

UNDP-Jordan

Political Parties' Gender Strategy

Gender Mapping and Generic Strategy

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I. INTRODUCTION

Political Parties in Jordan had active and long historical background that dates back to the 1950's. Although women's active participation in political parties coincided with the initiation of them, women's representation has always been considered modest. In the 1990's, women's representation amongst parties' founding members reached only 5%, while women's representation in decision making was absent in 3/4 of the parties and in the rest quarter, only one to two women existed¹. In addition, during this era, Political Parties' programs only referred, in a generic way, to equality, without specifying different measures to enhance women's representation.

Documented literature on women's political participation within Parties in Jordan² highlighted major hampering factors which impeded women from active participation: 1) The male dominant culture that controlled the era before the democratic transformation entrenched male dominance over Political Parties till the 1990's; 2) The prevailing stenosis political culture catalyzed a negative perception towards actively engaging in Political Parties, especially among women, 3) The inability of the newly established Political Parties to end citizen's entrenched passive perception and fear from joining political parties, and 4) The inability of Political Parties' programs to address citizen's needs, concerns and aspirations. Hence Political Parties did not manage to become part of the vibrant political sphere due to their insufficient pulling capacity to attract citizens in general and women in particular.

Currently, Jordan has 23 registered political parties, which were established under the Political Parties Law # 32 of 1992. Jordanians' Political Parties differ in ideologies and perspectives. Four major ideological orientations rules: **Islamists, Leftist, Pan-Arabism and Centrist and Conservative**. Female representation in Political Parties varied according to ideological orientation, as explicated hereunder:

There are three parties with Islamist perspective (The Islamic Action Front, the Arab Islamic Democratic Movement (Du'aa) and the Islamic Center Party.) Female representation amounts to 6%³

¹ التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011

² التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011، مركز القدس للدراسات السياسية، دراسة حول واقع المرأة في الأحزاب السياسية الأردنية، بالتعاون مع الصندوق الكندي للتنمية، 2007، Building

Democracy in Jordan: Women's Political Participation, Political Party Life and Democratic elections, The International Institute for Democracy and Electoral Assistance (IDEA) and the Arab NGO Network for Development (ANND), 2005.

³ دراسة حول واقع المرأة في الأحزاب السياسية الأردنية، بالتعاون مع الصندوق الكندي للتنمية، 2007.

- Leftist Orientation parties have been operating since late 1950's, but was operating secretly till 1988 (The Jordanian Communist Party, The Democratic Socialist Party, The Jordanian People's Democratic Party (Hashed), the Jordanian Popular Democratic Unity Party, The Jordanian Progressive Party, the Jordanian Democratic Left Party, and the Jordanian Workers Party). Female representation amounts to 5%⁴
- Pan-Arabism Orientations (approximately 8 parties that have ties to the Syrian and Iraqi Baath parties as well as the Nasserist parties in Egypt). Women have minor representation in Baath parties; on the other hand women's representation in nationalist parties' amounts to 6%⁵. (The Jordanian Arab Baath Socialist Party, Arab Baath Progressive Party, The National Action Party (Haqq), The Arab Land Party, The Jordanian Arab Ansar Party, and The National Popular Democratic Movement).
- Centrist and Conservative Orientations include a lot of parties that emerged after the democratic transformation in 1989. Female representation in Centrist Parties amounts to 11%⁶. What distinguish Centrist and Conservative parties from other political parties is their philosophy and ideological orientation leaning more towards liberalism especially in economic matters as well as their lack of roots in the well-known ideological and political trends⁷.

However, in order to be able to identify gender existing gaps in political parties, gender mapping analysis should be carried out based on available documented secondary sources as well as data generated from primary sources (in-depth interviews with a sample of Political Parties' Representatives. List of Political Parties representatives met (Annex- I).

II. METHODOLOGY

Since Political Parties in Jordan, as elsewhere, are diverse and have different ideological backgrounds and on-the-grounds mechanisms, it is considered very difficult to develop a one-fit-all detailed gender strategy that accommodates for this diversity. After

⁴ نفس المرجع السابق

⁵ نفس المرجع السابق

⁶ نفس المرجع السابق

⁷ Assaf, Nizam, al Ahzab al Siyasiyya al Urduniyya: 1992 – 1994, Jordanian Political Parties, 1992 -4, Amman: Riadi Center for Studies and Information, 1998: in Building Democracy in Jordan: Women's Political Participation, Political Party Life and Democratic elections, The International Institute for Democracy and Electoral Assistance (IDEA) and the Arab NGO Network for Development (ANND), 2005.

in-depth consultations with UNDP, it was agreed to develop a generic Political Parties' Gender Strategy that outlines the main thematic gender integration themes and mechanisms. This generic strategy can be further developed, in consultation with each Party to accommodate for its ideological orientation and on-the-grounds mechanisms.

To be able to design this generic Political Parties' gender strategy, **secondary and primary data were utilized**. For the secondary data, relevant documents were reviewed: *Political Parties' Law, internal regulations and outreach capacities and visited parties documentation (Annex- III)*. Content analysis utilizing gender-sensitive approaches of the aforementioned documents was carried out to identify gender gaps. As for the primary data, *11 formal⁸ in-depth interviews were carried out with Political Parties' representatives*. Guiding questions developed for the in-depth interviewed (Annex-II).

