



النهضة العربية للديمقراطية والتنمية
Arab Renaissance for Democracy & Development



Confronting Electoral Violence Against Women in Jordan

JORDANIAN NATIONAL FORUM FOR WOMEN
AMMAN GOVERNORATE



She
LEADS



Ministry of Foreign Affairs

Proposed Sample of the Awareness Campaign Plan

1	What is the problem?	Electoral violence against women
2	Who suffers from this problem?	<ol style="list-style-type: none"> 1. Women candidates 2. Women wishing to run for office. 3. Women voters.
3	How did the problem occur?	Many women over the age of 25 have been subjected to physical violence (preventing them from running or pressuring them to withdraw) and digital violence (through social media)
4	When did it occur? Or when is it expected to occur?	When women ran for office in previous parliamentary elections.
5	Where did this problem occur?	<ol style="list-style-type: none"> 1. Polling station. 2. Electoral headquarters. 3. Society in general.

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6	What is the right(s) associated with this problem?	<ol style="list-style-type: none"> 1. The right to run for office. 2. The right to vote. 3. The right to freedom of expression. 4. The right to litigation. 5. The right to join parties.
7	Which article(s) of the Universal Declaration of Human Rights are relevant to this problem?	<p>There is no article that directly addresses electoral violence against women, but articles 3/7/1 address the problem indirectly:</p> <ul style="list-style-type: none"> • Article 1: All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood. • Article 3: Everyone has the right to life, liberty, and security of person. • Article 7: All are equal before the law and are entitled without any discrimination to equal

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		<p>protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination.</p>
8	<p>Which SDG(s) are relevant to this problem?</p>	<p>Goal 5: Achieving gender equality and empowering all women.</p> <p>Purposes and objectives of the goal</p> <p>Elimination of all forms of discrimination against women and girls everywhere.</p> <p>Ensuring women's full and effective participation and equal opportunities for leadership on an equal basis with men at all levels of decision-making in political, economic, and public life.</p> <p>Adopting sound policies and enforceable legislation and strengthening such existing policies and legislation to</p>

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		advance gender equality and empower all women and girls at all levels.
9	Problem Description, 6-10 lines/paragraph or two. (Brief, direct, concise)	Jordanian women in general, and women over the age of twenty-five who are candidates or wish to run for office in particular, suffer from violence by many individuals and/or groups, as they are prevented from running by individuals around them, or pressured to withdraw, or subjected to harassment or verbal and moral assault (ridicule, mockery, slander and insult, or prevented from casting their vote on election day, during the period of candidacy and election, which leads to an infringement of their rights guaranteed by the Constitution and relevant legislation.

Introduction to the proposed campaign:

Background Information	
Campaign Name	Towards combatting electoral violence against women in Jordan
Campaign Slogan	Safety in empowerment

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Vision	A Jordanian electoral environment in which all women enjoy security, freedom, and justice
Objectives	1. Educating 30 women and girls in Amman, aged (18-40) years, about their rights to run and vote in elections, during the first half of 2025.
	2. Raising the awareness of the local community at the level of the Kingdom regarding the importance of preventing electoral violence against women during the parliamentary and governorate council elections in the first half of 2025.

Part of the stakeholder analysis:

Relevant Authorities		Relevant Legislation	Stakeholders	
Jordanian National Commission for Women	National Council for Family Affairs	Election Law for the House of Representatives	Minister of Social Development	Director of Farah Al-Nas Radio Rahaf Al-Ramahi

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Independent Election Commission	Jordan National Forum for Women – Capital governorate	Penal Code	Head of Life and Hope Association, Her Excellency Amal Al-Saud	She Leads Project Officer, Ms. Lina
House of Representatives	Capital Governorate Council	Constitution	Members of the Capital Governorate Council	Members of the House of Representatives
University of Jordan	Farah Al-Nas Radio	CEDAW	Minister of Political Affairs	Chairman of the Independent Election Commission
Media	Transparency International	Local Administration Law		
Student Union Council at the				

