



5 Years

OUR IMPACT REPORT

2016 – 2020



#Sauti ya Mwanamke Sokoni



Equality for Growth (EfG)

Our Impact Report 2016-2020

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A WORD FROM OUR EXECUTIVE DIRECTOR

The achievements of over a thousand engaged and agitated market women are not easy to contain in these short pages. Both because they are so plentiful and because the documentation can not even hope to capture the energy, the power and the potential contained in their successes so far and all their efforts. But that is our task.

So I must first and foremost dedicate this report to these women: your resilience, your conviction and your boundless willingness to just do are impossible to match but make us proud to work with you every day. We hope that we have attempted to capture the enthusiasm and engagement that we have felt from you these past years.

But all this energy would be ineffectual if it were not met with a willingness to engage and respond on the other side. So we must also join hands to thank the market leaders, municipal officers, MPs and other leaders who have received the women and EfG with an open and positive mind and willingness to respond.

And of course the journalists, paralegals and women entrepreneurs who helped deliver training and services to all these women must also be congratulated and celebrated.

We hope you will enjoy reading these highlights of our work over the past five years. We are delighted to see how the women we work with are taking more control off their businesses and lives. They are improving their economic circumstances and are doing so without interference. They are more aware of their rights and how to demand for them and they are better represented in the leadership of the markets in which they work. They are organizing, forming associations and demanding for more.

And violence which plagues women across the country seems also to be declining. As women have more political and economic power, they demand accountability and redress when they are wronged. As women's voices are heard more, the issues that affect them come to the fore. And when perpetrators are held accountable, women feel safer and freer to do well and more.

On behalf of EfG's Board of Directors, Management and staff members, I would like to thank all of our partners and collaborators. Thanks for engaging with us through this report and please let us know what you think we can do better.

A handwritten signature in black ink, appearing to read 'Jane Magigita'. The signature is stylized and written over a horizontal line.

Jane Magigita
Executive Director



WHAT WE DO

Equality for Growth (EfG) is a non-governmental organization that believes working spaces can be liberated, that legal and economic barriers erected by gender can be eroded and that women in the informal sector can operate free from exploitation and become more profitable.

EfG was established in 2008 to advocate for the rights of women in Tanzania mainland and facilitate interventions that will eradicate poverty and work to see a market space free from discrimination or exploitation on the basis of gender.

Women are provided training on running businesses and access to financing opportunities. At the same time they are given education on their rights and a means to seek redress for violations, through the paralegals. Organizing the women into associations, encouraging and supporting them to raise their voices and claim their rights together alongside engaging relevant local officials is the last strand of work. This three-pronged approach tackles the main obstacles to market women's agency and empowerment identified by Equality for Growth; we work to empower and liberate market women economically, politically and socially.

5 Years **IN NUMBERS**

MAKING CHANGE

Average reduction of GBV incidents by

81%

22 markets have adopted and are using guideline for ending GBV

Increased percentage of women leaders in the market committees from **14% in 2009** to **26% in 2020**

Increased women traders savings from

34% to 69%;

76% of women traders who are members of VICOBA have increased their business capital to the tune of one billion two hundred seventy one million, three hundred eight seven thousand two hundred **TZS 1,271,387,200**

Women's business financial capital has increased by 63.4% **(from 12.6% to 76%)**

More than **32,000** market traders received legal education.

6,400 women market traders received training on leadership skills.

7,500 women traders gained knowledge on increasing earnings, managing savings and entrepreneurship skills.

5 Years **IN NUMBERS**

More than **1,500** Local Government Authorities Officials.

More than **500** Law enforcement officers..

More than **67,000** informal sector traders increased awareness of GBV and Human Rights.

105 Members of Parliament.

3 Cities,
10 Municipals

2,570,000 viewers through social media pages.

Approximately
8,460,000
general public.

- Revision and development of market gender-sensitive Constitutions in 3 markets
- Improved market working conditions and infrastructures such as connection to reliable water and sanitation system, electricity and increased number of stalls for market traders.
- Increased responsiveness of Municipality officials to market issues
- Women traders accessing market spaces/stalls
- Women's rights have been widely promoted following change of attitudes and practice by LGAs, fellow market traders and their leaders.
- Renovation / construction of 4 markets (Kinyerezi, Kigogo Fresh, Gezaule and Kisutu markets)
- Influenced improvement of working environment and infrastructures across target markets
- Adoption and implementation of the gender policy at market level
- Increased leadership accountability following the successful realization of PETS

SHAPING POLICY

- Developed guideline on democratic decision-making and leadership practices; adopted by 9 markets located in Dar es Salaam and Mwanza regions
- Facilitated amendment of market constitutions to ensure equal representation of women in decision making organs; five gender-sensitive market constitutions have been adopted
- Establishing a formal system of reporting GBV cases to LGAs, Police and EfG
- 680 GBV cases were referred by market leaders to Police Gender Desk for further action

