

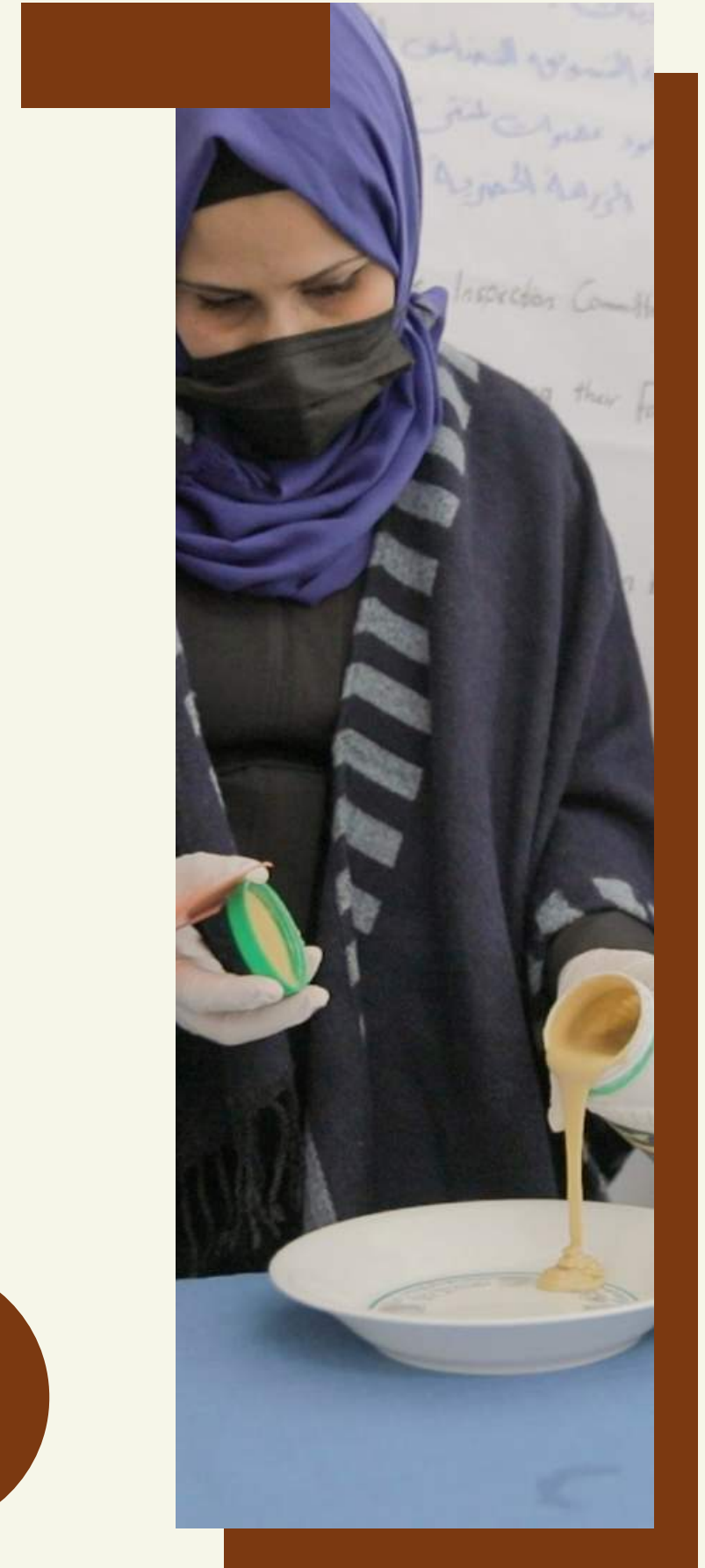
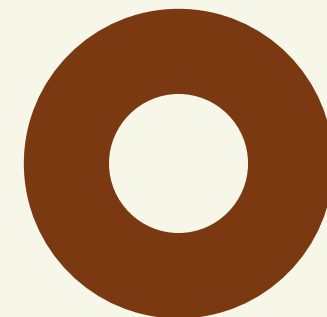
Solidarity Marketing Campaign to Enhance Resilience of UWAF Members in the Gaza Strip



