



The Citizenship Initiative Press Conference- Sunday March 18th 2012

Media Monitoring Report- Monitoring Duration 15- 21 March 2012

The Citizenship Initiative

Project Brief

In November 2011, UN Women (United Nations Entity for Gender Equality and the Empowerment of Women), UNDP (United Nations Development Program), MSAD (Ministry of State for Administrative Development) in partnership with MOFA (Ministry of Foreign Affairs), CSO (Civil Status Organization) and SFD (Social Fund for Development) have signed a Joint Program for the Women Citizenship Initiative. The overall goal of the 3 year project is «to ensure women's basic citizenship rights during the democratic transition in Egypt» by enabling poor and marginalized women living in rural or marginalized areas to issue their national IDs and thus access their full rights, as full citizens.

The project aims to issue 2 million National ID cards for Egyptian women, whereby mobile registrars are going to reach out to the marginalized areas where these women live, and the campaign will save eligible Egyptian women's money, time and effort.

Public Service Announcements and jingle for TV and Radio

UN Women, UNDP and MSAD have sponsored and developed a comprehensive public awareness campaign to accompany and complement the on the ground activities of the citizenship initiative project. The public awareness campaign aims at informing Egyptian targeted women with the benefits of the national ID, and urges them to issue their IDs when the mobile registrars are in their villages. The campaign is a social marketing initiative that tries to change the behavior of the targeted women to encourage them using positive reinforcement to issue National IDs. The components of the campaign include TV and Radio Public Service Announcements (PSAs) and jingle, print materials to identify and publicize for the campaign (banners, sticker posters and t-shirts) as well as a social media campaign targeting social media platform users (Facebook and Twitter) to raise awareness on the issue of women's access to their rights through national IDs.

The fully fledged TV and Radio campaign has been developed, including five PSAs; which were shot and edited from October- December 2011 and by January 2012 the project has produced 5 PSAs and one jingle for TV and Radio (both video and audio files).

The general message of the PSAs is to showcase how women will benefit from issuing the IDs; not only as a tool to access her political rights, but mostly as a tool to gain her socio-economic rights, as a full citizen. The 5 PSAs give several characters of women: as a mother, a daughter and as a wife and for each case the PSA explains how a national ID would support her and her family for a better present and future.

The beauty of the PSAs comes from the fact that many characters on screen are not professional actors, mostly women and girls from the local community who were interviewed ahead before the shooting.

Spot 1: The first spot is the most generic, giving example of the woman as the heart of the family, support system for her husband and daughters. Without her fully empowered, the family is missing much potential.

Spot 2: The woman; in many cases the breadwinner of the family; without her ID she cannot have access to state-provisioning goods or her pensions and salary or get treatment from health care units.

Spot 3: The mother; the one who cares the most on the future and well-being of her children. Without an ID, the woman cannot provide her newborns with birth certificates or vaccinations which not only affects her own life but the lives of her dependants as well.

Spot 4: The wife, the emotional, physical and strong support for the husband. Without her ID, she cannot carry out the processing of official contracts for the land or the housing or any papers he might need for loans.

Spot 5: The final spot gives an example of a middle aged woman from the Delta who, with her ID, was able to do a lot: inherit her share from her father's land, support her daughter's education, financially provide needs for the family with her husband and also get a loan for a micro-business.

The Jingle: The jingle was shot in a natural greenery village in Qalioubeya governorate, with an oriental beat and the serene voice of the young singer Fayrouz Karawya. The lyrics are inspired by traditional words used in rural areas; a woman speaking to the "Umda" (old wise man of the village) asking his advice on how to prepare for the future and be strong for her children and the wise man replies assuring her unquestionable importance in her family for everyone's welfare, and on the importance of the National ID to her future and her families future.

Campaign Branding- Visual Identity

A unique, culturally sensitive and targeted visual identity has been developed for the campaign (see picture below), to allow the targeted Egyptian women (primary target audience) and the secondary target audience to easily identify the campaign and relate to it, in order to be more receptive to its messages.

The components of the visual identity stem from a brief but strong phrase "Your ID- Your Rights" (بطاقتك حقوقك), where it was assured that it is read in Arabic for females using the linguistics of the Arabic language, to better target our audience. Accompanied by this phrase, is an emblem that has been developed as a sample national ID carrying the picture of the heroine/role model of the campaign; "Abeer El Sayed Hegazy", who was able to achieve a lot after she has issued her national ID. It is also worth noting that all information used in this national ID is not real, thus this character does not exist with these details, and it is just used for the campaign purposes.