SAFE PUBLIC SPACES FOR WOMEN IN ENDING GBV/VAW

- Reached 20,000 + market traders, increasing awareness of GBV and women's rights;
- Seen a decrease of GBV incidences in markets by 81%;
- 22 markets have adopted and are using the guideline for ending GBV.
- See the process of adopting the guideline by the Government for a national wide application



ADVANCING ASSOCIATIONS, WOMEN LEADERSHIP AND CIVIC SPACE

15% increase
in women
representation into
market leadership
(from 14% to 26%)

350 issues
identified for
advocacy by
women market
traders

1000 Market
traders (600 Male,
400 Female)
identified and
recruited as change
agents/catalysts in
their markets.

- Formation of National Women Association with a total of **10,547** members as a platform for advocating and campaigning for women's rights from **46** markets in 9 regions
- Equality for Growth partnered with **60** civil society organizations
- Strategic partnerships with municipalities in 9 regions
- Facilitated formation of **46** women market traders associations representing **7,500** women from 9 regions
- Formation of a total of **65** VICOBA groups with **2,400** members which are effectively operating in 9 regions
- Increased leadership capacity of **149** women market leaders
- conventions held in 9 regions for further policy and administrative actions

920 women
participants shared
their views and
market experience
through women's

80 networking
sessions with
partners

59,000 + market traders who received voter education training provided by EfG in 9 regions of Tanzania Mainland.

360 women champions in all 9 regions managed to reach 7000+ women market traders, whereby 3000+ signed the Agendas consent forms that they agree with the agendas discussed and agreed during the regional Voters training.

- Increased understanding of the Tanzania electoral process among women market traders.
- Women in all 9 regions have successfully managed to get the appointments and met with the elected leaders in their respective regions such as MPs, Ward councilors, councilors Assembly, and Municipal directors.
- Increased understanding of the women informal traders on their rights and the demand of their rights and needs as women are the major contributors of the national economy and providers of their families who are working in a dangerous environment to meet their needs.



DEVELOPING DIALOGUES

- Gender and policy dialogues with local officials and women's conventions in **9** regions (Dar es Salaam, Mwanza, Mbeya, Shinyanga, Lindi, Mtwara, Tanga, Iringa and Mara)
- Semi-annual meetings with: Local Government Authorities (LGAs), Police (gender and children's desk) and Market Committees
- Improved networking and collaboration among market traders and Municipal officials whereby a WhatsApp group was created to enhance effective communication and sharing of feedback
- Dialogue and constructive engagement with **105** MPs to increase their awareness regarding GBV issues and inadequate working spaces at the council markets
- Approximately 67,000 people were reached directly on women's rights issues

STORIES OF CHANGE



“

The facilities were really bad,” she says. “As women we really do need proper toilets and spaces for us to change and have our privacy. You find almost once a month, us women as unable to even come and manage our stalls because there is just nowhere for us to take care of our needs.

”

For EfG, basic infrastructure like toilets can make all the difference to these women entrepreneurs’ experiences of work. But they are also part of something larger. Since women are under-represented in market leadership, since their voices are not heard in decision-making, they lack even the most basic amenities. So the exclusion of women’s voices means their needs are not being met.

But there is also the question of accountability. The market leadership was collecting taxes from all vendors in the market to improve infrastructure and services. This included the toilets and yet nothing was done despite all the money collected.

Equality for Growth stepped in and trained Raia and a number of her colleagues in leadership and organizing. They were made aware of their rights but, perhaps more importantly, given tools and tips for organizing themselves to claim those rights. We also held a convention for market women and policy dialogue in Mbeya.

These women came together and submitted their demands for a new toilet to municipal leadership, effectively going over the heads of the more difficult market leadership. In April 2019, the women of Soweto Market were delighted to see the construction of their brand new toilet.

Raia and her colleagues are now able to work every day of the month and have cut their teeth in advocacy, leaving them ready to tackle more issues.

Women market traders advocating for the removal of market dump

Women traders in the Kampochea market have successfully managed to lobby Temeke Municipal Director to order the removal of long term market waste dump which caused many problems to market traders and customers. The waste dump posed imminent health hazards including disorders such as cholera and typhoid fever, environmental pollution which includes air pollution as the area was very smelly something that made customers to avoid the market. Due to intervention through education sessions from EfG, women market traders from this market demanded the removal of the dump and in turn their advocacy was well taken and the area is now cleared and clean.



“

I know it's only one toilet," says Raia. "But it feels great. It's something we really needed and we were able to make it happen for ourselves. I am ready for the next issue," she continued. "I think maybe we need to have a woman market director," she smiles

”

And Raia is not alone. EfG has helped to improve infrastructure, particularly in sanitation, and empower women vendors in 18 markets in 4 regions in the country.

By supporting market women to articulate their own priorities and actualize them, by setting manageable goals for quick wins that will encourage continued activism and by creating a taste for the possibility of power among these women, EfG is helping to ensure we build more than toilets.