Since the main aim of the strategy is to integrate gender into Political Parties' internal systems as well as their outreach mechanisms, this document is divided into two main sections: 1) Identifying gender gaps in the political parties, 2) Provision of generic strategies and actions to address identified gender gaps.

Generally, documented literature on political parties' depicted some major issues: 1) Women's representation in political parties does not exceed 26%; 2) A reverse relationship exists between higher decision making positions and female representation. The higher the position is the less likely women would exist. 2) Awareness amongst the public indicated very low percentages, which highlight the inadequate outreach capacity of these parties. This also points to the disinterest of citizens to get join parties; a recent study indicated that membership percentage in parties does not exceed 10%. 3) None of the parties have clear measures to integrate gender in their parties' documents, except Hashd Party led by a Ms. Abla Abu Elba.

III. Gender Analysis of Political Parties

It was important to investigate whether on the policy and legislative levels specific measures existed to ensure gender equality in political decision making positions. To be able to respond to this question, content analysis of the following Political Parties Laws and regulations was carried out.

⁸ Formal interviews were based on pre-set open ended questions. Room for expression of ideas, opinions or reflections existed.

1. Laws: (Law # 32 of 1992):

Law # 32 of 1992 is considered a step further in enhancing party pluralism to cope with the democratic openness, especially if compared with the period when political pluralism was halted and Law # 15 of 1955. "Law # 15 of 1955 gave the Cabinet absolute authority in licensing and dissolving parties without this authority being subject to review or challenge before any judicial authority. The 1992 Political Parties' Law gave parties the opportunity to resort to the Judiciary to challenge a decision by the interior minister if he fails to announce the setting up of any political party. The supreme court is the authority and decision maker when it comes to dissolving a party and not the Cabinet as it was in the previous law⁹."

"However, the general spirit of the law cannot be separated from the prevailing political culture of the general environment that has prevailed in Jordan for many decades. The prevailing culture is still very hostile to political parties and tends to consider them a threat to the country's security and stability. This is because the state, particularly the agencies of the executive branch has dominated Jordanian society since the early 1920's; the agencies of the executive branch have played an extremely important role in the makeup of society itself. This historical evolution has reinforced a cautious position on the part of the Jordanian state and a conservative mentality regarding any political or social body that is outside the official state institutions¹⁰." In addition, the Law allows the Ministry of Interior to monitor Political Parties' internal structure's composition, outreach capacities, external relation and activities.

Taking into consideration the aforementioned socio-political forces, it is argued that Law # 32 of 1992 although is considered a step forward for political pluralism, it furnished the ground for constrained democracy whereby parties had minimum space to maneuver, to assume power and to build constituencies. Another very important point regarding the Political Parties' Law is that it does not give them a role in the rotation of power or in participation.

It follows logically that socio-political and legislative constraints on parties would certainly have an effect on gender equality. Although the Law # 32 for the year 1992 does not include discriminatory regulations or statement towards women, it does not define measures to ensure gender equality accommodating for the socio-political conservative culture. Examples are:

⁹ Building Democracy in Jordan: Women's Political Participation, Political Party Life and Democratic elections, The International Institute for Democracy and Electoral Assistance (IDEA) and the Arab NGO Network for Development (ANND), 2005, P.85.

¹⁰ Ibid, P.85.

- Article 3: Defines a party as "A political organization made up of a number of Jordanians and in line with the constitution and statutes of law regarding political participation". However, the Article does not specifically refer to women and was generic in nature by referring to Jordanians;
- Article 5: Stipulates the minimum number for Parties' Founding Members to be 50, however, does not allocate minimum number/percentage to females. Female representation amongst founding members reached 9% only (372 out of 4116 members)¹¹.

2. One Vote Law:

This law mandates that citizen's vote for candidates within the same district. This is considered a limiting law as it might encourage Political Parties to abstain elections, which was clear in the previous elections, and also entrenches tribalism power over political parties' autonomy. Hence it does not really portray communities' representation in elected councils.

3. Parties' Constitutions:

Parties Constitutions refer to the Rules of Procedures defining the mission, vision and internal systems including nomination and internal elections. Reviewing Parties' Constitutions, it appeared that no discriminatory articles existed. However, no measures were formulated to enhance gender equality, especially in the higher decision making positions and in elections' nomination. The only exception to this is the Hashd Party that stipulated a minimum percentage for women's representation in higher decision making positions.

Based on available data (primary and secondary) it is argued that enhancing gender equality in elections' nomination and parties' decision making positions has a direct relation with Parties' ideological orientation, with the highest being Liberal and Leftist Parties and the lowest occur in Islamist and Centric parties, as will be discussed, in details, later.

However, it should be noted that the new Political Parties Law increasing the founding membership to 500 instead of 50 has contributed to the visibility of women within parties albeit not necessarily in high decision making positions. However, there are two remarkably exceptions where women managed to carve a vivid place for themselves

¹¹ نفس المرجع السابق.

through heading Parties: the Hashd Party (Jordanian Democratic People's Party) and the newly formed Jordan National Party¹² and women are increasingly finding a place on party committees over and above any “women’s committee”.

