

Towards a safe work environment that guarantees the active participation of women and girls in the working life in Giza

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?	<ul style="list-style-type: none"> • The increase of various patterns of harassment against women in the work environment
2	Who suffers from this problem?	<ul style="list-style-type: none"> • Women and girls are among the most vulnerable groups
3	How did the problem occur?	<ul style="list-style-type: none"> • Lack of means of protection and security within the work environment, especially irregular and informal work • Lack of awareness and proper upbringing • The spread of the culture of female objectification and blaming the victim • The prevalence of patriarchal ideas that promote that women's place is at home, not work, and that women compete with men for job opportunities • Weak or poorly enforced laws
4	When did it occur? Or when is it expected to occur?	<ul style="list-style-type: none"> • Harassment is a repetitive behavior that can occur anytime, anywhere, and is not limited to a certain time or place • It often prevails in times and areas outside controlled environments that are out of site and where less people are present
5	Where did this problem occur?	<ul style="list-style-type: none"> • Public Places • Workplaces • Schools & Universities • Electronic harassment
6	What is the right(s) associated with this problem?	<ul style="list-style-type: none"> • The right to personal integrity • The right to freedom of movement and safe movement • The right to equality and non-discrimination • The right to work • The right to education
7	Which article(s) of the Universal Declaration of Human Rights are relevant to this problem?	<ul style="list-style-type: none"> • Article 2: Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind. • Article 23: The right to work in safe conditions. • Article 7: Equality before the law and protection against discrimination. (Harassment is often a confrontation against certain groups, such as women or minorities, which contradicts the principle of non-discrimination)

Proposed Sample of the Awareness Campaign Plan

8	Which SDG(s) are relevant to this problem?	<ul style="list-style-type: none"> • Achieving gender equality and empowering women and girls • Eliminating violence against women • Building safe communities: Reducing harassment promotes social independence • Working to end harassment is vital to achieve the Sustainable Development Goals and build fair societies
9	Problem Description, 6-10 lines/paragraph or two (Brief, direct, concise)	<p>Harassment is a crime punishable by Egyptian law and usually entails psychological, physical, or sexual abuse to the victim, and is also a form of violence that violates human rights and negatively affects individuals and communities. In Egypt, since the spread of the Covid-19 pandemic, the rates of harassment, electronic extortion, and impersonation of others have increased as related crimes, and women and girls are often affected by harassment in an almost similar way on daily basis, which threatens their psychological and physical security and limits their freedom of movement and self-confidence. The spread of this phenomenon is due to poor societal awareness, the inferior view of women, and the absence of strict enforcement of deterrent laws. Harassment also disrupts the role of women in society and hinders the achievement of sustainable development. To address this problem, a comprehensive cultural change is needed that upholds the values of respect and equality and promotes a safe environment that preserves the rights of all and provides safety for women and girls everywhere</p>

Proposed Sample of the Awareness Campaign Plan

Background Information	
Campaign Name	Towards a safe work environment that guarantees the active participation of women and girls in the working life in Giza
Campaign Slogan	A safe work environment for girls and women
Vision	A harassment-free society based on mutual respect where girls and women can live freely and safely without fear or discrimination.
Objectives	1. Raising the level of legal awareness of 50 women and girls between the ages of 18 and 50 in Giza Governorate during the first half of 2025
	2. Raising the legal awareness of 5-10 members of parliament on the issues and challenges faced by working women around harassment, and discussing proposed solutions during the first half of 2025

Proposed Sample of the Awareness Campaign Plan

Part of the stakeholder analysis:

Relevant Authorities		Relevant Legislation	Stakeholders	
Civil Society Organizations	National Council for Women	Penal Code	Heba Adel, President of AEFL	MP Samira Al-Gazzar
Ministry of Labor	Ministry of Education	Labor Law	Azza Kamel - President of ACT	MP Maha Abdel Nasser
Internet Investigations Unit	CARE Egypt	Anti-Cyber and Information Technology Crimes Law	MP Sanaa Al-Saeed	MP Ihab Mansour
Unions	Egyptian Democratic Party	CEDAW	Rita Naguib - Parliamentary Assistant	Minister of Labor Muhammad Jubran
ACT	Free Egyptians Party	The Constitution	Farid Zahran - President of the Egyptian Democratic Party	Giza Governor Saeed Ibrahim
AEFL	Rita Foundation for Family and Child care	Civil Law	Bassem Kamel - Secretary General of the Egyptian Democratic Party	MP Nada Nashat

Proposed Sample of the Awareness Campaign Plan

SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> • The presence of a regional project (She Leads) that embraces and supports the idea of the initiative • Diversity of expertise and specializations of the work team • The existence of a registered and licensed association represented by the non-profit association (The Egyptian Female Lawyers Initiative) • The association is chaired by Professor Heba Adel, a legal expert • The presence of (13) girl members within the campaign team from different disciplines 	<ul style="list-style-type: none"> • Lack of financial support currently available to the campaign team • Poor marketing skills of many campaigns team members • Remote accommodation of campaign members • Members of the campaign team are only available part-time, especially during the month of June, due to final exams • Inability to reach and/or deal with target groups at the moment
Opportunities	Threats
<ul style="list-style-type: none"> • The presence of some supporters for the campaign (offering material and/or moral support) • Having connections with many public figures (public sector, private sector) that can support and advocate the idea of the campaign • Many members of the Egyptian Parliament welcomed and supported the idea of the campaign 	<ul style="list-style-type: none"> • Justifying the behavior of harassers from some segments of society with cultural or social excuses • Marginalizing the role of victims (harassed women) and blaming them • Insufficient awareness of forms of harassment • Inability to reach the target group sometimes

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
First Objective: Raising the level of legal awareness of 50 women and girls between the ages of 18 and 50 in Giza Governorate during the first half of 2025						
1	Holding a dialogue meeting on the prevention of harassment targeting 30 women and girls from the local community, within the age group of 18 to 50 years, at the National Council for Women/Giza Branch during the second week of May 2025	30 women and girls between the ages of 18 and 50	15 May 2025	One time for two hours	Nora Adel Alaa	Booking a venue for the activity Preparing the program of the dialogue meeting Providing a break - attendance sheet - speakers at the meeting Providing meeting supplies and tools Printing the necessary papers Providing transportation allowance for the work team
2	Designing and distributing brochures related to raising awareness of the campaign to 200 women in Giza Governorate	200 women and girls between the ages of 18 and 50	20 May 2025	One time	Rahma Alaa	Setting goals - preparing the content of the brochure - using a design tool – formatting the brochure Reviewing, printing, and distributing the brochure
Second Objective: Raising the Legal awareness of 5-10 members of the Egyptian Parliament on the issues and challenges faced by working women, especially in relation to harassment prevention, during the first half of 2025						

Proposed Sample of the Awareness Campaign Plan

3	Holding a one-hour official meeting with 5-10 members of the Egyptian Parliament to talk about the issues and challenges facing working women, specifically in the private sector, during the third or fourth week of June 2025	Five Members of Parliament	20 June 2025	One hour	Jana Rahma	<p>Coordination with the members of parliament</p> <p>Booking a suitable venue for the activity</p> <p>Preparing the meeting program</p> <p>Providing a facilitator for the meeting</p> <p>Providing a break</p> <p>Providing meeting supplies and tools</p> <p>Printing the necessary papers</p> <p>Providing transportation allowance for the work team</p>
4	Preparing a policy paper (proposed recommendations) on the situation of women working in the private sector and the proposed solutions to prevent harassment, and submitting it to decision-makers during the fourth week of June 2025	Members of Parliament and working women	27 June 2025	One time	Nora and Nourhan	<p>Collection of data and information.</p> <p>Analysis of reality and challenges.</p> <p>Formulating proposed solutions.</p> <p>Writing and organizing the paper.</p> <p>Reviewing and proof-reading the paper.</p> <p>Publishing the paper and discussing it with the relevant authorities.</p>