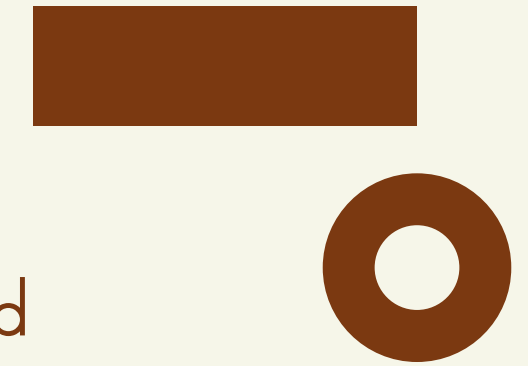
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Presentation Outline

1. Who is GUPAP and UWAF?
2. Crisis in Gaza
3. Reaching out for solidarity
4. Steps we took
5. Rebuilding Women-Owned Farms of Gaza
6. Food Box Action Plan
7. The Impact
8. Major success
9. Troubleshooting
10. Final thoughts



Who is GUPAP?



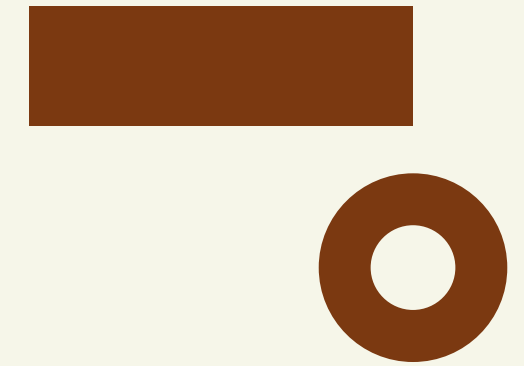
The Gaza Urban and Peri-Urban Agriculture Platform (GUPAP) launched in 2013 and consists of a multi-stakeholder, interactive and participatory space that brings together key actors involved in the development of a resilient Palestinian agricultural sector in the Gaza Strip.

GUPAP is currently made up of about 80 members including:

- National and local government institutions
- Non-Governmental Civil Institutions
- Women organizations
- Cooperatives and activists
- Private sector initiatives
- Research and educational institutions
- Micro-finance institutions,
- Urban women agripreneurs' forums



Who is UWAF?



The Urban Women Agripreneurs Forum (UWAF) was formed in 2019, with support from GUPAP, to unite the women agripreneurs in Gaza. The forum aims to raise awareness of the female agricultural sector in Gaza who are over 50% of agricultural workers in Gaza. It is an empowering space that facilitates exchange and capacity sharing activities among its members and provides input into relevant strategies as part of their rights advocacy and activism.



Crisis in Gaza

DEMOGRAPHICS

- 53% of the population live below the poverty line
- Plus, The World Bank estimates that the escalation of the conflict during May 2021 increased poverty rates in Gaza to 59.3% in 2021
- 63% of Gaza residents need humanitarian assistance
- 66% of them are refugees: half are under the age of 18 and 70% are women and children
- In the second quarter of 2021, the unemployment rate in Gaza was as high as 44.7%. For young people they are above 52% and for young women they are 88%


FOOD INSECURITY

- 62% of households in the Gaza Strip are severely or moderately food insecure
- 95% are small-scale family farmers, 30-40% of them women
- Gazans cannot access 17% of the area's land, including 35% of its agricultural land, because it is in the high-risk, Access-Restricted Area near the fence.
- The accelerated population growth (3.5%), urban sprawl, and increasing conversion of agricultural land for housing, restricted access to quality land in the border area and access to sea and water, combined with limited availability of good quality seeds and breeds, has resulted in a decline in self-sufficiency



Solutions?