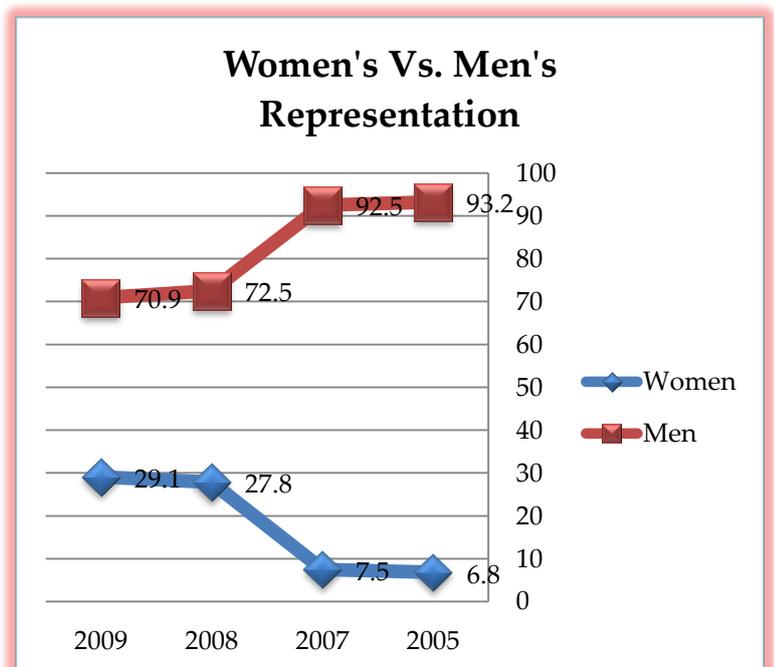
4. Women Representation in Political Parties

Women's representation in Political Parties reflects the level of active citizenship and participation. It is considered one of the highest forms of participation as it embraces commitment to the parties' constituencies.

4.1. Women Membership Representation

The Center for Strategic Studies Survey carried out in 2003 indicated that around 0.9% regarded membership in parties as desirable and that only 10% knew about the different political parties and felt that they represent their aspirations and none of respondent could name more than 10 parties.

Women's membership in Political Parties progressed over the years, as explicated in the opposite graph¹³. However, in 2008, and after the introduction of Law # 17 for the year 2007 elevating the minimum number of founding members to 500 persons to accredit Political Parties, women's membership representation increased immensely reaching 27.8% and in 2009, it reached 29%¹⁴. On the other hand, men's membership representation dropped considerably as of 2008 reaching 72.5% and then 70.9% in 2009.



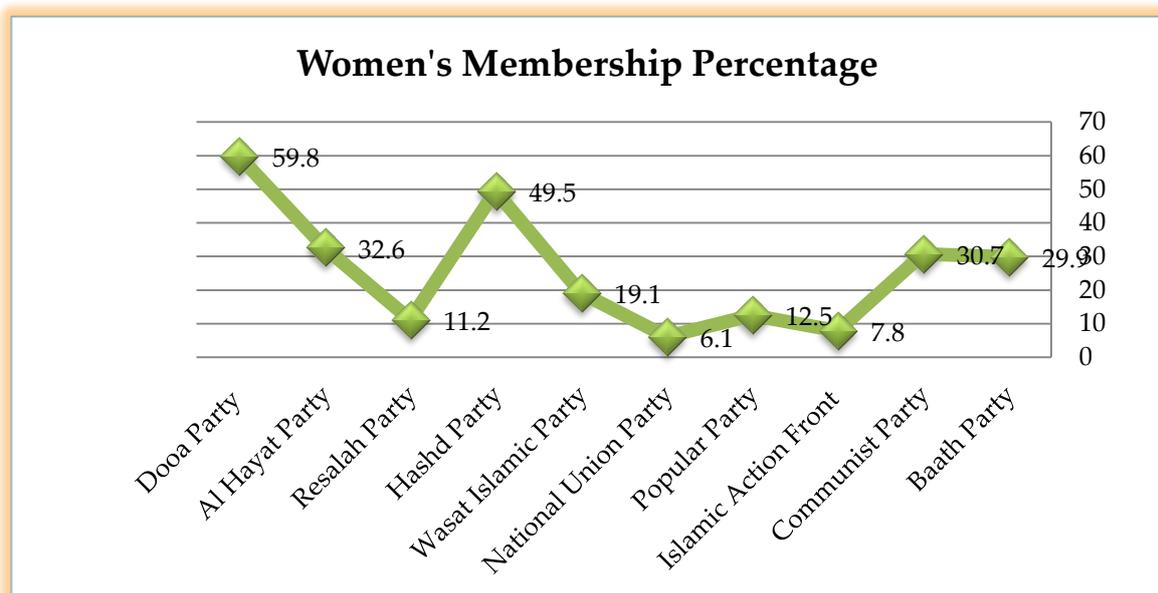
¹² <http://archive.arabnews.com/?page=4§ion=0&article=94080&d=24&m=3&y=2007>

¹³ جدول "7"، من التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011

¹⁴ بيانات وزارة الداخلية، مايو 2007، من التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011

This points out to the positive impact of the Law # 17 for the year 2007 on increasing women's membership percentage as Parties had to try hard to attract more founding members, including women, to get accredited. Although women's membership representation increased immensely, it is still considered inadequate if compared to women's population size in Jordan¹⁵.

