cultural and artistic liberation; and to the empowerment of women. The task is not an easy one.[1]" Tariq Ramadan, NYT

Anecdotal representations

Growing up in Egypt, as a young woman born in the early 70's, access to the public markets, public transportation, and nature parks was granted. Only in the beginning of the new millennium did access to such resources start to dwindle, for women in general, due to the rapidly growing risk of sexual harassment in Cairo's public spaces. According to the groundbreaking study by Nehad Abul Komsan (2008), 91.3% of Egyptian women agree that sexual harassment in Egypt is a growing phenomenon[2]. This phenomenon received little attention up till the January 25, 2011 revolution.

Only recently, immediately post the January 25 revolution, when Egypt was suddenly thrown into the limelight , did this issue start to receive considerable attention. The focus on sexual harassment may have been due to several reasons, possibly the increasing international interest Egypt was suddenly getting during and post revolution, coupled with the epidemic levels the trend had reached. Additionally, immediately following the revolution there was a sudden security vacuum, which may have caused an explosion in the number of sexual harassment incidents. With no police force on the streets for at least 18 month, this absence of the old regimes repressive police force that had ruled unchallenged for the past 30 years may have contributed to the explosion in incidents of sexual harassment as well as the publicity of such incidents.

The case of Samira Ibrahim, an Egyptian civic activist

In the end, soft-spoken Samira Ibrahim saw the [military] doctor who ordered her to undergo a "virginity test" acquitted. It was a bitter verdict in a case that pitted an average Egyptian woman against the hegemony of the military junta. And, in the latest sign of its authoritarian power, the junta won. The young Ibrahim is not the likeliest of activists, even though she says she has protested on the streets for years even prior and during the January 25 Revolution. Her quiet demeanor and sense of humor defy the violence meted out against her at the hands of the military rulers of Egypt's post-uprising "transition." She went forward with the case, Ibrahim said, "so no other girls are subjected to this kind of torture and violence in Egypt."

But she acknowledged that it was a struggle-and one the military was up for. Ibrahim had accused the doctor of forcing her to undergo a virginity test in March 2011, after she and other female protesters in a sit-in at Cairo's Tahrir Square were arrested and taken to the military facility where the doctor works. Human Rights Watch said the not-guilty verdict was more evidence that the case should have been tried in a civilian rather than a military court. Local groups condemned the continued protection of Egypt's armed forces from any accountability for crimes committed against civilians. According to Hassiba Hadj Sahraoui, deputy Middle East and North Africa director at Amnesty International: "Ever since this unacceptable episode, which is nothing less than torture, women protesters have repeatedly faced beatings, torture and other ill-treatment at the hands of Egypt's army and security forces."[3]

The case of Lara Logan, CBS war correspondent in Cairo during the Revolution

Before the assault, Ms. Logan said, she did not know about the levels of harassment and abuse that women in Egypt and other countries regularly experienced. "I would have paid more attention to it if I had had any sense of it," she said. "When women are harassed and subjected to this in society, they're denied an equal place in that society. Public spaces don't belong to them. Men control it. It reaffirms the oppressive role of men in the society."[4]

As for why she was willing to give up her privacy over the issue, the New York Times quotes her saying that by disclosing the news, it "didn't leave me to carry the burden alone, like my dirty little secret, something that I had to be ashamed of" said Logan[5].

I
Executive Summary

The purpose of the grant proposal

The purpose of the grant proposal is to mobilize funds in order to create a strategy based platform to end sexual harassment in Cairo's public spaces. This platform goals, objectives, and activities will be consistent with its evidence-based strategy to end sexual harassment. The anti-sexual harassment platform will consist of an executive secretariat, as well as the combined programming and alliance coordinators.

The secretariat's primary task will be the creation of an anti-sexual harassment sustainable infrastructure in Egypt. It will be in control of the project resources ear-marked for project execution, national alliances cementing, organizational capacity building, and protocol and product delivery. Its mission will consist primarily of prioritizing needs. Followed by the executive next-steps, which entails developing, launching, and assisting Egyptian partners to fully internalize and adopt the structural mechanisms necessary to combat sexual harassment. This will include, but is not limited to, reporting procedures, prosecution regulations, survivor services, as well as the creation of content for policy and media mobilization. Formulating a clear strategy that can be internalized by partners across the board is imperative, because although violence against women (VAW) is a growing phenomenon in Egypt, studies have shown that prevention efforts can be both effective and cost-effective[6].

Sexual harassment in Cairo's public spaces

Women throughout the world suffer from violence. They experience physical harm, loss of life, emotional and psychological pain, lost productivity, and much more. Society suffers the economic cost of treating and rehabilitating women survivors of violence, healing emotionally damaged children and families of survivors, the loss of women's contribution to development, and prosecuting perpetrators. There are also the unquantifiable costs of traumatized individuals

and dysfunctional families. While it may be pervasive, violence against women is not inevitable. Both governmental and nongovernmental stakeholders have a central role in reducing violence for the benefit of the whole society[7]. Sexual harassment is a form of psychological and/or physical violence against women currently pervasive in Cairo's public spaces[8]

Grant proposal utility

The grant proposal to mobilize funds and platform strategy created for the purposes of this capstone project may be utilized by the United Nation Women anti-sexual harassment project in Cairo. The document combines scientific evidence-based data specifically geared to highlight the extent of sexual harassment in Cairo's public spaces with the UN anti-sexual harassment approach and methodology.

The provided description of the Egyptian context and health implications serve as supporting evidence of the extent of the problem. And the strategy formulation guide provides a detailed description of how the grant resources would be used to create a strategy to end sexual harassment in Cairo's public spaces.

What is a "strategy"?

There are many key players involved in combating sexual harassment in Cairo's public spaces. Setting a strategy helps create the necessary platform and offers direction from the onset. This minimizes the overlap of activities, especially when there is open dialogue. The strategy is the road map to effective secretariat execution of evidence-based priorities. It sets out the projects purpose and solidifies plans on an agreed basis, relates activities to goals, and serves as a reference point during implementation, monitoring and evaluation. A written strategy document can be shared with others, discussed and adjusted as the action progresses. It identifies the

approaches, methods and tools to be used to achieve goals, and is a key element for transparent communication with other stakeholders, and fundraising from institutional donors[9].

Scope of Sexual Harassment

      Violence against women, including sexual harassment, creates several economic costs and can be measured in terms of prevention, response, and opportunity cost[10]. These costs can be broken down into lost wages due to absenteeism, higher health care costs, and increased burdens on law enforcement structures. These are some of the type of costs have all been associated with sexual harassment in public[11].

      Reduced employment and productivity equates with loss of earnings for women while employers may lose output and incur additional costs due to sick leave and the recruiting and training of replacements. The state may lose tax revenues as a consequence of lost employment and output. More important is the cost of pain and suffering inflicted on women and the consequences for their children[12].

      A recent study in Egypt found that 83% of surveyed women (both Egyptian and foreign) reported exposure to sexual harassment while in Cairo's public spaces. 46% of the Egyptian women surveyed reported being sexually harassed daily. 98% of foreign women reported exposure to sexual harassment, amongst which 52.3% reported being sexually harassed on a daily basis[13].

      An Egyptian study carried out by the Social Planning, Analysis and Administration Consultants (SPAAC) group, found that in Egypt 72.4% of married women and 94% of unmarried female youth reported exposure to verbal sexual harassment, while 22.2% of married women and 21.7% of unmarried female youth reported their body being sexually molested while in a public space[14].

      These figures are clear indications of the problem of VAW in Cairo's public spaces, namely sexual harassment, but they do not tell the whole story. The grant proposal is aimed at requesting funding needed to understand more of the issue on the ground, coupled with the

strategy formulation steps and process, that is to be made available as a guide to understanding the issue in a productive way, embodied in a "strategy" to end violence against women, in Cairo's public spaces.

The Arabic edition of the "How To" Strategy Formulation Guide

Violence against women and girls in Arabic speaking countries takes many forms. Sexual harassment in public places, as rampant as it is, is only the symptom of a much bigger problem[15]. The proposed guide on formulating a strategy to end sexual harassment is designed to be easily adapted to address other forms of sexual violence, whether against girls, boys, in public or in private. By making this proposal available in Arabic in the future it may prove useful for those who are inflicted with similar risks and in search of Arabic language tools. Tools to combat sexual harassment are rarely available in Arabic, mainly because the subject still remains a taboo[16]. The strategy formulation guide is an evidence-based document adapted from widely recognized methods and prominent source developed for the Virtual Knowledge Center to End Violence Against Women and Girls.

The Implications

The primary goal of this effort is to provide a unified stance. A stance that is a result of an evidence-based strategy and resource mobilization effort that would ultimately unite the efforts of grass-roots anti-sexual harassment groups efforts, local public and private related services, as well as synergize the efforts of international counterparts. Building on an evidence-based approach, combines the success of the efforts put into combating sexual harassment in Egypt, in order for the strategy to be able to maintain an ecological approach.

In the future, providing the strategy formulation guide and processes document in Arabic will also aid local adoption of the steps necessary to confront sexual harassment in Cairo, as well as other multiple imminent threats on women's rights in Egypt, which have been steadily

growing since the January 25, 2011 Egyptian Revolution. These challenges, include, among others:

- Legislative threats
  - In the first freely and democratically elected Egyptian parliament, a women representative proposes cancelling the following laws:
    - The law criminalizing sexual harassment
    - A recently created law allowing women to legally divorce their husband (under Islamic Sharia law only men can divorce)
- Armed Forces
  - Institutionalized threats of sexual harassment and molestation- The case of Samira Ibrahim, who was forced to undergo virginity test by the hand of the Egyptian Army doctor, after being arrested while demonstrating in the January 25 revolution, she filed and lost the case of sexual harassment against the Army
  - Public brutality-The case of the blue bra, is a public incident in Tahrir Square, the epicenter of the Egyptian revolution, exposing the Army's stripping and brutality tactics publically practiced against women

- The post January 25 revolution Egyptian Constitution 2012 draft
  - During 2012/2013, the new Egyptian constitution is being drafted with the majority of political power aiming to add to Article 36, which addresses women's rights that women are subject to Sharia Islamic laws. Sharia law treats women as subordinates of men.
    - Also under Article 36, the legal age defining a child would be decreased from 18 to 9 years old. This would make room for early marriage of children and incarceration.

- Public Opinion
    - Blaming the victim is common in cases of public sexual harassment incidents in Cairo, only recently did the most widely circulated newspaper in Egypt, print an opinion piece freeing the molester of moral guilt based on the victims dress code[17].

- Media
    - Prior to the January 25 revolution in Egypt, TV female anchors where banned from appearing veiled on television. In September of 2012, a private TV channel declares that only veiled anchors will broadcast.

- Overall
    - Women's rights will shrink considerably. More young girls will be given in marriage before or in early puberty and in poor areas sex trafficking will increase. This will be covered under the mantra of marriage, which will in some instances increase polygamy. The percentage of women in leadership positions at all levels of governance will diminish and violence against women will increase under various guises[18].

Hopefully, this will allow multiple, local, Arabic speakers, including directly affected communities, to have a tool they can access and adapt for their own purposes to address sexual harassment in their own communities. As well as an anti-sexual harassment platform from which they can find the necessary and relevant support to stand-up against this growing epidemic.

Finally, indirectly the tools provided may lend themselves to other formats, such as: Media campaigns, advocacy efforts, policy initiatives as well as mobilizing support from private partners. This includes an on going effort aimed at changing several government offices position of denying that the phenomenon of sexual harassment exists, to recognizing it's a symptom of a growing epidemic of taking away whatever few rights women managed to secure during the past era in Egypt, and the affect that will have on their freedom of choice, freedom of movement, as

well as education attainment implications, work status, and inevitably their and their families

health.

II

The Egyptian Context

FIGURE 1: TEEN-AGED FEMALE ADVOCATE GRAFFITTI SIGN ON ASPHALT STATES: "WARNING, SEXUAL HARASSMENT ZONE" IN PROTEST OF SHOP WORKERS CONSTANT HARASSMENT OF FEMALE PASSERS[19].

Background

The structural issues behind sexual harassment in Cairo's public spaces

Beyond the symptoms of infringement upon women's rights in Egypt, such as the prevalence of sexual harassment in Cairo's public space, there are deeper structural causes. These structural causes are ingrained in the socioeconomic context, cultural, and traditional norm of Egypt.

Ecological basis of harasser insensitivity to violence against women

Individual level (biological and personal)

- 97% of Egyptian girls (2000) witnessed FGM in a publicized, celebratory fashion

The practice of FGM, at an early age, may have indoctrinated little boys and girls, from an early age that it is socially tolerated to damage the female persona. FGM is often carried out at age when trauma generated neurological imprints would be most effective, between ages 4 & 10.

- 49 % of adolescent rural girls marry before the age of 16

Marriage at this age is sexual abuse on a national level. Tolerating such a behavior opens the door for the voice of the woman, which was not heard at one's most important life junctures, will never be heard at less momentous junctures.

Family level

- Approximately, 70% of youth, both male &female, believe that men are superior.

This dictates that male must exercise control of resources and decision-making. And that a girl must do what her brother says, even if he is younger.