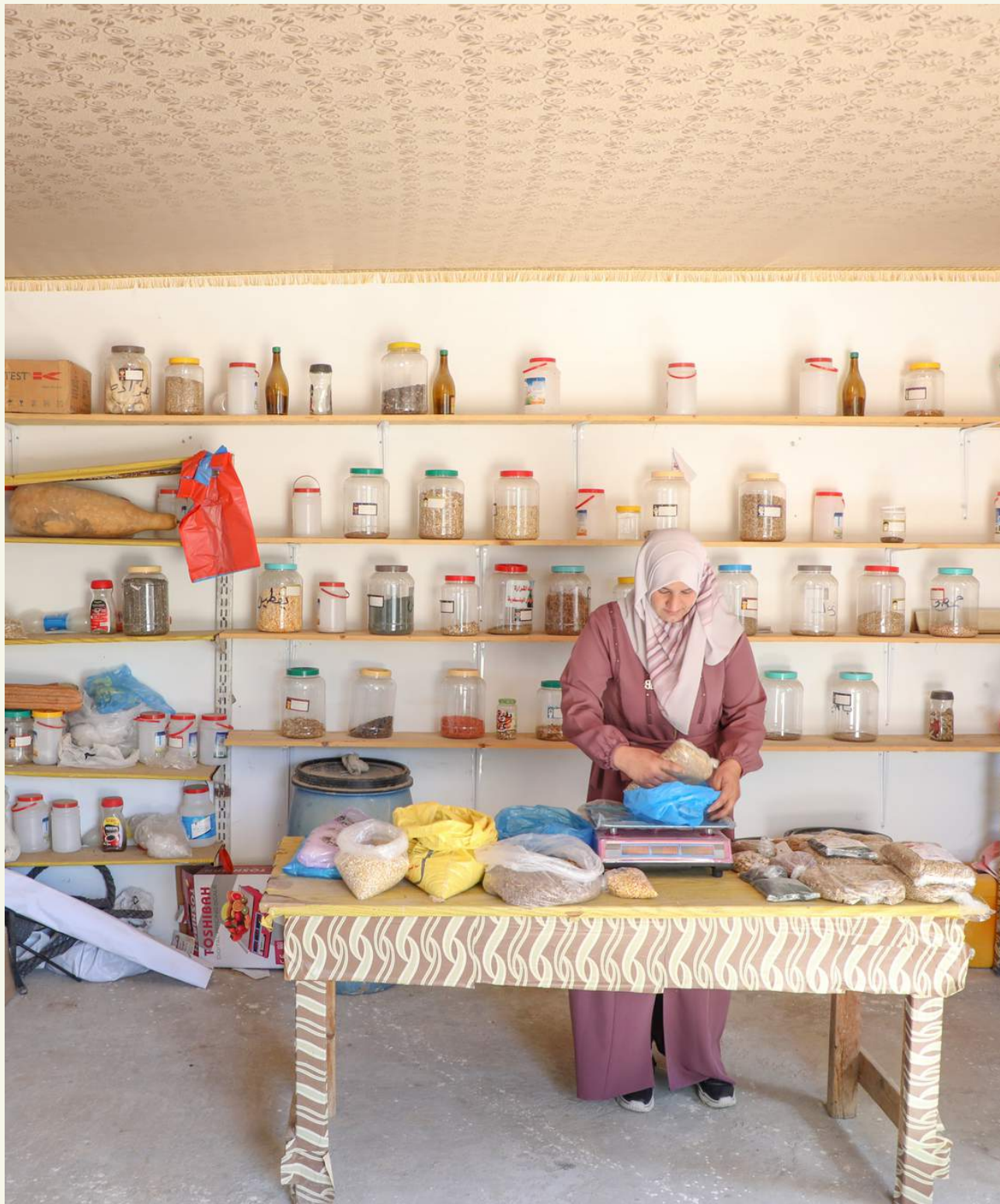
- Less dependency on international markets
- Lower ecological foot/food prints
- Greater networking, coordination and exchange with relevant stakeholders
- Integration of long-term resilient and sovereign development policies and initiatives



"Considering the protracted crisis context of Gaza, where economic opportunities are very limited, any development program should focus on promoting a 'resilient local development approach', making the best use of what is locally available"

Reaching out for solidarity

In early June 2021, GUPAP reached out to Sustain: The Australian Food Network for solidarity after the May 2021 bombings. Using their Australian connections, Sustain and GUPAP invited three more groups to participate in the extensive discussions, planning and preparation of the crowdfunding campaign.