The data generated from fieldwork carried out with Political Parties revealed modest to low women's membership percentages. These percentages reached its lowest levels among Islamic Orientation Political Parties and its highest levels amongst Liberal Orientation Parties, as explicated in the following graph.



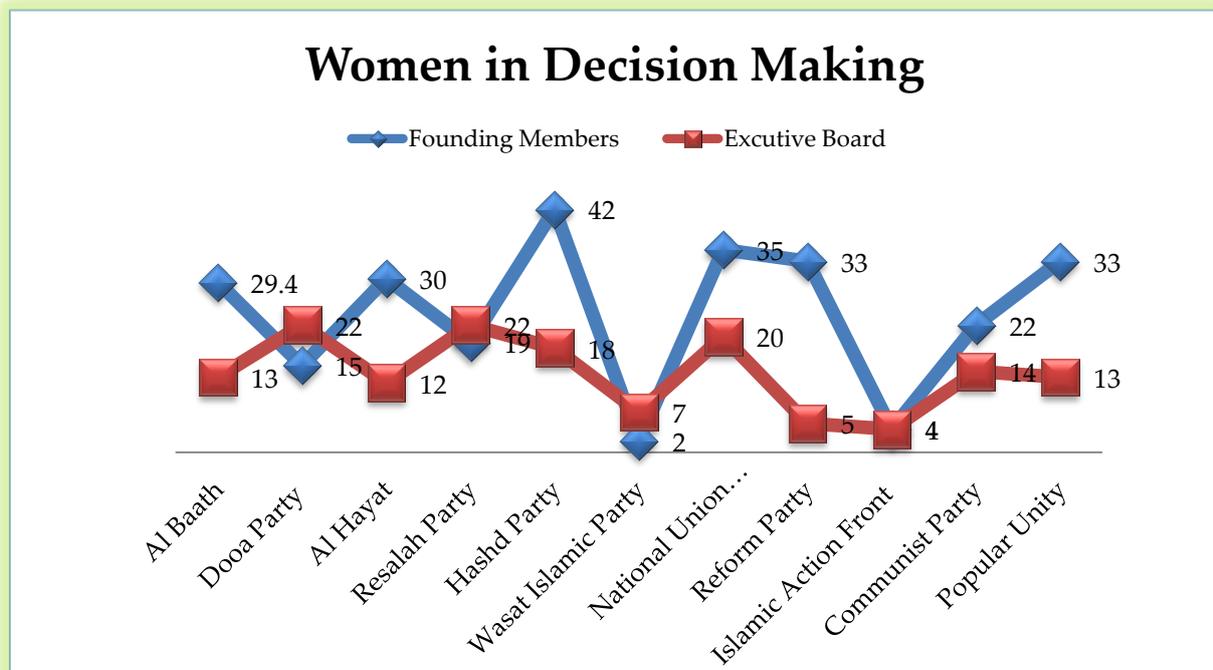
As depicted in the above graph, women's membership representation in Islamic Action Front reached 7.8%. On the other hand, women's membership representation in Dooa and Hashd Parties reached (59.8% & 49.5% respectively). It should be noted that Islamic Action Front Party's overall membership reached 757. This is considered the highest membership number among all parties. However, women's membership representation reached 46 women only amounting to 7.8%, which is among the lowest membership levels. This poses a question concerning the relation between parties' ideological orientation and the room provided for women's active participation. It seems that the more conservative the ideological orientation is the lesser the room for women to actively participate exists.

¹⁵ بيانات وزارة الداخلية، مايو 2007، من التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011

4.2. Women Representation in High Decision Making

One of the investigated features was the existence of any legislative measures or clear procedures for election into the highest decision making positions and whether these measures support or inhibit women's equal access to leadership positions?

All Political Parties have nomination measures and procedures stipulated in their constitutions and internal systems regulations for elections into the highest decision making positions. These measures do not inhibit participation of any member to an elected office. However, women's representation amongst Parties' founding members reached 9% only in 2009¹⁶. This finding was further asserted from the primary data collected from In-depth interviews with Political Parties, as it appears in the graph below.



Analyzing the above findings, it seems that women's representation in higher decision making positions is the lowest among Islamic Orientation Parties. For example, women's representation among Founding Members in Wasat Islamic Party and Islamic Action Front reached (2% & 4% respectively), and women's representation in the Executive Boards reached (7% & 4% respectively). On the other hand, women's representation in higher decision making reached its highest percentages among Liberal and Centric Orientation Parties. Women's representation among Founding Members in

¹⁶ بيانات وزارة الداخلية، مايو 2007، من التقرير الوطني، تقدم المرأة الأردنية: نحو العدالة والمشاركة والمساواة، اللجنة الوطنية الأردنية لشؤون المرأة، 2011

Hashd and National Union Parties reached (42% & 35% respectively), and women's representation in the Executive Boards reached (19% & 20% respectively).

This actually conforms to the different related documenting literature depicting that Parties with religious ideologies tend to exclude women from higher decision making positions, contrary to liberal and centric parties.

