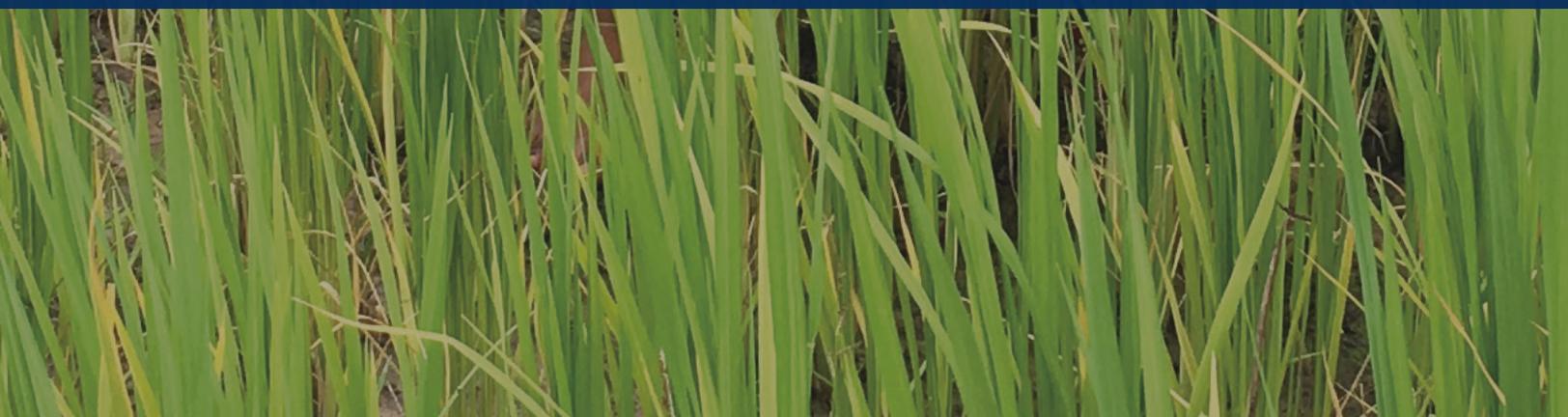
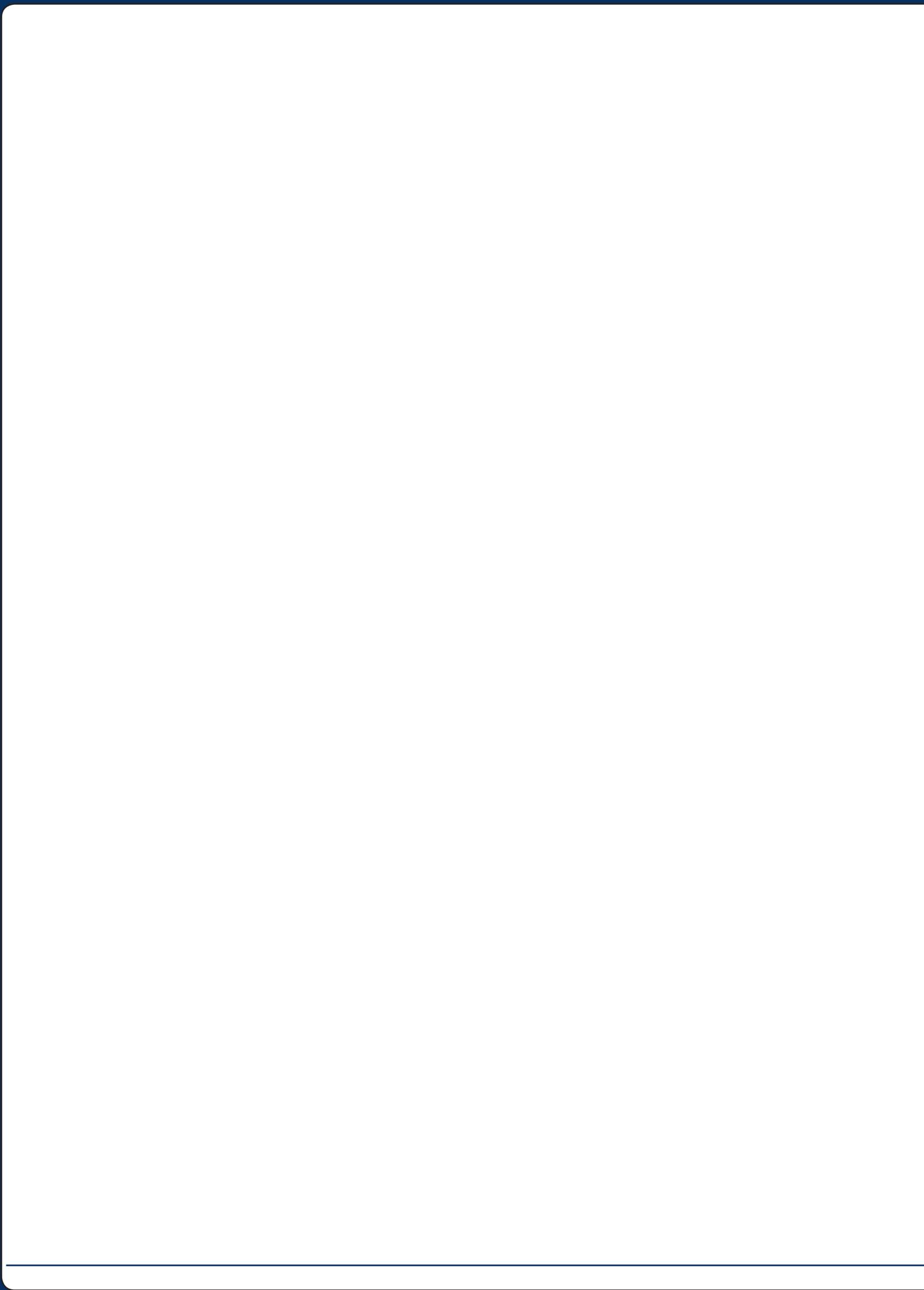