Community level

- *86% of surveyed male respondents indicated they would do "nothing" if they witness SH*

Society level

- *89%, Islam the religion of the majority in Egypt allows for economic bias against females.* A female inherits half what a male sibling inherits. If a widow has no male off-spring her inheritance is minute, and instead the wealth is passed back to the deceased man's family.

In order to sustainably overcome the problem there is a need to address these structural problems. And although the focus of this research is sexual harassment in Cairo's public spaces this does not discard that there are fundamental causes inherit in the socioeconomic fibre of the people.

Sexual harassment in Cairo's spaces

Sexual harassment in Cairo's public spaces remains a neglected issue and is looked upon as an expected part of everyday life. The cost of this type of violence has been reflected in serious personal health, social, and economic repercussions as it inadvertently affects lifestyle choices (e.g. sedentary vs. active), social capital, and ability of women to continue education or join the work force. Ultimately, in Egypt, it shrinks economic growth, and eats into public budgets.

A national standard definition of sexual harassment and its sub-category is missing, the pressing need to create one, will be recommended as part of the campaign strategy formulation. For our purposes, there are seven common forms of sexual harassment that have been identified in the Egyptian context, these include: noises with sexual intonations directed at girls or women in public (such as whistling, hissing, kissing sound, etc.), ogling of women's bodies, verbal

harassment of sexually explicit nature, molestation (touching), stalking (following), phone harassment, and indecent exposure[20].

As mentioned in the executive summary, a recent study in Egypt found that 83% of surveyed women (both Egyptian and foreign) reported exposure to sexual harassment while in Cairo's public spaces. The Egyptian women surveyed reported a 46% exposure on a daily basis. 98% of foreign women reported exposure to sexual harassment, amongst which 52.3% reported exposure on a daily basis.

A Social Planning, Analysis and Administration Consultants (SPAAC) study in 2008 found that 72.4% of married women and 94% of unmarried female youth reported exposure to verbal sexual harassment, while 22.2% of married women and 21.7% of unmarried female youth reported their body being sexually molested while in a public space[21].

A more recent study carried out by the Center for Social Research in Cairo reports in 2011 that in some of the surveyed Cairo neighbourhoods almost up to 87% of unmarried girls routinely experienced sexual harassment inside and outside their neighbourhood (see Table 1). Unfortunately, women are not empowered to fight back: almost 94% of the same unmarried females did not respond. They did not protest it, shame it, call any sort of attention to it, and none reported the incident to police (see Table 2).

TABLE 1: RESPONSES TO SEXUAL HARASSMENT IN 2 CAIRO NEIGHBOURHOODS

| | Mansheyat Nasser | | | | Al-Ebageyah | | | |
| | Herself | | Know someone | | Herself | | Know someone | |
	Ever married	Never married	Ever married	Never married	Ever married	Never married	Ever married	Never married
Response								
Nothing	84.92	93.85	63.56	73.94	-	93.65	71.43	73.24
Yelled	11.72	3.08	12.71	9.86	-	4.76	7.14	9.86
Reason for not taking action*								
Not worth it	42.06	52.71	-	-	-	52.27	-	-
May act badly if take action	20.56	24.03	-	-	-	22.73	-	-
Afraid for her reputation	18.69	12.4	-	-	-	14.77	-	-
Help								
Someone saw and help	7.14	2.31	10.00	5.56	-	4.76	11.20	4.17
Someone saw and didn't help	59.52	69.23	60.57	64.58	-	31.75	35.20	27.78
No one saw	33.33	28.46	11.14	12.5	-	63.49	22.40	33.33
Doesn't know	-	-	18.29	17.36	-	-	31.20	34.72
Report to police								
Yes	0.00	0	2.57	1.39	-	1.59	6.30	1.39
Doesn't know	-	-	61.43	50	-	-	47.24	34.72
Reasons not reporting to police*								
Not worth it	67.46	66.15	-	70	-	58.06	-	78.26
Ordinary subject, Happen a lot	14.29	26.15	-	11.43	-	25.81	-	6.52
Changed Habits								
Don't go out alone	13.10	10.79	-	-	-	12.38	-	-
Change roads used to take	6.21	9.35	-	-	-	11.43	-	-
Don't go certain places	12.41	3.6	-	-	-	14.29	-	-
N	126	130	350	144	18**	63	127	72

*Computed only for applicable observations for incidents inside neighborhood
**Size is too small for interpretation and will be ignored

Source: El-Sheneity, S., Fattah, F. A., & Nour, M. (2011). *Report on scoping and baseline studies, Cairo project* (pp. 7-9, Rep.). Cairo: Center for Social Research, AUC.

**Understanding Sexual Harassment**

Who gets harassed?

The fallacy: female appearance as an instigator of sexual harassment

 A landmark study, Abul Komsan (2008) addressed the general appearance of women who were sexually harassed in Cairo's public spaces by showing them figure 1 (below) and

asking them to choose which picture most closely depicts their dress code. She found that 31.9% of the women who were surveyed dressed similarly to the woman in figure 1, 21.0% were dressed like the women in figure 3, 20 % were dressed similarly to the woman in figure 4, and 20.0% were dressed similarly to the woman in figure 6.

Komsan concluded that women are sexually harassed regardless of how they are dressed noting that 72.5% of victims surveyed who were sexually harassed were veiled. "We found that there was a contradiction between words and deeds. Participants believed that figures 2 and 4 would get harassed more than the others because these figures were not wearing the veil and were wearing short clothes, but the results prove that this is mistaken, as the majority of women whom were interviewed were dressed like the figures 1, 3, 4 and 5 - but still experienced sexual harassment. These results illustrate the contradiction between society's belief that the appearance of the woman is a key factor leading to sexual harassment.[22]"

FIGURE 2: GENERAL APPLEARNCE OF FEMALES WHO GET SEXUALLY HARASSED
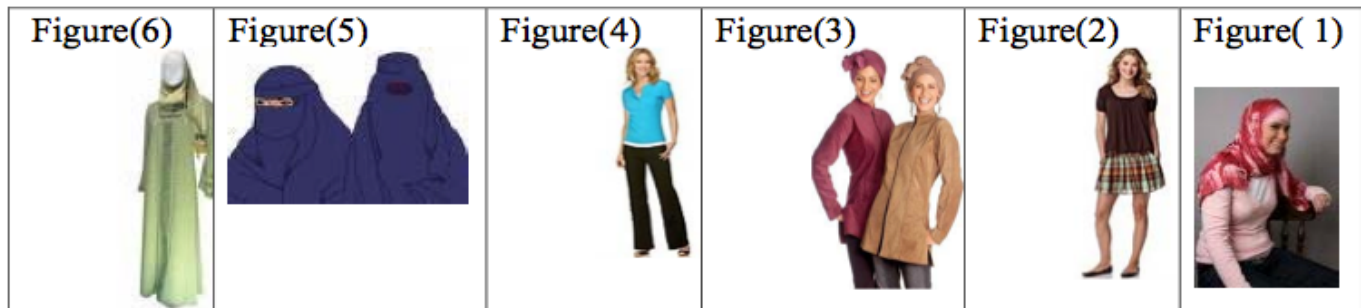
Source: Abul Komsan, N., Shoukry, A. and Hassan, R.M. Clouds in Egypt's sky, Sexual Harassment: from verbal harassment to rape, a sociological study, 2008, Egyptian Center for Women's Rights (ECWR).

Sociocultural perspective of sexual harassment

Why do women and girls get sexually harassed?

"If the girls were dressed respectably, no-one would touch them," one of the teenaged

molesters exclaimed. "It's the way girls dress that makes guys come on to them. The girls came

wanting it - even women in niqab[1] [do that][23]" Unfortunately, in Egypt this is an opinion often

heard in interviews related to sexual harassment. The statement quite conveniently dismisses

moral guilt from the perpetrators mind. It is more often than not slapped upon the face of women

and their families who are victims of sexual harassment.

TABLE 2. REASON FEMALES GET HARASSED IN EGYPT, ACCORDING TO EGYPTIANS

	Married Women	Married Men	Female Youth	Male Youth
Total Sample	1276	1044	1044	1044
Reasons Females Get Harassed	%	%	%	%
The way they dress	83.5	85.5	82.5	90.8
The way they walk	55.5	58.0	67.1	54.2
Going out at night	24.8	20.0	16.3	25.9
Poor morals of male youth	63.4	43.9	72.5	21.2
Male youth taking drugs	0.0	0.0	26.2	0.0

Source: USAID. (2009). *Egypt, violence against women study* (Rep.). National Council for Women.

Although the reason sexual harassment is difficult to pinpoint, different studies have

pointed to various sociocultural factors that may be partially responsible for who and why men

sexually harass women and girls in Egypt. The above table (3) from a 2009 USAID VAW survey

sheds some light on why females get harassed in Egypt. The results of the study are very similar

to the most recent statistically significant study, carried out in 2011 by the Center for Social

Research (CSR). The study again contributes the reason why women and girls get sexually

harassed, according to ever-married respondents, to male harassers justification that it is okay to

harass a girl if she exhibits any form of indecency.

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[1] Niqab is full body black cover extending from head to toe, with gloves to cover the hands, and

only eyes showing

Indecency can be exhibited in varying forms. It can be attributed to the way a female is dressed, the way she walks, or if she seems to be encouraging men and youth to give her this sort of attention by staying out late at night or any other such behavior. Another two major reason that the study found is the absence of police protection and the lack of religious awareness and morals.

The results of these two studies correspond to Abul Komsan's conclusion, which contributed the growth in sexual harassment mainly to the same reasons already mentioned, in addition to three other factors. Including the worsening economic situation, easier access to pornography, and lack of consequence[24]. These reasons were predominantly agreed upon by respondents[25].

Understanding the problem is key to solving it, because although most of those surveyed will indicate that they believe the way the victim appears is the major reason they get harassed, this result is contradicted by Abul Komsan's 2008 study mentioned earlier, whereby women and girls are harassed regardless of their appearance. Therefore additional surveys and studies are necessary as part of the strategy formulation necessary to help combat sexual harassment. Hence, also the strategy formulation process guide also stipulates that the assumptions the project is based upon, are constantly checked and changed in order to constantly adjust for new findings and participant recommendations.

This is mentioned more in detail under the guide's formative research component. Where, as per the guide, formative research will combine several methods and use different sources of information so as to take into account different perspectives and crosscheck the data obtained in order to better understand and change sexual harassment behavior and beliefs. Where resources are insufficient for large-scale surveys such as the ones mentioned above, participatory research methods, e.g., focus group discussions can be used to obtain basic information during the strategy formulation process.

Where and when do women and girls get harassed?

TABLE 3: PLACE AND TIME OF SEXUAL HARASSMENT IN 2 CAIRO NEIGHBOURHOODS

| | Mansheyat Nasser | | | | Al-Ebageyah | | | |
| | Herself | | Know someone | | Herself | | Know someone | |
	Ever married	Never married	Ever married	Never married	Ever married	Never married	Ever married	Never married
Harassment inside neighborhood	24.51	81.76	68.09	90.57	4.81	48.46	33.96	55.38
Harassment outside neighborhood	25.68	79.87	-	-	9.89	65.38	-	-
Harassment inside or outside neighborhood	27.63	87.42	-	-	11.50	80.77	-	-
N	514	159	514	159	374	130	374	130
Age(denominator is the number in each age group)								
15-19	75	88.76	-	-	-	57.53	-	-
20-24	50	78.05	-	-	-	34.38	-	-
25-29	44	75	-	-	-	33.33	-	-
30-34	36.46	83.33	-	-	-	50	-	-
35-39	23.19	33.33	-	-	-	57.14	-	-
40-44/45	14.52	25	-	-	-	0	-	-
45-49	1.69	-	-	-	-	-	-	-
50-54	1.82	-	-	-	-	-	-	-
55-60	2.38	-	-	-	-	-	-	-
Alone	79.67	77.17	-	-	-	88.71	-	-
Time								
Morning (6am-11am)	14.29	28.46	17.14	19.44	-	17.46	11.90	13.89
Noon (12-5pm)	49.21	44.62	41.43	42.36	-	60.32	44.44	31.94
Evening (6pm-10pm)	34.13	26.92	29.71	23.61	-	22.22	28.57	34.72
Late night (After 10pm)	2.38	0	6.00	6.94	-	0	4.76	9.72
Doesn't know	-	-	5.71	7.64	-	-	10.32	9.72
N	126	130	350	144	18**	63	127	72

**Size is too small for interpretation and will be ignored

Source: El-Sheneity, S., Fattah, F. A., & Nour, M. (2011). *Report on scoping and baseline studies, Cairo project* (pp. 7-9, Rep.). Cairo: Center for Social Research, AUC.

According the most recent study results, shown above in Table 3, harassment occurs almost equally both outside and inside the victim's neighborhoods. Victims age may vary with women aged between 55 -60 also being sexually harassed, but at significantly lower levels. Geographically, a recently developed GIS tool called Harrassmap.org has been put in place by a couple of women activists to help combat sexual harassment in Egypt. The tool is publically accessible on the Internet and allows survivors to post the exact location of the sexual harassment they experienced. The postings can be anonymous, this always for more people to post incidents, and for researchers to better understand the nature or the occurrence. Of course not everyone that gets harassed in Cairo or Egypt places a virtual red pin to pinpoint the location of her incident, "otherwise the map would be one big red blob"[26].

