



النهضة العربية للديمقراطية والتنمية  
Arab Renaissance for Democracy & Development



# Towards Promoting Women's Political Rights in Jordanian Society

JORDANIAN NATIONAL FORUM FOR WOMEN



She  
LEADS



Ministry of Foreign Affairs

## Proposed Sample of the Awareness Campaign Plan

1	What is the problem?	Lack of awareness of women's political rights
2	Who suffers from this problem?	<ol style="list-style-type: none"> <li>1. Women and girls in general.</li> <li>2. Women political candidates and those who wish to run for office.</li> <li>3. Society as a whole.</li> </ol>
3	How did the problem occur?	Since the beginning of granting political rights to women in legal legislation
4	When did it occur? Or when is it expected to occur?	A long time ago, due to people's being far removed from political work and their weak affiliation with parties, as well as their reluctance to participate in political life or to vote, which was confirmed by the percentage of voters in the recent parliamentary elections, where the percentage was 32%.
5	Where did this problem occur?	In Jordanian society in general.
6	What is the right(s) associated with this problem?	<ol style="list-style-type: none"> <li>1. The right to vote.</li> <li>2. The right to be elected.</li> <li>3. The right Hold public office.</li> <li>4. The right to freedom of expression.</li> </ol>
7	Which article(s) of the Universal Declaration of Human Rights are relevant to this problem?	<p>A.7 : All are equal before the law and are entitled without any discrimination to equal 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> <p>A-21 :</p> <ol style="list-style-type: none"> <li>1. Everyone has the right to take part in the government of their country, directly or through freely chosen representatives.</li> <li>2. Everyone has the right of equal access to public service in their country.</li> <li>3. The will of the people shall be the basis of the authority of government; this will shall be expressed in periodic and genuine elections which shall be by universal and equal suffrage and shall be held by secret vote or by equivalent free voting procedures.</li> </ol>

## Proposed Sample of the Awareness Campaign Plan

8	Which SDG(s) are relevant to this problem?	<p style="text-align: center; color: #0070C0;">Goal 5: Gender equality</p> <p>Women and girls make up half of the world's population, and therefore half of its potential. However, gender inequality remains ubiquitous and stagnates social progress.</p> <p>On average, women in the labour market still earn 23 per cent less than men globally and spend about three times as many hours as men on unpaid care and domestic work.</p> <p>Violence and sexual exploitation, unequal division of unpaid domestic and care work, and discrimination in public office continue to be serious barriers. All these inequalities have been exacerbated by the COVID-19 pandemic: reports of sexual violence have increased, women have taken over more care work due to school closures, and 70% of health and social services workers globally are women.</p> <p>At the current rate, it will take an estimated 300 years to end child marriage, 286 years to close gaps in legal protection and remove discriminatory laws, 140 years to achieve equal representation of women in positions of power and leadership in the workplace, and 47 years to achieve equal representation in national parliaments.</p>
9	Problem Description, 6-10 lines/paragraph or two. (Brief, direct, concise)	<p>There are barriers to achieving gender equality due to the presence of political leadership and inclusive investments , as gender equality is the overarching goal to be the main focus of national institutions.</p> <p>The lack of political awareness of women's rights is a problem to which women are exposed in political life that occurred when laws providing for their political rights and enacted by legislation, including these rights (the right to vote, the right to join political parties and the administration of public office) were applied.</p> <p>Many women doubt the extent of their ability to assume and manage political positions in the prevailing culture, which has a very significant impact on the role of women in society and on acquiring and exercising their political rights, as political racism prevails in most countries for both sexes, and family care has a major role in that.</p>

## Proposed Sample of the Awareness Campaign Plan

### Introduction to the proposed campaign:

<b>Background Information</b>	
<b>Campaign Name</b>	Towards promoting women's political rights in Jordanian society.
<b>Campaign Slogan</b>	Stronger women
<b>Vision</b>	A Jordanian woman with all her political rights
<b>Objectives 1-3 goals at most</b>	1. Raising the level of political awareness among (25) young girls between (14-18) years old in the Marka District and the University in the capital, Amman, during the first third of 2025
	2. Raising the awareness of (50) Jordanian university students, within the age group of 18-25, about their political rights, during the second third of 2025

## Proposed Sample of the Awareness Campaign Plan

### Part of the stakeholder analysis:

Relevant Authorities		Relevant Legislation	Stakeholders	
The Lower House of Representatives	Independent Election Commission	Election Law	Rania Abu Rumman	Tayseer Abu Orabi
The Upper House of Representatives	Prime Ministry	Local Administration Law	Faisal Alfayez	Khaled Mahmoud
Prime Minister	President of the Constitutional Court	Constitution	Jaafar Hassan	Taghreed Hikmat

