

REPORT OF THE CAPACITY BUILDING TRAINING WORKSHOP ON ADVOCACY AND COMMUNICATION FOR WOMEN EMPOWERMENT COOPERATIVES AND CSOs FROM EDO STATE, BENIN CITY 8TH – 9TH NOVEMBER, 2021



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Introduction

Advocacy has over the years played a vital role in influencing policymakers, resource holders, access providers and individuals to implement policies capable of bringing about positive changes in the lives of the poor and the marginalized. As part of the Partnership for Advancing Women in Economic Development (PAWED) project objectives to strengthen the capacity of CSOs, Coalitions, and Networks in Nigeria especially in the area of advocating for Women Economic Empowerment. The PAWED project in collaboration with lift above poverty (LAPO) organised the capacity building workshop for women economic collective (WEC) focused on understanding the concept of advocacy and communication. The emphasis is to ensure that participants understand the concept of Advocating the 'Right' way specially to increase the importance of women's economic empowerment within the various levels of government, ministries, departments and agencies. The objective of the training in line with the PAWED project is to:

- Deepen the importance and knowledge of CSOs on advocacy and communication to bring about effective policies, programmes, and strategies to advance women's economic empowerment within communities of donors, national and state government MDAs, with a primary focus on women's empowerment collectives.
- Form a coalition of CSOs and scale up their commitment to support change that might be in opposition to cultural and social norms especially regarding the importance of women's economic empowerment

Specifically, the training aims was to achieve the following:

- To acquaint participants with new knowledge of elements and meaning of advocacy.
- To increase the skills of participants on how to conduct evidence-based advocacy as well as fostering non-lobbying advocacy skills of women cooperatives.
- To strengthen the capacity of women to boldly speak out on women issues and also contribute meaningfully to socio-economic development; and
- To increase best practices in framing and prioritizing advocacy issues in women economic empowerment.

Participant profile

List of women economic collective/CSO for PAWED advocacy and communication training by senatorial zone. A total of 18 participants representing 9 women economic collectives were in attendance.

Name Of Organizations	Representatives	Phone No.
Edo North		
Willi Johnson Foundation	1. William Aihinoria 2. Patience Silas	08034390554, 07031801357
Justice Development and Peace Commission (JDPC)	1. Augustine Ezebuihe 2. Maryann Ojei	08035657864 07069073553
Access To Health, Women's Right & Children	1. Bridget Obazu 2. John Ihemamma	08039198710 09055527024
Edo Central		
Justice Development and Peace Commission (JDPC)	1. Michael Iyoriobhe 2. Very Rev. Fr. Dr. Fidelis Arhedo	08038715621 08034930414
Women's Voice and Action League (WOVAL)	1. Itohan Pearl Idufueko 2. Jennifer Ighodaro	09071932629 07068257754

Josemaria Escrivia Foundation	1. Christopher U. Enuenwansu 2. Ehikhamen Faith Ejemen	08068547622 08037225153
Edo South		
Saving Hand Development Initiative	1. George Djorhogba 2. Bliss Ojeruse	08067279739 08065276078
Take A Cue Development Initiative	1. Betsy Amayo 2. Blessing Igiebor	09033909958 09043316926
Pathfinder Justice Initiative		
Genius Hub		
Rural Builders' Initiative	1. Charity Efoghe 2. Grace Aniekwe	07062674767 08132818168

Training Facilitator

- Lead Facilitator Professor Omokhoa Adeleye, Medical Practitioner and Consultant University of Benin teaching hospital
- Marian Uweru University of Benin
- Angel-Lisa Okojie university of Benin

Methodology

The facilitator, Professor Omokhoa Adeleye, employed a pre-course test (for knowledge assessment of participants), series of presentations, role plays, case studies, brain warming exercises, group/team works, experience sharing and plenary to ensure participants better assimilate the knowledge being imparted from the interactions as well as a post-course test to ascertain that participant have been able to gain knowledge during the training/workshop

Workshop Overview



The capacity building workshop started with opening remark for the training by Dr Ayobami honestus obadiora he appreciated everyone who participated in the collaborative workshop stating that women are great and their importance in nation building cannot be over-emphasized. He stressed that the essence of the workshop was to strengthen the capacity of women on advocacy and how they can be empowered economically to assert themselves in the society by speaking up and taking their rightful positions in leadership. He also informed the participants that the mandate of LAPO in the collaboration is a coordination role and to serve as a hub for the WECs

Day one

Session One: Introduction to Advocacy



This session was facilitated by Professor Omokhoa Adeleye. He started the presentation by asking the participants the meaning of advocacy the way they understood it. Some participants tried to define it in their own way and based on their attempt, the facilitator defined advocacy as an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. He further said that advocacy could be seen as both a science and an art. It is a science because it uses systematic approach while an art due to the use of negotiation. He proceeded by mentioning elements of advocacy that must involve a core group and follow a certain process which must not be rigid in achieving their common objectives or goals. The facilitator highlighted the basic steps involved in Advocacy to include:

- Goal and objectives
- Data (Research)
- Position Paper Message
- Audience Mapping
- Decision Process
- Sensitization Strategy
- Action Plan
- Handling Opponents
- Media Relations
- Presentation and Visits
- Coalition Building
- Fund Raising and Evaluation

The facilitator also shed more light on the difference between advocacy and lobbying. He noted further that though lobbying is a tactic in advocacy but as a policy, DRPC does not encourage lobbying.