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University of Jordan				

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Team spirit • Having someone with legal knowledge • Having a multidisciplinary team • Availability of free halls 	<ul style="list-style-type: none"> • Differences of opinions. • Withdrawal of a team member • Lack of financial support
Opportunities	Threats

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<ul style="list-style-type: none">• The existence of several parties that support women• International directives towards increasing women's empowerment• The existence of legislation that grants women's political rights• Availability of halls prepared to hold the campaign	<ul style="list-style-type: none">• Bad weather conditions• Difficulty reaching decision-makers • Lack of resources
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Plan of Activities

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Order	Required work /activity	Target group of activity	Proposed date	Duration of activity/number of repetitions	Supervisor's name	Procedures to be worked on
First Objective: Educating 30 women and girls in Amman, aged (18-40) years, about their rights to run and vote in elections, during the first half of 2025.						
1	Holding an awareness lecture consisting of three hours for 15 students at the University of Jordan on the electoral law.	Female students aged (18-25).	Fourth week of the April.	Three hours divided over two days	Jude and team members .	Equipped hall Tools (stationery, laptop) Coffee Break
2	Holding an awareness course for 15 women and girls consisting of 12 training hours, at the Life and Hope Association – in the Qasabah Amman District, on enhancing the role of women in political life.	Women aged (26-40).	Fourth week of June.	12 hours divided over 3 days	Ms. Rania and team members.	Preparing the association (training hall) Coffee break + lunch Training tools (stationery)
Second objective: Raising the awareness of the local community at the level of the Kingdom regarding the importance of preventing electoral violence against women during the parliamentary and governorate council elections in the first half of 2025.						

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1	Preparing and producing a radio episode on the importance of preventing electoral violence, in cooperation with Farah Al-Nas Radio, hosting a woman from the stakeholders.	Women and Girls in Amman Governorate	Third week of April	30-minute episode	Nagham and team members.	<ul style="list-style-type: none"> • Booking a suitable time to record the episode on Farah Al-Nas Radio. • Making an appropriate appointment with a stakeholder woman.
2	Preparing and producing a seven-minute awareness video on the stories of women who were subjected to electoral violence and the prevention of this violence.	Women and girls at the Kingdom level	During the first week of June.	Seven minutes	All team members.	<ul style="list-style-type: none"> • Camera • Filming location • Screenwriting • Reaching out to women who have been subjected to violence • Social media platforms

Table showing the distribution of activities over all weeks

Year			
Month	4	5	6

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Week		1	2	3	4	1	2	3	4	1	2	3	4
Order	Activity												
1	Preparing and producing a radio episode on the importance of preventing electoral violence, in cooperation with Farah Al-Nas Radio, hosting a woman from the stakeholders.												
2	Holding a 3-hour awareness workshop for 15 female students at the University of Jordan on the electoral law.												
3	Preparing and producing a 5-minute awareness video on the stories of women who were subjected to electoral violence and the prevention of this violence.												
4	Holding an awareness course for 15 women and girls consisting of 12 training hours, at the Life and Hope Association – in the Qasabah Amman District, on enhancing the role of women in political life.												

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Follow-up Plan:

Actions to be taken to carry out the activities according to the listed work plan																		
Month		February			March			April			June			July				
Week		1	2	1	3	Week	1	2	1	2	3	Week	1	2	1	2	3	Week
First activity (Rania and Nagam)		Preparing and producing a radio episode on the importance of preventing electoral violence, in cooperation with Farah Al-Nas Radio, hosting a woman from the stakeholders.																
1	Hold a meeting with the radio station's management to explain the idea and get approval.													x				
2	Specify the date, time, and duration of the recording.													X				
3	Choose a suitable person to register with. We make our best to coordinate the registration time with the guest's time.								-					X				
4	Specify the name of the person who will be interviewing the guest.													X				
5	Prepare suggested questions and obtain approval from Ms. Duaa.													X				
6	Contact the guest to confirm his attendance.													X				
7	Episode recording													X				
8	Develop a mechanism for media promotion of this episode after it has been edited.															X		
9	Share the episode on social media.														X			
Second activity (Jude, Anwar, Aya, and Nagham)		Holding an awareness lecture consisting of three hours for 15 students at the University of Jordan on the electoral law.																
1	Contact the university to obtain approval for the activity contract.																	x