Consistency is one of the most important elements in the public awareness campaign; hence the same visual identity is maintained across all mediums and communications materials.



Press Conference- March 18th

On Sunday March 18th 2012, a press conference was held at the premises of MSAD, to launch the project of the Citizenship Initiative by all partners, where there was a representative of each agency speaking about the project, its importance and the role of his/her organization within the project plan. The press conference was attended by over 50 attendees, mostly from the Egyptian media and including the project team.

The below is the invitation that has been shared with the media:

بطاقتك | حقوقك

الحملة القومية لاستخراج ٢ مليون بطاقة رقم قومي للمرأة المصرية

عبيد السيد حجازي حسنين
أجهور - القليوبية

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EC8618704

UNDP
SFD
وزارة الدولة للتنمية الإدارية
هيئة الأمم المتحدة للمرأة
بنين الجنسين وتمكين المرأة

تحت رعاية كل من وزارة الدولة للتنمية الادارية, هيئة الأمم المتحدة للمساواة بين الجنسين و تمكين المرأة و برنامج الأمم المتحدة الإنمائي في مصر، بالشراكة مع الصندوق الاجتماعي للتنمية وقطاع مصلحة الأحوال المدنية نتشرف بدعوتكم لحضور المؤتمر الصحفي الخاص بإطلاق حملة

"بطاقتك - حقوقك"

وذلك في تمام الساعة الثانية عشر من ظهر يوم الاحد الموافق 18 مارس 2012
بالقاعة الكبرى بمقر وزارة الدولة للتنمية الادارية
- 13 شارع صلاح سالم بجوار الجهاز المركزي للمحاسبات -

The Citizenship Initiative Press Conference Media Monitoring Report

SECTION 1: Newspapers and Magazines (both online and Hardcopy)

Al Horeya w Al Adala

A campaign for helping 2 million women to get the National ID card

"Your ID Your Rights" (Betaktak Hekokak) is a campaign aim to get the National ID card to 2 million Egyptian women because according to a study 80% of women in the villages do not have an National ID. This campaign is supported by UN women, UN Development Programme and Ministry of State for Administrative Development with the Ministry of Foreign Affairs. (Positive) Saturday March 10th (Hardcopy)

Related news: [Ana Hora](#)

Al Ahram

Social Fund for Development and Ministry of Administrative Development Sign Protocol to Issue Two Million ID Cards for Egyptian Women

At the Ministry of Administrative Development, Dr. Ashraf Abdul Wahab stated that this project targets disadvantaged areas including rural and isolated areas where women suffer from poverty and illiteracy to help Egyptian women get their rights including the right to vote. (Positive) Monday March 12th

Egylovers.net

The Ministry of State for Administrative Development launches "your ID - your rights" campaign in Qalubia

The Ministry of State for Administrative Development organizes a press conference, next Sunday March 18th at 1pm at the major hall of the Ministry of State for Administrative Development, for launching the campaign of "your ID - your rights" in the presence of Dr. Ashraf AbdelWahab, Dr. Ghada Waly, the General Secretary of the Social Fund for Development, and Major General Mohammed Naguib Ma'touk, Assistant Secretary of the Interior, and Dr. Maya Morsy, the national coordinator of the UN women. (Positive) Wednesday March 14th

Related news: [High Tech 4 All](#)

Al-Masry Al-youm

The "Your ID card" Project ignores the enrollment decidual

The "Your ID card" Project, which is launched by both the Social Fund for Development and the Ministry of State for Administrative Development to issue 2 million National ID cards for women, would not include those who do not have birth certificates. Saied Najib, the General Secretary of The Red Crescent in Qaliubiya, the organization that has been assigned to implement the project in the governorate, stated that they were surprised that the project will not target women that don't have birth certificates. He also added that the project targets women from the age of 16 years only. (Negative) Wednesday March 14th

Alwafd

Campaign for issuing 2 million national ID cards for rural women

The United Nations Information Centre in Cairo in cooperation with UN Women organizes a news conference on Sunday March 18th to launch a national campaign to issue two million national ID card numbers for Egyptian women at the headquarter of the Ministry of State for Administrative Development. (Positive) Thursday 15 March 2012

