



Iceland



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A SAFE EMBRACE: ECONOMIC EMPOWERMENT OF REFUGEE AND HOST COMMUNITY WOMEN VIA SUPPORT TO SADA WOMEN'S COOPERATIVE

Project Duration: 3 years (June 2022 – June 2025)

Project Countries: Iceland, Türkiye

Project Budget: \$ 498,794

Project Beneficiaries: Women from Refugee and Host Communities in Türkiye: Partners of the SADA Women's Cooperative

Project Partners:

- UN Women Iceland National Committee
- UN Women Türkiye
- Gaziantep Metropolitan Municipality
- Women Entrepreneurship Center (KAGIDEM)
- SADA Women's Cooperative and Association for Solidarity with Asylum Seekers and Migrants (ASAM)

Implementing Parties: UN Women Iceland, UN Women Türkiye, SGDD-ASAM, 66°Norður

Project Donor: Government of Iceland, 66°Norður

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.1 – Women and girls have improved and equal access to resources, opportunities, and rights, and enjoy a life without violence and discrimination

Outcome 1.2 – By 2025, Persons under the Law on Foreigners and International Protection are supported towards self-reliance

Contribution to UN Women Global Strategic Plan 2022–2025:

Impact 4 – Women and Girls contribute to, and have influence in, building sustainable peace and resilience and benefit equally from the prevention of conflicts and disasters, and from humanitarian action

Contribution to Sustainable Development Goals (SDGs): SDG 5, SDG 16, SDG 1, SDG 4, SDG 8

This project will assist in meeting 2030 Agenda commitments, especially those related to SDG 5 (Achieve gender equality and empower all women and girls and Sustainable Development) and SDG 16 (Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels). In addition, the project contributes significantly to SDG 1 (End poverty in all its forms everywhere) through increasing the resilience and positive coping mechanisms of refugee women and girls and from the host communities; SDG 4 (Ensure inclusive and quality education for all and promote lifelong learning) by providing life skills and vocational training programmes; and SDG 8 (Promote inclusive and sustainable economic growth, employment and decent work for all) through the livelihoods activities.

The 'A Safe Embrace: Economic Empowerment of Refugee and Host Community Women via Support to Sada Women's Cooperative' aims to respond to the immediate needs of refugee and host community women for livelihood support and to foster women's economic empowerment and leadership towards longer-term transformation at individual and community level.



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The project will respond to the immediate needs of refugee and host community women for livelihood support and will foster women’s economic empowerment and leadership towards longer-term transformation at individual and community level. The project will contribute to the social and economic stabilization of women from refugee and host communities who are currently official partners of the SADA Women’s Cooperative and enhance women’s leadership and self-reliance through the provision of gender-responsive livelihoods support, enhancing women’s leadership and capacity development of women’s organizations for better recovery and resilience.

The project aims to empower women’s economic status by supporting sustainable income generation of the partners of the SADA Women’s Cooperative through the strengthened capacity of the partners of the Cooperative and supporting the cooperative to reach out to international markets.

THE PROJECT HAS ONE MAIN OUTCOME:

Refugee and host community women will play active role in enhancing their self-reliance and building resilience of their communities through improved and continuous access income generation opportunities.

OUTPUT 1: Refugee women benefit from inclusive gender-sensitive livelihoods interventions for increased self-reliance and economic empowerment.

OUTPUT 2: SADA Women’s Cooperative will have increased visibility in national and international markets to amplify voices of women from refugee and host communities in international settings and private sector participation in development/humanitarian cooperation will be encouraged through the project.

- Within the scope of the Output 1, the project will provide an opportunity to enable at least 27 partners of the Cooperative to improve their vocational and soft skills through a series of training sessions provided by project’s private sector partner 66°Norður. In achieving this, experts will provide different training and coaching sessions tailored to the needs of women in a gender-responsive way. Vocational training sessions delivered by technical experts are expected to enhance women’s existing skills in textile sector. Skills development trainings will be aligned with the needs of value and procurement chains, thus the private sector partner of the project 66°Norður will use its own marketing channels to reach out to international markets.
- Based on the trainings, at least 3 value-added textile products will be designed and delivered by SADA Women’s Cooperative to 66°Norður. During the span of the project, at least 4,200 textile products will be produced by SADA Women’s Cooperative and sold by 66°Norður’s stores and website and UN Women Iceland National Committee’s online store.
- Under the second output of the project, an awareness-raising and marketing campaign will be launched and run simultaneously to further encourage private sector partnership in development/humanitarian interventions with a specific focus on gender equality and women’s empowerment. As part of the campaigns, a documentary on SADA Women’s Cooperative will be created to highlight the importance of gender equality and women’s economic empowerment in refugee response settings. The campaign will be covered via a range of communication channels and media dissemination which will eventually support the sales of products produced by the Cooperative by reaching at least 300,000 people worldwide. Finally, the campaign will be launched at Women Political Leader’s Forum in Reykjavík, Iceland in November 2022.

The marketing campaign indicatively will consist of the following components:

- 3-5 short documentaries for TV broadcast, 66 Norður’s website and social media channels
- Posters for public spaces
- Web-banners on all major media outlets in Iceland
- A strong media and news coverage (television and radio interviews and magazine coverage)
- A major launch at Women Political Leaders Forum in Reykjavík in November 2022
- An introduction on the product and collaboration by SADA Cooperative women via remote channels or in person at the WPL Forum
- Possible media coverage in Denmark, London and New York through 66 Norður’s PR-houses in the UK and USA
- Coverage on all UN Women Iceland’s outlets (website, Facebook, Instagram, LinkedIn)