

Enhancing transportation for women and girls in Giza Governorate for their economic empowerment

THE ASSOCIATION OF EGYPTIAN FEMALE LAWYERS
(AEFL) 6th OF OCTOBER CITY
GIZA GOVERNORATE



She
LEADS



Ministry of Foreign Affairs

Introduction to the proposed campaign:

1	What is the problem?	The lack of safe and cost-effective means of transportation in informal and irregular work, which poses hardship for low-income working women
2	Who suffers from this problem?	Low-income working girls and women
3	How did the problem occur?	Working girls and women often suffer from unsafe or unequipped transportation that may expose them to personal risks or threaten the continuation of their employment
4	When did it occur? Or when is it expected to occur?	The problem lies in the field of informal and irregular work, in which women and girls do not enjoy full protection and legal rights, including the right to move safely - this suffering often increases during morning commute times, from eight to ten am, and during the hours people leave work, from 2 pm to 5 pm
5	Where did this problem occur?	Working-class neighborhoods and areas where workshops, informal workplaces, domestic workers and agricultural workers who do not enjoy the protection of the law are prevalent
6	What is the right(s) associated with this problem?	The right to work The right to move freely The right to security of person
7	Which article(s) of the Universal Declaration of Human Rights are relevant to this problem?	Article 3: Right to life and security of person. Article 7: Equality before the law and protection against discrimination Article 13: Right to freedom of movement Article 23: Right to work in safe conditions
8	Which SDG(s) are relevant to this problem?	Goal No. 9 Goal No. 5 Goal No. 11

9	<p>Problem Description, 6-10 lines/paragraph or two (Brief, direct, concise)</p>	<p>The problem is that girls and women working in seasonal, irregular, and informal work suffer from the lack of safe and economic transportation relative to their low wages, which exposes them to multiple risks while moving to and from work and thus threatens their chances of continuing to work. This problem consequently affects the future of women's participation in economic life and their economic empowerment, as some women are forced to abandon their jobs due to transportation problems, which results in aggravating the gender gap. Hence, the issue requires improving transportation and developing legislation that guarantees women's safety and enhances their participation in economic life</p>
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Background Information	
Campaign Name	Enhancing transportation for women and girls in Giza Governorate for their economic empowerment
Campaign Slogan	Together to support and provide safe and economical transportation for women
Vision	A society where women participate effectively in work and the local economy and where safe and economical transportation is available
Objectives	<ol style="list-style-type: none"> 1. Raising awareness among male and female transport drivers and the local community of the importance of providing safe and affordable means of transportation for low-income women in Giza Governorate in the 6th of October area during the second quarter of 2025 2. Spreading awareness of the importance of providing safe and cost-effective transportation by providing channels of communication between low-income workers and transport officials in Giza Governorate

Part of the stakeholder analysis:

Relevant Authorities		Relevant Legislation	Stakeholders	
Parliament	New Woman Foundation Juhoud Organization E7kky Organization	Constitution: Article 78: Right to housing and public services	Low-income working women and girls	Giza Governorate

	Tadwein for Feminist Studies Elnoon Foundation for Family Care	Article 236: Social justice and basic services		
Ministry of Transport	Private transport companies	Law No. 87 of 2018 Regulating Land Transport Services for Passengers Using Information Technology.	Activists in the field of economic, social, and women's rights	Private transport companies' owners
Ministry of Social Solidarity	Public Transport Authority	Law No. 73 of 2019, establishing the Internal and International Land Transport Regulatory Authority	Civil Society Organizations	Free Egyptians Party
Egyptian Social Democratic Party	General Traffic Department	Law No. (17) of 2020 on Public-Private Partnership Projects	Members of Parliament	Giza Governorate
Ministry of Labor	Nation's Future Party	Labor Offices	Clergy	Public transport drivers (buses and minibuses)
General Trade Union of Land Transport	Free Egyptians Party	President of the General Union of Land Transport	Director of the General Traffic Department	Minister of Social Solidarity

SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> • The presence of a registered and licensed association by the name of "Egyptian Women Lawyers Association for Women's Rights", under the umbrella of which the team works in Giza Governorate • Allocating a financial budget to start the campaign • The team has taken an advocacy session and has a mentor and an advisor • Having a harmonious and cohesive team that have the passion and enthusiasm to work on the plan • The presence of legal experts and specialists working in the initiative • Diversity of team experiences, capabilities, and connections 	<ul style="list-style-type: none"> • Small number of team members • The girls in the current campaign team lack experience in the issue at hand • The presence of some kind of societal resistance due to some inherited cultures • Poor accurate field data for the 6th of October area
Opportunities	Threats
<ul style="list-style-type: none"> • Networking opportunities with local civil society organizations, whether within Giza or at the national level. • The existence of campaigns in support of women and their economic empowerment within the state's plan to enhance job opportunities on the initiative • The availability of legal experts at the association, which contributes to the development of the legal and executive framework of the campaign 	<ul style="list-style-type: none"> • A potential need for large financial resources to influence the target and reach the goal in light of the availability of a small budget to start with • Going into Ramadan and the holiday season and coinciding with the exams period may not help to carry out field work • Some team members are busy with the end-of-year exams during the campaign implementation period • The preoccupation of executive authorities with more important issues

Plan of Activities:

Order	Required work /activity	Target group of activity	Proposed date	Duration of activity/number of repetitions	Supervisor's name	Procedures to be worked on
<p>First objective: Raising awareness among male and female transport drivers and the local community of the importance of providing safe and affordable means of transportation for low-income women in Giza Governorate in the 6th of October area during the 2nd Quarter of 2025</p>						
1	Distributing brochures to transport drivers (microbuses and buses) containing a cartoon and information on the importance of providing protection through dealing with women in transportation in a professional manner, in the 6th of October area during the third or fourth week of May 2025	Transportation drivers (buses and microbuses)	During the third or fourth week of May 2025	One time	Basmala Menna Nourhan Jana Salma Hajar We'am	<ol style="list-style-type: none"> 1- Choosing a cartoon designer for the brochure 2- Creating written content for the brochure 3- Printing the brochure 4- Distributing the brochures
2	Producing a five-minute podcast consisting of five episodes to be broadcast on YouTube that talks about the challenges facing low-income women in transportation, in early May 2025	The local community, males and females	First week of May 2025	One episode every week during May 2025	Menna Basmala Nourhan Jana Salma Hajar We'am	<ol style="list-style-type: none"> 1- Booking a studio to record the episodes 2- Identifying team members with presentation skills 3- preparing a script for the episodes 4- Writing content for each episode

						5- Advertising and promoting the podcast
Second objective: Spreading awareness of the importance of providing safe and cost-effective transportation by providing channels of communication between low-income workers and transport officials in Giza Governorate.						
3	Creating focus groups of 15 women in Giza Governorate, 6th of October Area, during the month of June to discuss with them the cost of transportation and its impact on women's economic and social participation, and to share their suggestions for improving transportation and make their voices heard by decision-makers (Duration 1.5 Hour)	Low-income working women and girls	During the third and fourth week of June 2025	One time during the month of June 2025	Menna Basmala Nourhan Jana Salma Hajar We'am	<p>1- Choosing a meeting room suitable for the event</p> <p>2- Contacting 15 low-income women working in irregular jobs</p> <p>3- Setting a budget for the day's costs</p> <p>4- Identifying discussion points in an orderly manner</p> <p>5- Buying stationery</p> <p>6- Preparing snacks for the participants</p> <p>7- Determining an appropriate transportation allowance for them</p> <p>8- Designing a questionnaire and collecting its data from the women present by a specialist</p>

4	<p>Preparing a policy paper highlighting the importance of providing subsidized transportation for low-income women due to its expected impact on economic empowerment and increasing job opportunities and education for girls and women in Giza Governorate, 6th of October Area. The paper shall include data from a field study highlighting the problem and solutions, in cooperation with civil society organizations and the Ministry of Social Solidarity during the month of June 2025</p>	<p>Decision Makers Civil Society Organizations Ministry of Social Solidarity Males and females in the community</p>	June	One time	<p>Basmala Menna Nourhan Jana Salma Hajar We'am</p>	<p>1- Preparing the objective of the paper and the mechanism of work and collecting primary data 2- Contacting decision makers 3- Contacting civil society organizations 4- Data collection and analysis 5- Writing the paper, publishing it and sending it to the influential and concerned parties 5- Distributing tasks to the team</p>
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Table showing the distribution of activities over all weeks

Year - 2025													
Month		4				5				6			
Week		1	2	3	4	1	2	3	4	1	2	3	4
No.	Activity												
1	Design, print, and distribute a brochure to public transport drivers (buses and minibuses), featuring a caricature and key messages on professional conduct with women in transportation												
2	Prepare a 5-minute podcast series (5 episodes) shared on YouTube, highlighting the challenges women with limited income face in public transport												
3	Conduct a focus group discussion with 15 women working informal/seasonal jobs to discuss transportation costs and economic/social participation												
4	Develop and publish a policy paper advocating for subsidized, safe transport for low-income women. The paper will be based on field data and coordinated with civil society and government stakeholders.												