Related news: [Senksar.com](#), [El-balad.com](#), [Al-mashhad.com](#)

MENA

National Campaign is launched to issue 2 million national ID cards for Egyptian Women

UN Women and the United Nations Development Programme and the Ministry of State for Administrative Development will launch next Sunday the National Campaign for the issuing of 2 million national ID cards for Egyptian women under the slogan "your ID .. your rights", (بطاقتك حقوقك) , in partnership with the Social Fund for Development and the sector of the Civil status organization Affairs. The project involves the issuing of ID cards for women in isolated rural areas. Any woman who wants to issue the National ID card and has a birth certificate, can issue her ID without any cost on the woman. The mobile registrars will arrive to the villages inhabited by the women targeted for the extraction of ID cards for them. (Hard Copy only) (Positive)

Al Gomhoreya

Issuing ID cards for one million rural women

Dr. Ashraf Abdel Wahab Minister of Administrative Development and Dr. Ghada Wali secretary general of the Social fund signed yesterday a cooperation protocol to start a project named Spreading National Services Promoting the Rights of Citizenship of The Egyptian Women. (By: Mohamed Fath Allah) (Positive) Thursday March 15th

(Hardcopy)

Al-Messa"eya

Issuing 2 million ID Cards for Egyptian Woman

Ministry of Administrative Development and Social Fund for Development represented by Dr. Ghada Wali the Secretary General a protocol to start a project named Spreading National Services Promoting the Rights of Citizenship of The Egyptian Women. (By: Lotfy Al Shony) (Positive) Thursday March 15th

(Hardcopy)

Al-Ahrar

A cooperation protocol between ministry of Administrative Development and Social Fund for Development

As part of Citizenship for women in rural areas in Egypt initiative and to continue the State efforts to provide all kinds of help and support for Egyptian Women in all economic, social and political fields, Ministry of Administrative Development represented by Dr. Ashraf Abdel Wahab Minister of Administrative Development and Social Fund for Development represented by Dr. Ghada Wali the secretary general of the fund signed yesterday a cooperation protocol to start a project named Spreading National Services Promoting the Rights of Citizenship of The Egyptian Women. (Positive) Thursday March 15th

(Hardcopy)

Al Masry Al Youm

Your ID card Project ignores the Paperless

Your ID card Project which launched both the Social Fund for Development and the Ministry of State for Administrative Development to issue 2 million National ID cards for women, would not include 'paperless' women who do not have birth certificates. (By: Mohammed Ahmed Saadani) (Negative) Thursday March 15th

(Hardcopy)

The Daily News Egypt

Campaign Aims to Issue National IDs for 2 million Egyptian Women

A partnership between the Ministries of State for Administrative Development, Interior and Foreign Affairs, the Social Fund for Development, UNDP and UN Women aims to issue national IDs for 2 million women in rural areas in the coming three years. A total of 4 million women in Egypt do not have national IDs. (Positive) Sunday March 18th

Al Ahram Online News Portal

[Al Qalioubiya Governorate Pilot for "Your ID is Your Right" Campaign](#)

Social Fund for Development Secretary General Ghada Waly said that the project lays the foundation to help the Government provide women with support in all fields, whether political, economic or social.

(Positive) Sunday March 18th

Akhbar El Youm

[Campaign to Issue Two Million ID Cards for Egyptian Women](#)

Minister of Administrative Development (a.i) Ashraf Abdel Wahab said the three-year project targets women who have not yet been issued national ID cards to enable them to benefit from social, health and educational services in addition to political participation. (Positive) Sunday March 18th

Al-Ahram

[Qaliubiya is Chosen to start the initiative of "your ID card - your rights"](#)

The Ministry of Local Development and the Social Fund for Development signed a cooperation protocol at the headquarters of the Ministry with the Qaliubiya governorate to be the first province to implement the "your ID - your rights" initiative that will extract ID cards for 2 million women.

Ghada Waly, the General Secretary of the Social Fund, stated that the extraction of ID cards in rural and isolated areas aims to empower the women there to build on their economic and social identity, and to help the Egyptian women to obtain their rights and carry out their different duties such as voting in the elections, accessing pensions and health services, and raising their standard of living.

