SADC PROTOCOL@WORK SUMMITS 2024

MEDIA

(Zimbabwe, Harare, 11/11/24 and Robin Nyembezi Muchetu)



SYNOPSIS

- **Type of Media- Print**

Brief description

- The article is on the distribution of traditional leaders in the district according to their gender. It also highlights the how the local traditional leadership is chosen and succession issues.
- They replace deceased leaders with females so as to continue having more women taking leadership roles in communities.
- This article brings to light that the local authority is gender aware as they deliberately speak to blue prints like the SDGs which spell out the need and importance of gender equality. (Goal 5)
- While Binga is strong on culture and leadership they managed to educate their leaders on the importance of including women being in leadership positions besides being in a patriarchal society.
- The article is relevant as It sets precedence to coming generations that women must be given leadership roles in all aspects of life and specifically traditional leadership too which has been highly male dominated

Background

Motivation

The story was written to highlight how Binga District has managed to embrace gender issues with gender equality being exemplified in traditional leadership.
The district has 106 Village heads in total and half,53 are males and the other half are female. It is responding to the issue of gender inequality which has been prevalent in Zimbabwean communities.
The article also seeks to motivate that other rural districts to also follow what is happening in Binga, where women are given equal opportunities as men in leadership roles that were designed and reserved for males.

The article is aimed at education and informing government officials and the general population that it is possible to have women leading equally with men as seen in Binga where Chiefs are responding to the call and have women as their village heads and work amicably.
The article is responding to the challenge of gender inequality that has been present for centuries and how local leadership is addressing it at their levels and the possibility of influencing other districts to do the same.
It also addresses how women are trusted and transparent as they work such that they are entrusted with important responsibilities.

Key Objectives

- To show that gender equality is possible-a case study of Binga and their traditional leadership
- To educate the Government officials, Civil Society, and the population in general that women can lead in any sector.
- To encourage Local Govt to continue having women in leadership positions even in traditional spaces.
- To advocate for women to continue pushing for inclusion when they are in their communities until they reach equality.
- To facilitate debate on the issue of gender equality as the case of Binga is unique to the rest of the country

Target Audience

- Traditional leaders
- Local Gvt authorities
- Civil Society
- Women, men
- The article was read by a number of people on the website, physical newspaper.
- The website hits show that there was engagement with the story.



PROCESS/METHODOLOGY

Data Gathering

- Data was gathered via in person interviews
- Telephone interview
- Research on the internet



Sources

- 7 female village heads
- 2 male officials

Rational

- The 7 village heads were the ones doing the job so it was critical to hear them. It also gave the article authenticity that indeed there are many village heads in the district.
- The male officials were there to serve a role of confirming what the women were saying about their work, selection etc.
- It was also to give them also an equal voice to be heard about how their district operates regarding traditional leadership.

IMPACT

- The idea was to show via a news article that it is possible to have women taking leadership roles in the society and not only from office jobs and other careers but traditional leadership which has been considered as a male dominated area.
- To motivate other women that it is possible to be a traditional leader alongside the male counterparts.
- To encourage other local authorities to continue calling for gender equality and showing that by electing women to be traditional leaders.
- The article was posted on the Sunday News Facebook Page

FEEDBACK

- The District Development Coordinator appreciated the article when it was published.
- The hits it recorded on the website showed there was engagement with the article.



FOLLOW UP



- A follow up is yet to be done to see if other districts around Binga and beyond have also followed what is being done there.