Steps we took

○ WEEKLY MEETINGS

From early June 2021 to February 2022 we had weekly meetings to design the crowdfunding international solidarity campaign with Sustain Australia, Global Garden of Peace, Just Food Collective and EcoCare.

○ REACHING TARGET

By the end of 2021 the campaign had researched and surpassed its goal to raise SAUD25,000.

○ LAUNCH OF CAMPAIGN

After extensive collaboration and codesign the campaign was launched on World Food Day, 16th October 2021, with the aim to raise SAUD25,000.

○ FOOD BOX ACTION PLAN

GUPAP and UWAF worked together with the women farmers to use the funds most effectively by developing and implementing the Food Box Action Plan from February to May 2022



Rebuilding Women-Owned Farms of Gaza

"We're campaigning for solidarity with women agripreneurs of Gaza so they can realize their aspirations for food sovereignty - an independent and resilient food system for Palestine and all Palestinians.

Help empower these women to restore their farms & food sovereignty. Donations to this campaign helped contribute to a pool of funding for fifty-two women farmers affected by the May 2021 bombings, enabling these women to rebuild their farms & livelihoods and restore female-led food systems for Palestine."





PHASE 1:
PREPARATORY PHASE

PHASE 2:
PRODUCTS'
INSPECTION PHASE

PHASE 3:
PURCHASING
WOMEN'S PRODUCTS
PHASE

PHASE 4:
DELIVERING THE
FOOD BASKETS TO
THE VULNERABLE
WOMEN

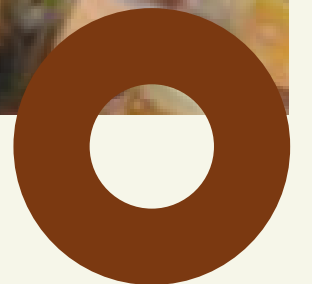
Phase 1: Preparatory Phase

- GUPAP AND UWAF WORKED TOGETHER TO DEVELOP THE LOCAL SOLIDARITY MARKETING CAMPAIGN
- THIS CAMPAIGN USED THE FUNDS RAISED IN THE CROWDFUNDING CAMPAIGN TO BUY PRODUCTS FROM 52 WOMEN ENTERPRISES
- THIS WAY IT WOULD HELP THE DEVELOPMENT OF THE ENTERPRISES THROUGH SALES AND REVENUE
- THE PURCHASED FOOD WOULD THEN BE PROVIDED TO VULNERABLE WOMEN IN CRISIS
- THE 52 ENTERPRISES WERE SELECTED IN THIS PHASE BASED ON AVAILABLE PRODUCT



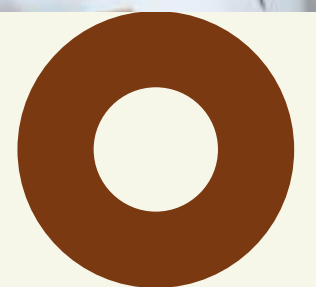
Phase 2: Products' Inspection Phase

- THE SELECTED WOMEN AGRIPRENEURS BROUGHT THEIR PRODUCT SAMPLES FOR INSPECTION
- UWAF COORDINATION COMMITTEE AND THE MINISTRY OF AGRICULTURE CONDUCTED THESE QUALITY CONTROL AND CONSUMER PROTECTION CHECKS



Phase 3: Purchasing Women's Products Phase

- GUPAP purchased \$280 worth of products from each woman
- The required amounts of products were agreed and then delivered to the temporary packing and distribution warehouse
- The products were then packed into boxes ready to be delivered