Session Two: Defining Advocacy goals and Objectives

The session learning objectives were determining and developing advocacy goals and objectives as well as explaining specific elements of advocacy objectives. Participants learnt about the goals of advocacy as a broad statement of purpose and how it can be used to chart the course and objectives of specific statements and lastly how the goal can be achieved. The facilitator defined advocacy goal, Advocacy objective and elements of Advocacy to the participants. Participants were then divided into two groups and asked to pick an Advocacy issue related to WEE. Below were the responses of each group:



WEC A	WEC B
Advocacy Issue: Increased Taxation on Women owned Business	Advocacy Issue: None functionality of Women Development Centre
Goals: To Reduce Taxation on Business owned by women	Goals: Poverty Reduction at grass root
Intended Change: Reduction of Taxation on Business owned by women	Agent of Change: FMWA, NCWD, MOF, LGA, CBN, Ministry of Women Affairs, Legislature etc.
Agent of Change: Internal Revenue /Ministry of Finance	Percentage of Change:40%
Percentage of Change: By 40%	Time Frame: Year 2022
Time Frame: Year 2022	Element of Change: Government Institutions, NGOs, Donor Agencies, CSOs etc.
Element of Change: All Stakeholders	



Session Three: Issues/Barriers and Threats facing WEE in Nigeria

The learning objectives of the session include: - Defining WEE, identifying and framing key advocacy issues affecting WEE in Nigeria, discussing key issues affecting WEE in Nigeria as well as explaining the differences between threats and barriers experienced by women in business and their impacts. The facilitator defined Women empowerment as the process in which women elaborate and recreate what it is that they can be, do, and accomplish in a

circumstance that they previously were denied. Thereafter, key issues affecting WEE in Nigeria were discussed extensively under the following: Gender Equity, Limited Funding Weak, Adhoc, Merged Programme, Welfare as Empowerment, Technical Capacity Bottlenecks, Poor Data Base and Pet Projects. The presentation was then concluded by a group work on barriers and threats experienced by Women in Businesses and impact on their Businesses. The existing two groups were made used of and the sub-session below were the tabular presentation of barriers/threats and impacts identified by each group



Barriers/Threats and Impacts Identified by WECs A

S/No	Barriers/Threats	Impact
1	Low Self Esteem	Makes a woman not be able to pitch her business
2	Lack of Capital	Inability to start business or expand business
3	Family Responsibilities	Not able to focus on their business
4	Sexual Harassment	Lack of patronage
5	Weather Climate	Weather condition



Barriers/Threats and Impacts Identified by WECs B

S/No	Barriers/Threats	Impact
1	Lack of Collaterals	Lack of Funds for Business Expansion
2	Financial Illiteracy	Lack of Proper Record Keeping
3	Culture and Tradition Norms	Prevent Women Participation
4	Lack of Mentorship	Lack of Business Experience

Session Four: Coalition Building

This session was facilitated by Marian Uweru university of Benin. Participants were asked to define coalition in their own words, and some defined it as joint effort put to achieve a goal while others seen it as people coming together. Based on opinions expressed, the facilitator defined coalition as a pact or treaty among individuals or groups, during which they cooperate in joint action, each in their own self-interest, joining forces together for a common cause. Participants were then grouped into two groups to discuss the benefits of building a coalition in advocacy. The points under were harvested from the group discussions.



Group WECs A	WECs B
It gives weight to women's voice;	Provides more ideas and perspectives on the discussion table;
Promotion of unity, interpersonal relationship and hospitality	Galvanizes resources to achieve a common goal
Encourage diverse ideas that leads to good resolution	Reduces stress and time
It helps to build confidence.	Amplifies the voices in advocacy
Promote women led intervention	Increases productivity and helps build consensus

Session Six: Identifying/Mapping Your Advocacy Audiences

This session was facilitated by Miss Marian Uweru of university of Benin. Participants learnt how to: define Advocacy Audiences, determine different Advocacy Audiences and map different Advocacy Audiences as well as define Political Gatekeepers and Advocacy Champions. The facilitator further listed certain criteria that could guide audience mapping on the basis in which group exercise was given. The existing two groups were utilised, and each group came up with the following as shown in tables below.

Audience Mapping by Women Participants Based on Guided Classification

S/No	Guided Classification/Categories	Women participants	
		WECs A Advocacy Issue-Multiple taxation of Business Owned Businesses	WECs B Re-activation of Women Development Centres
1	Current Power Brokers	Minister of Finance; Head of Internal Revenue	Government; Governors' Wives and Commissioner of Women Affairs
2	Potential Power Brokers	Religious Leaders/Traditional Rulers; Market Leaders	Traditional Rulers; Religious Leaders and Women Leaders
3	Supporters	Market Women; Other Shop Owners	Donor Agency; CSOs and NGOs
4	Opponents	Tax Collectors	Men (Husbands)
5	Undecided	Civil Servants that do not own businesses	Women



Workshop Pre-Evaluation

Table 1: Name of organization					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to health, women's Right, community Development initiative	2	11.1	11.1	11.1
	Willi Johnson foundation	2	11.1	11.1	22.2
	Saving Hand Development initiative SHADE	2	11.1	11.1	33.3
	Justice development and Peace commission Auchi	2	11.1	11.1	44.4
	Women's Voice and Action League	2	11.1	11.1	55.6

	Josemaria Escriva Foundation	2	11.1	11.1	66.7
	Take a Cue Development initiative	2	11.1	11.1	77.8
	Justice development and peace Commission uromi	2	11.1	11.1	88.9
	LAPO	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

Table 2: Position held in the organisations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secretary	1	5.6	5.6	5.6
	Executive director	4	22.2	22.2	27.8
	Programme Assistant	1	5.6	5.6	33.3
	Programme office	2	11.1	11.1	44.4
	Master trainer	2	11.1	11.1	55.6
	Director of administration	1	5.6	5.6	61.1
	community /programme officer	1	5.6	5.6	66.7
	Administrative officer	1	5.6	5.6	72.2
	Project Team member	1	5.6	5.6	77.8
	Director of Programme	1	5.6	5.6	83.3
	Programme manager	1	5.6	5.6	88.9
	Assistant admin officer	1	5.6	5.6	94.4
	Regional Manager	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