STAND FOR HER LAND

HER RIGHTS. HER LAND. A BETTER FUTURE FOR ALL.



The Stand for Her Land Campaign, Tanzania Chapter COUNTRY STRATEGY





The Stand for Her Land Campaign, Tanzania Chapter
COUNTRY STRATEGY

STAND FOR HER LAND

HER RIGHTS. HER LAND. A BETTER FUTURE FOR ALL.

Background:

Realizing women's land rights worldwide: closing the policy and practice gap

This is a campaign effecting real change through targeted advocacy within countries to drive meaningful, tangible, and lasting change on the ground.

At the global level, regional (comprising Africa, Latin America and Asia) and International organizations had discussions for the past 3 years on the importance of land for women. These discussions brought about the commitment to launch a global campaign that is concerted, with coordinated effort to accelerate women's tenure security by promoting and resourcing practical solutions to close the gap for women.

This is an inclusive, collaborative effort among a diverse group of allies, including representatives from civil society, development organizations, women's rights and empowerment groups, land rights advocates, land mapping and technical specialists, and other sectors the world over. The core partner founding members include Landesa (Secretariat), The Global Land Tool Network Partners¹, Habitat for Humanity², the Huairou Commission³, and the World Bank. These core partners will provide resources, tools, and support to national and local advocacy in focal countries, where coalitions of local and national-level actors will be driving change on the ground.

Global announcements and initial launching of the Campaign

There have been different initiatives to promote the campaign as highlighted below:-

Announcement: -At the annual Trust Conference in London on 15th November 2018, Landesa Tanzania Program Director Dr. Monica Mhoja announced a new global campaign for women's land rights aimed at closing the gap between law and practice so that women around the world can realize their equal rights to land.

- **Official Global Launch:** At the World Bank Land and Poverty Conference 2019 in Washington DC, the Women's Land Rights Global Campaign titled "Stand For Her Land" launched at 3 pm Monday, March 25 2019. Mr. Godfrey Massay Land Tenure Specialist from Tanzania Landesa was among the presenters on the day.
- Announcement at the event organized by Open Society Foundation in Washington DC in March 2019
- Announcement at the World Forum Justice in the Hague in April 2019
- Announcement at the Women Deliver in Vancouver in June 2019

1 <https://gltn.net/>

2 <https://www.habitat.org/>

3 <https://huairou.org/>



Campaign Objective: The global campaign aims to close the gap between policy and practice, enabling women around the world to realize their land rights.

The campaign will endeavor to strengthen women's land rights across different tenure arrangements, including both individual and communal lands; across locations, from rural to urban; and across the spectrum of tenure rights, from accessing to managing and owning land and property as well as taking part in decision making processes and bodies.