Nevertheless, the ability to vent and share frustrations is very healthy for the survivors, and the numbers are indicative of where the greatest sexual harassment (of females with Internet access) occurs. The geographical concentration seems to be in downtown Cairo, at the heart of Egypt. With 150 reports occurring there, compared to 52 incidents at the next highest location of Ramsis Square, which is also a high density Cairo destination. Areas listed on Harassmap, where harassment has occurred are of course visited by Egyptian women and girls from all socioeconomic background, while perpetrators are known to not distinguish between who gets harassed based on socioeconomic background[27].

Who harasses?

Sexual harassment in Cairo's public spaces is a public form of violence against women, it can be either psychological or physical, or both. In any case, the victim is often left with feeling of shame, guilt, and humiliation[28]. Keeping in mind that, women throughout the world experience violence, regardless of their race, nationality, ethnicity, religion, age, or social class. Men are overwhelmingly the perpetrators[29].

In Egypt what concerns us is the male harasser, which is described as a male that emphasizes his masculine values and culture that are found in and supported by his society, where the male sex is considered dominant and hence exercises harassment only to reassure his dominance. It is apparent from case studies that there is no one specific group of women in Egypt, or more specifically Cairo, that is prone to be victimized by this type of male harasser; the harasser or harassers do not differentiate between categories of victims nor is he limited to a specific type of woman, whether a young girl or even a woman in old age, nor are victims limited to a specific social or economic class as long as he can prove that he has an advantage over his victim. [30]

Although it is difficult to find out and accurately record which men sexually harass women in Cairo's public spaces, we have other reliable indicators that describe men and male youths' attitudes towards sexual harassment. As part of the SCR AUC Baseline 2011 Report,

male respondents where asked what their about how they would react when they witness public sexual harassment, 86% of those surveyed indicated they would do "nothing". When asked if they knew from the neighborhood that harasses, 78% responded that they know somebody outside the neighborhood that sexually harasses, while 50% responded that they know people inside the neighborhood that carry out such behavior [31].

As for some important demographic sociocultural aspects of the population, according to the most recent Egypt Youth Data Survey, approximately 90% of Egyptian males between the ages of 15 and 29 believe that a husband is justified to beat his wife under certain circumstances. In addition to this approximately 70% of Egyptian male youth in the same age group believe that a girl must obey her brother even if he is younger[32]. These beliefs easily lend themselves to portraying the majority of Egyptian male youth as a group of people who view themselves as superior to their female counterparts.

Why does this superiority translate into harassment as opposed to protection is not easy to understand. But I believe that that is an important question that must be addressed during the strategy formulation process, as the major surveys regarding the subject are only depositories of information. While, on the other hand a strategy is more organic as a process, and its resulting outcomes are more capable of introducing new ideas, such as a protective male vs. a harassing male, in order to combat sexual harassment in Cairo's public spaces. This idea is based on Glick and Fiske (1996) theory that sexism, [which I believe might be too difficult to get rid of all together] can actually be understood as having two distinct components: hostile and benevolent sexism, which suggests ambivalent attitudes toward women[33]. Hence, as an example, in the strategy development step this would be used to the advocates favor by attempting to turn sexist based harassment into sexist-based communal protectiveness. A manifestation of this behavior, which would be a good direction for a strategy to adopt, has already presented itself in the form of male vigilantes in Cairo. These young men (and some women) have recently started taking it upon themselves to protect girls from sexual harassment in Cairo's streets in a semi-organized

fashion. They simply gather in highly populated areas, especially during national celebrations and feast, and attack and harass potential harassers before they approach any of their victims[34].

A more organized form has already also been created only very recently, during the November 30th, 2012 Tahrir Square demonstrations. The latter refer to themselves as the Tahrir Bodyguards. They also have a hotline, and go out of ways to prevent girls from being sexually harassed in crowded public areas[35]. Nevertheless, the phenomenon of violence against women is global, affecting all human societies with varying degrees[36].

The January 25, 2011 Revolution and Sexual Harassment in Egypt

FIGURE 3: THE BLUE BRA INCIDENT IN TAHRIR SQUARE[37]

Up until the January 25, 2011 Egyptian revolution, commendable achievements had been created in favor of protecting women from violence. A law had been created prosecuting perpetrators of sexual harassment both in public and private. Another law declared female genital mutilation (FGM) illegal. And most unexpected of all was a law allowing women to divorce men, contrary to the layman's understanding of Islamic jurisprudence, yet the law utilized scholarly Islamic sources for support as well as ample political will.

Unfortunately after the revolution, political support of these advances is waning. These laws, supporting research and policy support were primarily a result of the efforts of the Egyptian National Council of Women (NCW), a feminist organization with affiliations to Suzan Mubarak, wife of ousted ex-President Hosni Mubarak, which tainted the image of the NCW regardless of the steps it had taken in favor of women's rights.

Although the NCW's achievements of creating laws to protect women's right at the time of their creation, in pre-revolution Egypt, where considered insufficient and lacking, only now has the public realized what a big step they were. Especially when compared with the damage a newly elected parliament that is 70% Islamist can be expected to incur on laws protecting women's rights and freedoms.

The new, democratically elected President of Egypt is Mohamed Morsi, who previously was the head of the Muslim Brotherhood Party and who resigned to assume the presidency. Approximately, forty percent of parliament members are from the Muslim Brotherhood Party; a political Islam party that does not prioritize women's rights in the same way Western society perceives how women's rights should be.

Additionally, the party with the second highest majority in parliament is El Nour Party (30% of parliament), an ultra-conservative political Islam group that shuns most forms of modern society especially those related to women's rights to education, employment, or movement. El Nour Party believes that women's place is at home, and only at home, with little need for entering the modern day education system, gaining a college degree, or becoming qualified for employment opportunities. And although scientific based evidence indicates that there is a direct positive relationship between a womens level of education and her family's health status, this seems to have little or no affect on El Nour Party perspective of female education. Putting in mind that education is also directly related to income level, and income level has been consistently a reliable proxy for health status, this also seems to be of little consequence on the party's position towards women in the work place either due to lack of awareness or different values[38].

The fact that this parliament was dissolved in the summer of 2012 by the Egyptian Constitutional Court offers little relief with new parliamentary elections expected during the winter of 2012/13, and little effort has been made to campaign for women's rights as indicated by recent trends directed towards changing the Egyptian Constitution (particularly Article 36) require all women jurisprudence to conform to Islamic Sharia law, which considered by some to be less "women friendly".

The strategy of the Muslim Brotherhood and the current (December 2012) President of Egypt, Mohamed Morsi, is not issue edicts to limit womens freedom. The manner in which it plans to challenge the status of women is much more insidious than that. It consists of a long-term approach to plant in people's minds the values that ingrain such inequality. Using the newly drafted constitution to grant them access to controlling educational syllabus content starting with elementary school. Taking control of the media, and other means of spreading their believes which have no place for women at an equal level with men. Or an equal place for free thinkers with religious scholars.

USAID has previously funded the NCW/ Suzan Mubarak efforts by participating in the Combating Violence Against Women project. The project was directed by NCW in partnership with USAID. Under the umbrella of this project, USAID has gained and made available extensive information about violence against women and sexual harassment in Egypt[39].

With the ongoing political changes and new trends in Egypt it is important that the gains made during the past eras are sustained. Whether this is done by the efforts of international organizations, Egyptian movements, or preferably both together.

The legal framework

Articles 268 (indecent assault, by force or threat, or attempted assault), 278 (indecent and shameful public act), and 279 (indecent act with a woman anywhere) in the Egyptian Penal Code apply to cases of sexual assault and sexual harassment. The punishment under Article 268 is imprisonment with hard labor for a period ranging from three to seven years, with increased

maximum penalties for incest and underage victims. The punishment under Articles 278 and 279 are "detention for a period not more than one year or a fine not exceeding LE300 (US$16)".

The Penal Code does not provide a definition for sexual harassment or regulate the methods of proof. Therefore, the crime must fit within the law as a sexual assault, requiring the same procedures of proof, witness testimony, and other methods previously mentioned with respect to rape cases, with all of the difficulties these cases involve. In recent case of sexual harassment, a judge sentenced a man to three years imprisonment with hard labor for repeatedly groping a woman on a Cairo street. The judge also awarded LE5000 (approximately $900 at the time) in damages to the victim[40]. These small victories are extremely rare, but do give a sense of hope that if a supportive penal code is developed it may help control the problem.

The current Egyptian penal code is inflexible and does not assist the executive branch of government, namely the police force in protecting women. This is probably due to the fact that it does not link the police with clear and sufficient support to follow up on crimes of sexual harassment from the legislative or judicial branches of government. There are clear way to prosecute rape and/or battery. But when it comes to sexual harassment, such a pass is not clear or defined. Putting, in mind that lack of police willingness to get involved in sexual harassment has been a major factor and complaint that society perceives as a cause of excessive sexual harassment in Egypt. Hence, it has to be put on the forefront of any strategy formulation process and/or anti-sexual harassment platform construction efforts.

Public Health Implications

FIGURE 4: CAIRO PUBLIC GRAFFITTI DEPICTING "A GIRL IS THE SAME AS A BOY"

Note: Graffiti representing Naglaa'a Fathy's (depicted) trend setting 70's music video[41].

This 2012 Street Graffiti reminds passers-by of the popular Egyptian 70's music video, which captured a successful social movement supporting girls right to education and not getting harassed while trying to attain it.

Most common types of sexual harassment in the Egyptian context

Sexual harassment is defined as "unwanted sexual conduct deliberately perpetrated by the harasser, resulting in sexual, physical, or psychological abuse of the victim regardless of location, whether in the workplace, the street, public transportation, educational institution, or even in private places such as home or in the company of others such as relatives or colleagues. It is possible that the harassment may come from an individual or group of individuals targeted to one woman or to a group of women. It is also possible that the harasser may be a person or persons with authority or a colleague or a relative. In some instances, harassment may even occur where the woman holds a supervisory position, as she will be reluctant to report harassment for fear of losing her job or status – sexual harassment of women and girls by strangers in public places is the most frequent form of harassment in Egyptian society.

It is not necessary for harassment to declare an explicit sexual message, but as mentioned earlier it may also include behaviors such as ogling, gestures, or offers to perform sexual acts, questions of a private and sexual nature, displaying sexual photos or pictures, unwanted touching[42].

This type of sexual harassment, along with other forms of violence against women, is associated with both direct and indirect equally important negative health consequence,

Table 4. NON-FATAL AND FATAL OUTCOME OF VIOLENCE AGAIST WOMEN

Non-fatal Outcomes			
Physical injuries and chronic conditions	**Sexual and reproductive sequelae**	**Psychological and behavioral outcomes**	**Fatal outcomes**
Injury — fractures, lacerations, abrasions Functional impairment Physical symptoms Poor subjective health Chronic pain syndromes Gastrointestinal disorders Irritable bowel syndrome Permanent disability	Unwanted pregnancy Sexually transmitted infections (STIs), including HIV Gynecological disorders Unsafe abortion Pregnancy complications Miscarriage/low birth weight Pelvic Inflammatory disease	Post-traumatic stress disorder (PTSD) Depression Anxiety Phobias/panic disorders Eating and sleep disorders Sexual dysfunction Low self-esteem Mental distress Smoking Alcohol/drug use Sexual risk-taking Physical inactivity Overeating	Femicide Suicide Maternal mortality AIDS-related mortality

Source: [43]

Both the non-fatal and fatal outcomes of VAW, including sexual harassment, listed above impede women's ability to lead normal healthy lives. In addition to this sexual harassment is known to specifically be associated with several types of psychological distresses. Particularly apparent in those vulnerable to sexual harassment on a chronic basis are the following disorders: post traumatic stress disorder (PTSD), in addition to depression, anxiety, somatization, phobic anxiety, as well as paranoid ideation[44],[45],[46],[47].

Eating disorders are also associated with low-self esteem that results from sexual harassment[48]. According to Fairburn (2010), this relates mainly to anorexia nervosa. Other researchers such as Harned (2000) surveyed 195 college women and found that sexual harassment was associated with a variety of eating disorder symptoms, not just anorexia nervosa.

Specifically, the results of structural equation modeling indicated that sexual harassment was directly associated with increased levels of dietary restraint and behavioral eating disorder symptoms and indirectly associated with heightened concerns about eating, shape, and weight. Further, the relationship between sexual harassment and eating disorder symptomatology remained strong even after considering the effects of sexual abuse and assault and of physical abuse[49].

Epidemiological studies have also found a positive association between sexual dysfunction and sexual harassment. . Sexual dysfunction is defined as a disturbance of the processes that characterizes the sexual response cycle or as pain associated with sexual intercourse[50]. This is of special significance as it may be directly associated with the success or breakdown of family life. A precursor to healthy societies in general. Sexuality is a complex process coordinated by the neurological, vascular, and endocrine systems[51]. It also incorporates familial, societal, and religious beliefs. It may suffer disturbances due to ageing, health status, and personal experience. In addition, sexual activity incorporates interpersonal relationships, and each partner brings unique attitudes, needs, and responses into the coupling. A breakdown in any of these areas may lead to sexual dysfunction[52].

