

GOOD PRACTICES AND LESSONS LEARNED

Oxfam GB – Kenya

Project: Promoting livelihoods and inclusion of vulnerable women domestic workers and women small scale traders

Good Practice - Using social media to advocate for rights of women domestic workers and women small scale traders

1. Brief summary

The project has trained women on how to use social media for influencing and advocacy. Domestic workers are now using whatsapp to report violations by employers, and to mobilize their peers for joint advocacy actions.

2. Key Areas of Good Practice:

- Development of Supportive Legal and Policy Frameworks (1.2)
- Advocacy Methods (1.3)
- Institution and capacity strengthening of implementing agency, project partners including (local) government agencies (1.10)
- Awareness raising among informal economy operators/workers and other stakeholders (4.3)
- Organising informal economy workers into associations, cooperatives or other officially registered groups (1.9)
- Community based savings and credit schemes (3.5)
- Providing support to informal economy operators/workers to access services (social protection services, business registration, access to formal savings and credit schemes, training, etc.) (3.1)
- Entrepreneurship and business management training (3.2)
- Leadership training, empowerment training (3.4)
- Vocational and/or skills training (3.6)
- Knowledge of rights, laws and regulations (3.1)
- Support to improve Occupational Safety and Health among informal economy workers (2.3)
- Community-based social protection (4.4)
- Enabling especially vulnerable groups on economic empowerment (women, people with disabilities, affected by HIV, youth, refugees, migrants, minority groups, etc.) (4.6, 4.7, 4.8, 4.9, 4.11)

3. Context - Brief description

Where the good practice was implemented:

This was implemented in 5 urban informal settlements of Nairobi City i.e. Mukuru, Korogocho, Kibera, Kawangware and Mathare. Informal settlements (slums) in Nairobi host majority of the city's population (up to 60%) and occupy just about 6% of the city's physical space. Most of the city's informal economy workers live in the slums and provide cheap labor to industries in the city as well as domestic care services to upper and middle class families in the city estates.

Why it was implemented:

One of the key issues that the EU funded project seeks to address is the violation of rights of women small scale traders and women domestic workers in the city. Information from the baseline surveys showed that women depending on the informal economy are triply marginalised and vulnerable as they a) lack knowledge on their rights and responsibilities, b) lack good organisation and

representation © lack access to social protection (d) are exposed to exploitation by screwed employers and law enforcement officers – both financial and sexual exploitation due to their vulnerabilities.

This good practice was developed to empower the women with knowledge on their rights and responsibilities and inform them on the right action to take when their rights are violated. The social media skills are also supposed to help them voice and publicly expose issues affecting them for action by duty bearers. It is also aimed at helping women document evidence of violation (through mobile technology) and present it to relevant authorities for action.

Who was involved:

To implement the good practice, the project staff (both from Oxfam and partners- SITE Enterprise Promotion, National Organization of Peer Educators, and Youth Alive Kenya) with a consultant to develop the rights awareness guides in close consultations with the Kenya Judiciary and the Kenya Police Service. The project team also spent time to build the capacity of the target women to use social media e.g. facebook, whatsapp and twitter.

Local women rights organizations were also involved in review of the training guides, including the Federation of Women Lawyers (FIDA) , Kituo cha Sheria (Legal Advice Centre), National Gender and equalization Commission (NGEC), Haki Mashinani (Swahili word meaning Rights at the Grassroots), Kenya Human Rights Commission (KHRC), National Coalition of Human Rights Defenders – Kenya (NCHRD-K) etc

When the activity was implemented:

From 2016 till 2018. The use of social media for advocate for women rights is ongoing.

4. Level and type of innovation of the good practice

This is an innovation because it takes a holistic approach to demanding for rights in the present context. It educates women on both rights and responsibilities, and gives them skills to use popular channels to gather attention and call duty bearers to action. It also provides the women with skills to document their experiences as evidence to rights violation.

5. Description: processes and steps involved

The project adopted a holistic approach to rights awareness by first developing rights and responsibilities guides that target the 2 informal workers' groups i.e. one targeting the women small scale traders and another targeting the women domestic workers.

These guides were used to train the 2 categories of workers, and inform them on where to seek redress in case their rights were violated. The guides also provided telephone contacts to specific help desks provided.

To complement this, the target women were also trained on how to use social media for advocacy. Many women have since opened social media accounts and are actively engaging their leaders and amplifying issues affecting them.

The women have been using their social media platforms to mobilise numbers to rally behind issues and put pressure on duty bearers to take action.

6. Resources and skills needed to carry out the good practice

Legal rights awareness, networking skills, training skills, ICT skills, mobile phones, tablets etc

7. Sustainability of the Good Practice

The project's strategy has been to build the capacity of the women to be able to use technology platforms to amplify their experiences with rights violations, and also call their leaders and duty

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bearers to action.

8. Links to Other Resources

- Small scale traders' rights awareness guide
- Domestic workers' rights guide
- Project facebook page: <https://www.facebook.com/wezeshajamii/>
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