Campaign Motivation: Strengthening women's land tenure security improves their rights and dignity. Women's tenure also has a positive effect on a range of livelihood outcomes for women, their families and their communities corresponding Sustainable Development Goals that include poverty reduction (SDG 1); food security (SDG 2); gender equality (SDG 5); sustainable cities and communities (SDG 11); and Peace, Justice, and Strong Institutions(SDG 16) .

However, women are frequently insecure in their tenure rights, facing both formal and informal barriers to accessing, managing, owning and benefiting from land. Even in countries where laws support women's land rights, implementation is often weak and does not benefit women. In almost half of the countries around the world, women are still prevented from equal access to land. Barriers include:

- Insufficient implementation and enforcement of laws and policies;
- Inadequate of institutional capacity, understanding and will; and
- Entrenched social and cultural norms that often take precedence over statutory and even progressive customary laws.
- Insufficient link between women land rights issues and the national strategies.

Why women land rights matters globally?

Without land to build or maintain a home, to farm or leverage for economic gain, to inherit from a relative, and to use as her own, women's security, prosperity and dignity remain compromised.

Not only is land vital to women research has shown that when women have secure rights to land, it is more likely that opportunities will emerge to break the cycle of poverty and improve the lives of women, their families, and whole communities.

The campaign recognizes the benefits – thanks in no small part to the tireless advocacy efforts of civil society groups around the world – dozens of countries have passed new laws to strengthen women's equal rights to land and inheritance. But too few women realize the benefits of these laws in practice. Instead, weak implementation/enforcement, a lack of understanding and awareness, and discriminatory social norms and practices get in the way of meaningful progress and undermine women's rights.

Country Coalitions:

Country coalitions are comprised of groups working on land rights, women's rights and empowerment, food security, economic development, and other important issues at this intersection. Country coalitions span both local grassroots organizations and the country offices of large international organizations, all working toward the shared goal of stronger land rights for women. It is the first advocacy campaign of its kind to merge both global and local level efforts to strengthen land rights for women from the ground.

Tanzania

Over 50% of population of Tanzania and most of the developing countries constitute women. In Tanzania the agricultural sector is dominated by women; 90.4% of active women engage in agricultural activities and produce about 70% of the country's food requirements. However, fewer women own land and make decision on what crops should be grown and how to use the produce from their farms. Additionally, certificates of customary right of occupancy (CCROs) issued in 2017 in Kilombero, Ulanga and Malinyi show that 24% of land parcels were owned by women on their individual capacity, 39% jointly owned with their husbands and 36% owned by men.⁴

Studies shows the direct link between women's land rights and improved agricultural productivity, nutrition level at the family, household income, conservation practices, and participation in decision making, reduced domestic violence and increase in level of education.⁵ Therefore, secured tenure for women is not only beneficial to individual women and their families but to the entire community and the country at large.

4 Land Tenure Support Program, 2018 Annual Technical Review

5 <https://www.worldbank.org/en/topic/agriculture/brief/women-farmers-getting-to-equal>; https://www.afdb.org/fileadmin/uploads/afdb/Documents/Publications/AEB_Vol_7_Issue_3_Gender_equality_in_agriculture.pdf; <https://www.unwomen.org/en/news/stories/2014/10/sharefair-rural-women-technologies>

The country has instituted relevant formal laws governing land and property rights that recognize equal rights for men and women. However, the Customary Law Declaration Order (1963) discriminates against women's rights to own, use and exercise control over land and productive resources. This inconsistency ultimately undermines the full implementation of national legal frameworks. Also, existence of undocumented practices, customs, traditions, and belief that continue to discriminate against women waters down efforts towards advancement of women land rights.

Most of the time women access land through their male counterparts. Customs and traditions discourage women from owning land, and traditional institutions perpetuate discriminatory practices that hinder women from accessing land. Moreover, women are seen as inferior, and they lack knowledge about their protection under the law on tenure security. Therefore, it is very important that this campaign bridges the gap between existing policies and practices that hinder women from realizing their land rights.

Why the Pilot in Tanzania?