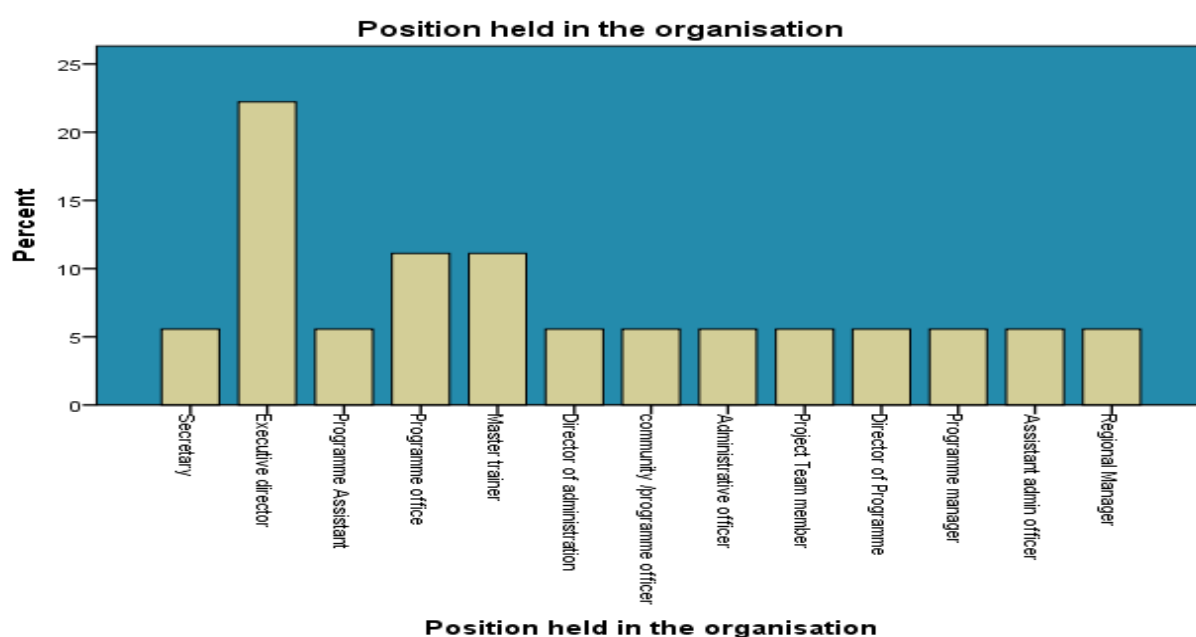


Table 3: Number of years holding this position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below one year	2	11.1	11.1	11.1
	1 year	2	11.1	11.1	22.2
	2 years	2	11.1	11.1	33.3
	3 years	1	5.6	5.6	38.9
	4 years	2	11.1	11.1	50.0
	6 years	1	5.6	5.6	55.6
	7 years	1	5.6	5.6	61.1
	8 years	2	11.1	11.1	72.2
	9 years	1	5.6	5.6	77.8
	10 years	1	5.6	5.6	83.3
	12 years	1	5.6	5.6	88.9
	15. years	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

Table 4: Highest level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE	2	11.1	11.1	11.1
	OND	1	5.6	5.6	16.7
	HND	3	16.7	16.7	33.3
	bachelor's degree	6	33.3	33.3	66.7
	PGDE	1	5.6	5.6	72.2
	Master's degree	2	11.1	11.1	83.3
	P.Hd	1	5.6	5.6	88.9
	No response	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

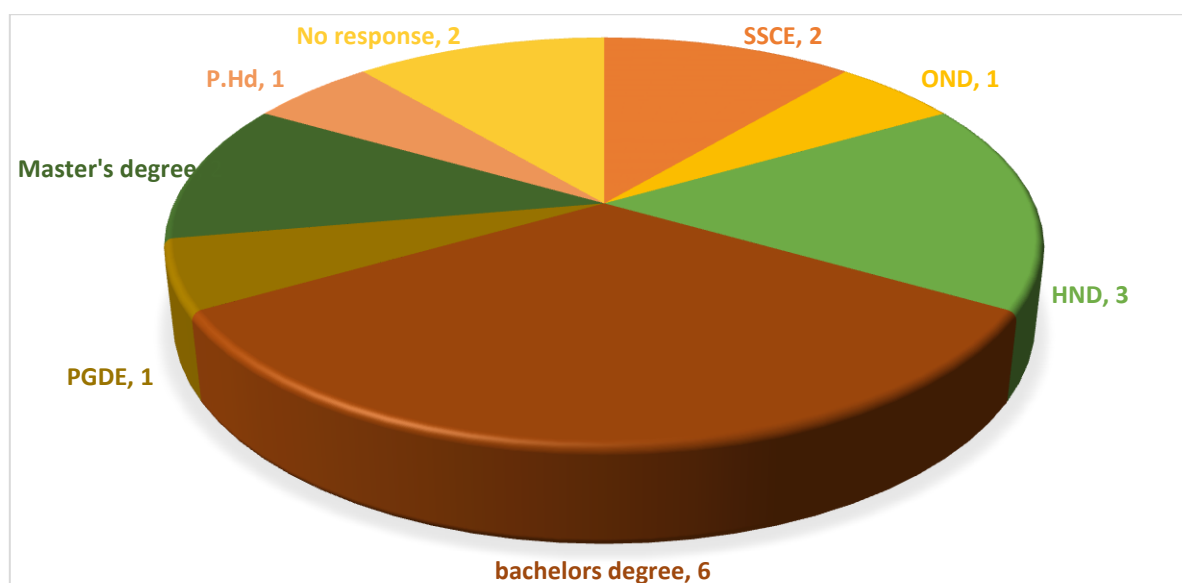


Table 5: age range					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 30	4	22.2	22.2	22.2
	31-40 years	5	27.8	27.8	50.0
	41-50 years	7	38.9	38.9	88.9
	51-60 years	1	5.6	5.6	94.4
	above 70 years	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

