



# FACT SHEET

## TAWAZON - PROMOTING THE VOICE AND LEADERSHIP OF WOMEN

2022-2027 • Partners: Mercy Corps, Arab Renaissance for Democracy and Development (ARDD), Al Jidara, Solidarity is Global Institute (SIGI), and Plan International (Plan)

### BACKGROUND

Jordan has comparatively high education levels, yet some of the lowest indicators in the world for women’s labor force and civic participation, economic productivity, and gender equality. Fewer than one-fifth of women are engaged in the workforce. Social norms discourage women from participating in social and economic life and there are limited support services, such as transportation and childcare, to enable their engagement in public life. Few women achieve leadership roles in the private sector and government. Despite notable progress in legislative reform that promotes gender equality, gaps remain and discriminatory social norms and barriers continue to hold back the representation, voice and leadership of women in politics, the workforce, communities, and households.

### PROJECT OVERVIEW

USAID’s Tawazon (Balance) - Promoting the Voice and Leadership of Women activity aims to create transformative change that enhances women’s voice and agency. To achieve these goals, Tawazon will:

- Strengthen the capacity of government partners to adopt and enforce egalitarian legislation and strategies and increase the availability of gender-sensitive research and data.
- Develop and implement strategies to promote equitable social norms, address norms harmful to women and girls, raise awareness of gender-based violence, and provide platforms for women and girls to voice their needs and concerns.

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- Enhance women's leadership skills and opportunities by supporting systemic mechanisms to provide them with resources to meaningfully engage in their communities and realize their full potential, as well as help girls and women exercise their rights within and outside the domestic domain so that they are able to make decisions about their own lives and futures.

- Enrich collaboration amongst USAID's Gender Community of Practice in order to strengthen coordination, scale innovative ideas, and promote accountability to gender equality among practitioners.

## **EXPECTED IMPACT**

- The Inter-Ministerial Committee for Women's Empowerment, the Jordanian National Commission for Women, and other government entities mainstream tenets of gender equality and implement gender action plans.

- Civil society organizations and local communities raise awareness about and advocate for the enforcement of egalitarian legislative reforms.

- A national social behavior change communication strategy to promote equitable social norms and rectify harmful norms is developed and implemented.

- A leadership academy is established to enhance women's capacity for civic political and economic participation through skills building, leadership training, mentorship, and networking opportunities.

- Key stakeholders actively coordinate and collaborate to implement a coherent vision that advances the National Strategy for Women and USAID's Country Development Cooperation Strategy.

## **CONTACT**

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