Tanzania was selected to be a role model and pilot country of the Stand for Her Land campaign at the country level because;-

- Existing will towards WLRs advancement eg. Mama Ardhi Consortium, and other on-going programs on women land rights;
- Strong CSOs coalitions working on Land rights and women land rights issues; and
- Existence of progressive policies/laws that guarantee WLRs.

The aim is to roll out in 5 to 7 countries over the next 2 years. Currently in Tanzania, there are 25 civil society organizations as members of the Task Force chaired by Tanzania Women Lawyers Association (TAWLA).

The campaign recognizes the past and ongoing campaigns, as it intends to build on and complement the existing efforts. It must be emphasized that Tanzania is not new to campaigns related to secure women rights in general and women land rights in particular. In the recent past within the context of land rights, Tanzania witnessed the rising of women land rights movement under the auspices of the Gender Land Task Force (GLTF) during the campaigns for promulgation of the land policy and land laws in 1995/7 and 1999 respectively. The 1990s women land rights campaign sought to challenge the policy and content of the 1996 Land Bill that was not gender sensitive to ensure that the final content of the policy and laws provides for women access, control, ownership and use of land. It is due to this campaign that the 1999 Land Laws both Village Land Act No 5 of 1999 and the Land Act No 4 of 1999 are considered progressive in terms of advancing and protecting women land rights. Subsequent campaigns have focused on monitoring the implementation of the laws, awareness-raising to the general public and policy stakeholders. The campaign following the GLTF work was limited to certain thematic areas such as gender-based violence, and various organizations have continued to advance this course. The current campaign therefore seeks to rejuvenate and rekindle the efforts towards a revived women land rights movement in Tanzania by closing the gap between theory and practice.

STRATEGY

Vision Statement:

We envision a society where all women and men access, own, use, control, inherit and benefit from land equitably.

Mission Statement:

The Stand for Her Land Tanzania campaign aims to draw on collective advocacy to overcome institutional and societal barriers that prevent the effective enforcement and implementation of laws that protect women's land rights in Tanzania. The campaign will do this by working with key stakeholders to create local and national awareness of women's legal rights, promote access to justice, and allow for inclusive and equal participation in decision making.

1. Overall all Aim/ goal:

To promote and protect inclusive secure land tenure and create enabling environment⁶ so that all Tanzanian women⁷ can access, own, control, inherit, use, make decisions and benefit from land and its produce by 2030.

2. Strategic Focus:

It was largely felt that community/local level and national level targets of the campaign (running parallel during the implementation period) should primarily focus on breaking down barriers in the communities themselves, targeting decision-makers and people of influence at the national or regional (administrative regions) levels once change begins to take hold in local communities where campaign partners operate. This means primary targets will be both local and national actors. Activities will focus on changing attitudes and behaviors, ultimately showing through action the benefits women's land rights can bring to women, their families and their communities. Evidence and case studies will be collected as they could be leveraged to influence change at both levels (community, regional and national levels).

3. Campaign objectives:

- Address cultural norms to overcome societal barriers that prevent women to realize and claim their land rights whether through individual or joint matrimonial ownership, or through protected equal rights to communally owned land, including pastoralist communities;
- Promote women's use of land for economic benefits e.g. sale of produce from land
- Increase women's participation in decision-making bodies/structures and processes in land governance
- Promote women's land rights in regions with land based investments

6 Enabling environment means all activities and process that are geared towards realization of Women Land Rights

7 "women" means persons of female gender, including girls. Article 1 (k) of the Protocol to the African Charter on Human and People Rights on the Rights of Women in Africa.

