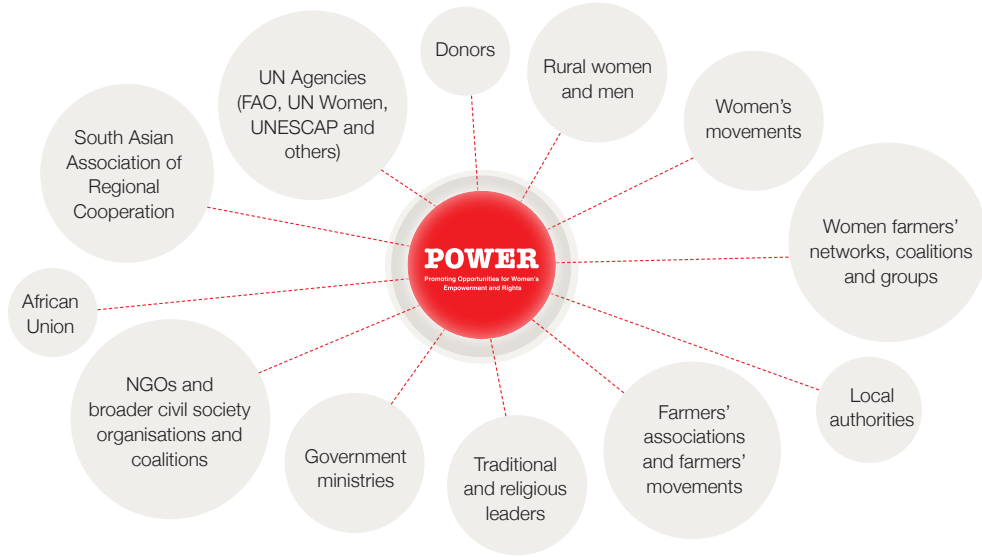


The POWER project works with a large number of different groups to achieve its aims:



Implementing partners

- Bangladesh: SKS Foundation
- Ghana: BONATADU, Community Aid for Rural Development (CARD), Global Action for Women Empowerment (GLOWA), Social Development and Improvement Agency (SODIA), SONGTABA, Widows and Orphans Movement (WOM)
- Pakistan: National Integrated Development Association (NIDA), Saibaan Development Organization
- Rwanda: Duhozanye Organization, Faith Victory Association, Tubibe Amahoro



THE POWER PROJECT

Women's Economic Empowerment: an integrated approach

ActionAid's **Promoting Opportunities for Women's Empowerment and Rights (POWER)** project is a five year initiative (2016-2020) supported by the Ministry of Foreign Affairs, Netherlands under the Funding Leadership and Opportunities for Women (FLOW) grant.



The POWER project is working through local partners in Bangladesh, Ghana, Pakistan and Rwanda to mobilise and organise rural women to raise awareness of and claim their rights as farmers and carers. The project's objective is to increase the income, and the ability to control this income, of 21,000 rural women in Bangladesh, Ghana, Pakistan and Rwanda. It is doing this by addressing Unpaid Care Work and, at the same time, by increasing productivity and access to markets through the practice of Climate Resilient Sustainable Agriculture. It also addresses Violence Against Women as a cross-cutting issue.



Women smallholder farmers demanding their rights at national women farmers convention in Bangladesh.
PHOTO: NOORE JANNAT PROMA/ACTIONAID

The POWER project is also working with policy and decision makers at local, national, regional and international level. It is raising the visibility of the intersections between Unpaid Care Work and Climate Resilient Sustainable Agriculture to ensure an environment that better supports women's economic empowerment.



Action ←-----

The POWER project is working to ensure the recognition, redistribution and reduction of Unpaid Care Work. It is sensitising women, men and boys about the time spent on Unpaid Care Work; addressing cultural norms; and engaging with policy and decision makers for increased focus and funding. It is also testing and scaling up interventions to reduce the time spent on Unpaid Care Work eg energy saving stoves and community childcare.



Women in Pakistan growing fuel wood plants as a way to reduce Unpaid Care Work.
PHOTO: MS. BEENISH RIAZ/ SAIBAAN DEVELOPMENT ORGANISATION



Women leadership training in Bangladesh (including addressing women's rights and violence against women).
PHOTO: RANAJIT KUMAR PAUL/ SKS FOUNDATION

Action ←-----

The POWER project includes trainings and interventions to address Violence Against Women at household and community level. It also works with groups at local, national, regional and international level to improve policies addressing Violence Against Women or to ensure existing policies are better implemented.