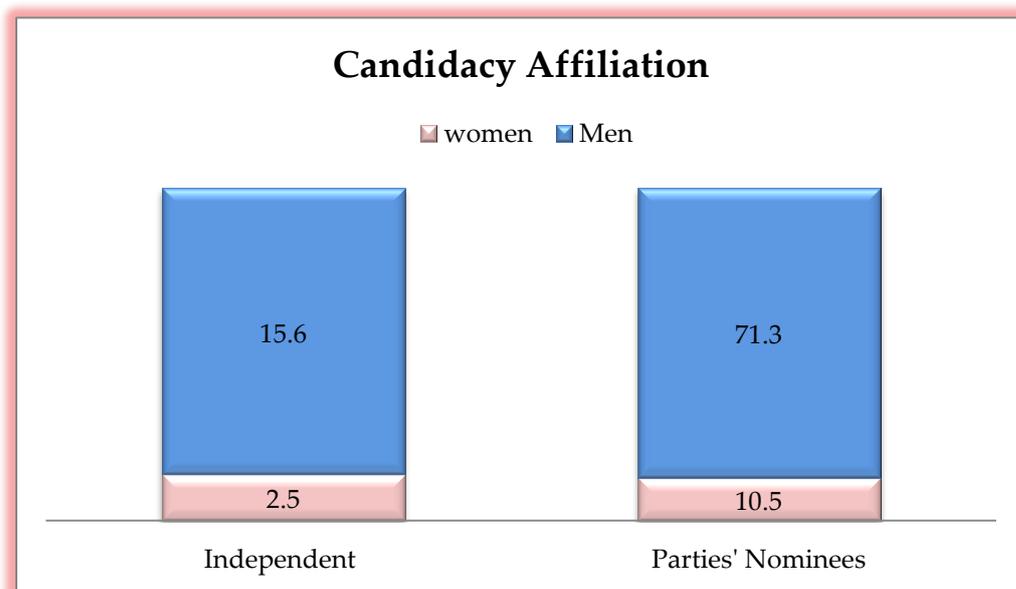
However, it should be highlighted that parties' committees usually encompassed women. More importantly is that all Political Parties have women's committees that are headed by women and the majority of its members are also women. Nevertheless, correlating women's existence in committees with the nature of these committees, it becomes clear that a direct relationship between gender stereotypes and assuming power exists. Women are usually members in "community and familial" committees such as: women, youth, families committees, and in "service" committees such as: education, health and environment committees. However, rarely do they exist in external relation or political committees.

4.3. Females' Nomination on Parties' Lists

It follows logically that woman's active participation in political parties should provide her with diversified technical, administrative and personal skills which in turn should enhance her chances to get nominated on parties' lists and be backed by the party's full support to get elected. Political Parties are considered vehicles towards enhancing political participation through nomination to Parliamentary and Local Councils' Elections. It was important to investigate the existence of any legislative measures or clear procedures for elections' nominations and whether these measures support or inhibit women's equal access to leadership positions?

Analyzing previous elections, it became clear that Political Parties do not tend to nominate women on their lists. In spite of the sensed increase in women's membership in Political Parties since 2008, still women nominated on parties lists in 2010 reached only 10.5%. The following graph compares between men's and women's candidacy affiliation¹⁷.

¹⁷ نفس المرجع السابق

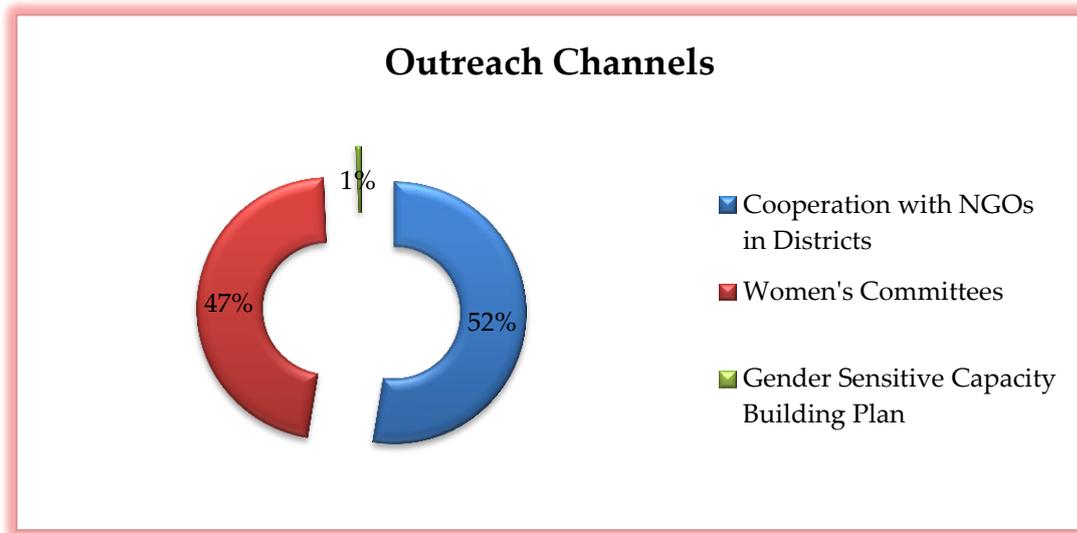


As apparent in the graph above, the gender gap in parties' nomination reached 60.8%. This might be referred to: 1) Political Parties' skepticism about women's capacities; 2) The influence of tribalism and the conventional culture that confines women to the domestic sphere, 3) Male dominant culture governing parties, and 4) Parties' insufficient attention and interest in empowering women and enhancing their participation, which is directly related to Parties ideologies, as explicated earlier.