To sum up repeated exposure to sexual harassment is related to less physical and psychological well-being of women from all groups and in addition to the above negative implications other consequence may also include insomnia, migraines, major depression, gastrointestinal complaints[53],[54], [55].

Fundamental aspects of good mental health denied in the region

Arab researchers have consistently reported that cultural factors arising mainly from the subordinate position of women in Arab communities influence the prevalence, pattern, and management of psychiatric disorders in women[56]. Some of these researchers argue that physical, sexual, and emotional safety and security, which are essential aspects of good mental health, are systematically denied to countless women in Islamic societies because of their gender. Often

health professionals in these setting, rather than detecting abuse, instead they deny, minimize, interpret as delusional, or ignore reports of abuse[57]. This includes the to failure to report sexual harassment perpetrated by strangers in public areas.

The options available to female victims of violence in such settings tend to limit the victims response. The seeming lack of response to violence may in fact be a woman's strategic assessment of what it takes to survive and to protect her children.[58] It also often the only means to protect her (male) family members from inevitable violence. Or even to protect her self from the expected loss of freedoms if she confesses her victimization. Moreover, denial and fear of social stigma also prevent women from seeking help[59]. Hence, recent studies have show that almost none of the interviewed married women surveyed in Cairo report sexual harassment to anybody other than during the survey interviews[60].

Fundamental but indirect aspects of good physical health denied as well

A recent WHO concludes that "most cost effective and promising intervention for improving adolescent reproductive health", is for the girls to receive school education[61]. Yet, unfortunately due to the high incidence of sexual harassment continuing education remains at risk and is often not an option when a victims family discovers that their female family member has been/or is continuously being exposed to such risk exposure, hence personal safety remains girls major concern in Egypt[62].

As sexuality continues to seriously constrain women's and girls space and physical mobility this creates additional grave health consequence related to family income level as females face more and more difficulties as breadwinners[63]. It is common knowledge now in the public health field that family income has a direct positive correlation with family health status. And hence is negatively affected by high incidence of sexual harassment directed at women. This is especially relevant to Egypt as the Egypt Human Development report shows that "working women are the most likely to get sexually harassed"[64]. Evidence has shown that exposure to workplace harassment increases risk for illness, injury, or assault. Thus, harassment

may be hazardous not only to targets' health, but also to organizations' bottom lines in the form of costly worker's compensation claims[65].

Sexual harassment negatively affects standards of living, including health indicators

While health and health consequence has historically been the realm of physicians and state health departments, recently scientific evidence has shown that good health is based on sociocultural life cycle determinants.

It is recommended that during the very first strategy formulation formative research phase an effort be made to discover, through statistically significant research, how many girls in Egypt can be counted as school dropouts due to public sexual harassment. Equally important, how many female breadwinners are no longer able to continue their employment or seek their employment of choice (due to distance/late shifts) due to risk of exposure to sexual harassment.

The effect of this on education, income, and health, is interconnected and it is our job as proponents of public health to create public awareness and policy level recognition of this interconnectedness through informed strategy development.

In addition to existing research that sexual harassment has negative health consequence through its direct physical impact, impact on education and employment attainment, the relationship between sexual harassment and its effect on lifestyle choices remains of special interest for future research. Mainly because this may be associated to incidence of non-communicable diseases (NCD). The question poses itself, is sexual harassment associated with choosing a sedentary life style over a more active one. Does that association, if any, affect health status.

If such a link is found between sexual harassment and NCD, which I am hypothesizing does exist; this would most likely create more attention to the phenomena of sexual harassment. This is due to the fact that on the household level, NCDs consume budgets and rob families of their primary wage earners. A recent report by Harvard University and the World Economic

Forum projects that over the next two decades; NCDs will inflict $14 trillion in economic losses on the developing world[66].

IV

The Partners

FIGURE 5: CAIRO SAFE CITIES PROJECT POSTER

The United States Agency for International Development (USAID)

The target donor is assumed to be the United States Agency for International Development. USAID has conducted extensive, multidimensional surveys of violence against women in Egypt, building on previous research and experience. To conduct these major research projects, USAID and the National Council for Women chose senior Egyptian and international experts from a wide variety of backgrounds, including public and private academic institutions, private sector research firms, civil-society activists, and independent researchers[67].

This donor has been chosen due to its ability in interest in funding these types of projects. It's sophistication as a donor that would respond to the call or need to base future interventions on sound scientific evidence, which is along the same lines this proposal aims to follow.

The UN has recognized violence against women, as included within the gender equality principles and anti-discrimination provisions of the United Nations Charter, the Universal Declaration of Human Rights, the International Covenant on Economic, Social, and Cultural Rights, the International Covenant on Civil and Political Rights, and the Convention on Elimination of All Forms of Discrimination Against Women (CEDAW). The issue of violence against women has been specifically addressed in the United Nations Declaration on the Elimination of All Forms of Violence Against Women and the Beijing Platform of Action[68]. The United Nations General Assembly Resolution 58/185, the United Nations Secretary-General notes, "as long as violence against women continues, we cannot claim to be making real progress toward equality, development, and peace." The Secretary-General reminds states of their "obligation to protect women from violence, to hold perpetrators accountable, and to provide justice and remedies to the victims.[69]"

This was the conceptual seed of the United Nations efforts to combat violence against women, followed by the systems to be put place. Within the United Nations system, a range of bodies, offices and agencies implement specific programs on violence against women or include efforts to address such violence within their overall mandates and objectives. A survey of United Nations entities indicates that 32 of these undertake work on violence against women at the global, regional and national level. Such work covers many aspects of violence against women, from domestic and interpersonal violence to violence against women in conflict and post-conflict situations.

The work of United Nations entities also includes efforts to eliminate trafficking in women and to prevent sexual exploitation and abuse in each country where the United Nations has a presence, including by United Nations staff and other personnel. Increasing attention is being paid to the role of men and boys in preventing violence against women. The role of

violence against women as an obstacle for development receives growing attention. Entities respond to the links between violence against women and other areas, such as HIV/AIDS, and contribute to data collection and the enhancement of the knowledge base on different forms and manifestations of violence against women.

A recent UN General assembly report indicates, gaps and challenges persist, and efforts are needed to achieve a more comprehensive and well-coordinated system-wide response to violence against women, in particular with respect to[70]:

• Implementation of the legal and policy frameworks that guide United Nations system efforts to prevent and eliminate violence against women

• Data collection and research

• Awareness-raising, communication and dissemination of good practices

• Coordinated response at the national level

• Resource mobilization

• Coordination mechanisms at the international level

A task force of the Inter-Agency Network on Women and Gender Equality of the United Nations system aims to enhance system-wide coordination and strengthen efforts to address violence against women. The Trust Fund in Support of Actions to Eliminate Violence against Women, supports innovative and catalytic projects around the world aimed at eliminating violence against women[71].

According to the United Nations Declaration on the Elimination of Violence Against Women of 1993 (A/RES/48/104), adopted by the General Assembly, violence against women is defined as "any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life.[72]

In collaboration with other UN agencies presented its innovative programs in five cities around the world at the same time: Cairo (Egypt), Quito (Ecuador), New Delhi (India), Port Moresby (Papua New Guinea) and Kigali (Rwanda)[73].

The overall goal of the project in Egypt is to improve the quality of life of Egyptian women through the creation of safe cities and communities that are free of violence against them. The project will be implemented in the Greater Cairo Region (GCR) -an agglomeration that comprises Cairo Governorate and the urban areas of Giza and Qalyobiya, October and Helwan Governorates.

The expected programs will be focused in three main areas:

-Enhancing the capacity of local government to respond to and prevent violence against women and girls in public and private spaces

-Improving infrastructure that incorporates practical measures to address women's and girl's safety, such as enhancing existing women's shelters and establishing new ones in needed areas.

As the project proceeds, and initial funds are used, more research is need to direct future efforts towards areas that have emerged as pressing issues. Finally, a strategy based anti-sexual harassment platform to end sexual harassment in Cairo's public spaces has to allow, by design, the incorporation of new ideas as they emerge. The platform is expected to improve the ability to

create comprehensive programing, which avoids redundancy of efforts, and allows for maximum

collaboration between partners, as well as integration of lessons learnt.

V

"The How To"

Formulate a Strategy To End Sexual Harassment in Cairo

What instigated the compilation of this strategy development guide?

In April 2009, USAID funded a VAW literature review that was carried out by the Egyptian National Center for Women. Emanating from that studies recommendation, which stated that "there is still an urgent need to strengthen the knowledge base to inform policy and strategy development", I decided to compile this strategy development guide[74]. Translating this strategy development guide into Arabic is an integral factor of its usefulness. This due to the complete lack of strategy development tools in Arabic useful for combating sexual harassment in Egypt.

As mentioned in the executive summary this strategy formulation guide is an evidence-based document adapted from widely recognized methods and prominent source developed for the Virtual Knowledge Center to End Violence Against Women and Girls.

Guiding principles

Regardless of the campaign context, theme and strategy, any campaign against sexual harassment must be grounded in the understanding that violence against women and girls (VAW) is a human rights violation rooted in, and contributing to power imbalances between women and men. This means that if Egyptian society chooses to continue ignoring VAW, it will encourage impunity among perpetrators of sexual harassment, adding to further inequalities between men and women, and persistent discrimination against women and girls.

Careful analysis of the social dynamics that inform the roles of women and men in the campaign context is necessary to understand which gender inequalities need to be addressed so as to tackle the root causes of violence, harassment and transgression. Cairo public spaces have

their own social contracts, which must be renewed for the better. Multiple discrimination issues, e.g. sex, related to age, physical ability, or descent, need to be acknowledged and addressed.

It is not necessary for all participants in the campaign to be fluent in gender and human rights terminology, but all strategy formulators and implementers should realize and subscribe to the fact that VAW is <u>not</u> a private matter, a sacrosanct tradition, a normal part of gender relationships or an ordinary burden that women must accept to bear. That idea is pivotal, and may be considered a paradigm shift in the Egyptian mindset for both men and women. Especially given that research on campaign issues may reveal that women also perpetrate violence and harassment against women: for example, by not tolerating diversity in dress norms or hours for using public spaces, or by presenting over-righteous positions not attuned to the practical demands of daily life, or by failing to report sexual abuse of girls perpetrated by relatives.

Sexual harassment in Cairo public space is the issue under investigation, but Egypt in general will benefit from a new and deep understanding of this now very public phenomena. Gender analysis helps to break down the dimensions of such cases, to show that they are not just isolated, individual criminal acts, but systemic of the overall positioning of women in subordinate roles in society. Strategy formulators and implementers on VAW must be aware of structural violence, i.e., women's and girls' oppression embedded in many aspects of life in society and find ways to change their positioning.[75]

Adhering to ethics in campaigning

VAW, and sexual harassment, as a subset of it, is a serious threat to human lives. For survivors of VAW and their advocates, even discussing VAW may carry dangerous risks, as perpetrators may feel threatened and react with more violence. Ethical principles are important to prevent harm. Al-Ahram daily newspaper, with a readership of over 51% of the population, publishes on a daily basis violent crimes that are direct response to sexual harassment. Unfortunately, there is no scientific statistic yet of the incidence of violent crimes directly resulting from sexual harassment in Egypt [76]. This strategy formulation guide supports such

measures in order to be able to mobilize more policy support and public opinion. Especially that the perpetrators recklessness, does not seem to reflect awareness of such consequence. Al-Ahram newspaper reports a fatal sexual harassment incident on September 2nd, 2012, which led to the death of several teenage boys, due to sexually harassing a bride as she entered her wedding hall[77].

Practicing basic ethical principles when addressing sensitive issue that may lead to violence

According to the World Health Organization, "ethics can be defined as a system or code of moral values that provides rules and standards of conduct. The three primary ethical principles that should guide all inquiries involving human beings (including methods used to collect information) are as follows[78]:

1)   **Respect for persons**, which relates to respecting the autonomy and self-determination of participants, and protecting those who lack autonomy, including by providing security from harm or abuse.

2)   **Beneficence**, a duty to safeguard the welfare of people/communities involved, which includes minimizing risks and assuring that benefits outweigh risks.

3)   **Justice**, a duty to distribute benefits and burdens fairly.

Research [and interventions] in social issues must observe ethical principles so as to avoid causing harm. This is even more crucial when working with survivors of violence including sexual harassment, who may experience safety risks or extreme psychological stress when being interviewed. It must be also be put into consideration that women and girls under report sexual harassment for a very specific reason. Those reasons, and their personal value to the respondent must be respected.

Strategy content requirements

Overview

As mentioned, a written strategy document, is easy to share and publicize, it identifies the approaches, methods and tools to be used to achieve goals, and is a key element for transparent communication with other stakeholders, and fundraising from institutional donors. USAID will not provide funding to large projects if strategic interests and approaches do not match with potential recipient. Matching goals from the onset creates the opportunity for multiple funding under the same umbrella, allowing for an ecological approach in the form of multiple interventions.