Strategic Mapping by Objective

Objective 1	<p>Address cultural norms to overcome societal barriers that prevent women to realize and claim their land rights whether through individual or joint matrimonial ownership, or through protected equal rights to communally owned land, including pastoralist communities</p>
Analysis	<p>Country's relevant policies and formal laws governing land and property rights recognize equal rights for men and women. However, the Customary Law Declaration Order (1963) coupled with other uncodified/ undocumented norms, customs, traditions and beliefs continue to discriminate against women's rights to own, use and exercise control over land and productive resources. This inconsistency ultimately undermines the full implementation of national legal frameworks. In most cases women access land through their male counterparts. This discourages women from owning land.</p> <p>Also traditional institutions perpetuate discriminatory practices that hinder women from accessing land. Therefore, behavior change tactics will be employed for rural women, men, youth, community members and traditional leaders to advocate against discriminatory norms and practices so that women realize their land rights.</p> <p>Through research/ fact findings the campaign will also identify undocumented discriminatory norms and practices and advocate against them. The campaign therefore expects to create gender transformative communities, increase the number of women owning land either individually or jointly by breaking the cultural barriers.</p>
Primary Targets	<p>Women & men in pastoral communities, Chiefs, Local government leaders, Media (local/community media), religious leaders, Youth, CBOs and CSOs, Ward & District Tribunals,</p>
Primary Tactics & Activities	<p>High level activities:</p> <ul style="list-style-type: none"> -develop advocacy strategy, -Identify policy and practice gaps -Research/ fact findings un documented but existing discriminatory customs and traditions -Awareness creations through meetings, traditional media and storytelling, 'edutainment', EIC materials, drama, Community dialogues -Public rallies -Creation of champions/ change agents (involve youth and male) -Capacity building for women and other community members through trainings and workshops - Public hearings from local to national levels -prepare and disseminate simplified materials on WLR: Fact sheets, booklets, testimonies of success stories -Video and audio spots -Simplified Legal documents; booklets -Creation and use of special trained community groups; LRMs and paralegals - Documentation, publication and dissemination of best practices -Conduct investigative and public interest journalism on positive & negative customs

Campaign leads	<p>Pastoralist Areas: PWC</p> <p>Non-Pastoralist Areas: We Effect</p>
Primary Opportunities	Sample of the type of opportunities to leverage: 16 days of activism, International Day of Rural Women and Gender festival
Primary Risks to be aware of/ mitigate	<p>Pastoralist Areas:</p> <ul style="list-style-type: none"> - Non willingness of women and community members to do away with discriminatory norms and traditions that restrict women from realizing their land rights
Anticipated Outcomes	<ul style="list-style-type: none"> - 60% of women who can claim their land rights due to the campaign - Gender responsive/transformational communities - Reduced number of widows with no land ownership - Increased and improved access to land for women - Increased number of women owning land individually and jointly
Objective 2 :	Promote women's use of land for economic benefits e.g. sale of produce from land

Analysis	<p>In Tanzania women dominate the agricultural sector. About 90.4% of women are actively engaging in subsistence agricultural activities that produce about 70% of the country's food requirements. Despite the fact that majority of women form the labour force in farming only few women own land and make decision on types of crops they should be grown and how to use the produce from their farms, hence live in poverty. According to the Land Tenure Support Program (2014-2017) implemented in Kilombero, Mlinyi and Ulanga certificates of customary right of occupancy (CCROs) issued by 2017 show that 24% of land parcels were owned by women on their individual capacity, 39% jointly owned with their husbands and 36% owned by men. These numbers confirm that majority of women live in unsecure land tenure despite their engagement in agriculture.</p> <p>Studies shows the direct connection between secure women's land rights and improved agricultural productivity, increase in household income, and women economic empowerment. Land as an asset gives women access to financial services, programs and extension services that are geared towards improvement of productivity, increase in income through sale of produce, sale of land etc. Therefore, secured tenure for women is beneficial to individual women, families, the community, and the country at large.</p> <p>The S4HL campaign will endeavor to increase the number of women owning land and advocate for usage of land for economic purposes in order to improve the economic livelihood for women in order to do away with the abject poverty women are living in.</p> <p>The campaign will through dialogues, capacity development and awareness raising sessions engage with women, land allocation authorities like NLUPC, local government authorities, ministries, communities etc. to ponder on the need for secure tenure rights for women, change of attitude as well as promote provision of land titles to women and access to investment opportunities.</p>
Primary Targets	<p>Local/ Community level: Women and men in communities, Local government authorities, women groups, ward Development committees, community media</p> <p>National Level: The National Land use Planning Commission (NLUPC), Private sector (financial institutions-banks etc), Investors/Companies, and Development partners, NBS, Research & academic institutions, the Ministry of Lands and Ministry of Gender.</p>
Primary Tactics & Activities	<ul style="list-style-type: none"> -Awareness creations through meetings, traditional media and storytelling, 'edutainment', EIC materials, drama, Community dialogues -Capacity building for women and other community members through trainings and workshops -Land use planning
Campaign leads	EFG