5. Political Parties' Outreach

5.1. Outreach Means

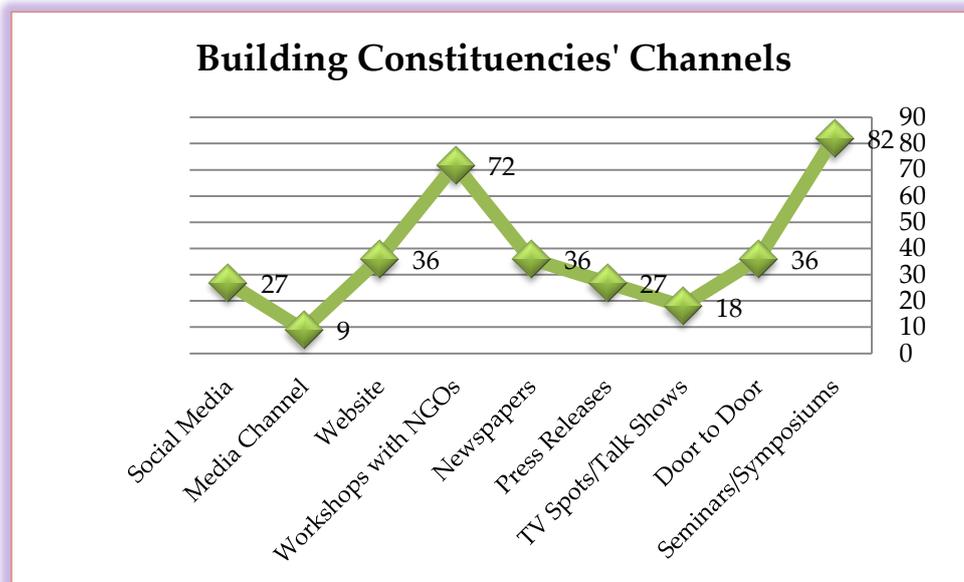
Membership in the different parties points to a higher level of commitment towards the community and willingness to participate actively in the political sphere. It was important to investigate the outreach channels utilized by Political Parties and relate them to their capacities to attract new members, especially women. For Political Parties to be able to reach-out to the grassroots levels, gender sensitive outreach action plan and mechanisms should be utilized. Half of the Political Parties investigated indicated that they usually cooperate with NGOs operating in the different governorates (52%), followed by carrying outreach activities designed by women's committees in parties (47%) and only 1% (one Party- Hashd) developed a gender sensitive capacity building plan for its outreach initiatives; as listed in the following graph.



Although it is of great benefit to coordinate efforts with CSOs/NGOs with operational arms all over the country so as to maximize outreach capacities, having no gender sensitive plan for the outreach initiatives overlooks attending to females' and marginalized needs and concerns and hence reduces parties' capacities to attract these segments.

5.2. Outreach Medium

Political Parties should have the advantage of being able to reach out for the grassroots levels, especially if they coordinated their efforts with NGOs/CSOs. Face to face interaction with the grassroots level seemed to be the most preferred outreach channel utilized by Political Parties. This was done through seminars/symposium (82%) and workshops in cooperation with NGOs/CSOs (72%). Political Parties' volunteers' capacities to reach out to the grassroots levels through door to door and parties' Newspapers were also mentioned (36%). Visual outreach capacities were not fully utilized by Political Parties whether social media or TV spots/talk shows (27% and 18% respectively), as outlined in the following graph.



Face to face interaction with the grassroots levels is considered an important outreach channel for Political Parties as it builds rapport between citizens and the Party. However, the outreach capacity of these face-to-face initiatives is not comparable to the visual outreach initiatives. Seen initiatives have the advantage of reaching diversified and wider populations at the same time. However, it seems that the majority of Political Parties do not have the needed media network to arrange for TV talk shows or spots covering their activities. In particular, Leftist Political Parties' representatives indicated that the Parties' ideological orientations limit their abilities to go live on TV talk shows. *In addition, social media is considered a vibrant and active outreach channels suitable to disseminate information about parties' ideologies and plans, especially among youth. However, this medium was not also fully utilized by the majority of political parties.*

It is important to note that all of the above channels should be utilized according to a gender sensitive plan to make the utmost use of them. Moreover, the different channels should be creatively utilized to target different segments of the population.

