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A Spoonful of Sugar: Promoting WEE Through Edutainment Approaches

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A Spoonful of Sugar: Stories that Change the World

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We empower communities worldwide to inspire positive social, health and environmental change through storytelling and creative communications.
It started with LOVE
Miquel Sabido “Father of E-E”
E-E is based on Theory – Social Learning Theory
How E-E Works:

1. Power of Storytelling
2. Head and Heart
3. Identification with characters
4. Role Modeling
5. Capture Complexity
6. Provokes “safe” conversations
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Kashf has produced 3 main TV dramas namely Rehaii, Udaari and Aakhri Station that focus on important social issues, laying great emphasis on Women Economic Empowerment.

- **REHAII:** Rehaii was focused on the issue of child marriage and pinpoint the limitations faced by women from low-income households in Pakistan and emphasized how the economic empowerment of women could be one solution to address women’s marginalization.

- **UDAARI:** Its main theme was child sexual abuse and highlighted other issues such as economic empowerment of women, social taboos around music and more. Again economic empowerment was the pathway out of the problem highlighted in the series.

- **AAKHRI STATION:** It is a seven episode mini-series highlighting social issues including acid attacks, forced prostitution, marital rape and more.
RESEARCH AND STORY DEVELOPMENT: Kashf begins with undertaking extensive research on the themes to be highlighted, conducts interviews, discussions with experts and documents real life case stories, followed by a creative workshop and script.

LIAISING WITH A TV CHANNEL AND PRODUCTION HOUSE: Once the script is under process, Kashf approaches suitable production houses to finalize a director and the TV channel where the drama will be aired. Shooting begins in earnest soon after.

POST PRODUCTION (20-24 WEEKS): Once the shoot is complete, editing work begins which can take up to 3 months. Airing of the drama is scheduled.

Kashf’s Media team works closely alongside the entire process to ensure quality and integrity to the original concept.
Challenges

- Kashf’s television series have provided a new narrative to society especially in regards to economically empowered women. For Kashf, it was challenging to represent women in working/career oriented roles.

- The current media channels in most developing nations also project stereotypes by showing the stigmas that exist in society related to the perceptions of women.

- Running social issue based television series often run into resistance from authorities like PEMRA (Pakistan Electronic Media Regulatory Authority).
Independent producers like Kashf often face the issue of budget constraints as most main TV channels produce and air television dramas from their own production houses.

Sometimes women who are physically abused or even raped are ultimately shown to marry their abuser, or often abuse is romanticized. Kashf has challenged this misrepresentation, provided hope and initiated a process in addressing the above gaps which was both challenging but received positive acclaim.
Recipe for Success

- Kashf Foundation always represents real life stories and narratives which attract the audience.
- Audiences seem to embrace female protagonists that are flawed, scarred and imperfect but their journey of empowerment is invigorating. This connects with the viewers.
- Women’s economic empowerment and its positive spillover effects have done well with the audience.
- For the first time ever, Kashf’s TV series have shed light upon women’s rights, importance of financial independence and rights of marginalized communities.
- The series have presented a way forward for victims of abuse, providing sustainable solutions to empowerment.
- Audiences have loved strong women and supportive characters.
- The scripting, direction, acting, keen research goes a long way and Kashf ensures each aspect is thoughtfully carried out throughout the entire production process.
Kashf’s TV series had a measurable impact on attitudes towards women especially after Udaari:

- Udaari was able to convince 47% individuals that women should be economically empowered and should be allowed to work after. (Among 800 respondents, both male and female)
- 59% respondents believed that Udaari taught important lessons on the importance of women’s empowerment including the importance of respecting women’s economic contributions
- There was a change in social perceptions regarding female protagonists on screen
- All 3 TV series sparked conversations on women’s social roles and rights among audiences and made an impact in changing mentalities. Udaari created waves among audiences, generating debate online and won multiple awards.
Impact

- Udaari’s message on child marriage resonated with the audiences
  - 60% of the respondents noticed a change in perceptions on child abuse on a societal level
  - Policy makers and opinion leaders began to give precedence to the issue of child sexual abuse post Udaari

- Rehaii’s issue on child marriage led to a policy change
  - Sindh Child Marriage Act: the age limit was increased to 18 years of age with a proper Identity card for the marriage certificate (Nikkah nama)

- Kashf’s drama serials have also paved the way for more socially driven content post Rehaii, Udaari and Aakhri Station

- Several reviews were written by journalists, bloggers and media personnel throughout the airing of the drama serials, changing public opinion on social issues raised

- TRP ratings for Rehaii and Udaari timeslot showed a great appeal for the show; outperforming their competitors.
Cathleen Tobin
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“Banks are not for me”
Psychological Barriers

- Affordability
- Value
- Literacy & Familiarity
Influencing Social Norms Through Popular Media

Approach: Address the psychological barriers to banking – knowledge, attitudes and perceptions

• Embed financial education messages into a mass media platform with a strong audience among target segment
• Partner with financial institution(s) to promote the campaign on the ground and provide a call to action
• Build additional awareness via media campaign

Develop and air a *telenovela*
Dominican Republic

Partner with an existing EE show
Kenya
Approach #1: Produce a Telenovela (DR)

Country-Wide Objective: mobilize formal savings

Objective: increase uptake and use of savings accounts.