She also added that a cooperation protocol was signed between the Ministry of State for Administrative Development, the Social Fund for Development and UN women in order to implement a project to enhance the citizenship rights of Egyptian women in the villages and support the efforts of the State to provide all aspects of support for the Egyptian women in the political, economic and social development fields. (Positive) Sunday March 18th

Youm El Sabei

[The Ministry of Administrative Development: Extracting National ID cards for 2 million women in rural areas](#)

The Ministry of State for Administrative Development announced the launching of the "your ID card ... Your Rights" campaign on Sunday afternoon at the headquarters of the ministry.

The campaign aims to extract National ID cards for 2 million women in various governorates of Egypt, in remote and rural areas where ladies do not have ID cards.

Major-General Mohammed Naguib Matouk, President of the Civil Status Department at the Ministry of Interior, said that the first phase will include the four governorates of Minya, Assiut, Gharbya and Qaliubiya and that it will start in Qalubia.

Maya Morsy, the national coordinator of UN women, stated that the extraction of National ID card for women enables them to exercise their political and social rights, because they are an integral part of the nation. They must participate in making the decisions that serve the country. She asserted and stressed that the promotion of women's rights means promoting the society as a whole. (Positive) Sunday March 18th

Related news: [Yahoo Maktoob](#), [O News Agency](#) ,

Moheet

[Launch of a National Campaign to Issue Two Million IDs for Egyptian Women](#)

The first phase in this campaign will include the four governorates of Minya, Assiut, Gharbiya and Qalyoubiya. Four centers in Qalyoubia governorate have been selected as pilot locations for the campaign launch. (Positive) Sunday March 18th

Masress.com

[The Ministry of Development implements "your ID - Your Rights" project to empower the Egyptian women](#)

The Ministry of State for Development and The Social Fund for Development signed today a Cooperation Protocol for the implementation of "enhancing the rights of citizenship for Egyptian women" project in cooperation with UN women. The project aims to help 2 million Egyptian women in the issuing of the national ID cards especially the unprivileged ones in rural and isolated areas, and those who suffer from poverty and illiteracy. So Egyptian women can build their own identity on the economic and social level. This also helps them to obtain their rights and carry out their duties and have access to pensions, health, and education services. (Positive) Monday March 12th

Related news: [Al-Fagr](#)

Al-Mogaz

[The Ministry of Administrative Development and the Social Fund signed a Protocol for the issuance of the national ID for 2 million Egyptian women](#)

A Cooperation Protocol has been Signed between the Ministry of State for Administrative Development, represented by Dr. Ashraf Abdel Wahab - Minister Plenipotentiary of the Ministry of State for Administrative Development - and The Social Fund for Development, represented by professor Ghada Waly - the General Secretary of the Social Fund- to implement the project of "enhancing the rights of citizenship for Egyptian women" in cooperation with the Gaza Civil Status Ministry of Interior, and United Nations. The project aims to help 2 million Egyptian women in the issuance of the national ID cards. The Social Fund for Development will communicate with the ladies in the different Governorates, and will promote and advertise for the campaign of the initiative of women's citizenship known as "your ID - your rights ". (Positive) Monday March 12th

Related news: [Ayoooh](#), [El-Bashayer](#)

Sada El Balad

[Abdel Wahab: IDs for Two Million Unregistered Women](#)

Minister of State for Administrative Development (a.i.) Ashraf Abdel Wahab announced the launch of a 750-thousand-dollar campaign that will focus on issuing 2 million ID cards for rural women. (Positive) Monday March 19th

Al Gomhoreya

[ID cards to one million women for free](#)

Doctor Ashraf Abdel Wahab the person in charge of the work's execution of the Ministry of State for Administrative Development declared that 4 million women live in rural areas without national ID cards, and that's why they cooperate as governmental entities to solve this problem. (Positive) Monday March 19th

(Hardcopy also available)

Masrawy

[Campaign Aims to Provide Two Million Rural women with ID Cards](#)

UNDP country director Mounir Thabet said that this project relies on the support of local administrations, while UN Women Head Maya Morsy highlighted that the project is the foundation for the adoption of the principle of citizenship, noting the need for rural women to be part of the decision-making map of Egypt. (Positive) Monday March 19th

Related news: [Msn Arabia](#)

SECTION 2: Television Coverage

The press conference received good media attention and coverage and was attended by several TV channels, to this date, we have been able to follow up with the following airings:

The Ministry of State for Administrative Development

The video will be posted on the official site of the Ministry after 10 days from the press conference holding date. It is to be edited first.