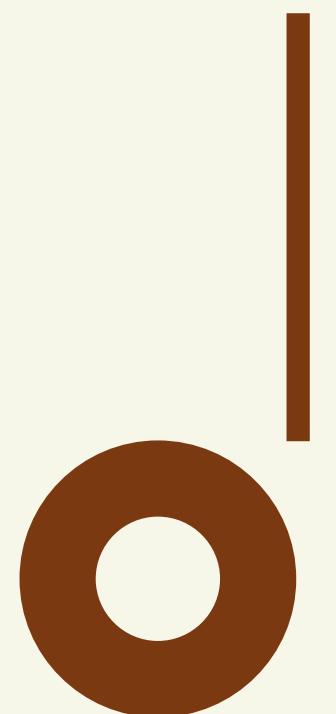
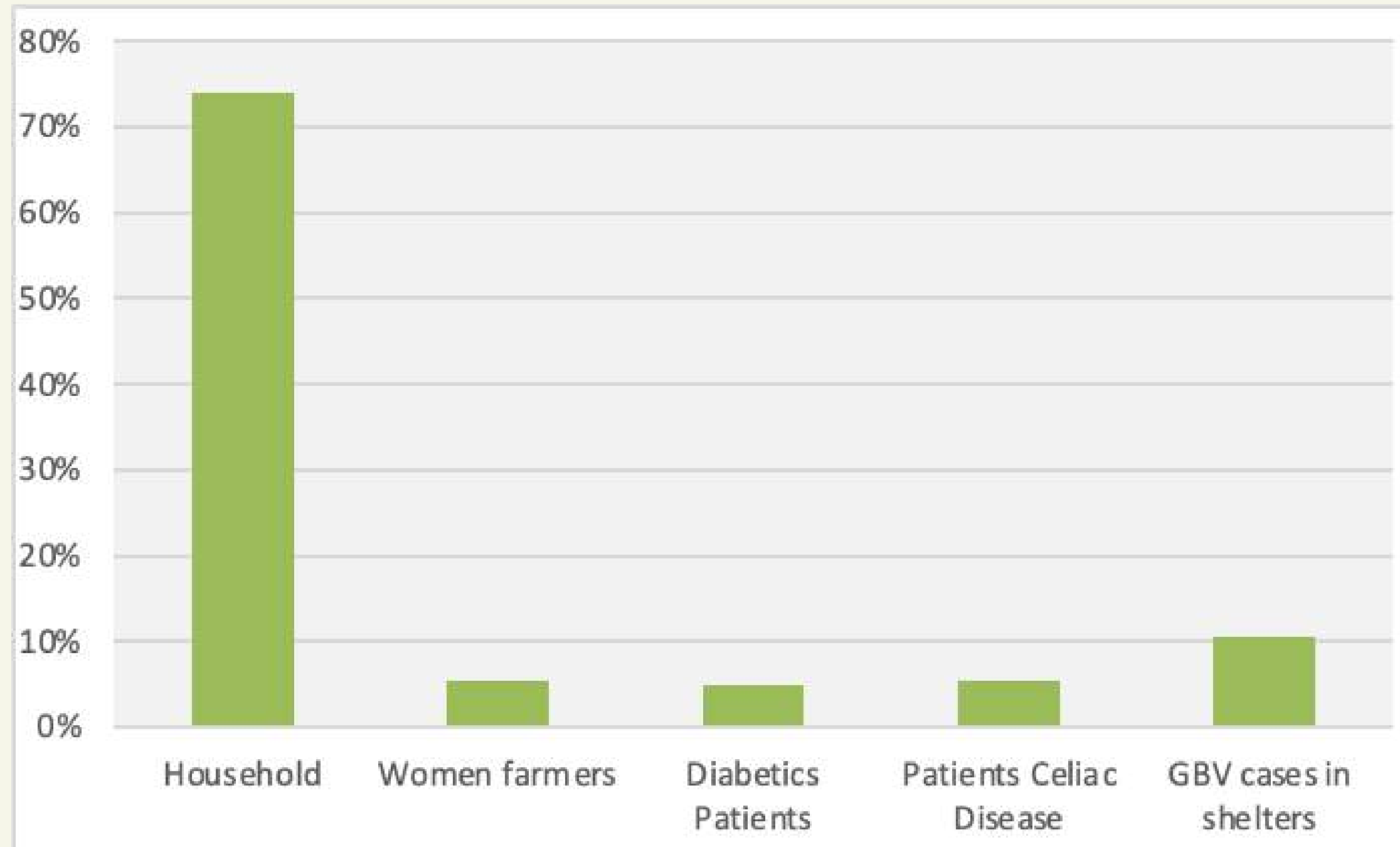