For most women, time spent on **Unpaid Care Work** is disproportionately high compared to men. The burden of Unpaid Care Work affects all women but has the worst effects on women in poverty. Girls and women spend long hours fetching water, collecting firewood, doing laundry, preparing food, caring for children and elderly, and other household chores, as well as often carrying out agricultural duties. This time poverty limits women's opportunity to increase sustainable productivity and better access markets; to know how to claim their rights; and to participate in decision making. Unpaid Care Work is recognised in the Sustainable Development Goals but often not at community or national government levels.

Violence Against Women is central in perpetuating women's position of economic, social and political subordination, marginalisation and inequality. It can restrict women's movements and access to markets, and limits income generating opportunities. Women's Unpaid Care Work burden can also compound discriminatory social norms and greatly increase vulnerability to violence.

Climate Resilient Sustainable Agriculture -----> **Action**

is an initiative that ActionAid and partners have been developing, based on the design and implementation of site-specific adaptation strategies aimed at increasing productivity, reducing vulnerabilities and increasing the resilience of smallholder production systems. However the burden of Unpaid Care Work for rural women farmers often means they have little time to learn about and to practice sustainable productivity; and so limits these women's economic empowerment.

-----> **Action**

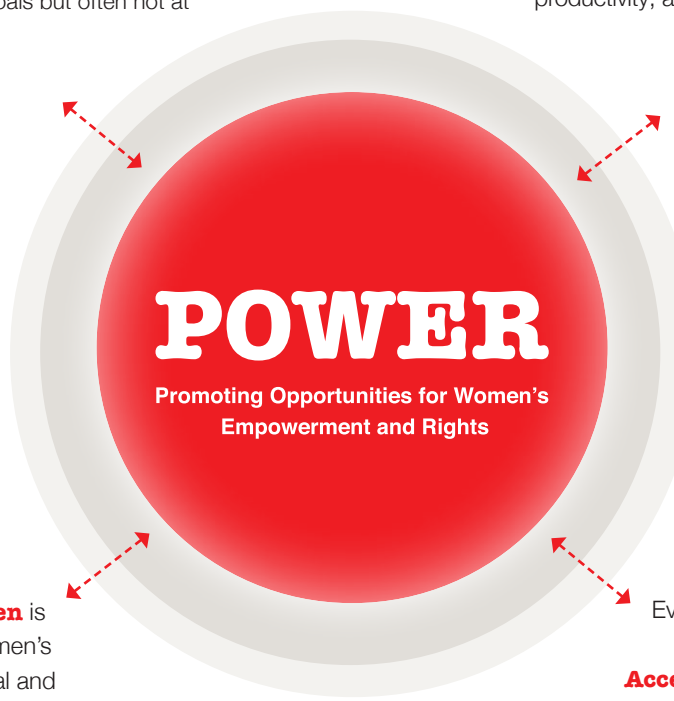
The POWER project is supporting women with tools and knowledge to practice Climate Resilient Sustainable Agriculture. This is to both secure the women's livelihoods and productivity in the longer term and as a tool to reduce Unpaid Care Work. The POWER project addresses Unpaid Care Work simultaneously to ensure women have enough time to learn about and practice these methods.



Women demonstrating Climate Resilient Sustainable Agriculture practice in Rwanda.
PHOTO: ANATOLE UWIRAGIYE/ ACTIONAID



Woman in Ghana taking goods to sell at the market whilst carrying her son.
PHOTO: DEBORAH LOMOTEY/ACTIONAID



Even if women smallholder farmers are able to increase productivity, **Access to Markets** is often a major barrier to increasing their income. They receive unfair treatment from buyers and lack information regarding the current market situation, finance and other productive resources required to get their produce to market. Due to lack of voice at household or community level, or lack of time due to Unpaid Care Work, the women are unable to easily learn about or engage in these areas. Many women consequently utilise 'middle-men' to market their products which reduces profits and maintains gender imbalance.

-----> **Action**

The POWER project works to overcome these challenges by building the capacity of women farmers; by addressing Unpaid Care Work; and by recommending that national and regional institutions support markets and public services that are more gender sensitive.