Key elements of an effective strategy

What needs to change? To answer that question, it takes: a purpose that drives the strategy; an analysis of the situation and the specific problem the campaign will address (identified in the planning stage). It will provide the vision of what the campaign is intended to contribute to.

Theories of Change in Campaigning

How will the campaign contribute to change?

The campaign needs: a theory of change that explains how the campaign will contribute to the desired change. Solutions or pathways of change promoted by the campaign, i.e. the changes in policy, institutional practice or people's behavior that the campaign will aim to achieve, the approach and types of actions to be carried out, as well as by whom, how and when.

Who are the stakeholders?

The strategy must define:

Target audiences, i.e., the persons or institutions the campaign needs to influence to attain its goal, and how these audiences will be reached.

Prospective allies and participating groups likely to join the campaign, and their potential roles in the campaign.

What strategic elements of the strategy are needed to reach its goal? An effective strategy requires sub-strategies for specific aspects of campaign implementation:

The communications strategy, which outlines key messages, and the channels and tools

By which the campaign will communicate with the target audiences;

The resource mobilization strategy, which maps available and required resources (financial, institutional, networks, etc.), and outlines the campaign fundraising plan.

A scaling-up strategy, if it is intended to bring the campaign to a larger scale; and

An exit strategy, which determines when and how the campaign will be ended.

In longer-term campaigns, it may be useful to include different scenarios for the future.

Defining the problem

The issue which is the specific problem addressed by the strategy. Describing and framing the campaign issue in a concrete and accurate manner is a key step in strategic planning, and a precondition to setting specific, realistic campaign goals and objectives.

VAW, including sexual harassment is a complex problem, affecting entire societies in different ways. It is important to decide what aspects of sexual harassment to focus on – for example, the form of harm (e.g., physical injury; emotional hurt; obstacles to mobility; social stigma), the specific context where harassment occurs (e.g., school, street, public transportation), or the type of perpetrator (e.g., strangers, commuters, neighbors, peers). The more specifically the problem is defined; the better informed the strategy design and monitoring, and the more likely its success.

The scope of the issue also needs to be defined – it may be a local issue, e.g., a schoolteacher known to sexually harass girl students without being punished; or an issue that affects the whole country, e.g., the absence of national legislation or policy to stop sexual harassment in general or specifically inside or outside schools. It is common for example for boys to gather up outside girl-only schools at dismissal time in order to "greet" them. The issue also may punctual and urgent, e.g., a court decision unjustly punishing a specific rape survivor for her ordeal; or a permanent problem, e.g., national courts routinely ignoring criminal law provisions punishing a sexual harassment. It can be political, e.g., relevant government ministries failing to implement a national action plan to end sexual harassment, or societal, e.g. large sections of the population believing that harassment is a normal part of women's lives. All such aspects are present in the Egypt situation; hence a strategy must be formulated to pinpoint the approach and the strategy with chronological considerations when introducing new measures.

The strategy will try to name the issue in one sentence and in a concrete and accessible way. Sexual harassment is a very large topic, if it is not broken down, into small measureable objectives it may be difficult to affect. If the issue is rather broad, e.g., "too many women in Egypt suffer from sexual harassment, the strategy will try to frame the problem more precisely – what is the type of harassment being referred to?

Research can help narrow down the issue. The strategy will build on existing research, but verify the quality and credibility of the reports consulted, and uses different sources so as to get a more complete picture. Reports by reputed research institutes including government statistical offices, think tanks, UN agencies and reports submitted to UN monitoring bodies, such as the CEDAW committee, will be an important sources as they tend to be more credible sources than news reports[79].

The strategy will propose a solution to the issue identified. How can the problem be overcome? Who needs to take what action so as to change the situation for the better? How can the campaign most effectively contribute to the necessary change?

Framing the campaign issue

Once the campaign issue (the problem) has been defined, the following questions should be asked to determine how best to frame it:

Is the problem new or old? Is it increasing or decreasing? (identification of trends)

How has the problem been addressed so far, in what ways, to what success? (identification of existing approaches)

What other possible solutions are there to this specific problem, or this type of problem?

Building on the results of the previous research steps, a mind-map can be drawn to generate and visualize ideas of possible solutions. (brainstorming on solutions)

Additional research may be necessary to frame the campaign issue more precisely – or change it altogether, if it is found that the initially identified issue was imprecise or badly chosen.

Tools for problem analysis

The problem analysis will define the specific nature, extent, causes and consequences of the campaign issue: sexual harassment in Egypt so as to determine how the campaign can best address the issue and what can be changed. Factual, relevant and compelling evidence lends a solid basis to any campaign strategy, revealing the ways in which the intended change can happen. Without a clear, evidence-based understanding of causes and effects of the issue, it will be difficult to develop sound tactics and a theory of change. Female Gentile Mutilation (FGM) is good example of an existing campaign in Egypt in the VAW field with recognizable results. Its model can be utilized and lessons learnt.

Setting the campaign goal

The campaign goal, aim or purpose states what needs to change, and to what extent, in order to solve the problem addressed by the campaign. Ideally, the goal should fit into a single, short sentence and be designed in a way that can be fully understood by all participants in the campaign. Goals should be specific, engaging and reasonably realistic.

In formulating the goal, the strategy will avoid stating broad, distant goals, such as "to end all forms of sexual harassment in Egypt". While it may be useful to formulate such a vision, the vision should not be conflated with the campaign goal. Choosing a goal that can realistically be achieved within the lifetime of the campaign makes it easier to design the strategy that is most likely to attain that aim. Attaining a realistic campaign goal can be an enormous boost to the campaigners' morale; publicizing such success sends a powerful signal to the audience that change is possible.

Setting the strategy objectives or desired outcomes

The term "objectives" refers to the precise sub-goals to be attained so as to eventually fulfill the campaign goal. Reaching these objectives will be presented as the direct result of a campaign strategy distinct from "outcomes" which take more fully into account the actions of many other stakeholders. Outcomes will be presented as the clearly defined, decisive and achievable changes in social actors, i.e., individuals, groups, organizations or institutions that will contribute to the overall campaign goal(s). They will refer to different aspects of the overall campaign goal, or to specific steps that must be completed to attain the campaign's sub-goals.

The campaign goals and specific objectives or outcomes will be shared with everyone who actively participates in the campaign. If the campaign is implemented by an alliance, all alliance members will be fully aware and supportive of the campaign goals, objectives, or outcomes.

Target Audience, Stakeholders and Partners

Overview

Stakeholder mapping will be conducted to show who has a stake in the campaign issue. It will help to identify the intended primary and secondary target audiences, prospective allies and participants of the campaign, as well as potential detractors.

The target audiences are the people, groups, organizations or institutions that will need to be influenced to attain the campaign goal. They need to be identified precisely so as to find the most appropriate ways of reaching them. The strategy will distinguish between "primary target audience" or "direct target audience", i.e., those who have the power to prompt the change called for and "secondary target audience" which designate all people the campaign attempts to influence because they can exert pressure on those who are in a position to make the necessary change. Targets may become campaign allies or participants, e.g., members of Parliament who can join an advocacy campaign for a new law to be voted in parliament.

The stakeholder mapping exercises will include relevant service providers, e.g., rape and sexual harassment crisis centers, hotlines for sexual harassment survivors and hotlines for perpetrators, even if these service providers are not among the planned target audience. Effective campaigns on ending VAW tend to increase demand on services that address VAW. To avoid demoralizing the target audience or exposing them to risk, they will be referred to appropriate organizations for support. Service providers may also be an excellent source of information and support in research on the campaign issue.

Lawmakers, government officials and judges are expected targets in advocacy campaigns, as they are mandated to promote and protect citizens' rights. For example, they can pass laws criminalizing sexual harassment, set guidelines for public services dealing with sexual harassment, (e.g., police, hospitals, courts), train and monitor public service staff on harassment prevention and response, allocate national funding to organizations working against harassment, or run nationwide campaigns to end harassment. Advocacy campaigns will be studied as a compelling way to hold those assuming authority accountable of their responsibility to respect,

protect and fulfill women's human rights. Unlike lobbying, which tends to take place behind closed doors, advocacy campaigning brings an issue into the public spotlight.

The Egyptian government can do more to fulfill its international engagements and ensure holistic multi-sector policies, but chooses not to devote resources to ending sexual harassment unless an effective campaign demonstrates that there is strong public support for change. Gender-responsive budgeting is another issue that deserves attention as a way to secure resources to end sexual harassment.

Identifying target audiences

Primary targets will be those who have the power to effect the changes the campaign calls for. They need to be influenced in order to reach the campaign goal. There are likely to be many targets; as the campaign aims at behavior change, targets could number in the thousands.

If communicating with the primary targets alone is not sufficient to bring about change, people with influence on the primary target will need to be mobilized, i.e., the secondary target audience. Local leaders and opinion-makers, including mass media and religious or other traditional authorities, are key expected secondary targets in this campaign because of their power to influence large numbers of people, as well as those who are in a position to make change. Primary targets can sometimes become secondary targets also during the course of the campaign. For example, lawmakers drafting end sexual harassment legislation might be primary targets for the campaign, but could also become secondary targets if they decide to join the campaign, and use their influence to get their constituencies involved and pressure fellow lawmakers. Since the campaign will be with multiple outcomes or objectives, the target audience may be different for each outcome.

The audience will be differentiated into different audience segments. The more clearly these segments are defined, the greater the chances of the campaign message being understood and acted on. Good questions to pose from the outset are: which of the key audience segments

must be convinced so that the campaign attains its objectives, and how ready are these audience segments for change?

To choose those audiences that are most decisive for campaign success, distinctions will be made. These include distinguishing between men and women, people of different social backgrounds and age groups, people at different levels of perception of VAW, people with different behaviors related to VAW and sexual harassment, and people who may be affected by multiple discrimination, among numerous other distinctions.

Alliances

Groups who join the campaign alliance will continue to exist independently from each other, but they will accept to participate in and commit part of their resources to a common cause. Resources could include technical or other skills, staffing, infrastructure, and financial or other in-kind contributions.

Campaign alliance will be forged as they can provide:

Stronger voice and wider reach: making the campaign known more widely, and enhancing its credibility both with the target audience and potential supporters. With a broad alliance, the campaign can draw support from diverse constituencies and networks. In addition, donors may be more receptive to funding alliances rather than a single organization. This is especially relevant in Egypt, where religious and secular lines are starting to become a more obvious divide between people post January 25 revolution.

More resources: members can combine strengths and resources, and share the work. Ideally, strengths should be complementary – for example, the alliance may include women's organizations that are experts on sexual harassment, groups specialized in designing communication materials, and others who are experienced in fundraising.

Synergy and impact: rather than duplicating existing efforts, the alliance will help build on these instead, to produce more and better outcomes than what the sum of individual activities would achieve alone.

Overcoming marginalization*:* involving groups that address the campaign issue from an intersectional perspective (e.g. Cairo University Student Association, Nubian women's rights, disabled women's rights), can ensure the campaign respects and promotes their rights. They are exposed to sexual harassment too; making the issue more personal tends to garner more interest.

Effective support to victims/survivors*:* if effective, the campaign will likely prompt an increase in numbers of harassment survivors seeking help from specialized services and legal recourse. Bringing such service providers into an alliance ensures their perspectives are reflected in the campaign.

Framing the alliance

Framing of the alliance, i.e., the way the alliance will be defined is important so as to build cooperation on a shared purpose and transmit the campaign message in a credible and forceful manner. The campaign strategy, especially its theory of change and the target audiences identified, should guide the framing of the alliance. For example, it can frame part of it as a mass movement of men from all walks of life who want to stop sexual harassment, or as an alliance of expert lawyers and institutions advising the parliament on a new law draft.

Terminating or transforming a campaign alliance

At the end of the campaign, the alliance may choose to disband itself, or to generate an organization that monitors or accompanies the changes attained through the campaign. It may also wish to scale-up, to broaden its impact across wider target audiences, sectors, geographical areas, etc. In addition, it may decide to assist another organization or alliance, which, inspired by the campaign, would like to emulate its model.

Action plans, activities, and key dates

One can envisage several broad stages and phases of the campaign, e.g., (i) campaign launch, (ii) subsequent campaign activities (including monitoring and evaluation), (iii) if the goal is attained: public celebration, e.g., in a rally and/ or a press conference, (iv) monitoring further developments, e.g. implementation of the changed law, (v) if needed, design of a new campaign phase, which may define a new end point for the campaign.

Setting the time frame

The campaign will develop over time. To set the time frame for the campaign, the following questions should be considered:
Based on formative research on the issue, how much time is likely to be needed to produce the planned outcomes and to reach the campaign goal, in a reasonably realistic scenario?

Based on the theory of change adopted for the campaign, what are its main phases, and how much time is each phase likely to take? Based on the internal and external analysis, how long can the campaign organization or alliance campaign go on with the available resources?

In all these, it should be borne in mind that such a campaign is inherently unpredictable and gains can be made unexpectedly quickly or take a long time. Therefore, responsiveness and flexibility are key factors for effective coordination and management of any campaign.