Proposed Sample of the Awareness Campaign Plan

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
Order	Activity												
1	Holding a dialogue meeting on harassment prevention												
2	Holding an hour-long meeting with five members of the Egyptian parliament												
3	Preparing a policy paper on the situation of working women												
4	Designing and distributing an awareness brochure												

Proposed Sample of the Awareness Campaign Plan

Follow-up Plan:

Actions to be taken to carry out the activities according to the listed work plan																	
Month		April				May				June							
Week		1	2	3	4	1	2	3	4	1	2	3	4				
First activity		Organizing a dialogue session on harassment prevention targeting 30 women and girls from the local community (aged 18 to 50) at the National Council for Women / Giza Branch during the second week of May 2025															
1	Hold a meeting (with the working team) to agree on the activity details, organize ideas, and record them																
2	Obtain necessary approvals for implementation (if required)																
3	Set the date and time for the activity																
4	Reserve a venue for the activity																
5	Prepare and publish an announcement, or begin inviting the target group																
6	Appoint a facilitator for the activity																
7	Identify the speaker(s) for the activity																
8	Prepare the required hospitality																
9	Prepare materials and supplies such as: audio equipment, pens and papers, roll-ups, lighting, projector, camera, attendance sheet... (anything needed to carry out the activity)																
10	Implement the activity																
11	Publish news/photos via social media and/or news websites																
12	Prepare a brief report documenting recommendations																
Second activity		Designing, printing, and distributing a brochure to 200 women to raise awareness of the campaign, in Giza Governorate (Recommendation: It is preferable for this activity to be the first of the															

Proposed Sample of the Awareness Campaign Plan

		campaign so that the brochure can be distributed throughout all campaign activities)																	
1	Agree on the brochure content, format, and specifications (e.g., double-sided or four panels, color, paper size, etc.)																		
2	Prepare the brochure content in Word format																		
3	Obtain price quotations for brochure design																		
4	Have the brochure designed by a professional designer (as budget allows), and select suitable images																		
5	Final review of the design																		
6	Print the brochure (quantity according to planned budget)																		
7	Distribute the brochure to the target group																		
8	Take and document photos during the distribution																		
9	Publish the brochure via the association’s social media platforms																		
Third activity		Hold an official meeting (1 hour) with 5–10 members of the Egyptian Parliament to discuss challenges facing working women, particularly in the private sector, during the third or fourth week of June 2025																	
1	Coordinate with the Parliament to obtain necessary approvals for holding the meeting— whether at the Parliament building, the association’s headquarters, or another mutually agreed location. (Recommendation: Preferably at the Parliament)																		
2	Set the date and time for the meeting																		

Proposed Sample of the Awareness Campaign Plan

3	Agree on the meeting topics																		
4	Prepare questions by the working team and have them reviewed by Ms Heba																		
5	Implement the activity																		
6	Document the recommendations from the meeting																		
7	Distribute the brochure (already printed) to the attending MPs																		
8	Take photos and publish news about the visit in coordination with Parliament.																		
9	Prepare a brief one-page report.																		
10	Send copies of the meeting recommendations to the attending MPs.																		
Fourth activity		<p style="text-align: center;">Prepare a policy paper (proposed recommendations) on the situation of women in the private sector and proposed harassment prevention solutions, and submit it to decision-makers during the fourth week of June 2025 (Recommendation: Even a single-page document focusing directly on the problem and proposed solutions is sufficient. It is preferable to link the solutions to existing legislation. If a full paper is written, it should be between 700–3000 words. The more concise, the better)</p>																	
1	Draft the policy paper																		
2	Review the paper (format and content)																		
3	Proofread for spelling and grammar																		
4	Design the paper																		
5	Optionally register the paper with official bodies for documentation (e.g., copyright)																		
6	Print the paper (number of copies as needed)																		
7	Publish a press release about the paper																		