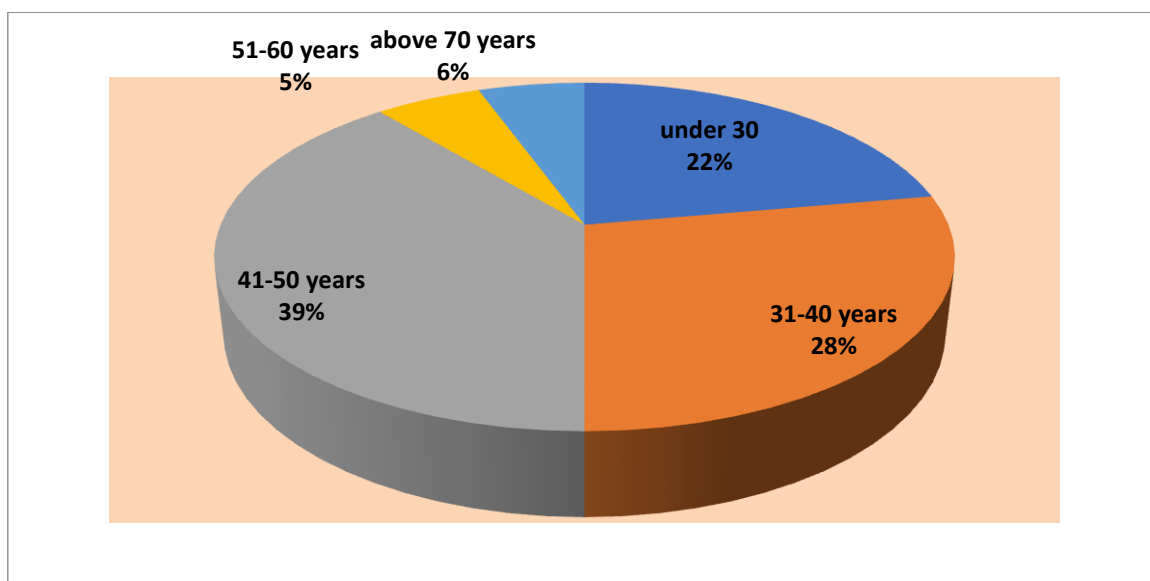


Table 6:					
In the past 5 years have you represented your organization at any training?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	11.1	11.1	11.1
	Yes	16	88.9	88.9	100.0
	Total	18	100.0	100.0	

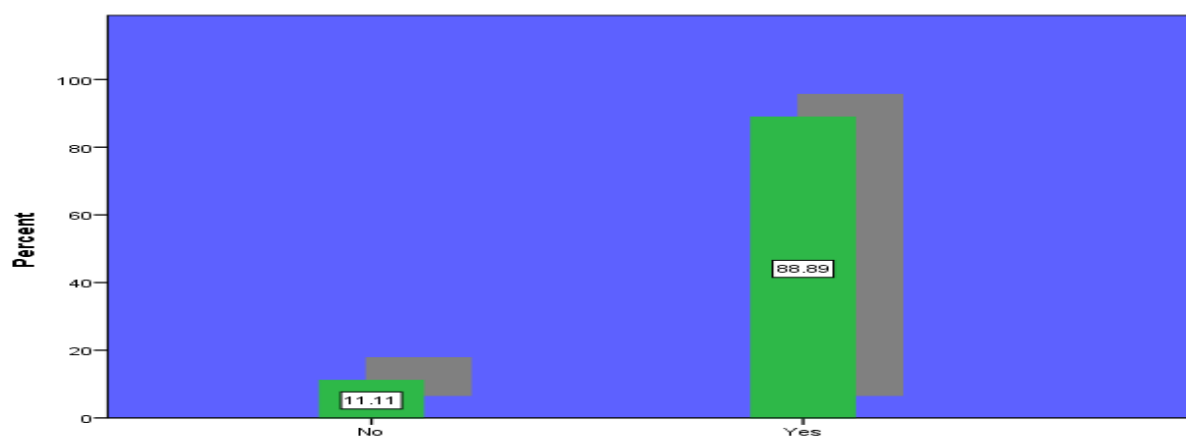
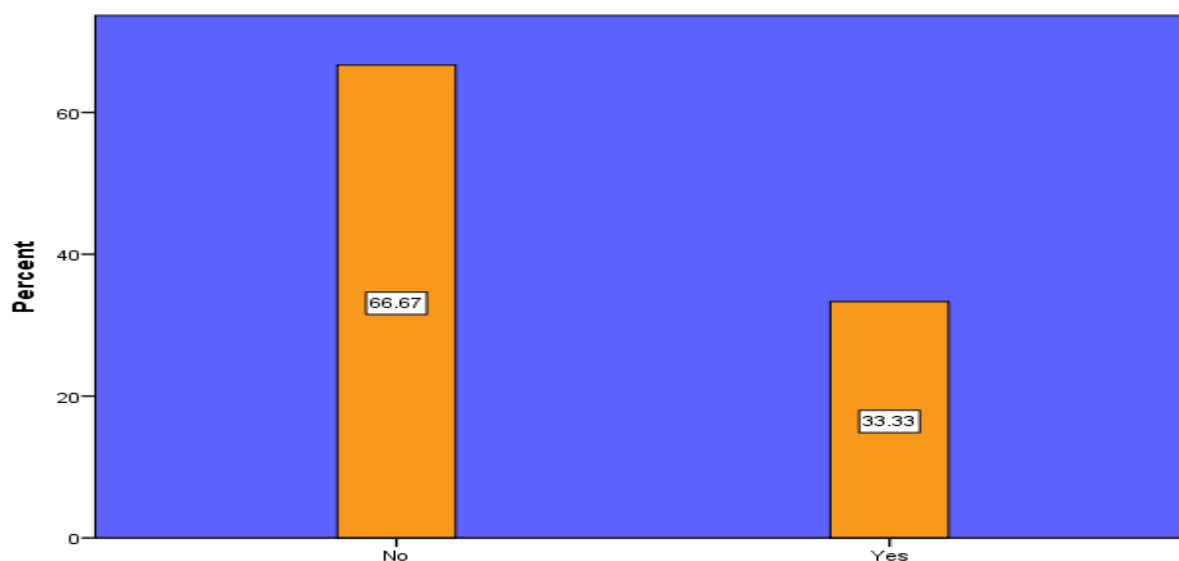


Table 7:

In the past 5 years have you attended training specifically on advocacy and/or communication strategies for advancing women's economic Empowerment?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	66.7	66.7	66.7
	Yes	6	33.3	33.3	100.0
	Total	18	100.0	100.0	



In the past 5 years have you attended training specifically on advocacy and/or communication strategies for advancing women's economic Empowerment?