Primary opportunities	Sample of opportunities to leverage: -Saba saba Trade fair -Farmers events eg. Nane nane -International Women Day -International Day of Rural Women -Government agenda e.g. industrialization – promote inclusion of women in the industrialization agenda for example agriculture and land as government priorities.
Primary Risks to be aware of/ mitigate	
Anticipated outcomes	<ul style="list-style-type: none"> - Improved economic livelihood for women - Increased number of women accessing public and private sector opportunities - Increased number of women with titled land - Increased number of women with land investments
Objective 3	Increase women’s participation in decision-making bodies/structures and processes in land governance
Narrative	<p>Tanzania’s legal regime grants women the same right as men to access, own, use and take control of land, and allows them to participate in decision making processes on land matters. The legal frameworks expressly establish a quota for women in land governance bodies. For instance, according to the Local Government Act, the Village Council is composed of 25 members and at least 8 members should be women. The same law establishes the Village assembly, which is composed of members of 18 years and above, as highest governing body. Moreover, section 5(1) of the Courts (Land Dispute Settlements) Act of 2002 establishes the Village Land Council consisting 7 members whom 3 of them shall be women. Section 11 of the same Act, establishes the ward tribunal composed of not more than 8 members whom 3 of them shall be women.</p> <p>Despite the provisions of the legal frameworks, women’s participation in decision-making is limited due to archaic social cultural norms that dictate gender roles and division of labour; women are regarded as caretakers of the family and therefore have less available time to participate in meetings. Also, cultural norms hinder women’s participation because in some communities women are restricted from airing their views in the presence of men due to religious beliefs. Also, because of a lack of gender equality, women often have limited knowledge of land policies, laws and regulations, which further restricts their effective participation in decision-making processes. All of this combined means that women themselves in many cases consider their own participation of less importance than men’s, and view their role as just adding to meet the quorum requirements.</p> <p>These obstacles call for the S4HL campaign to deploy interventions such as awareness raising sessions for women and members of land governance bodies on women’s rights, land policies, laws and regulations to enable them to fully participate in decision-making processes. Advocacy is a critical ingredient to overcome cultural norms and legal frameworks that deny or limit women’s rights to participate in decision-making.</p>

Primary Targets	<p>Local /community level: Women and men in communities , Local government authorities and leaders, influential individuals in the community, Women’s groups, Community media, Youth -, Ward Development Committee , District Councils , Ward Tribunals, District Land and Housing Tribunals,</p> <p>National level: Policy makers and implementers, Decision makers, Ministry responsible for Land, the Ministry responsible for Gender, TAMISEMI, PO-LARG</p>
Primary tactics	<p>Local/community level</p> <ul style="list-style-type: none"> - Awareness creations on women participation in decision making through Meetings, traditional media and social media programs, story telling’s, edutainment, EIC materials, drama. - Create and engage in Community dialogues - develop forums to create dialogue on women participation in decision making -prepare and disseminate simplified materials on WLR: Fact sheets, booklets, testimonies of success stories -Creation and use of special trained community groups; LRMs and paralegals - use of Case studies and good practices eg. Model By-laws on women participation, Guidebooks - Use of faith based organizations to impact behavior change - Capacitate decision makers at all levels to support women participation in decision making <p>National level:</p> <ul style="list-style-type: none"> -advocate for development of a strategy on how best women can participate in decision making processes
Campaign leads	TALA
Primary opportunities	<ul style="list-style-type: none"> - Elections (Local government and national - need to link WLR to key campaign issues) - Gender Festival - International Women Day - <u>The International Day of Rural Women</u> - Existing Land Right Monitors/paralegals (LRMs) - World radio day /international radio day
Primary risks to be aware of/ mitigate	- Inadequate political will at all levels
Anticipated outcomes	<ul style="list-style-type: none"> - Positive community attitude towards women’s participation in land decision making - Improved knowledge on women’s participation in decision making to media specialists - Strategy and by-laws on women’s participation in place - More women accessing justice - Increased and improved access to land for women - Equal representation of women and men in decision making bodies/ and processes, both qualitatively and quantitatively
Objective 4	Promote women’s land rights in regions with land based investments