Indicators to measure the success of the activity:

First activity	Distributing brochures to transport drivers (microbuses and buses) containing a cartoon and information on the importance of providing protection through dealing with women in transportation in a professional manner, in the 6th of October area during the third and fourth week of May 2025
1	Number of brochures prepared
2	Number of brochures distributed to drivers
3	Number of media outlets that interacted with the brochure distribution campaign
Second activity	Producing a five-minute podcast consisting of five episodes to be broadcast on YouTube that talks about the challenges facing low-income women in transportation in early May 2025
1	Number of episodes produced
2	Number of guests hosted
3	Number of people interacting with each podcast episode
Third activity	Creating focus groups of 15 women in Giza Governorate, 6th of October area, during the month of June 2025 to discuss with them the cost of transportation and its impact on women's economic and social participation, and to share their suggestions for improving transportation and make their voices heard by decision-makers. The duration of the session will be 90 minutes
1	Number of focus groups implemented
2	Number of attendees for the focus group
3	Number of suggestions made by the focus group
Fourth activity	Preparing a policy paper highlighting the importance of providing subsidized transportation for low-income women due to its expected impact on economic empowerment and increasing job opportunities and education for girls and women in Giza Governorate, 6th of October area. The paper shall include data from a field study highlighting the problem and solutions, in cooperation with civil society organizations and the Ministry of Social Solidarity during the month of June 2025
1	Number of policy papers prepared and issued
2	Number of copies printed
3	Number of copies distributed to decision-makers

Risk Analysis Matrix

Likelihood:

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	Difficulty in communicating with the ministries	50%	50%	<ul style="list-style-type: none"> Communicating with other parties
2	Difficulty of having face-to-face meetings between team members while planning due to time restraints	80%	50%	<ul style="list-style-type: none"> Using virtual or digital communication
3	The withdrawal of some campaign members	70%	80%	<ul style="list-style-type: none"> Attracting new active members Investing in social media, in order to encourage individuals to join the campaign
4	Community resistance to the campaign under the pretext of lack of capabilities	80%	50%	<ul style="list-style-type: none"> Conducting awareness workshops on the importance of the campaign and its positive

				impact on working women and girls
5	Poor financial donations by institutions, companies, and factories within the private sector	50%	30%	<ul style="list-style-type: none"> Continuing to address the private sector Inclusion of new members working in the private sector An advisory committee could be formed for the campaign composed of representatives of the private sector

Estimated budget

Proposed budget for the campaign						
1.	First Activity: Preparation and Design (Brochure)					
		Item	Unit	Number	Unit Cost/EGP	Total
1	1.1	Preparing written content	Content creator	1	1000	1000
	1.2	Brochure Design	Designer	1	1000	1000
	1.3	Brochure printing (1000 copies) A5, color, double-sided	Brochure	100	25	2500
	4.1	Transportation allowance for the team	Campaign team	5	300	1000
Subtotal						5500
2.	Second Activity: Podcast					
		Item	Unit	Number	Unit Cost/EGP	Total
2	2.1	Studio rental with equipment and editing	Venue	5	1000	5000
	2.2	Content Writing	Content creator	5	250	1250
	2.3	Content presenter	Presenter	5	300	1500
	2.4	Transportation allowance / episode guest	Guest	5	300	1500

	2.5	Transportation allowance for the team	Campaign team	5	200	1000
Subtotal						10250
3	Third Activity: Focus Groups					
		Item	Unit	Number	Unit Cost/EGP	Total
3	3.1	Choosing a suitable hall	Hall	1	2000	2000
	3.2	Transportation allowance for the participants	Session	15	100	1500
	3.3	Catering	Session	1	1000	1000
	3.4	Stationery	Session	1	500	500
	3.5	Printing the questionnaires	Questionnaire	15	10	150
Subtotal						5150
4	Fourth activity: Preparing a policy paper					
4	4.1	Paper Design	designer	1	1500	1500
	4.2	Paper Printing	paper	50	10	500
	4.3	Writing and reviewing the paper	Technical reviewer and proofreader Venue	1	1500	1500
Subtotal						3500
Total						24400