Table 8:

How frequently does your organization conduct advocacies					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	5.6	5.6	5.6
	1 to 5 times in a year	12	66.7	66.7	72.2
	6 to 10 times in a year	3	16.7	16.7	88.9
	more than 20 times in a year	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

Multiple responses

Who are the government officials usually targeted by your organization for advocacies?

Table 9:

Government official	Frequency	Percentage
Federal Government	2	11.1
State Government	14	77.8
Officials of the finance ministry	3	16.7
Officials of the ministry of women affairs	7	38.9
Local government	5	27.8
Others	2	11.1

Which advocacy issue at national or state levels does your organisation usually advocate about?

Table 10:

Advocacy issue	Frequency	Percentage
Unemployment of women and girls	4	22.2
Poor access to finance for women	9	50
Access to government's women empowerment programmes	8	44.4
Need for policy reform	3	16.7
Reproductive health	1	5.6
Others	7	38.9

What form do your advocacies usually take?

Table 11:

	Frequency	percentage
Advocacy Visits	15	83.3
Open letter in Newspapers	3	16.7
Press conference	2	11.1
Policy Dialogue	1	5.6
Conference	1	5.6
Informal meetings with government officials	5	27.8

Table 12:

Does your organization usually conduct research and prepare information briefs share with advocacy targets in government?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	3	16.7	16.7	16.7
	Yes, we always conduct research and prepare information briefs to share with targets	4	22.2	22.2	38.9
	Yes, we sometimes conduct research and prepare information to share	9	50.0	50.0	88.9
	We seldom conduct research and prepare information to share	2	11.1	11.1	100.0
	Total	18	100.0	100.0	

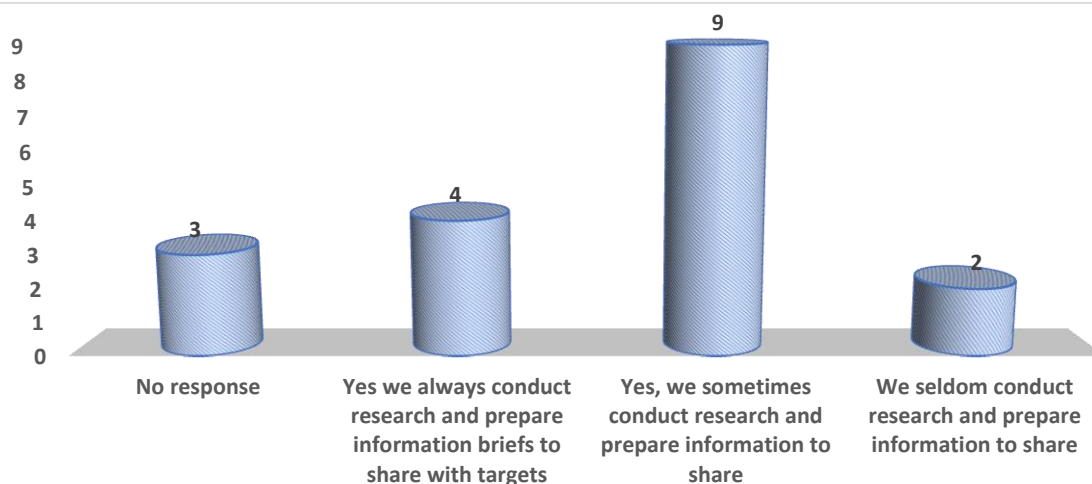


Table 13:

How would you rate the success of your advocacies		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	5.6	5.6	5.6
	moderately successful	7	38.9	38.9	44.4
	Successful	9	50.0	50.0	94.4
	Very successful	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

Table 14

How important is it to collaborate with other civic organizations in conducting advocacy on women's economic empowerment issues?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no response	2	11.1	11.1	11.1
	moderately important	1	5.6	5.6	16.7
	Very important	15	83.3	83.3	100.0
	Total	18	100.0	100.0	

Table 15

How important is it to collaborate with other civic organizations in conducting advocacy on women's economic empowerment issues?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no response	2	11.1	11.1	11.1
	moderately important	1	5.6	5.6	16.7
	Very important	15	83.3	83.3	100.0
	Total	18	100.0	100.0	