Proposed Sample of the Awareness Campaign Plan

8	Implement: disseminate the paper to stakeholders																		
9	Document names and numbers of decision-makers who received the paper																		
10	Optionally, take photos during the distribution to decision-makers																		
11	Optionally arrange a TV or radio interview as a media activity to discuss the paper																		
12	Optionally translate the paper into English for interested parties																		

Indicators to measure the success of the activity:

First activity	Holding a dialogue meeting on harassment prevention
1	Number of attendees
2	Number of people who completed the questionnaire
3	Number of people who joined the campaign after this meeting
Second activity	Holding an hour-long meeting with five members of the Egyptian parliament
1	Was this meeting held?
2	Number of attendees
3	Number of MPs present
4	Number of MPs who adopted the campaign's demands
Third activity	Preparing a policy paper on the situation of working women
1	Preparing and publishing the paper
2	Number of media outlets that addressed the paper through their media materials, such as (news, publication of the paper...)

Proposed Sample of the Awareness Campaign Plan

3	Number of entities that adopted the position issued by the paper
4	Number of decision-makers who received the paper
Fourth activity	Designing and distributing an awareness brochure
1	Printing the brochure
2	Number of associations that received the brochure
3	Number of people who received the brochure

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	Several community groups refuse to interact with the campaign	Likely	Moderate	Designing attractive awareness materials
2	Lack of funding to complete the campaign	High	Very negative	Find additional supporting partners
3	Poor provision of human resources such as employees, volunteers	Likely	Moderate	Training volunteers or hiring additional personnel to carry out the campaign
4	Criticism or tarnishing of the campaign	Minor	Negative	Responding positively to criticism
5	Criticism of campaign participants during implementation	Likely	Negative	Training participants to deal with difficult situations

Estimated Budget :

1. First Activity: Preparing , designing and distributing the brochure						
		Item	Unit	Number	Unit Cost/EGP	Total
1	1.1	Preparing written content	Content creator	1	3000	3000
	1.2	Designing the brochure	Designer	1	500	500
	1.3	Printing the brochure	Brochure	100	25	2500
	1.4	Transportation allowance for the distribution of brochures	Transportation cost	10	50	500
Subtotal						6500
2. Second activity: Holding a dialogue meeting with 30 women and girls in the National Council, Giza Branch						
		Item	Unit	Number	Unit Cost/EGP	Total
2	2.1	Booking a venue for two hours + providing audio equipment and allowances for attendees	1	1	2000	2000
	2.2	Providing a break/catering for the attendees	Break	50	100	5000
	2.3	Printing the necessary papers for the activity	file	20	100	2000
	2.4	Providing a transportation allowance for the volunteers	Volunteer	5	200	1000
Subtotal						10000

Proposed Sample of the Awareness Campaign Plan

3 Third Activity: Holding an official one-hour meeting with five members of the Egyptian Parliament						
Item			Unit	Number	Unit Cost/EGP	Total
3	3.1	Booking a venue	1	1	3500	3500
	3.2	Catering	Break	1	2000	2000
	3.3	Preparing and printing the paper	file	10	100	1000
	3.4	Transportation allowance for female volunteers	Volunteer	3	500	500
Subtotal						7000
4 Fourth activity: Preparing and distributing a policy paper						
Item			Unit	Number	Unit Cost/EGP	Total
4	4.1	Paper design	Designer	1	2000	2000
	4.2	Writing	Data Entry clerk	1	2000	2000
	4.3	Proofreading	Proofreader	1	2000	2000
	4.4	Legal and technical review	Legal reviewer	1	2000	2000
Subtotal						8000
Total						25000