Representation is key: enhancing women's leadership and inclusion

Mwanaishe has been selling goods at Temeke Stereo Market in Dar es Salaam for about three years. She remembers the struggles her and her peers faced: "We were fewer women then. We had to really stick together to try to make sure we were not bullied," she recalls. "But it was tough. The men did not seem to want to make space for us, our frames were taken out from under us, there were no facilities that women need and we were constantly facing harassment and violence."

Equality for Growth provided technical support in the form of guidelines and directly supported market leadership to reformulate their constitution to be more gender sensitive and reserve one third of leadership spaces for women. Through policy dialogue with market officials, we got high level buy in from market leaders and were able to make changes to the rules. Market leadership accepted all the proposals.

We know this is only the start, real change will come once women occupy these positions and are part of decision-making. At EfG, we have already seen this happening in a number of the markets in which we work. But women's voices being part of formal leadership structures is a critical first step.

We have been able to support the revision of the constitutions of three markets and engage leadership in a further nine markets to adopt our guidelines on democratic decision-making.

As for Mwanaishe, she is excited to play her role as a member of the committee for Temeke Stereo Market, the first woman to hold that post, so that she can protect and support her peers.

Fighting the fear: addressing gender-based violence in market places

Grace is a vendor in Buguruni Market in Dar es Salaam. She describes the type of harassment women in markets can face.



“ Bad language and comments is just an every day thing. But it can get worse. Women are harassed sexually but also so that their stalls can be taken from them, if they are doing too well. And to make it worse, sometimes even when you get the courage to go and complain to our leaders, they pay no attention and don't take you seriously. Or they call you bad names for even daring to complain ”

Since this is a core component of EfG's work, over the years we have conducted a number of interventions. We conducted numerous trainings with the women themselves, market leaders, municipal officials and others to raise awareness about gender-based violence and what to do. We also supported processes to change market constitutions. We trained and deployed paralegals and we established a formal reporting mechanism for gender violence incidents between market leaders, the police and ourselves. We conducted widespread awareness-raising campaigns using printed materials, media and peer-to-peer communication to help spread the word. We also persuaded women to form associations in part to help address gender violence and related issues in markets.

Overall we have worked in nine regions on this issue and the interventions are beginning to bear fruit. We are seeing a 70% reduction in reported incidents of gender-based violence with 22 markets having adopted guidelines on ending the phenomenon. When incidents do occur, we are seeing more referrals to the police: 380 cases have gone from market leaders directly to the police.

Three markets are leading the way in improving conditions for women: Buguruni, Kivalani, and Temeke Stereo Markets where women report a real change in market working conditions on this issue.

“ It's much better now,” says Grace. “I'm grateful that the market leaders have been really open and responsive and you can really feel the difference in how we are treated in so many different ways. I am not saying it's perfect of course,” she adds, “but at least now we see women leaders, we see our issues being responded to and at least we feel a little bit safer ”



You need money to make money: access to finance for women entrepreneurs

Often the obstacles to women's entrepreneurship can be as simple as not having the self-confidence to try something new. At EfG we adopt a holistic approach to women's financial transformation. We know women need skills and self-confidence, support to access capital and access to markets to succeed. So we address all these challenges with a view to ensuring meaningful change.

We provide training to women on business skills and leadership. We help them to diversify their products or access new markets through trade fairs and other platforms. We also encourage and support them to start savings' groups. These provide access to capital directly and are a precondition to accessing government financing. Where groups are existing, we train them in better management and even how to make the most of the group. We find the women who are part of our trainings grow their savings and/or the capital base of their business and really get access to new opportunities.

Christina is another trader at Temeke Stereo Market. She has been selling vegetables for a number of years. Although this is an important and often stable business, the opportunities for growth are fairly limited.

"But selling vegetables was what I knew," says Christina. "How would I ever have the ability to try my hand at something new? And where could I get the money needed?"

After participating in one of our trainings, she joined a local savings group. Eventually she was even elected secretary. The group was given a low-interest loan by the local municipality. Christina used her share to buy four motorbikes and one three-wheeler to hire out as local transport. She has hired five young men to drive them as well.

With the money she gets each week she is able to service her loan and still keep some profit and money for her family. And she still has her staple vegetable business to ensure less risk.



“ thank EfG for building my business skills and confidence through entrepreneurship and leadership training that has allowed me to celebrate this kind of success in my life and business career. ”



Penina Reveta – Board Chairperson
MSc. in Community Economic Development
Specialist in Community Dev, Monitoring,
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OUR STAFF

EfG is extremely grateful for the time, dedication and expertise offered by both staff and volunteers that helped us reach where we are today. At different times and capacity the team has served the organization tirelessly even during the difficult financial climate. Though targets and ambitions were not all met as anticipated due to unforeseeable limitations, the team still maintained the energy and commitment to serve others. ThankYou!

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