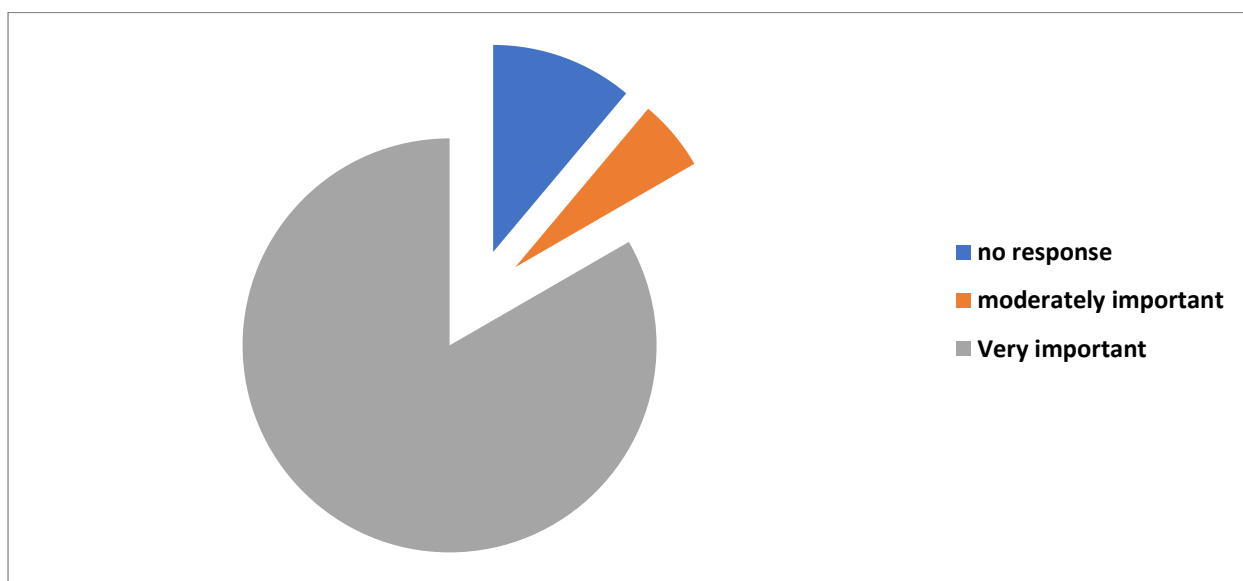
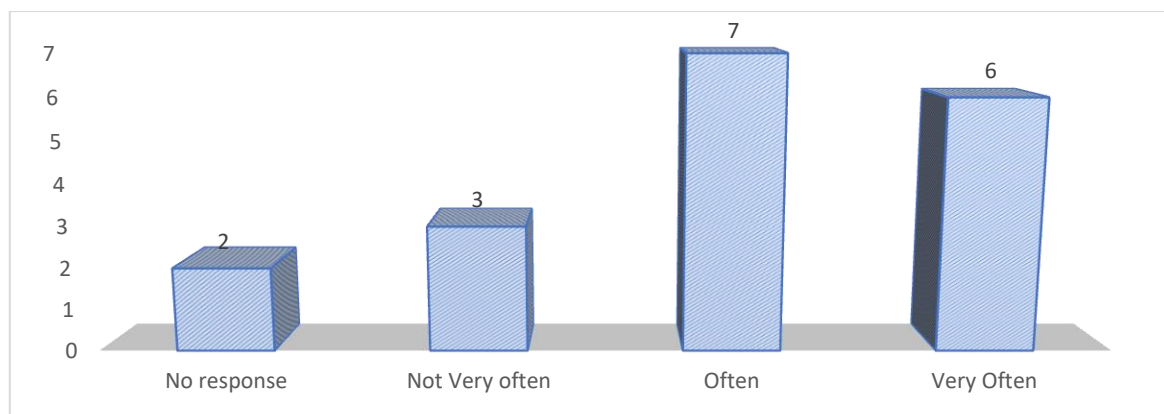


Table 16:

How often does your organization collaborate with other civic organizations when conducting advocacies on women's economic empowerment issues?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	2	11.1	11.1	11.1
	Not Very often	3	16.7	16.7	27.8
	Often	7	38.9	38.9	66.7
	Very Often	6	33.3	33.3	100.0
	Total	18	100.0	100.0	



Post Evaluation

Table 17: responses on the most important thing learned from the workshop

What has been your most important learning from this workshop?	Frequency	Percent	Valid Percent	Cumulative Percent
No response	1	5.6	5.6	5.6
the importance of Communication in advocacy	3	16.7	16.7	22.2
the Steps in planning for advocacy	8	44.4	44.4	66.7
Data required for successful advocacy	2	11.1	11.1	77.8
How women's association can work together in advocacy	1	5.6	5.6	83.3
the problems of women's economic empowerment policy implementation	2	11.1	11.1	94.4
The importance of Coalition and team building for successful advocacy	1	5.6	5.6	100.0
Total	18	100.0	100.0	

The most important thing learned in the workshop for 44.4% of respondents was the steps in planning advocacy (8 of 18), for 3 respondents (16.7%) it was the importance of communication in advocacy while 2 respondents indicated that the most important thing learned was the data required for successful advocacy. One respondent indicated that it was how women's association can work together in advocacy (5.6%). Two respondents indicated that it was the problems of women's economic empowerment policy implementation (11.1%) while one respondent held that it was the importance of Coalition and team building for successful advocacy (5.6%).