6. Tribal Influence:

Analyzing previous elections' results as well as qualitative data generated from the fieldwork generated some patterns highlighting tribalism influence on Parties:

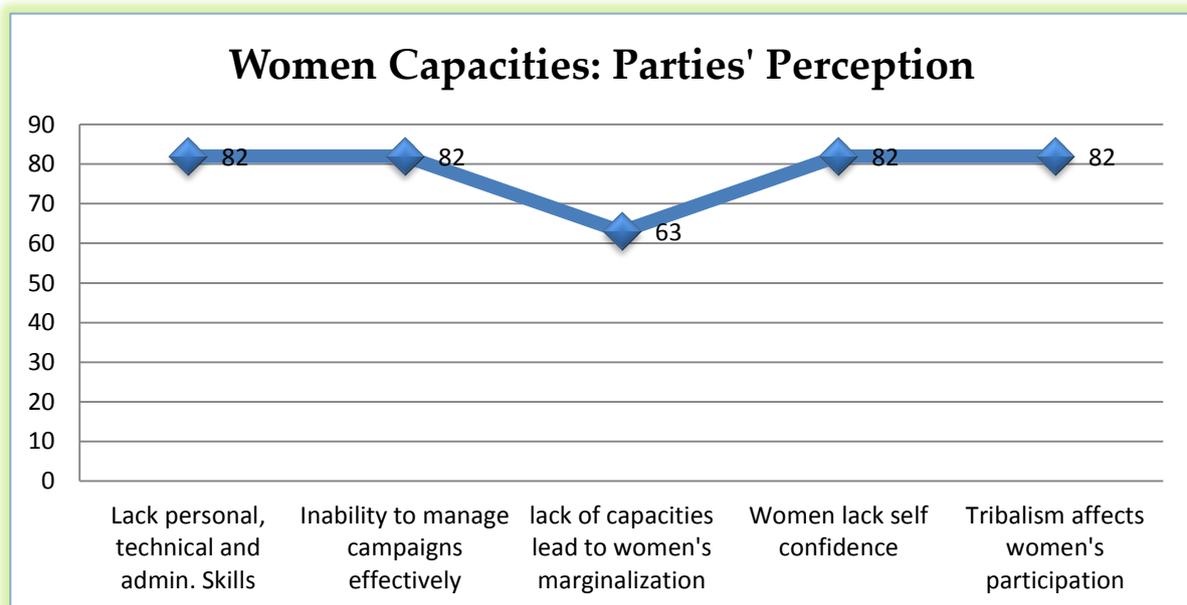
- Most political parties do not declare their candidates, especially if females, fearing that voters from tribal or rural areas will refrain from voting for them if they are seen as affiliated with a political party.
- Performance has been modest in getting their nominees elected. The majority of those who win were either independent or elected based on tribal ties.
- Tribes managed to create an effective framework with the state resting on institutional development and modernization. Clans associations have been established and institutionalized as charitable organizations. These bodies'

internal organizations resemble political parties and provide them with the authority to put forward a candidate for whom everyone will vote.

- Parties were not able to construct a national Jordanian political agenda, and hence were not able to present credible alternatives either to the government or the tribes.
- Tribalism continues to impede women from fully practicing their civic rights. Female candidates met have asserted that they have been subject to ridicule and criticism from their leaders/elders.
- A widespread perception that political participation is more influenced by tribal affiliations than by political party platforms.¹⁸ An Islamist Centrist Party representative said “Jordan is not ready for political parties. Tribes and money are stronger than political parties”

7. Women's Capacities: Parties' Perceptions

It was important to explore parties' representatives' perceptions towards women's capacities and the measures they take towards overcoming these capacities' gaps, if existed. The following graph lists down findings.



¹⁸ <http://www.jordantimes.com/?news=31783> This is also supported by an IPSOS opinion poll undertaken for JNFW and UNIFEM before the 2007 elections. Only 54.7% identified the MP's Programme as important; 49.7% mentioned religious reasons, 29.5% mentioned “Tribe” and 25.2% mentioned “Family”. IPSOS (2008) *Final Analysis & Results Opinion & Social Research_ Parliamentary Elections 2007*. p40

As clear from the above graph, the majority of Political Parties' representatives met (82%) asserted that: 1) Women's capacities are doubted within their parties. Female members lack the personal, technical and administrative skills; 2) Females do not possess the capacities to manage their campaigns; 3) women lack the self-confidence needed to peruse successful careers in the political realm; 4) tribalism and the power it has not only on the political level, but the societal one too has to a considerable extent constrained females' abilities to assume leadership roles in political parties and to practice their civic rights freely. In addition, 63% asserted that female lack of capacities might be one of the reasons for excluding them from higher decision making positions.

On another side, analyzing previous elections, particularly regarding parties' nomination of women revealed that only 8% of women were nominated through their parties. In fact abandonment of political parties to support female members running for elections whether financially (Providing money to their campaigns) or technically (provision of capacity building programs, consultations, etc.) points out clearly the gap in trusting women's capacities and their abilities to win seats.

8. Political Parties' Programs:

The different political parties' programs reviewed included, directly or indirectly, reference to women. Yet, content analysis revealed that reference to women, in most cases, entrenched the societally acceptable gender stereotypes (rearing children, coherent nuclear family, social security, even rights were accommodated within the domestic responsibilities of women such as right to Labour leave, etc.). This explains the nomination or appointment of women to the "private sphere" related committees and also explains the low percentage of women nominated on Parties' lists.

IV. WOMEN IN POLITICAL PARTIES: HAMPERING FACTORS

Although Political Parties existed since long time in Jordan, their impact remains rather limited on enhancing women's active participation and political visibility. This is due to several reasons:

1. The legal environment is considered a hurdle rather than a catalyst. This restrictive legal environment had its negative impact on the ideological and organizational abilities of parties as well as their relationship with the society and the government.