Allam Rakamy Hightech4all.com. Parts of the press conference have been aired, and the video should be posted online.

Al Kahera channel (Egyptian TV) aired on Monday March 19th at 2 pm and will not be posted online

Sada El Balad TV channel vertical 10719 was present at the press conference, taking video shoots of the speakers and launch of the campaign

SECTION 3: Social Media Coverage

Norhan Refaat ON Tube

Norhan Refaat; talked about a new campaign titled (Your ID- Your Rights- Betaktek Hekokek). This campaign will start the 18th of March in Kalyoubeya and it is supported by government agencies and international organizations like UN Women and Ministry of State for Administrative Development. The campaign aims to get the National ID card to 2 million Egyptian women who have birth certificates and it will be a service without any fee. It will start first in 4 provinces: Kalyoubeya, Menya, Asyout and Gharbeya. The campaign started to have promotional activities on the social media to raise awareness for the people about this problem and the importance of the National ID for women. There will be a press conference about the details of the campaign after few days. (Positive) Thursday March 8 2012

The Cabinet of Ministers Facebook page (Positive) Date: before the press conference, March 18th



الصفحة الرسمية لرئاسة مجلس الوزراء المصري

6 hours ago

إطلاق حملة قومية الأحد القادم لاستخراج 2 مليون بطاقة رقم قومي للسيدات في المناطق الريفية وستصل العربات المتنقلة إلى القرى. تهدف الحملة تمكين المرأة ومشاركتها في المجتمع والانتخابات القادمة.

Twitter



Salma Hegab
@Salma_ts2al



حملة بطاقتك حقوقك تستهدف الفتيات و النساء اللاتي لم يحصلن علي
بطاقة الرقم القومي و تساعدهن في الحصول علي بطاقة رقم...
fb.me/VrrvgEUf



اختيار القليوبية لبدء مبادرة "بطاقتك - حقوقك"
<http://t.co/sBWngB4M>

Note: For a detailed social media monitoring report with statistics, kindly refer to the social media monitoring report prepared by 'Kijami'; UN Women partner for the social media campaign of the Citizenship Initiative.

Photos from the Press Conference



Press Conference of the Launch of the project of the Citizenship Initiative by all partners

UN Women/ Fatma Elzahraa Yassin



Dr. Ghada Wali, Secretary-General of the Social Fund for Development, Speaking at the Press Conference

UN Women/ Fatma Elzahraa Yassin



Attendees of the Press Conference

UN Women/ Fatma Elzahraa Yassin



Registration Desk of the Press Conference

UN Women/ Fatma Elzahraa Yassin



Dr. Tarek Saad, Deputy Head of the Policies and Programs for National Projects, Ministry of State for Administrative Development, speaking at the Press Conference

UN Women/ Fatma Elzahraa Yassin



Press Conference of the Launch of the project of the Citizenship Initiative by all partners

UN Women/ Fatma Elzahraa Yassin



The Speech of General Mohamed Naguib Maatouk, Assistant of the Minister of Interior, responsible for the affairs of CSO

UN Women/ Fatma Elzahraa Yassin



Dr. Maya Morsy, Country Coordinator, UN Women Egypt Country Office, speaking at the Press Conference

UN Women/ Iman Mostafa Kamel



Press Conference of the Launch of the project of the Citizenship Initiative by all partners

UN Women/ Iman Mostafa Kamel



Dr. Ashraf Hassan Abdel Wahab, Acting Minister of State for Administrative Development

UN Women/ Fatma Elzahraa Yassin



Mr. Mounir Thabet, Country Director, UNDP Egypt speaking at the Press Conference

UN Women/ Fatma Elzahraa Yassin



The Speech of Mr. Omar Abo Eish, Deputy Assistant of the Minister for International Cooperation for Development, Ministry of Foreign Affairs

UN Women/ Fatma Elzahraa Yassin



The Speech of Dr. Adel Zayed, Governor of AL-Qaliubeya

UN Women/ Fatma Elzahraa Yassin

Remark

The above press clippings are a compilation of the most recent and relevant related articles published in the local Egyptian media, captured through online and hardcopy media monitoring. Therefore, it is not a complete representation of all coverage related to the topic addressed during this period. Online links of the articles have been included where possible, and hardcopy clippings are in the Cairo UN Women office archive.