



Training N5: October 2021

**Increasing Women's Political Participation in the Arab World
through Effective Communication
Activity Report**

Kick-off date: October 22nd, 2021

Last session: October 26th, 2021

Number of sessions: 5 sessions - 3 hours each

Platform: Zoom

Trainer: Hiba Haddadeen

Overview:

This training is designed for women candidates or current members of elected councils (municipality Legislative and regional) to enable them to have the necessary communication tools and techniques to succeed in their campaigns or their electoral term. This training program will accompany them in the various stages starting from the decision to run for elections (the announcement about candidacy, the draft electoral program, the creation of electoral messages and slogans, public speaking ...) until their election or appointment (interventions in plenary sessions, interviews in the media, Official and public meetings, etc.) including the day-to-day management of their activities through their presence on various social media networks and web platforms as well as crisis management if necessary command. The goal is to enhance the presence of women in the public space so that they find how to manage and improve their image and have a good knowledge of the various public and private communication channels available whether they have to manage it on their own or by a member of their team.

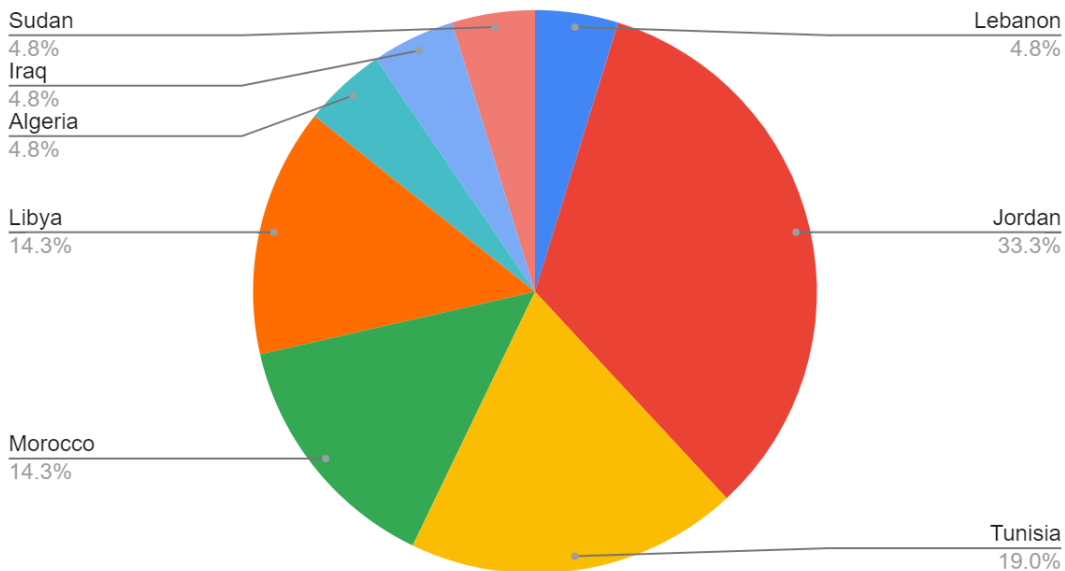
Selection criteria:

- **Age:** no age limit, but we tried to select the youngest possible
- **Position:** currently in leadership positions in municipal councils, parliaments and civil society organizations or running for coming elections
- **Location:** balancing participants number from different Arab countries and different regions from the same country