## Proposed Sample of the Awareness Campaign Plan

### SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• The existence of many legislations supporting women's political rights</li><li>• Legal Background</li><li>• Knowledge sharing</li><li>• Diversity of ages</li></ul>	<ul style="list-style-type: none"><li>• Lack of financial support</li><li>• Poor time management</li><li>• Poor communication</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• The existence of many entities that support women politicians</li><li>• The existence of many legislations that support women politicians</li><li>• International Directives Towards Increasing the Empowerment of Women's Political Role</li></ul>	<ul style="list-style-type: none"><li>• Withdrawal of a team member</li><li>• Poor financial means</li><li>• Ambient conditions (weather - location)</li></ul>

## Proposed Sample of the Awareness Campaign Plan

### 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
<b>First Objective:</b> Raising the level of political awareness among (25) young girls between (14-18) years old in the Marka District and the University in the capital, Amman, during the first third of 2025						
1	Holding an interactive competition for (25) girls in a secondary school (Marka District) on the third week of April 2025	Adolescent girls (14-18)	4/5/2025	Once per school	Aya Abu Theraa	Organizing a competition in cooperation with the school administration specifying the agreed day and time
2	Producing a one-minute film about the political rights of Jordanian women and sharing it on Facebook and Instagram	Adolescent girls (14-18)	14/5/2025	Four times	Weam Al-Dumour	Creating pages on social networking sites and posting on them
<b>Second Objective:</b> Raising the awareness of (50) Jordanian university students, within the age group of 18-25, about their political rights, during the second third of 2025						
1	Holding a debate on the idea of basic rights for Jordanian women for university students at Zarqa University during the fourth week from April 2025	University students aged (18-24)	27/5/2025	Once per university	Saja -Alfarra	Coordination with the specified universities to determine the date of the debates and determine the time and place of residence
2	Producing a radio program (Farah Al-Nas Radio) consisting of one episode on raising	All segments of society	4/6/2025	Two-three times	Farah Abu Ghenmi	Coordinating with the radio and determining

### Proposed Sample of the Awareness Campaign Plan

	awareness of the political rights of Jordanian women in the second week of June 2025						the appropriate time
--	--	--	--	--	--	--	----------------------

**Table showing the distribution of activities over all weeks**

Year													
Month		5				6				7			
Week		1	2	3	4	1	2	3	4	1	2	3	4
Order	Activity												
1	Holding an interactive competition for (25) girls in a secondary school (Marka District) on the third week of April 2025												
2	Holding a debate on the idea of basic rights for Jordanian women for												

### Proposed Sample of the Awareness Campaign Plan

	university students at Zarqa University during the fourth week of April 2025												
3	Producing a radio program (Farah Al-Nas Radio) consisting of one episode on raising awareness of the political rights of Jordanian women in the second week of June 2025												
4	Producing a one-minute film about the political rights of Jordanian women and sharing it on Facebook and Instagram												

## Follow-up plan

## Proposed Sample of the Awareness Campaign 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	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
<b>First activity</b>		Holding an interactive competition on the political rights of women for (25) (girls in a secondary school (Marka District))																			
1	Determine the type, form and nature of the competition.											X									
2	Write the competition idea with all its details on paper.											X									
3	Determine a proposed name for the school and determine an alternative school name.													X							
4	Contact the school to obtain the necessary approvals – through a focal point.													X							
5	Announcing the competition for students																				
6	Determine a jury																				
7	Preparing symbolic gifts for the competition																				
<b>Second activity</b>		Holding a debate on the idea of basic rights of Jordanian women for university students																			
1	Obtaining university approval to hold the debate event																				
2	Determine the debate topic and obtain the dean's approval																				



### Proposed Sample of the Awareness Campaign Plan

<b>6</b>	Contact the guest to confirm their attendance.		<b>X</b>																
<b>7</b>	Episode recording		<b>X</b>																
<b>8</b>	Develop a mechanism for media promotion of this episode after it has been edited.		<b>X</b>																
<b>9</b>	Share the episode on social media.		<b>X</b>																
<b>Fourth activity</b>		Producing a one-minute film ( 4 times) about the political rights of Jordanian women and sharing it on Facebook and Instagram																	
<b>1</b>	Conduct a meeting to agree on the nature of the .film material																		<b>X</b>
<b>2</b>	Writing a script (brief) for the film, minute by minute. What message do you want to convey with each film?																		<b>X</b>
<b>3</b>	Agree on venues, people, and times (set a specific schedule)																		<b>X</b>
<b>4</b>	Identify the name of the person who will conduct each of the four interviews.																		<b>X</b>
<b>5</b>	Prepare a camera, lighting (if needed) for filming, and a microphone for audio.																		<b>X</b>
<b>6</b>	Preparing questions (question) for each film material																		<b>X</b>
<b>7</b>	Conducting Interviews - Determine a Mechanism or Method of																		<b>X</b>