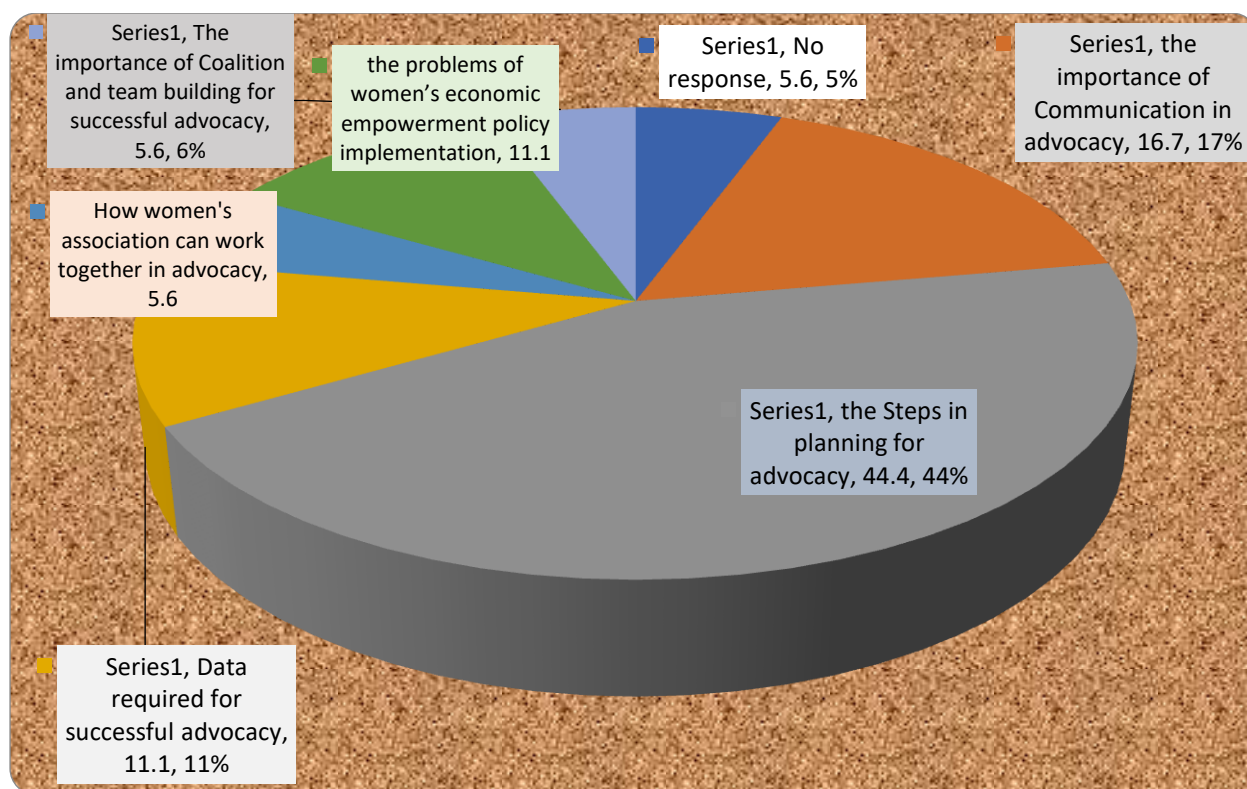


Table 18: rating of satisfaction with the training

Have your expectations of this workshop been achieved?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	18	100.0	100.0	100.0

All respondents indicated that their expectations were achieved (100%).

Table 19: satisfaction rating with the training

How would you rate your overall satisfaction from this training workshop?	Frequency	Percent	Valid Percent	Cumulative Percent
Very Dissatisfied	1	5.6	5.6	5.6
Satisfied	9	50.0	50.0	55.6
Very Satisfied	8	44.4	44.4	100.0
Total	18	100.0	100.0	

Eight respondents (44.4%) indicated that they were very satisfied and 9 (50%) respondents held that they were satisfied.

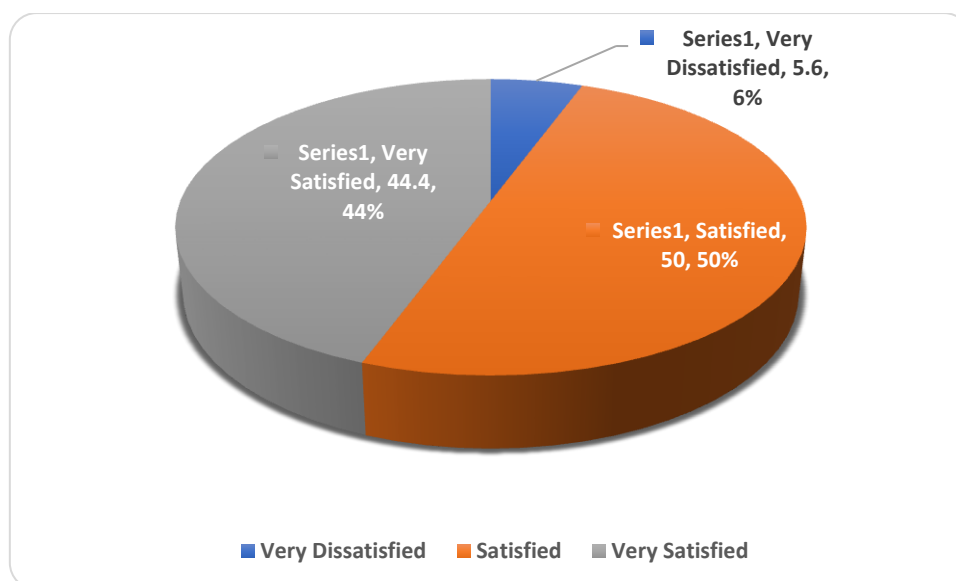


Table 20: rating of knowledge on mapping

Following the training, how would you rate your knowledge of mapping different advocacy targets?	Frequency	Percent	Valid Percent	Cumulative Percent
No response	1	5.6	5.6	5.6
Good	5	27.8	27.8	33.3
Very good	9	50.0	50.0	83.3
Excellent	3	16.7	16.7	100.0
Total	18	100.0	100.0	

Lastly, respondents indicated that they had a good grasp of mapping different advocacy targets (27.8% good, 50% very good, 16.7% excellent).

