



Fund for Innovation  
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PEACEGEEKS

# Meshkat Community: Shining a Light on Gender Equality in Jordan

## Context

Jordan faces many challenges when it comes to gender equality. In the most recent Global Gender Gap report, the World Economic Forum ranked Jordan 137th out of 149 countries. The pandemic has exacerbated existing inequality and heightened tensions between ethnic, national, religious, and occupational groups. These tensions are gendered, and they intersect with existing power dynamics and social hierarchies that affect women, men, girls, boys, and gender non-conforming Jordanians in distinct ways.

## The Innovative Solution

Supported by FIT, PeaceGeeks tested a new “Transforming Gender Narratives” method of peacebuilding in Jordan that centres around women and girls that seeks to develop effective, inspiring and empathic narratives to catalyze a new conversation around norms that limit women’s economic potential and agency in society. The core concept focused on Jordanian women identifying and creating content, but also included the engagement of men and boys.

## Advancing Gender Equality

The innovation’s focus is to engage women and male allies in creating artistic content that supports gender equality and increases women’s agency in society. This approach allows women to catalyze conversations around gender, while empowering men to rethink harmful narratives that limit gender equality.

## Testing Framework

This three-phase project included: a baseline study to understand the priority themes and how women and gender-sensitive men can best be heard by various audiences; a content creation campaign on the priority themes, using transformative narrative methodologies and involving men



**COUNTRY**  
Jordan

**AMOUNT**  
\$194,315

**TESTING PERIOD**  
12 months  
Ended Oct 2021



**GENDER TRANSFORMATIVE (GE3)**

**THEME: GENDER EQUALITY**

and women; and a monitoring and evaluation framework to provide progress updates on the testing activities and results, confirm whether the hypotheses was validated or not, and the differential impact the innovation had on women, men, boys, and girls.

## Results and Impact

PeaceGeeks successfully trained 20 artists (13 women, 7 men) who were able to confidently create content that supports women's rights and address discrimination against women. The endline survey indicated that 91% of women and 100% of men reported increased knowledge on how to create content that supports women's rights. A total of 57 pieces of content that challenge discrimination against women were created by incredibly engaged artists, far exceeding the original target of 21. Additionally, PeaceGeeks engaged with hundreds of Jordanians through in-person programming and nearly 17,000 across online platforms. .

## Key Lessons

1. Most content creators produced content as a business or for technical and professional purposes. Therefore, the added value of the residency was to provide the artists, particularly as mid-career content creators, with financial and professional support along with freedom of expression and access to the community.
2. There was sensitivity and skepticism about discussing any gender-related topic. The sessions were designed so that concepts were applied in a mindful way, reforming the individuals' knowledge about gender equality without imposing a particular point of view. This approach helped the attendees become open to discussion and explore their values towards women and gender issues.
3. Almost all content creators had superficial knowledge of the challenges Jordanian women face daily. As a result, PeaceGeeks connected them to firsthand experiences through the collection of stories from local community members. These stories were eye-opening for many of the artists. They were inspired to create diverse content that tackled prevalent issues.

"I learned to find the best alternative narrative and tools that suit my content and circumstances. I know now how to make content simple, powerful, accessible and at a low-cost. It draws my attention that this project is developed and led by the young generation. This gives hope, since it reflects how the next generation has high responsibility and experience." - Male participant from Amman Governorate, Jordan

### PARTNER ORGANIZATIONS

- PeaceGeeks Jordan/Meshkat Community
- Working Women's Association
- Arab Women's Organization
- NAYA for Training and Community Development
- Liwan

### TARGET PARTICIPANTS

20 artists in Jordan (13 women, 7 men)

### FOR MORE INFORMATION

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### ABOUT FIT

The Fund for Innovation and Transformation supports Canadian small and medium-sized organizations (SMOs) testing innovative solutions that advance gender equality in the Global South.



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