Narrative	<p>Evidence shows that existing large-scale land-based investments in many places in the country either marginalize or exclude small producers, particularly women.⁸ This is particularly problematic, given that, although there is a strong system of investment regulation in place, it is often bypassed by investors through bribery or corruption.⁹ Local leaders might bypass consultations with potential investors for personal gain, which further marginalizes the voices of community members, particularly women, in these consultations and negotiations. Even when community consultations do take place, there is a substantial power imbalance between the parties; the government is clearly on the side of the investors, community members do not always know or fully understand their rights during such discussions, and even if they do they may not feel comfortable exercising them in such a high pressure situation.¹⁰</p> <p>Research shows that women in regions with large scale investments might face a multitude of additional problems as compared with the community at large; communities might allocate land that is traditionally used by women to collect firewood, herbs, vegetables, water etc. hence necessitate women to work longer hours and walk farther distances as land and these resources become more scarce, ultimately leading to less productivity for women-owned enterprises. Also women and girls do not benefit from new job opportunities created on large scale farms as much as men do because they are mostly designed for men.</p> <p>The most pertinent issues facing women in Land based investment areas includes women’s unequal share of the benefits accruing from contract farming, unequal wages from employment opportunities from the factories and commercial farms that are created, food insecurity, non-compensation for their land as most of compensations are paid in the names of their spouse/partner. Research indicates female contract farmers face greater barriers to entry, tend to be restricted to the production of lower value crops, are less able to expand their businesses and have less control over the income they earn.¹¹ This is compounded by gender discrimination in waged employment by bosses and coworkers.¹² These phenomena, which result from a general patriarchal attitude in society, have a detrimental impact on women’s ability to participate in institutions such as growers’ associations.¹³ Because they do not own or manage as much land, they cannot move up the ranks of these organizations. As a result, the discrimination continues without the incorporation of women’s voices in higher levels of decision-making processes regarding land and agriculture. It has created a cycle of marginalizing women in regions where investments are taking place.</p> <p>The S4HL campaign will engage in dialogues, fact findings, awareness and capacity building sessions with women, local government institutions, and communities, companies etc. in areas with land investments hence increase tenure security for women, men and the community at large.</p>
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8 “Making land-based investments work for communities in Tanzania” Masalu Luhula, Godfrey Massay, Naomi Shadrack, Zakaria Faustin, Sophia Masuka and Emmanuel Sulle, 2019

9 IIED, TAWLA, 2016, p.11

10 World Resource Institute, Making Women’s Voices count in Community Decision-Making on Land Investments, 2016 p.2

11 TAWLA 2016, p.12

12 Ibid.

13 Ibid.

Primary Target	<p>Local/community level: Women, men and youth, community Media, Local Government Authorities,</p> <p>National level: Government Agencies i.e Tanzania Investment Centre, Land based investors/companies, Ministry of Industry, trade and investment, Ministry of Agriculture, Tanzania Private Sector Foundation (TPSF), Members of the Parliament (Politicians), Ministry of Lands</p>
Primary Tactics	<ul style="list-style-type: none"> - Media engagement - research and fact finding in land investment areas. - Documentation of success stories/testimonies - Policy briefs and case studies - Capacity building and awareness raising through trainings, meetings, public hearings, EIC materials - Land based investment dialogue For Government, investors and communities
Primary campaign leads	TNRF
Primary opportunities	<p>Sample of opportunities to leverage:</p> <ul style="list-style-type: none"> -Existing pro-women's land rights policies, laws, programs and structures -International Day of Rural Women -International Women's Day
Primary risks to be aware of/ mitigate	<ul style="list-style-type: none"> -Shrinking of civic space - Change of regime which results into change of priorities; - Inadequate political will at all levels
Anticipated outcomes	<ul style="list-style-type: none"> -Increased and inclusive involvement of women and men in the land investment process/investment cycle (e.g. Consultation process etc.) - Reduced number of land investment disputes for both men and women - - Improved compensation approaches i.e. both men and women are comfortable with the compensation given by the investors - Increase in tenure security for women living in land based investment regions/areas

Strategy Addendum:

Long list of potential targets, opportunities, anticipated outcomes, etc.

The following lists were the result of an initial brainstorm that took place at the kick-off strategic scoping convening in January 2019. Some slight modifications have since been made:

Targets:

- **Community/local level targets**
 - Community members including Women and men at the grass-root level
 - Local Government Authorities eg Village council, Village Assembly, district councils, land tribunals etc.