<u>Conducting formative research</u>

Formative research, i.e., research carried out before and during the campaign to determine and refine the campaign planning process, provides accurate, up-to-date information to strategically develop the campaign on a sound basis. The complexity and nature of formative research depends on a number of factors, including the nature of the campaign. For example, if it is going be mainly an advocacy campaign for legal change, analysis of law, law-making processes, the institutions involved and ways of influencing these will be key topics for formative research. If it is going be a behavior change campaign, formative research will

examine the prospective target audience, their behavior and the factors, which influence it. Using social marketing theory, formative research will be used to determine the best ways to reach the intended target audiences. Since the campaign is expected to combine advocacy, behavioral and other approaches, this will add to the complexity of the formative research.

Formative research will combine several methods and use different sources of information so as to take into account different perspectives and crosscheck the data obtained. Where resources are insufficient for large-scale surveys, participatory research methods, e.g., focus group discussions can be used to obtain basic information.

Formative research will also include a baseline study, i.e., an initial assessment of the situation the campaign aims to change. Ideally, this assessment should be conducted in the early campaign planning stage; well before any campaign activities take place. The baseline study provides a critical reference point for assessing changes and impact, as it establishes a basis for comparing the situation before and after an intervention, and for making inferences as to the effectiveness of the campaign.

Since this will be a campaign that is, to a significant extent, for policy/institutional change, research on legislation, policies and their implementation will be the most common data needed for baselines. For the behavior change aspect of it, the baseline will collect data on knowledge, attitudes and practice of the target audience with respect to the campaign issue.

Multi-pronged strategies

Within the overarching campaign strategy, several processes will run in parallel, each requiring its own sub-strategy, complete with formative research, theories of change, situation and stakeholder analysis and resource mapping:

Communication strategy, including media and other forms of outreach. It defines how the campaign will capture the attention of the target audiences and prompt them to take the action the campaign calls for. Strategic communication is results-oriented, evidence-based, "client"-centered, participatory, benefit-oriented (the audience perceives a benefit in taking the action

proposed), multi-channel, and high quality and cost-effective[80]. To be effective, the communication strategy will have to be multi-pronged, targeting different audiences and audience segments through different mediums, channels, at different venues, using different techniques.

Learning strategy. Monitoring campaign activities, the response and outcomes they provoke, as well as relevant external developments and changes in the campaign context are vital for effective campaign implementation. Furthermore, the campaign should generate learning for future campaigns through quality evaluation, documentation and dissemination of findings.

Exit, adapting and scaling-up strategies. What criteria need to be met to end a campaign? What needs to happen at the end of a campaign? An exit strategy will answer these questions. Scaling-up strategies determine when and how a campaign, e.g., a "pilot" campaign that introduces an innovative approach, can be extended to a larger scale.

Campaigning as part of wider efforts to end VAW

It is important to remember that campaigning against sexual harassment in public spaces is only one aspect of a wide-ranging effort to prevent and respond to violence against women and girls. Comprehensive, nation-wide work to end sexual harassment and VAW should include community interventions, services for VAW survivors, training of relevant professionals (e.g. health, police and judicial staff), effective laws and their enforcement, support to men who need to stop harassment and violent behavior (e.g., through activities in peer groups), as well as programs in schools and on campuses to inform and empower children and youth to prevent VAW. With this in mind, it is important for the strategy to examine how the planned campaign will fit into the overall context of efforts to end VAW.

Campaigning tactics and techniques

The next step will be to devise effective ways of getting the target audiences to take the necessary action to achieve the desired outcomes and eventually reach the campaign goal, i.e., to decide on tactics and choose appropriate techniques. The term "tactics" is commonly used to designate the ways resources are deployed and directed within a broader strategy so as to reach the desired outcomes.

Techniques

Different techniques may contribute to a single tactic or theory of change. In practice, however, the terms "tactics" and "techniques" are often used interchangeably. Common campaigning techniques, to be considered as part of the strategy formulation, include the following:

- Campaign advertising (e.g. using posters, radio and TV announcements)
- Attracting media attention (e.g. with press conferences and stunts)
- Demonstrations, rallies, marches and other forms of mass meetings
- Using traditional arts to raise awareness or initiate community dialogue
- Electronic action-alerts via the internet and mobile phones
- Using new media channels to spread messages (e.g. social networks, videos, blogs, twitter, etc.)
- Mobilizing volunteer campaign activists to influence peer groups, e.g. by organizing community events or private house parties
- Distribution of campaign merchandise, such as caps, bags and wristbands
- Organization of or participation in specialized conferences
- Lobbying key decision-makers
- Since campaigning is a multi-faceted set of activities, the number of techniques that can be used is virtually unlimited.

Reality check: Reviewing the campaign strategy

At various moments of strategy development and planning, it is useful to pause and review the different ideas and plans generated in the process. This is an aspect of the overall planning process, which is a systematic collection of data and information to stay informed of campaign activities, their outcomes, and the degree to which campaign goals and objectives are being met. Scanning the broader environment helps to recognize new opportunities, or threats that may jeopardize campaign activities and outcomes. It will be important to bear in mind also that applying monitoring tools to the campaign planning process already at this stage can be immensely helpful to benchmark and verify, at regular intervals, whether the campaign is progressing as planned and whether context changes could call for adjustments, e.g., different tactics.

Throughout the phase of developing the campaign strategy, people who have not been involved in planning the campaign, preferably persons who are familiar with the target audiences, can be invited to test the campaign strategy and its elements. Good questions to ask will include: Have any factors that may determine the success of the strategy been overlooked, or overstated? Have any assumptions been made which are not based on reliable evidence? Can the necessary resources be mobilized?

Seeking feedback from others should happen at all stages of the campaign, including planning and preparation. Campaign messages and ideas for action should be discussed with people who know nothing about the campaign, but who are part of or familiar with the target audience. Once the campaign is launched, informing others and gathering feedback remains essential to verify whether the strategy works. Feedback from outsiders should be incorporated in campaign monitoring and evaluation. It may be a good idea to establish a permanent "sounding board" of outsiders to the campaign who can be consulted regularly to test new ideas.

<u>Communications strategy</u>

"The way in which the message is delivered is just as decisive as its content"- Baecker, D., 2007. Form und Formen der Kommunikation, Frankfurt, Germany

Campaign communication is the process by which public events, print materials, audio-visual media, the Internet, and other channels are used to inform, influence or mobilize target audiences, with the ultimate aim of achieving the campaign goal. Communication is the very essence of campaigning, as one must communicate with others to gain their attention and prompt them to take action. It is a decisive element in any type of campaign to end violence against women and girls.

To be effective, the strategy will prepare for campaign communication that is multi-pronged. Combining different techniques and tools will enhance the chance the audience notices the campaign message, remembers it and takes the action needed to attain the campaign goal.

Key steps that will be followed in designing the communications strategy:

Effective communication is driven by the purpose of the campaign. Therefore, the strategy will look at what must change and who needs to be reached so as to bring about change. Within the overall campaign strategy, the communication strategy will define how to capture the attention of the target audiences and convey a compelling campaign message.

During the strategy formulation process, the problem will be identified, the situation analyzed, the stakeholders and target audiences identified, and the campaign objectives or intended outcomes set. This will form the basis to begin crafting a communications strategy.

The following are the mains steps that will be followed in developing a communications strategy:

Set the communication goal and objectives: Since this is partly a campaign for behavior-change, communication goals and objectives are likely to be identical to the overall campaign

goals and objectives (e.g., to "break the silence" on sexual harassment). Communication goals vary according to different target audiences, as primary and secondary target audiences need to be reached differently and will likely take different types of action.

Develop key messages that effectively speak to target audiences:

Messages should be tailored to resonate with the target audience – various versions of the message may need to be prepared to reach different audiences. For example, the message that sexual harassment is a violation of human rights, could be understood differently by a parliamentarian, a religious leader, or a village elder. It may need to be adjusted – while maintaining the essence of the meaning – to be better understood. It is also important to consider who will deliver the messages, i.e., the "messengers". For example, behavior-change messages resonate better from peer groups of the target audience, but awareness and advocacy messages might resonate better from celebrities and politicians.

Identify effective communication channels, techniques and tools. The strategy will distinguish between interpersonal channels (one-on-one contact), community-oriented channels that use existing social networks, and media channels (including modern mass media such as radio and TV, "new media" such as the internet and SMS, and "folk media", e.g. story-telling and traditional cultural performances). Evaluations suggest that behavior change campaigns are most effective when they keep repeating the message (a technique) and combine different channels, including person-to-person contact.

Map accessible communication resources. These include for example, media production skills, access to free air-time or pro bono work by experts, and availability of suitable materials from other (e.g., international and national-level) campaigns.

Set and monitor time-lines, milestones and indicators in the strategy's action plans. A communications action plan will help to translate the strategy into specific guidance for its activities, while monitoring helps to verify, at regular intervals, whether the strategy is progressing as planned, and whether context changes call for adjustments.

Write up a communication strategy document. This is essential to clearly define, layout and track all the key steps mentioned above. A written document will also be shared easily with all campaigners to ensure that everyone is 'on the same page', in terms of messaging and how communications activities will be conducted.

Fundraising

A fundraising strategy will set clear fundraising goals (e.g., the amounts of money intended to be raised, or pooled from existing income of alliance partners, for what aspects of the campaign, from what types of organizations) and defines how these goals will be pursued. Since the campaign will need external funding, the fundraising strategy will have to be part of its overall strategic plan. Substantial time and skills will be needed for successful fundraising and management of donor funds. Without any strategy or plan, campaigners may end up spending most of their time chasing money – at the expense of campaign implementation. Communication and fundraising strategies will be interlinked, as quality communication enhances the visibility and credibility of a campaign, making it therefore more appealing to potential donors.

The main steps the strategy formulation will follow in planning for fundraising include:
Preparing the campaign budget. How much money does the fundraising strategy need to generate so that the campaign can be run with a reasonable chance for success? Two reasonably detailed budgets will be prepared: the core budget, the absolute minimum needed for the campaign to yield meaningful outcomes, as well as a "best case scenario" budget, with budget lines for additional activities.

Mapping internal and community resources. What can the campaign team, alliance members and local and professional communities contribute to the campaign, over the different milestones or segments of the campaigning period? Even if campaigners already invest their time, it is advisable the originators of the campaign contribute money before asking others – it helps show appreciation for the choices donors make when they support a campaign, and lends added credibility.

Mapping potential sources of income. The types of campaign income are expected to include:
(i) voluntary contributions from campaigners and individual supporters;
(ii) institutional donor grants; (iii) community support; (iv) private sector (corporate) donations; and (v) income from campaign products or activities. Given the sensitivity of the issue in Egypt, there will be a review of how national laws may restrict specific forms of fundraising for certain types of organizations. For example, receiving donations from international organizations may be subject to government approval. Such restrictions need to be taken into account. Conversely, some national laws provide special incentives for potential donors, such as tax relief for individual and corporate donations to non-profit organizations. Ethical criteria also need to be established to decide whether the campaign can morally afford to accept money from any potential donor, or certain sources should be excluded (e.g., donations from corporations with a demonstrably poor human rights record).

Analyzing the options. Which potential sources of income are likely to work out for the campaign? What donors are interested in the campaign issue? Which types of sources have been tapped before? Donors' application deadlines and procedures must be taken into account, as well as the time likely to elapse before the first funding installment arrives. What are the costs and the benefits of accepting a contribution from a certain source? Are the likely maintenance

costs, e.g. the staff time needed to fulfill complex reporting requirements or accommodate donor visits, manageable?

Developing a fundraising plan, which should contain:

The purpose of the fundraising plan (what the money is needed for),

What is the total amount to be raised; potential sources of funds and income goals for each source; specific fundraising activities (e.g., collecting donations at public events, applying for institutional grants, building a fundraising component into the website)?

"Maintenance", such as contacting and reporting to individual donors, thank-you letters, and any activities related to fiscal requirements; clear distribution of responsibilities (who will raise funds from which sources?); and time-line for each fundraising component.

Reviewing the campaign strategy. Ideally, fundraising aspects will be well integrated into the overall campaign strategy. This allows the campaign team to identify different activities, at different times, which could be opportunities for attracting contributions. Campaign communications efforts and networking activities offer many potential opportunities to fundraise. For example, the campaign website can invite supporters to donate, a seminar can appeal to participants to become donors, campaign products like t-shirts and caps can generate revenue, etc.

Monitoring. Regular monitoring of the campaign and its fundraising plan will allow for adjusting the plan if necessary to respond to any important changes (internal or external). Monitoring arrangements should include deadlines (e.g., for submission of grant proposals), milestones (e.g., amount to be raised within the first six months) and risk mitigation strategies ("what if funding is insufficient?"). If at some point it appears that fundraising targets will not be met, quick action may be necessary, e.g., a shift in the campaign launch date or a change or reduction in activities.

Exit strategy

An exit strategy will describe how the campaign will end. It answers such questions as: will the campaign end as soon as the campaign goal has been reached, or will it continue e.g., on new, related goals or by scaling it up? If the goal is not attained, is it reasonable and responsible to stop campaigning? How can any possible damage caused by ending a campaign be minimized?