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10	Ensuring hall readiness (seats/tables/data show/electricity/stationery/cleanliness/roll-up, etc.)																		
11	Implementing the training																		
12	Drafting and publishing news, as well as posting photos of the event on social media																		-

Indicators to measure the success of the activity:

First activity	Preparing and producing a radio episode on the importance of preventing electoral violence, in cooperation with Farah Al-Nas Radio, hosting a woman from the stakeholders.
1	Number of officials met.
2	Number of meetings held with people in their locations (Foundation/Association headquarters)
Second activity	Holding an awareness lecture consisting of three hours for 15 students at the University of Jordan on the electoral law.
1	Number of training days provided.

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2	Number of training hours provided.
3	Number of participants who attended the training. (Each Training)
4	Number of individuals who filled out the pre, post, and general assessment for each training
Third activity	Preparing and producing a seven-minute awareness video on the stories of women who were subjected to electoral violence and the prevention of this violence.
1	Number of activities held.
2	Number of meetings held with people in their locations (Foundation/Association headquarters)
Fourth activity	Holding an awareness course for 15 women and girls consisting of 12 training hours, at the Life and Hope Association – in the Qasabah Amman District, on enhancing the role of women in political life.
1	Number of attendees during each activity.
2	Number of individuals joining the campaign after participating in the training.
3	Number of training days provided.
4	Number of training hours provided.

Risk Analysis Matrix

Likelihood:

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Certain	100%	5
Very high	80% or more	4
High	50% or more	3
Likely	Less than 50%	2
Unlikely	10% or less	1

Impact on campaign activities:

Very negative	100%	5
Negative	80% or more	4
Moderate	50% or more	3
Minor	Less than 50%	2
Negligible	10% or less	1

Order	Possible risks	Likelihood	Impact	How to deal with it if it occurs
1	Poor funding and financial support.	%30	Negative	Budget restructuring.

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				Addressing entities that support awareness campaigns.
2	Refusal by women who had been subjected to violence to share their stories.	%50	Minor	Presenting the pros of the campaign and persuading the women.
3	Withdrawal of a team member	%5	Moderate	Redistributing tasks to team members
4	Difficulty in accessing the Digital and visual media.	%65	Negative	Investing in the relationship with JNFW and contacting the program coordinator at She leads
5	Difficulty in reaching decision-makers.	%20	Negative	Perseverance in reaching them.

Estimated budget

1.	First activity: holding an awareness lecture for 15 students aged 18-25 for 3 hours over two days at the University of Jordan on the electoral law, in the fourth week of April					
	Item	Unit	Number	Unit Cost	Total	
	1.1	Coffee break	2	15	2	60
	1.2	Transportation allowance for team members	2	3	10	60
Subtotal					120	

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2.	Second activity: holding an awareness workshop for 15 women and girls aged (26-40) consisting of three training hours in one day at the Life and Hope Association - Qasbah Amman District on enhancing the role of women in political life, in the fourth week of June.				
Item		Unit	Number	Unit Cost	Total
2	2.1	Coffee break	1	15	1
	2.2	Transportation allowance for trainers	1	3	10
	2.3	Transportation allowance for participants	1	15	5
Subtotal					120
3	Third activity: Preparing and producing a radio episode for women and girls on the importance of preventing electoral violence, in cooperation with Farah Al-Nas Radio, hosting a stakeholder woman in the capital Amman, during the third week of April.				
Item		Unit	Number	Unit Cost	Total
	3.1	Catering.	2	1	5
	3.2	Booking a radio	1	1	50
Subtotal					60
4	Fourth activity: Preparing and producing a seven-minute awareness video for women and girls about the stories of women who were subjected to electoral violence and the prevention of this violence during the month of May.				
Item		Unit	Number	Unit Cost	Total
4	4.1	Producer and executive producer	1	1	25
	4.2	Cameraman	1	1	25
	4.3	Filming location	1	1	15
Subtotal					65
Subtotal					365