2. The ideological parties did not use their ideology to gain acceptance from citizens, especially among women. Rather they used it to advocate for certain causes.
3. The majority of parties that emerged after 1993 were established by bureaucratic elite that never managed to appropriately grab the interest of the wider population, especially women and marginalized ground and this resulted in detachment of the political parties from the society and the government.
4. Large number of political parties exists. Although this points out to the democratic practices being employed, it still highlights the fragmented nature of political parties and questions their power in society and versus the government.
5. A quick analysis of political parties' programmes revealed that little difference existed to distinguish one party from the other, especially if they adopted the same ideological framework. Moreover, their programmes lack applicable methods to integrate and sustain gender approaches and mechanisms;
6. Political parties operate on seasonal basis, i.e. before and during elections time and hence sustainability in their outreach efforts is questioned;
7. The majority of parties lack democratic internal structures. Usually there are no policies or measures to ensure transparency of the internal elections process.
8. Very low awareness amongst the public of the different political parties, especially women, youth and marginalized groups; and hence very low interest in joining them;
9. A growing tendency towards an Islamist female discourse led by Islamist parties. This approach ties women's rights to Islamic vision, determining rights and duties and hence serves in entrenching the conservative culture and societally acceptable gender stereotypes. .
10. In the minor cases where women managed to assume decision making positions within Parties, it has not inevitably, in the majority of cases, converted into a greater political influence and power. In some cases, women assumed decision making positions that are on-the-real-grounds controlled/performed by men. In addition, women tend to have been selected for positions that are either labour intensive or directly related to their private domain chores. Rarely were they assigned roles requiring political visibility and power such as the presidency and general secretariat of political parties.
11. Institutional aspects, such as the internal regulations and systems as well as the male dominant culture of political parties restrict women's political participation and influence. The initiatives of political parties are usually designed with little attention to gender specific needs. Under such competitive environment, and added to women's insufficient capacities, females tend to get marginalized.

V. Gender Strategies: Generic Themes

1. Merge to Get Empowered:

- a. Analytical review of Parties' Constitutions, internal systems and programmes to cluster parties according to their ideological, on-the-ground mechanisms and goals.
- b. Provision of technical guidance to Parties with similar ideologies or approaches to find measures to group together to get over the fragmentation and division;

2. Political Parties' Constitution, Internal Laws and Programs:

Technical guidance and on-the-job coaching to Parties should be provided in order to enhance gender equality measures within their internal systems and provisions for elections' nomination:

- a. Stipulate fair measures to enhance female representation in the different committees, board, and high decision making positions;
- b. Stipulate fair measures to ensure women's representation on Parties' lists. The IEC could play a vital role in this through proposing the amendment of the electoral law;
- c. Ensure compliance with women's international conventions endorsed by Jordan in parties' internal systems and outreach initiatives;
- d. Guidance on areas in the Parties' programs that needs to be gender sensitized.
- e. Lobby, in cooperation with IEC and CSOs, for the change of the One Vote Law to ensure more fair and representative elections.

3. Networking and Outreach Capacities:

- a. Aid Political Parties in establishing effective networks with NGOs/CSOs, international organizations and the responsible governmental body (Ministry of Political Development and IEC) to encourage partisanship, especially female youth;
- b. Work on increasing citizens' awareness raising about Political Parties. Awareness raising initiatives could be executed through different joint and coordinated events between political parties that have alike ideological orientation as well as other stakeholders (CSOs/Governmental bodies). These awareness raising activities should ensure that the different events complement and reinforce each other. Awareness-raising campaigns tend to be more successful and carry more weight politically when they represent a large number of people. Furthermore, campaigns tend to mobilize more people when they comprise a wide variety of groups and can raise more money, make a bigger impression on the

media and approach an issue in a more comprehensive way¹⁹: These outreach initiatives can encompass the following:

- a. Media interviews and talk shows;
 - b. Door to door (utilizing youth volunteers)
 - c. Telephone and SMS (targeting youth)
 - d. The use of on-line forums and petitions,
 - e. Interactive websites, blogs and listservs facilitate opportunities for citizens to become more politically active and engage directly.
- a. Public events (e.g. street marches, street theatre, stalls or exhibitions)
 - b. Public outreach material: publications, newsletters and posters to stickers, leaflets, logos, t-shirts, armbands, bracelets and banners.
 - c. Audio-visuals: Skits, video clips, documentaries,

4. Capacity Building Programs:

- a. Carry out gender sensitive Training Needs Assessment to parties members (at least key personnel);
- b. Develop gender sensitive capacity building action plan with defined timeframe;
- c. Provide capacity building programs to Parties' members (at least key personnel). Capacity building programs envisaged based on the fieldwork carried out pertain to:
 - i. Fund-raising and resource mobilization training to be able to sustain financial resources for awareness raising campaigns;
 - ii. Gender and Elections training to key Parties members;
 - iii. Proposal development and technical report writing;
 - iv. Strategic and Action Planning utilizing gender sensitive approaches and indicators;
 - v. Intensive gender training to females heading Women's Committees to be able to integrate gender in the Parties' internal system as well as external initiatives.
 - vi. Advocacy and Lobbying training.

¹⁹ Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), Organizing Civil Society Campaigns For Small Arms Action: A Manual for NGOs, 2005, derived from: <http://www.gtz.de/de/dokumente/en-decosac-NGOManual-2005.pdf>