Dissemination of learning and global knowledge sharing

Whatever the outcome of a campaign, lessons learnt and key findings from evaluations should be shared widely within the campaign alliance and among other campaigners, possibly world-wide, so as to build a body of knowledge for future reference. Learning can be disseminated in many ways, including specialized journals, speeches at relevant conferences and meetings, and information portals, e.g., the UN WOMEN Virtual Knowledge Centre, C-Change: Communications for Change website (USAID), or the BRIDGE gender and development website.[81]

Monitoring and evaluation

Monitoring – key issues

Monitoring is the continuous process of systematic collection of data and information to stay informed of campaign activities, their outcomes, and the degree to which campaign goals and objectives are being met. Monitoring the broader environment helps to recognize new opportunities – or threats that may jeopardize campaign activities and outcomes. Monitoring is essential to verify, at regular intervals, whether the campaign progresses as planned and whether context changes call for adjustments, e.g. different tactics. It is a key part of effective management and therefore needs to be a prominent item in campaign planning.

These are campaign management activities to ensure the campaign is run as effectively as possible, and to learn from experience. Monitoring tracks campaign implementation, while evaluation analyses the data and findings tracked to assess the effectiveness of the campaign.

Special considerations in monitoring and evaluating VAW campaigns

How does the project plan to safe guard ethical operations?

It is a central part of planning that, and is clearly stated in the process addendum to the strategy formulation guide, that the lives of all participants in the campaign, including the audience at campaign events, must be protected. People must not be exposed to any unnecessary risks. Risks linked to the campaign, including "internal" and "external" risks, will be identified and analyzed with campaign participants. Explicit plans to reduce risks, and to competently mitigate and respond to any incidents must be elaborated with and known by all members of the campaign team. Further, as the campaign will unfold in complex, unpredictable environments, the risk management needs to be monitored and adjusted if the context changes. Campaign participants must be empowered to share any concerns about new or deepening risks with the campaign management team. Depending on the gravity of the changed situation, it may be necessary to cancel certain campaign activities, or suspend the campaign altogether. An example of an anti sexual harassment campaign gone array, after it was too late to cancel, occurred in Cairo on June 8, 2012. A mob of men attacked male and female campaigners at an organized march against sexual harassment in central Cairo. The men groped and sexually assaulted a small group of women in Tahrir Square who'd assembled to protest widespread sexual harassment[82].

Designing an M&E plan

A monitoring and evaluation (M&E) plan or framework will define the indicators that measure progress towards the campaign objectives. It will determine what data must be collected at what moments of the campaign, the methods of data collection, and how findings will be analyzed and reported.

To make campaign M&E meaningful, data gathered needs to be analyzed in time and fed back into the campaign management process. This can be done most effectively through regular meetings that should be documented.

Three major questions should inform the design of the M&E plan:

What information is needed to effectively implement the campaign and draw learning from it? Both internal aspects (e.g. campaign activities and outputs) and external developments (e.g. changes in the policy environment) need attention. But one cannot monitor every single element of what a campaign does and the context in which it occurs. Instead, M&E design must focus on crucial aspects. For example, in innovative behavior-change campaigns, it is important to monitor those whose behavior the campaign attempts to influence to change.

How to monitor for the results that matter most? What specifically should a campaign monitor? A campaign that commits itself to monitor outcomes would systematically – six-monthly or annually – and rigorously: (i) monitor the changes in the individuals, groups, organizations or institutions that the campaign influenced, (ii) assess the significance of these changes, and (iii) plausibly explain how and to which extent the campaign contributed through its activities and outputs, directly or indirectly, intentionally or unexpectedly[83].

Who is going to use the information, what for and when? An effective monitoring system serves the primary intended users, and uses of the data it generates. Thus, the campaign team, board members and donors will need information about major developments in the campaign to make informed decisions. What information they require, and when, will determine the degrees of certainty and precision and scientific rigor that are to be applied.

Identifying the primary intended users and uses of a campaign's M&E. From beginning to end, the monitoring and formative evaluation process should be designed and carried out around the needs of the primary intended users. The users are those particular individuals or groups who intend to use the M&E process or findings to inform their decisions or actions. It is important to distinguish between the target audience and the primary intended users.

Users are actually involved in the M&E process itself – i.e., clarifying intended uses and identifying priority questions, preferred methods, and appropriate dissemination strategy. This typically results in increased use of the findings. If these individuals or groups are not included, M&E runs the risk of producing results that may never be used.

The primary intended uses of both M&E findings and process should also be clear. The findings will support decision-making or changed thinking and behavior by the primary intended users. The uses of the findings about the campaign can include**:**
Being accountable for what has been done and achieved; facilitating improvements, and knowledge generation, pave the way for a more successful campaign.

Where and how can the necessary information be obtained and analyzed most efficiently, if possible using existing campaign resources? Participatory monitoring involving members of the target audiences builds extra momentum for the campaign.

VI

Process for formulating the strategy

The strategic planning process that this proposal presents will include analyzing the current situation, setting goals for the future, and determining how to effectively reach those goals. This planning process is not a simple "prelude" to the actual campaign—it is of central importance to effective campaigning and should receive as much attention and effort as the subsequent campaign activities themselves. In fact, the success of a campaign is inherently linked to how rigorously it has been planned from the outset—analyzing the context, identifying problems and solutions, specifying target audiences and outlining an appropriate course of action all enhance the chances of reaching campaign goals. Ideally, all members of the campaign team or alliance will be involved in planning, as well as key stakeholders, particularly representatives of the target audience.

The following is a description of the crucial first steps for a campaign —the research and analysis steps that must be taken to a) determine why or when to start a campaign, b) define the campaign issue (the problem), c) identify the necessary stakeholders to target or involve, and then d) develop an appropriate campaign approach that best responds to the issue. The following section is the step-by-step roadmap or course of action for effective campaign strategy implementation.

Key points to consider

In the campaign planning, the following points will deserve particular attention:

Ensuring the campaign is purpose-driven. A shared sense of purpose should inform all stages of campaign planning and implementation. Campaigns are complex, onerous processes – lack of goals and concrete plans may waste resources and fail to produce results.

Participatory planning and consultation with others will be central to strategy's preparatory process, especially members of the target audiences, women's organizations, relevant public institutions and other groups who work to end violence against women and girls, in order to:

- Identify what is needed according to the perspective of the target groups;

- Enhance the quality of the situation analysis and research on the campaign issue;

- Identify barriers to, and enablers of change;

- Build on local knowledge and social networks;

- Identify potential allies and supporters;

- Avoid duplicating or hampering other effective initiatives to end VAW.

Depending on the nature of the campaign and its context, consultation will be organized in the form of workshops, focus groups, and face-to-face meetings with stakeholders or virtual discussions.

The planning process will be documented through written meeting reports summarizing key discussion points and decisions, flip charts, and materials consulted (e.g., reports, statistical charts), is essential for future reference and decision-making. Campaign planning will be an iterative process – moving back and forth between the different steps be necessary to integrate new insights gained at each stage of planning. Comprehensive documentation helps to ensure that critical decisions, agreements, potential risks and other campaign dynamics are captured each step of the way to provide a frame of reference to move the campaign forward.

As mentioned earlier, formative research, i.e., research that will be carried out before and during the campaign to determine and refine the campaign strategy and implementation, provides accurate, up-to-date information to build the strategy on a sound basis. Formative research will combine several methods and use different sources of information so as to take into account different perspectives. Where resources are insufficient for large-scale surveys, participatory research methods, e.g., focus groups will be used to obtain basic information. Monitoring is essential to verify, at regular intervals, whether the campaign progresses as planned and whether context changes call for adjustments, e.g., different tactics.

Consulting those close to the issue

In campaigns on issues distant from the campaigners' daily reality, local activists and organizations that are affected by the campaign issue must be consulted. The campaign must be designed and implemented in partnership with people who experience the campaign issue in their own lives. Ignoring this rule may undermine valuable local work and the credibility of the campaign.

It is important to consult widely with a broad range of women and girls whose issues are addressed in a campaign.

Do no harm: protection

The lives of all participants in the campaign, including the audience at campaign events, must be protected. People must not be exposed to any unnecessary risks. Risks linked to the campaign, including "internal" and "external" risks, must be identified and analyzed with campaign participants. Explicit plans to reduce risks, and to competently mitigate and respond to any incidents must be elaborated with and known by all members of the campaign team. Further, as the campaign will unfold in complex, unpredictable environments, the risk management needs to be monitored and adjusted if the context changes. Campaign participants must be empowered to share any concerns about new or deepening risks with the campaign

management team. Depending on the gravity of the changed situation, it may be necessary to cancel certain campaign activities, or suspend the campaign altogether.

Campaign participants must be empowered to determine if they should take risks on the basis of their own free, informed decisions. They must be free to decide whether they participate in a campaign activity or not, and to cancel or interrupt their activity if they feel unsafe. This is particularly important in campaigns spearheaded by powerful "outsiders", such as international NGOs or donors, who may not be fully aware of the risks facing local individuals and groups who take a public stand against VAW.

Meeting increased demand for support services

Campaigns on VAW, including on sexual harassment, tend to increase demand for direct support to VAW survivors, as women who have not dared to report their experience of harassment may feel encouraged to seek support. It is critical therefore that the campaign particularly focuses on awareness raising, not be undertaken unless survivors and other community members have access to minimum services (health, protection and legal) or referrals to get the support they may need. In many instances, outreach or advocacy may result in a woman or girl speaking out about her abuse for the very first time, and prompt counsel and care should be made readily available, in line with ethical standards.

If inadequate or no support services are available, it may be advisable to start with projects or advocacy campaigns for the establishment of organizations supporting VAW survivors. If protection and support services are available to survivors, it will also be crucial for campaigners to work to establish links and co-ordinate activities with the organizations which provide such services, e.g., counseling centers, women's shelters and police and judicial officials trained to deal with VAW-related issues.

Informed consent and confidentiality

The voices of women and girls who have experienced violence and sexual harassment in their lives can be a powerful force for campaigning that should not be ignored or belittled. Hearing directly from those who have endured harassment, fought against it, or helped to prevent it happening to others adds credibility, and helps put 'a human face' on facts and statistics that can provoke the public to take action.

In considering this as an element in campaigning however, it is critical to account for the potential risks involved. Safety concerns should be paramount. For example, revealing the names or whereabouts of those affected by harassment, in news articles, websites or videos, can lead to retaliation by perpetrators, and often escalate violence not only against survivors themselves, but also against their families and others who may be helping them.

Demonstrating integrity

Wrong or exaggerated statements undermine the credibility of a campaign. Information used in the campaign must be accurate and up-to-date. Statistics or other information will not be quoted without verifying the source and comparing it with other sources. Reports by academic, government and UN institutions usually offer more accurate data than newspaper reports. Appropriate research on the campaign issue should be carried out to ground the campaign on robust evidence-based grounds.

As with any other project, a campaign needs to be managed in a responsible, accountable manner. Accountability is not only about effective checks and balances in campaign finances. It is also about unambiguous decision-making mechanisms and documentation, about taking responsibility and being open to critical feedback, both on campaign processes and their outcomes. Since violence against women and girls, including harassment, is a pervasive, multi-faceted issue, campaigners, particularly those who may be new to the issue, or who may not have been adequately sensitized, may sometimes inadvertently undermine their own messages or those of the campaign's, e.g., by using images that reinforce stereotypes about "submissive"

womanhood. They may even perpetrate certain forms of VAW, such as physical maltreatment of their daughters. It can be highly educational and empowering for campaigners to carefully examine their own lives and ensure they do not perpetrate or condone any form of VAW.

Getting to know the target audience

A substantial part of formative research will consist of finding out as much as possible about the target audiences. Especially in campaigns aiming at changing individuals' behavior, the campaigners need to have a clear idea of the targets' attitudes and behavior before starting to design the campaign. Precise knowledge about the audience informs design of messages, techniques and tools that resonate with the audience**.** Campaign evaluations show that "the most successful are those that seek to understand their target audience and engage with its members to develop content."[84] To sum up, in order for campaigns to be affect change in their target audience, the target audience must be not only their objective, but also their inspiration.

Georgia State University

U S A I D

Grant Proposal for Constructing a Platform to End Sexual Harassment in Cairo's Public Spaces

Includes step by step Platform Strategy Formulation Guide

[NO TO SEXUAL HARASSMENT]

Table of Contents

GRANT PROPOSAL

Purpose

The purpose of the grant proposal is to mobilize funds in order to create a strategy based platform to end sexual harassment in Cairo's public spaces. This platform goals, objectives, and activities will be consistent with its evidence-based strategy to end sexual harassment. The anti-sexual harassment platform will consist of an executive secretariat, as well as the combined programming and alliance coordinators.

The secretariat's primary task will be the creation of an anti- sexual harassment sustainable infrastructure in Egypt. It will be in control of the project resources ear-marked for project execution, national alliances cementing, organizational capacity building, and protocol and product delivery. Its mission will consist primarily of prioritizing needs. Followed by the executive next step, which entails developing, launching, and assisting Egyptian partners to fully internalize and adopt the structural mechanisms necessary to combat sexual harassment. This will include, but is not limited to, reporting procedures, prosecution regulations, survivor services, as well as the creation of content for policy and media mobilization. Formulating a clear strategy that can be internalized by partners across the board is imperative, because although violence against women (VAW) is a growing phenomenon in Egypt, studies have shown that prevention efforts can be both effective and cost-effective[*].