 - Chiefs and traditional leaders etc.
 - Religious leaders
 - Influential individuals/people within the community
 - Women's groups
 - Community radio
 - Youth
 - Ward Development Committee
 - District Councils
 - Ward Tribunals
 - District Land and Housing Tribunals
 - Special groups eg. People with disabilities, elders, pastoralists etc

- **Regional & national targets**
 - Policy makers, influencers and implementers -
 - Decision makers e.g. MPs
 - Religious leaders
 - Media
 - Ministries e.g., Ministry of Lands, TAMISEMI, Ministry of Gender, Ministry of Agriculture and livestock and the Ministry of constitutional and legal affairs, the Ministry of Natural resources.
 - Investors/Companies
 - Tanzania Investment Centre
 - Private sector foundation
 - Development institutions and like-minded organizations
 - National Bureau of Statistics
 - Research and Academics & institutions
 - National Land Use Planning Commission
 - Banks and financial institutions
 - Celebrities and artists
 - Faith based organizations
 - Development Partners
 - The Tanzania Investment Centre and Land investment Unit

4. Possible tactics/ activities

- Development of media campaign strategy (i.e. traditional media, social media programs, story telling's, edutainment, EIC materials, drama)
- Develop advocacy strategy
- Identify policy and practice gaps
- Research/ fact findings
- Awareness raising through – trainings, Meetings, Community dialogues
- Forums to facilitate dialogues such as public hearings at local and national levels
- Public rallies
- Creation of champions/ change agents (involve youth and male)
- Capacity building
- 'Couple Connect'
- Parliamentary committees particularly those responsible for gender and land
- Fact sheets, booklets, testimonies and success stories
- Use of media eg. TV, social media, radio, print newspapers, Enewspaper, investigative journalism etc.
- Simplified Legal documents eg. Know Your Rights Tools
- Creation and use of special trained community groups; LRMs and paralegals
- Case studies
- Annual essay/artistic competitions for young people
- Traditional songs, dances, mimics, poems etc.
- Mass public education – all forms of media necessary
- Create partnership agreements with local governments
- Work with high profile leaders
- Run community campaigns
- Prepare position papers
- Documentation, publication and dissemination of best practices
- Conduct cross regional/country learning visits
- Reward champions
- Conduct online campaign
- Use of innovative ICT eg. Sheria kiganjani App, social media etc.

5. Opportunities for influence

- Existing pro women's land rights policies, laws, programs and structures
- Elections (Local government and national – need to link WLR to key campaign issues)
- Government agenda e.g. industrialization – promote inclusion of women in the industrialization agenda for example agriculture and land as government priorities.
- Gender Festival
- International Women Day
- The International Rural women Day
- 16 Days of Activism
- Girl child day
- Gender Macro-Group Sub-committee on WLR and SGS
- Annual land events
- Regional gender summit in May.
- SDGs– up for review this year – in July
- Existing Land Right Monitors/paralegals (LRMs)
- Existing civil society /community groups networks and coalition at national and local level
- Saba saba Trade fair
- Farmers events eg. Nane nane
- Review of Beijing Declaration and platform for action
- Mother's day
- International rural women day

- CSOs week
- World press freedom day
- World radio day /international radio day
- International Men's day- 19th November
- World press freedom day May 2-5

6. Risks and challenges

- Inadequate political will at all levels;
- Reluctance of pastoral communities and other traditional leaders
- Change of regime which results into change of priorities;
- Reluctance of the community to do away with discriminatory customs and traditions
- Misconception of the campaign message, especially by the government, that could present risk to campaign
- Shrinking of civic space
- Elections
- Regions where land is scarcer or ownership is contentious
- Family misunderstandings eg. Divorce, alienation, etc.

7. Expected results/outcomes

- 60% of women who can claim their land rights due to the campaign
- Improved economic livelihood for women
- Gender responsive/transformational communities
- Increased and improved access to land for women
- Increased number of women owning land individually and jointly
- Informed women and men on Women land rights
- Improved legal and regulatory framework that are pro-women's land rights
- More women accessing justice
- Reduced number of widows with no land ownership

8. Branding and communication

a. Branding

- Name: **Stand for Her Land Tanzania** in Swahili “ **Linda Ardhi Ya Mwanamke Tanzania**”
- Tag line: **Her rights. Her Land. A better future for all.**

b. Communication

The task force will also develop a Stand for Her Land communication strategy which will provide directives on blogging, web posts, hashtags etc.