Mini-telenovela

Savings Campaign

In-branch promotion

Financial Education Training
ContraCorriente: Challenges

- New vs. Existing
- Campaign cohesiveness
- Partnerships
Approach #2: Partner with an existing, popular EE show & multiple banks (Kenya)

1. **Popular TV Show**
   - **Objective:** Influence knowledge, attitude, and financial practice
   - *Makutano Junction* is a weekly TV show. 8 million viewers.
   - Six episodes featured savings storylines targeting low-income women
   - *Nawiri Dada*, a campaign to get more women to save in banks, launched on-air and linked to in-branch materials

2. **Media Promotion**
   - **Objective:** Build awareness and drive viewership
   - Print ads & weekly promotional spots built awareness
   - KWFT-sponsored TVC featured cast members & linked to show
   - A WWB-sponsored TVC ran each week, and promoted the partner banks

3. **Promotion Through 3 Banks**
   - **Objective:** Drive account openings, reactivations, use
   - Each partner bank received exclusive access to two cast members to promote savings
   - Customized posters promoted the Campaign in branches and agents
   - Customized flyers supported promotion in branch and field
On-Air Calls to Action

CAST
Louisa Sialo
Margaret Aketch
Mbeki Mwalimu
Justin Muchiri
Janet Kirina
Morrison Mwadulo
Maqbul Mohammed
Triza Kabue
Raymond Ofula
Carol Midimo

SMS your name and address to 5606 at no extra cost
On The Ground Promotion
Results: 9% increase in reported account ownership among low-income women

High Recall on key messages
- Everyone is eligible to open a bank account
- Banks are the safest place to keep money
- No fee to open or maintain (surprise!)

Increase in basic knowledge
- Documentation required to open an account
- Types and features of basic accounts
- Have heard of mobile banking
What worked?

✓ Right mix of partners
✓ Relevant messages & delivery
✓ Delivery on the promise
Let’s Watch a Clip!

Play commercial
Asmaa Guedira
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Our program relies on a fictional animated series aiming to:

> raise awareness,

> encourage debate,

> break down stereotypes, and

> encourage behavioural change

on the role of women (and men) and on issues women face in the MENA region.
The narrative

The edutainment series revolves around Noha, the protagonist of the show who through her work as a journalist, encounters a wide range of social issues reflecting those commonly faced by women (and men) throughout the region.

She fights prejudice and oppression, presents creative solutions and in turn, becomes a role model for the whole society.

The program is built around 2 pillars:

1. Highlight a variety of topics including the ones often considered taboo, and
2. Offer platforms for dialogue and solutions.
Three Seasons since 2013

- 10+ radio stations
- 10 Arab countries
- 10 public debates
- 6+ listening and debate clubs in 4 countries
- Audience of over 1.5 Million listeners
- 150,000 Facebook fans

- 2 million views online
- Viewers from 15 countries
- 18 live events in
- 12 cities in the MENA region

Currently distributed on Kharabeesh and Facebook
Will be airing on OSN and Shahid.net
Topics:

★ Women’s leadership;
★ Women’s economic empowerment;
★ Rights of women within the family and in society;
★ Violence against women in all its forms (domestic violence, rape, street harassment);
★ Sexual education;
★ Female Genital Mutilation (FGM);
★ Education;
★ Early marriage;
★ The role of women in media;
★ Role of men for women’s empowerment;
★ Fatherhood.
Video: Season III

كوني قد حالك
Be Yourself
3 MAIN OBJECTIVES > THEORY OF CHANGE

Influence a behavioural change in society in favour of women's empowerment

Engage in meaningful conversations around the role of women (and men) in society, and on equal rights and opportunities for everyone

Reach an extended audience of young women and men across the MENA region
HOW DO WE GET THERE

- Amplify the message via partnerships and ambassadors
- Collaboration and engagement (online and offline)
- Exposure + awareness: Wide outreach through a diversified distribution
- 1st level output: The series includes relevant topics, solutions and diversity
- Resources (HR), budget and initial partners (production)

Change: Attitudes towards women become more favourable
SEASONS I AND II: OVER 1,200 MEN AND WOMEN ATTENDED OUR EVENTS IN ALL MENA
BECOMING ENGAGED TOWARDS WOMEN EMPOWERMENT IN THEIR COUNTRY

Collaboration
Coworking spaces, Innovation hubs, Entrepreneurship and tech summits

Inspiration
Panel with local role models, Action-oriented workshops

Storytelling
Female Leadership, Entrepreneurship, Political Participation, Men supporting women
Q & A

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For more information about SEEP’s Women’s Economic Empowerment Working Group, contact Lis Meyers: weewg@seepnetwork.org

www.seepnetwork.org
SEEP Announcements

2018 SEEP
Annual Conference
Collaboration for Impact
October 1-3 | Arlington, Virginia

FEATURED TRACK: Unleashing the Power of Women and Girls

- Leveling the Regulatory Playing Field for Women’s Wage Employment (Nathan Associates)
- Collaborating with the Businesses: Women’s ROI in the Workplace (MarketShare Associates)
- Addressing Sex-based Harassment in Workplaces: Unleashing Women’s Economic Potential (ICRW)
- Money, Power, and the Risk of Violence (ICRW)
- Progress through Partnerships: Engaging Market Actors for Women’s Empowerment (Chemonics)
- Why Can’t We Close the Gender Digital Divide? (FHI 360)
- Empowerment for Girls and Youth: What Works, What Doesn’t (BRAC USA)

Call for Experience!

Collaborating with the Private Sector: The Return on Investment in Women’s Access and Agency

Deadline for Submission: September 14

Questions?
Contact Julia Lipowiecka at jlipowiecka@marketshareassociates.com