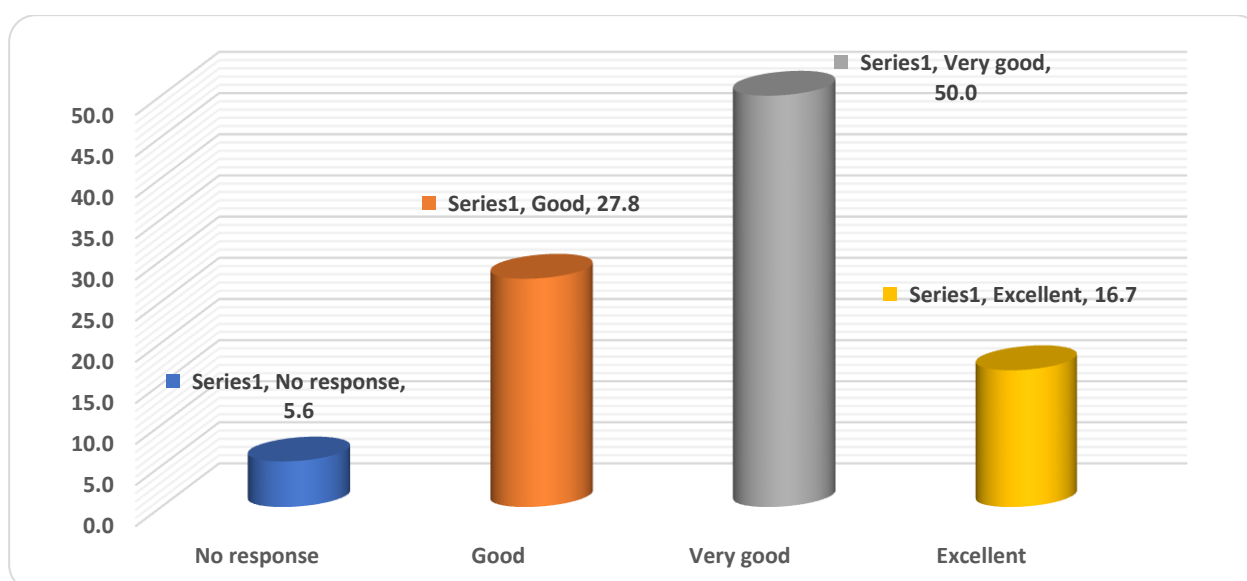


Table 21: rating advocacy delivery

Following the training, how would you rate your knowledge of developing and delivering advocacy messages	Frequency	Percent	Valid Percent	Cumulative Percent
No response	1	5.6	5.6	5.6
Good	4	22.2	22.2	27.8
Very good	11	61.1	61.1	88.9
Excellent	2	11.1	11.1	100.0
Total	18	100.0	100.0	

Respondents rated their knowledge of developing and delivering advocacy messages as appreciable (22.2% good, 61.1% very good, 11.1% excellent).

Table 22: respondents rating on improvements in the training

Did the training improve your skills on how to identify and use innovative and culturally sensitive approaches for advocacy?	Frequency	Percent	Valid Percent	Cumulative Percent
No response	1	5.6	5.6	5.6
Yes	17	94.4	94.4	100.0
Total	18	100.0	100.0	

Most respondents responded in the affirmative that the training improve your skills on how to identify and use innovative and culturally sensitive approaches for advocacy (94.4%)

Table 23: Responses on ability to develop action plan

At the end of the training, do you understand how to develop advocacy action plan?	Frequency	Percent	Valid Percent	Cumulative Percent
No response	1	5.6	5.6	5.6
Yes	17	94.4	94.4	100.0
Total	18	100.0	100.0	

Most respondents understand how to develop an advocacy action plan (94.4%).

Table 24: mode of contact for future engagement

How would you like to be contacted by the DRPC in the future to continue participating in the PAWED project?	Frequency	Percent	Valid Percent	Cumulative Percent
By email	8	44.4	44.4	44.4
By phone calls	4	22.2	22.2	66.7
By text message	1	5.6	5.6	72.2
We should form a WhatsApp Group	5	27.8	27.8	100.0
Total	18	100.0	100.0	

Most respondents preferred to be contacted through email (44.4%), phone calls (22.2%) and forming a WhatsApp group (27.8%) for future engagement with PAWED. A list of the sending organization and preferred mode of contact is reproduced below

Organization	Mode of contact
Access to health, women's Right, community Development initiative	By phone calls
Willi Johnson foundation	by email
Saving Hand Development initiative SHADE	We should form a Whatsapp Group
Saving Hand Development initiative SHADE	by text message
Justice development and Peace commission Auch	By phone calls
Women's Voice and Action League	by email
Josemaria Escriva Foundation	by email
Willi Johnson foundation	We should form a Whatsapp Group
Women's Voice and Action League	by email
Take a Cue Development initiative	by email
Josemaria Escriva Foundation	by email
Justice development and peace Commission uromi	We should form a Whatsapp Group
Justice development and Peace commission Auch	by email
Justice development and peace Commission uromi	By phone calls
Access to health, women's Right, community Development initiative	By phone calls
Take a Cue Development initiative	by email
LAPO Edo Region	We should form a Whatsapp Group
LAPO Edo Region	We should form a Whatsapp Group

Key Learning

- Participants learnt about skills for planning and budgeting for advocacy.
- Participants learnt about skills and techniques for monitoring, evaluation & documentation.
- Participants learnt about new skills to develop effective advocacy messages for WEE.
- Participants learnt about multiple channels of communication and effectiveness of each for advocacy.
- Participants learnt about techniques & skills for reaching out and incorporating influencers into planning.
- Participants learnt about new approaches to design an effective WEE focused advocacy activity to address advocacy issues.
- Participants learnt new knowledge of elements and meaning of advocacy as opposed to courtesy calls.
- Participants learnt about skills and techniques for working together in coalitions with role differentiation.
- Participants learnt about elements of the advocacy cycles and sequential flows.
- Participants learnt about best practices in framing & prioritizing advocacy issues in WEE.
- Participants learnt about key targets in the executive and legislative & how to develop strategies to reach them.

- Participants learnt about strategies for identifying and responding to opposition & counter-messages

Expected Outcome

- Formation of WECS advocacy coalition for Edo state

Next Step

- Coalition networking
- dRPC-PAWED to support the coalition advocacy visits in the workplan to be carried out by the WECS
- Participants to use the develop workplan and budget to conduct one or more advocacies visit to the identify advocacy target at the national and state level

Media link

<https://www.thisdaylive.com/index.php/2021/11/11/groups-train-35-women-leaders-of-cooperatives/>

<https://www.facebook.com/OfficialAITlive/videos/567985010975334/>

<https://leadership.ng/lapo-tasks-obaseki-states-on-women-empowerment/>

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