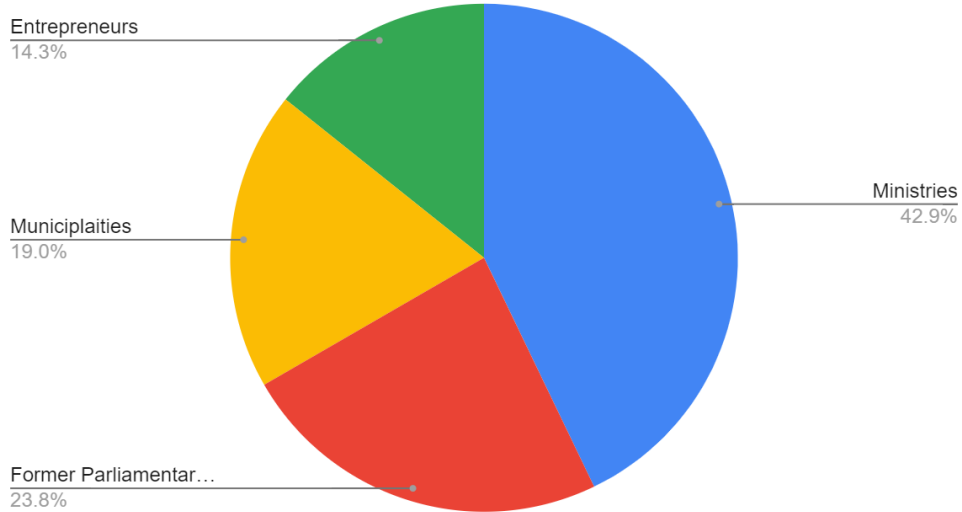
Number of participants by country:

21 women participated in the training from different nationalities, professional backgrounds and age groups (see charts below).

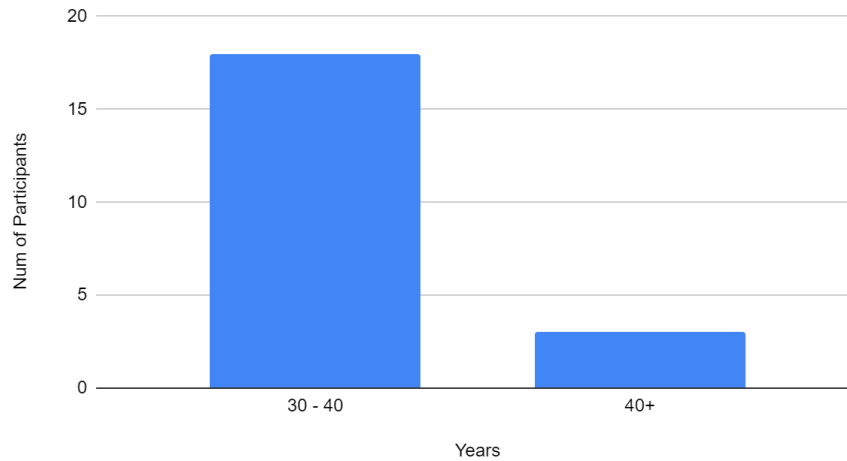
Num



Participants' positions



Age



Objectives of the training:

- To give women all needed communication tools and techniques to best succeed in their electoral campaigns as well as their mandates.

- To accompany women from the decision to run for elections (announcement of the decision, draft of the electoral program, creation of electoral messages and slogans, public speaking ...) until their election or appointment
- Encourage Women to participate in coming elections through giving them needed skills to be self-confident

Expert:

- The trainer Dr. Heba Haddadeen is the Executive Director of the Janoussa Foundation for Studies and Consultations, specializing in training, gender issues, elections and the media

Agenda:

Session 1: Political Parties and Elections

Session 2: Leadership skills and Strategic Research

Session 3: Communication with voters

Session 4: The Art of Communication

Session 5: Campaign planning

Results of the activity:

- Participants expressed their ability to run for next elections thanks to the communication tools presented by the training that would help them connect better with their audience
- By the end of the training, women are more confident comparing to the first session to run for next elections
- Former candidates were able to identify new tools to communicate their next electoral campaigns
- Candidates in local municipal elections expressed their desire to run for national elections as well
- Some trainees suggested to deliver training on effective communication to women from their communities



Feedback from participants:

- “This training enhanced my abilities in the field of communication and opened up opportunities for me to participate in the coming elections.”
- “An interesting training that will benefit us in our electoral campaigns in terms of creating the message, as well as increasing our leadership skills and the electoral campaign management abilities.”
- “The training was excellent. I learned all the methods and techniques that help women enter and contest the elections without fear or hesitation, because we are an important part of society and have the same abilities as men.”

Recommendations:

- More face-to-face trainings
- Trainings on other topics such as policy briefs writing and initiatives designing