Phase 4: Delivering the food baskets to the vulnerable women

- THE PURCHASED PRODUCTS WERE PROVIDED TO VULNERABLE WOMEN IN CRISIS, GENDER-BASED VIOLENCE CASES IN SOCIAL PROTECTION CENTER, WOMEN AND CHILDREN WHO ARE CELIAC AND REQUIRE GLUTEN-FREE PRODUCTS, AND DIABETICS WHO NEED ALTERNATIVES TO SUGAR
- GUPAP AND UWAF NETWORKED WITH RELATED NON-GOVERNMENTAL ORGANIZATIONS TO FIND THE BENEFICIARIES AND THEN USED THESE RELATIONSHIPS TO DELIVER THE BOXES
- THE CONTENTS OF THE FOOD BASKETS INCLUDED FRESH AND PRESERVED PRODUCTS, AS WELL AS GRAINS



Who received the boxes?



Impact of the campaign

- 52 WOMEN AGRIPRENEURS OF UWAF MEMBERS ARE SUPPORTED THROUGH BUYING AND MARKETING THEIR LOCAL PRODUCTS WITH FAIR PRICE
- 473 WOMEN IN CRISIS AND VULNERABILITY ARE ENHANCED THROUGH PROVIDING THEM BY FOOD BASKETS INCLUDING HEALTHY AND MEDICINAL FOOD



Success and Resilience Stories

Stories of Success & Resilience from Gaza

The Women Restoring Palestinian Food Sovereignty



With the help of Just Food Collective and Beit e'Shai we created a publication of 'Success and Resilience stories' from some of the women farmers who benefited from the campaign.

This publication contains the stories of seven of the women farmers and was used as campaign material so the public could learn more about GUPAP, UWAF, and the situation in Gaza.

These stories can be read [here](#)

Campaign documentary



A documentary film was also developed during the Food Box Action Plan stage to visually share the steps taken to purchase, inspect, and distribute the food purchased from the women farmers.

The film can be viewed [here](#)

Trouble shooting

TIPS FOR NEXT TIME

QUALITY CONTROL

- Items such as cheese and meat have a very short life, and food safety is a priority
- We had to develop a Committee to be in charge of checking all of the items
- We hired an expert from the government to oversee the quality control

COLLABORATION WITH OTHER ORGANISATIONS

- Working with other local organisations meant that we knew how we could best use the produce and the fund
- This way our impact was wider and more effective

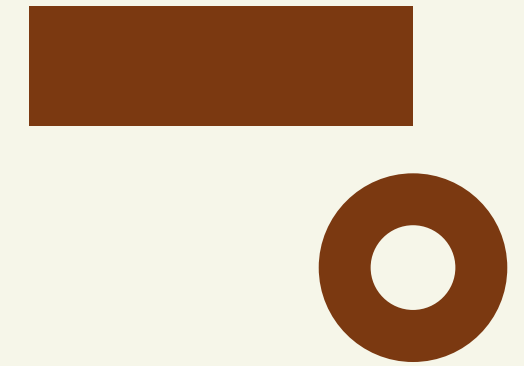
FINDING THE RIGHT FACILITY

- This was a huge financial cost
- As there is a limited supply of electricity in Gaza it meant we had to think about how long we could keep produce in refrigerated or frozen
- If we did this again, we would hire a much larger facility and keep in mind their appliances like fridges and freezers

Final thoughts

REFLECTIONS FROM AHMED SOURANI

Co-Founder & General Coordinator



"While GUPAP helped facilitate this process, especially the Food Box Action Plan, it really was a community action led approach. The women led the whole process, and this meant they were the owners of the campaign. You could see it in their eyes, their feelings of confidence and trust. They decided what to do, how to collect the produce, how to package it, how to distribute it. Nothing was ok'd until the women decided it was the right way to do it. This experience showed us how important and inspiring this sort of collaboration can be and we will be continuing to work in this community led way."





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