THE SUNRISE CAMPAIGN
Economic power, end violence
Over the last 15 years Gender Links has gathered over 2000 first-hand accounts of women’s experiences of violence. An analysis of the stories showed that the main reason women stay in abusive relationships is to ensure that their children have a place to stay, attend school and have food. The dual vulnerabilities of economic dependency and gender-based violence deters women from leaving abusive relationships.
In 2013, Gender Links piloted a programme entitled **Empower Women: End Violence**.

The programme tested the hypothesis:

*Increasing women's agency, confidence and economic power would result in less violence for women in abusive relationships and more control over their lives.*
GL worked directly with 1500 women survivors of GBV in ten SADC countries in the pilot phase.

The GL **Centres of Excellence for Gender Mainstreaming programme** provided in-kind support such as a venue, catering, assisting GL to identify the GBV survivors in the area and anchoring the project within their Departments of Social Development.

Mentors were selected from local councils and businesses within the district, enabling the new entrepreneur to have an accessible advisor to support them over their initial business development phase.
The integrated model for entrepreneurship as an instrument of change comprises four phases.

- Life skills, enterprise training, mentorship and access to finance.
- The project provided women with the tools to make alternative long-term choices and set out to increase women’s agency and independence, socially, emotionally and economically, to empower them to participate fully in all aspects of their private and public life.

WHAT IS THE PROGRAMME
The pilot programme ran from late 2013 to 2015.

At the inception of the programme all participants complete a Gender Empowerment Index (GEI).

The Index gathers demographic information and baselines on the participants’: financial position; access to information technology; agency; relationship control; levels of GBV and gender attitudes.

All participants write their first-hand accounts of GBV as a qualitative tool to accompany the quantitative data in the GEI.

A follow up GEI when the training ends and 12 months after the initial training to assess progress.

MEASURING CHANGE
The analysis of the GEI results 12 months yielded incredible.

Of the total number of participants 91% developed a business plan and 79% implemented them.

The average monthly income amongst participants increased from R270 per month to R5226 per month across the ten countries, a 195 percentage-point increase.

74% of the participants had access to a computer compared to 14% at the start; 5% of the women had email addresses when the project began and at 67% at the end.

Of all the participants, 97% reported a decrease in their experiences of violence while 3% said it remained at the same level. One of the key findings was that none of the women reported that their experiences of violence had increased.
A critical next step was to develop a sustainability model that would root the Sunrise Campaign in structures that service and are accessible communities.

With the support of the *Leading from the South* grant GL rolled out the Sunrise Campaign through the Local Government Centres of Excellence for Gender Mainstreaming.

GL conducted training of trainers with the local councils on the content, process and monitoring and evaluation of the Campaign.
Figure one: Participant breakdown

Total number of participants: 660
Follow up MandE: 306
Analysis: 240

Figure two: Breakdown of participants by age

Ages 18 - 30: 28%
Ages 31 - 40: 27%
Ages 41 - 50: 27%
Ages 51 - 60: 15%
Over age 60: 4%
Younger than 18: 1%
Of the total number of participants, 79% attended all the sessions while 21% missed some sessions.
<table>
<thead>
<tr>
<th>Category</th>
<th>Baseline</th>
<th>End-line</th>
<th>Percentage point difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Gender Empowerment Index Score</td>
<td>44</td>
<td>64</td>
<td>20%</td>
</tr>
<tr>
<td>Gender Attitude Score</td>
<td>54</td>
<td>59</td>
<td>5%</td>
</tr>
<tr>
<td>Relationship Control Score</td>
<td>52</td>
<td>57</td>
<td>5%</td>
</tr>
<tr>
<td>Income</td>
<td>106</td>
<td>170</td>
<td>160%</td>
</tr>
<tr>
<td>Savings and assets</td>
<td>499</td>
<td>1229</td>
<td>246%</td>
</tr>
</tbody>
</table>
The goal must be zero tolerance for any form of gender-based violence.

It could be that some participants need additional support and more time.

There will be follow up interviews with these participants to unpack why their situations have not changed or gotten worse.

GENDER-BASED VIOLENCE
Personal growth may be a key driver of success in other areas.

- Increased confidence and agency enable women to take control of every aspect of their lives.

- This is evident in the statistics on business growth and increased income.
<table>
<thead>
<tr>
<th>IT Indicators</th>
<th>Baseline</th>
<th>End-line</th>
<th>Percentage point increase or decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have a cell phone</td>
<td>74%</td>
<td>93%</td>
<td>19%</td>
</tr>
<tr>
<td>Do you use your cell phone for marketing or communication via SMS</td>
<td>65%</td>
<td>75%</td>
<td>10%</td>
</tr>
<tr>
<td>Internet searches</td>
<td>13%</td>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Whats App</td>
<td>42%</td>
<td>55%</td>
<td>13%</td>
</tr>
<tr>
<td>Using a computer regularly</td>
<td>5%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Use of email</td>
<td>9%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Using the Internet</td>
<td>23%</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Have a Facebook account</td>
<td>43%</td>
<td>75%</td>
<td>32%</td>
</tr>
<tr>
<td>Twitter</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Have a website</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Using other IT tools acquired during training</td>
<td>47%</td>
<td>59%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Figure seven: Proportion of participants who completed a business plan

- Yes: 85%
- No: 15%

Figure eight: Proportion of participants who implemented business plans

- Yes: 72%
- Partially: 29%
- No: 16%
Figure ten: Impact of the project on businesses

IMPACT ON EXISTING BUSINESSES
45% of participants did not implement their business plans because the plans did not work.

A lower proportion, 30%, did not implement their plan due to family circumstances. Moving forward there is need to engage with families in the Sunrise Campaign.

Of the total, 15% of the participants found something else that worked better.
## HOW PARTICIPANTS EXPERIENCED TRAINING?

<table>
<thead>
<tr>
<th></th>
<th>Application of learning</th>
<th>Access to finance</th>
<th>Access to infrastructure</th>
<th>Find markets</th>
<th>Keep records of income and expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very challenging</strong></td>
<td>16%</td>
<td>41%</td>
<td>47%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Challenging</strong></td>
<td>43%</td>
<td>50%</td>
<td>38%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Not challenging</strong></td>
<td>41%</td>
<td>9%</td>
<td>15%</td>
<td>37%</td>
<td>47%</td>
</tr>
</tbody>
</table>
The Sunrise Campaign: Economic power, end violence shows that increasing women’s agency, confidence and economic power results in less violence for women in abusive relationships and more control over their lives.

Anashe Rusike from Kadoma City Council in Zimbabwe explains how her personal development changed her life. “Gender Links assisted me to gain self-confidence and restore my self-esteem through the use of a personal development plan. I explained it in detail to my husband. He promised to assist me in following my personal development plan. That led to the end of my abuse”.
Gender Links will conduct longitudinal studies to track the progress of the women who were part of the Sunrise Campaign particularly to complete the end-line assessment of the current cohort.

Ensure there is ongoing training and support to the councils implementing the Sunrise Campaign.

Engaging with the business sector to facilitate learning, sharing and networking at local level.

Identifying potential sources of funding has been difficult and needs to be a focus issue with each new council and as a key issue.

Establishing networks of entrepreneurs from the Sunrise Campaign at national and regional level.

Garner support to extend the training of trainers to additional councils across ten SADC countries.