Considering the limited resources available, combating sexual harassment in Cairo's public spaces based on a comprehensive strategy blueprint improves outcomes, speeds up the process, and reduces redundancies. The project intends to construct a platform to end sexual harassment in Cairo's public spaces.

This funding request is strictly a Masters in Public Health Capstone Project exercise. And although the author has utilized concepts from UN Women's SafeCities Project Framework, this exercise is entirely for academic purposes. It is not sponsored by UN Women, and hence the institution is not responsible for its content. All project costs are entirely fictional and not based on any other than the author's personal 2013 cost forecasts. The strategy directions provided by this grant proposal are supported by conclusions reached through multiple sexual harassment survey results analysis, WHO recommendation for anti-sexual harassment infrastructure necessities, as well as an extensive literature review.

Addressing sexual harassment in Cairo's public spaces:

Sexual harassment (SH) in Cairo is a growing public concern. In 2012, it has reached such levels where it starting to infringe upon women's basic rights to mobility, safety, and freedom. It is a problem with varied negative social, economic, and health consequence. The consequence of SH include the loss of self-determination for women and girls, their inability to reach their full potential, both physically and mentally, in addition to a de facto sanction on 50% of the Egyptian society's productive population.

The problem of sexual harassment

A recent Center for Social Research study in Cairo (2011) reported that up to 87% of unmarried girls routinely experienced sexual harassment inside and outside their neighborhood in Cairo. Unfortunately, 94% of the respondents do not respond to the perpetrator in any form or report the incident to anyone, including the police. Sexual harassment is defined as unwanted sexual conduct deliberately perpetrated by the harasser, resulting in sexual, physical, or psychological abuse of the victim regardless of location.

This project pertains to sexual harassment that occurs in Cairo's public spaces and consists mainly a male or group of males of targeting one woman or a group of women.

Sexual harassment of women and girls by strangers in public places is the most frequent form of harassment in Egyptian society. It is not necessary for harassment to declare an explicit sexual message, but it usually does, including behaviors such as ogling of female body, stalking, gestures, offers to perform sexual acts, questions of a private or sexual nature, displaying sexual pictures, or groping.

The risks associated with sexual harassment

Research has shown that sexual harassment has direct negative health consequence, as well as indirect negative effects on public health through its sociocultural impact on the ability of women and girls to attain education and employment. Sexual harassment is directly associated with the risks of several chronic conditions including, post traumatic stress disorder (PTSD), depression, anxiety, somatization, phobic anxiety, paranoid ideation, eating disorders, and may be attributed to certain cases of sexual dysfunction among females[†, ‡,§, **]. Additional risk factors also include insomnia, migraines, major depression, gastrointestinal complaints[††,‡‡, §§].

It has also been widely documented that sexual harassment is a major factor in preventing girls and women from being able to freely access public space in pursuit of educational and/or employment opportunities. This sanction potentially relegates affected women, girls, and their families, as well as society in general to lower standard of living and wellbeing. Countless studies have clearly shown the positive correlation between level of health and level of education and/or family income. Both or which are greatly impacted when 50% of societies productive power (females), are denied access to value added activities. This grant proposal to create

a comprehensive strategy to combat sexual harassment in Egypt is an effort to remove this sanction, and give women and girls secure and stress free access to public space in order to maximize their full social, cultural, and economic potential.

Project design, goals, and objectives

This anti-sexual harassment infrastructure and strategy development project goal is to reduce sexual harassment in Cairo's public spaces by successfully equipping, enhancing, and improving four major components within the sociocultural framework of sexual harassment's prevention and response spheres. This translates in to four major objectives[***]:

1) Enhancing the capacity of duty bearers. Duty bearers are major actors/members of the community, legal system, and other service providers who are in a position to prevent or respond to SH

2) 2) Enhancing capacity of rights holders to respond to and prevent

SH. Rights holders are those most negatively impacted by SH, including women, girls, their families, as well as community members. 3) Instilling a newly accepted understanding, among members of the public, of women's rights, SH incidence, effects, and negative consequence on society. Surprisingly, many people are still unaware of the severity of this problem, especially among older persons in leadership and decision-making positions. SH still, ultimately, remains a taboo.4) Creating cost-effective, and realistic changes in infrastructure that makes SH exposure risk less likely.

OBJECTIVE 1

Enhanced capacity of duty bearers to respond and prevent SH

OBJECTIVE 2

Enhanced capacity of rights holders to respond to, and prevent SH

OBJECTIVE 3

The general public is sensitized to be more responsive to, and prevent SH

OBJECTIVE 4

Improved local infrastructure that incorporates measures to address women's and g

Outcomes

The objectives can only be reached, if certain building blocks are put in place. The envisioned outcomes below are designed to address the four main factors extensive surveys from 2008 to 2011 have pointed at as the major reasons.

These four factors are the lack of responsiveness by the police to SH. Lack of reporting or any sort of response by survivors of SH. Victim-blaming by the male perpetrators of SH and society as a whole. And finally, the continued harassment in certain public spaces in Cairo at much higher levels than others. The four project outcomes are designed to address these issues:
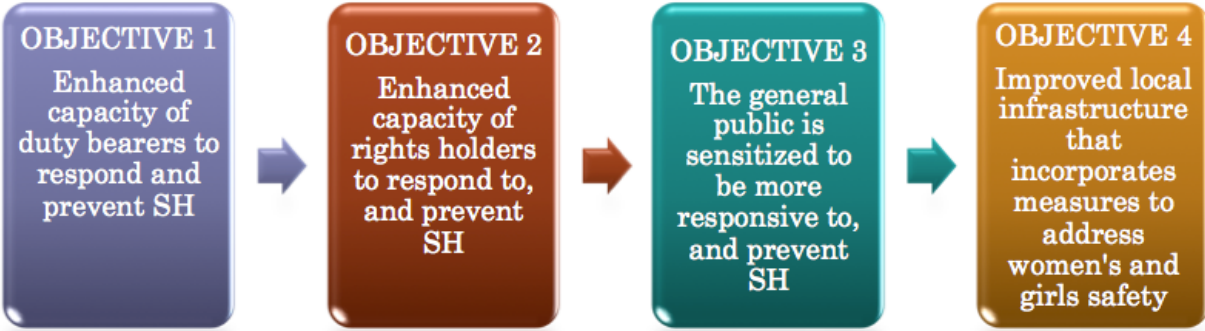
OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
Enhanced capacity of duty bearers to respond and prevent SH	Enhanced capacity of rights holders to respond to, and prevent SH	The general public is sensitized to be more responsive to, and prevent SH	Improved local infrastructure that incorporates measures to address women's and girls safety

Table 1- Project Activities, M&E Indicators, Timeline, & Costs

Activities objective 1	M&E Indicators	Timeline	Associated cost $365,000
SH service protocol design & adoption in partner ministries	No. of ministries that adopt & implement protocols	Start: 2012 End: 2017	
Penal Code Amendment, passed by parliament that defines SH	Egyptian Penal Code, Law No. 58 of 1937 is amended	Start: 2012 End: 2015	
Gender specific budgeting in Ministry of Local Development budget to prevent SH	Local budget items specific to SH prevention included	Start: 2013 Checked per annum (pa)	
Police academy & law school curriculum SH content developed & administered	No. of training guides and training sessions administered	Start: 2013 End: 2014 (Priority)	
Police station & police officer response procedure & training in place	No. of SH cases investigated, prosecuted, & adjudicated	Start: 2014 End: 2015	
Development of methodology for applying urban safety and security measures, especially for women and girls, at GOPP (Government Office of Population & Planning)	Women Safety Audit applied in GOPP	Start: 2013 Handover: 2016	
Urban Observatories (local and national) include indicators on women and girls safety in the Egyptian urban context	Urban Observatories monitor women and girls safety. Review information reliability	Start: 2012 Handover: 2013	
GBV* medical standards adapted, institutionalized and integrated efficiently in health services provided in facilities in intervention sites.	Protocol & new medical standards communicated to health facilities through MOHP†, Measure number of Health providers trained, quality of new provided services	Adapted: 2013 Fully integrated: 2016	

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* Gender Based Violence (GBV)
† Ministry of Health and Planning (MOHP)
‡ Project only provides technical assistance, center cost borne by MOHP   7

Activities Objective 2	M&E Indicators	Timeline	Associated cost $215,000
Design & roll-out of awareness outreach activities	No. of people partcipating. No. of events or media campaigns	Design:2013 Roll-out:2013 Utpill: 2017	
A support center‡ providing counselling, and rehabilitation	No. of centers estaiblishe. No. of referrels	Premise &staffed: 2013 Operational: 2014	
Identification of key knowledge areas to strengthen right's holders power position	No. of activities that dissimenated key empowering information(legal entitlements, human rights, service providers)	Start:2013 Measure activities per annum. Continuous	
Activities to change baseline figures pertaining to men blaming victims & failure to intervene	Measure change in no. of males who blame the victim Measure change in no. of males that interven to stop SH	Major survey to measure changes in baseline surveys. Interim:2015 End:2017	

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‡ Project only provides technical assistance, center cost borne by MOHP

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Activities Objective 3	M&E Indicators	Timeline	Associated cost $160,000
The general public is sensitized to be more responsive to, and prevent SH	· Proportion of individuals aware of women and girls legal rights especially rights in public spaces · Proportion of reported cases prosecuted. As an overall systems check	Start:2013 Continous relationship with national media groups. Measure articles per month Measure no. of prosecuted cases published	
Increased awareness of the public on the rights of women and girls in public spaces	Awarness products presented or distributed: • Advocacy Packages • Legal Illliteracy Packages • Media Kits	No. of products per annum Indicate quality Indicate circulation	

Activities Objective 4	M&E Indicators	Timeline	Associated cost $560,000
Needs assessment for Cairo urban upgrading measures in public spaces with abnormally high incidence of SH	No. of improved areas previously labeled as high risk areas	Start assessment phase: 2013 Planning: 2014	
Design & application of Gender Safety Audits integrated in Government Office for Population Planning (GOPP)	Integrated Gender Safety Audits for both public & private real estate development companies as part of the land development zoning process.	Required for building permit by:2016	

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Expert capacity building of GOPP Gender Unit	No. of training modules completed by GOPP staff	Start:2013 Continuous. Implant in host ministry as continous process	

Office Requirements			Associated cost pa $145,000 ($725,000 total)
Office (Equipped)			$50,000
Project Officer			$30,000
IT Support/Software			$20,000
Project assistant			$15,000
NGO/Partners Coordinator			$15,000
M&E Officer			$15,000
Communication Expert			$20,000
Youth Specialist			$15,000
Communication Assistant			$15,000
Evaluation Research			$30,000
Security Personnel			$10,000
Office Support Staff			$10,000

UN Women Mandate

Project funding request is submitted by:

United Nations Entity for Gender Equality and the Empowerment of Women

In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. It's creation came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system, which focused exclusively on gender equality and women's empowerment.

Main role:

Support inter-governmental bodies, such as the Commission on the Status of Women, in their formulation of policies, global standards and norms;

Help Member States to implement these standards, standing ready to provide suitable technical and financial support to those countries that request it, and to forge effective partnerships with civil society; and

Lead, coordinate and promote the accountability of the UN System for its work on gender equality and the empowerment of women.

Implementation partners

Six UN Agencies in Egypt are part of the Safe Cities Joint Program, as well as multiple Egyptian and international donors, government offices, civil society associations, non-governmental organizations, consultants, and volunteers. The six agencies also include UNFPA, UNDP, UN-HABITAT, UNICEF, and UNODC.

Project Beneficiary

Primary beneficiaries – who will benefit from this program and whose lives are

expected to change?

Primary beneficiaries are those subjected to, or at risk of sexual harassment in Cairo's public spaces. Specifically, this project aims to aid women and girls using Cairo's public spaces who are exposed to the risk and survivorship of sexual harassment, and their families

Main characteristics of Primary Beneficiaries Age
Females age 9 and up

Social-Economic Level
All socio-economic levels

Location
Directly – Cairo
Indirectly - Egypt (due to national legal implications, related campaigns, and advocacy effects through the media)

Secondary beneficiaries (with whom the project will work in order to change the lives of the primary beneficiaries?)
Perpetrators of sexual harassment
Direct service providers
Other target groups – to whom the project will apply resources Policy makers
Media leaders
Socio-economic authority figures
Educational institutions
Large corporations

Society in general

Laws related to project

Egyptian Penal Code, Law No. 58 of 1937 must be amended to define SH and as separate from sexual assault. In addition to differentiating in detail between the various types of SH in order to be ably to indicate and enact appropriate punishment in relation to the defined exact action. This will also aid police when reporting incidents of SH as they will have the proper tools and terms necessary to label incidents. Otherwise, the crime must fit within the law as a sexual assault, requiring the same procedures of proof, witness testimony, similar to rape cases, with all of the difficulties these cases involve.

GRANT PROPOSAL

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