### Proposed Sample of the Awareness Campaign Plan

	Transportation for the Team																		
<b>8</b>	Editing of each film material... Where will the editing take place?																		X
<b>9</b>	Review the four film materials, approve logos, names, etc.																		X
<b>10</b>	(Media Promotion) Publishing film materials via social media (each material separately) and separating each material from the next by 5 days.																		X

### Indicators to measure the success of the activity:

<b>First activity</b>	Holding an interactive competition on women's political rights in a secondary school (Marka District)
<b>1</b>	Number of training days provided.
<b>2</b>	Number of training hours provided.
<b>3</b>	Number of people joining the campaign after participating in the training.
<b>4</b>	Number of attendees during each activity.
<b>Second activity</b>	. Holding a debate on the idea of basic rights of Jordanian women for university students
<b>1</b>	Number of participants who attended the training
<b>2</b>	Number of individuals who filled out the pre, post, and general assessment for each training
<b>3</b>	Number of training hours provided.

## Proposed Sample of the Awareness Campaign Plan

<b>Third activity</b>	Producing a radio program in cooperation with Radio Farah Al-Nas consisting of one episode on raising awareness of the political rights of Jordanian women
<b>1</b>	Number of officials met
<b>2</b>	Number of meetings held with people in their locations (Foundation/Association headquarters)
<b>Fourth activity</b>	Producing a one-minute film about the political rights of Jordanian women and sharing it on Facebook and Instagram
	Number of activities held.
	Number of meetings held with people in their locations (Foundation/Association headquarters)

## 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

## Proposed Sample of the Awareness Campaign Plan

Order	Possible risks	Likelihood	Impact	How to deal with it if it occurs
1	Difficulty in implementing the necessary procedures in schools	50%	Moderate	Turning to influential decision-makers
2	Lack of financial support	70%	Negative	Finding entities or individuals to fund the campaign
3	Lack of interaction by school and university students with the campaign	Less than 50%	Minor	Determining the right time for students
4	Withdrawal of a team member	30%	Minor	Distributing the tasks of the withdrawn member to the rest of the team members
5	Weather conditions	50%	Moderate	Postponing to a convenient day or holding the meeting remotely

### Estimated budget

1. First activity: Holding an interactive competition on women's political rights in a secondary schools (Marka District)						
Item			Unit	Number	Unit Cost	Total
1	1.1	Competition Prizes	2	25	1	25
	1.2	Catering for the attendees	2	25	2	50
	1.3	Transportation allowance (for those preparing the competition)	2	2	15	30
<b>Subtotal</b>						<b>180</b>

## Proposed Sample of the Awareness Campaign Plan

<b>2.</b>	<b>Second Activity:</b> Holding a debate on the idea of basic rights of Jordanian women for university students					
<b>Item</b>			<b>Unit</b>	<b>Number</b>	<b>Unit Cost</b>	<b>Total</b>
<b>2</b>	2.1	Transportation allowance (for the lectures)	2	2	15	30
	2.2	Catering for the attendees	2	50	2	100
<b>Subtotal</b>						<b>130</b>
<b>3</b>	<b>Third activity:</b> Producing a radio program in cooperation with Radio Farah Al-Nas consisting of one episode on raising awareness of the political rights of Jordanian women					
<b>Item</b>			<b>Unit</b>	<b>Number</b>	<b>Unit Cost</b>	<b>Total</b>
<b>3</b>	3.1	Booking a radio station	2	1	50	100
	3.2	Catering	2	1	5	10
<b>Subtotal</b>						<b>110</b>
<b>Total</b>						<b>480</b>
<b>4.</b>	<b>Fourth objective:</b> Producing a one-minute film about the political rights of Jordanian women and sharing it on Facebook and Instagram					
<b>Item</b>			<b>Unit</b>	<b>Number</b>	<b>Unit Cost</b>	<b>Total</b>
	4.1	Creating an online page or platform	1	1	10	10
<b>4</b>	4.2	Subscribing to design apps	1	1	20	20
	4.3	Promoting the page or the platform	1	1	30	30
<b>Subtotal</b>						<b>60</b>

