

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is set against a white background that is partially framed by these green shapes.

Addressing gender inequalities through communication for development.

A case in the Philippines.

Goal

- ▶ To find out and understand how gender and development communications can contribute to improve, in the long term, women's empowerment in women organizations in fisheries in the Philippines, and its implications at the different power dynamics.

- ▶ According to last's United Nations Human Development Report (2015), about one-fifth of the world's population is living in poverty; people who live with less than US\$ 1.25 a day. In addition, poverty affected dramatically most of the women and children of rural areas of developing countries.
- ▶ In the Philippines more than 6.3 % of the population are multidimensionally poor while an additional 8.4 % live near multidimensional poverty.
- ▶ Most of the poor in the Philippines live in rural areas and work in the agriculture sector, mainly in farming and fishing.
- ▶ 25% of Filipino population are women in poverty and 22% of women's employment is in agriculture, however, their opportunities are limited by inequalities such as lack of access to land and inputs, low paid jobs, among others.

- ▶ Women's organizations as a strategy to tackling poverty and inequalities.
- ▶ Financial orientation. However, as it has experienced in other countries such as India this kind of organization may need more than the financial support.
- ▶ Training and education may improve the performance but the lack of recognition still persist.

What could be missing?

▶ Research Questions

- ▶ -Critically review women's organizations in fisheries in the Philippines and its empowerment strategies.
- ▶ -Identify and describe the role of communication for development can and does play in supporting poverty alleviation and women's empowerment efforts in these women's groups.
- ▶ -Identify to what extent communication for development can challenge power dynamics at different scales.

CONCEPTUAL FRAMEWORK

Thus, through the Women's empowerment framework steps towards increasing gender equality, starting with meeting basic welfare needs to equality in the control over the means of production. The advantage of the framework is that link women's inequality and poverty to structural issues so that empowerment will be addressed to tackle core causes of inequality rather than only assess income (Longwe, 1995).

WOMEN'S EMPOWERMENT APPROACH

Control
Mobilisation
Conscientisation
Access
Welfare

PARTICIPATORY COMMUNICATION PRINCIPLES

Dialogue
Voice
Liberation pedagogy
Action-Reflection
Participatory spaces

IMPACT FRAME

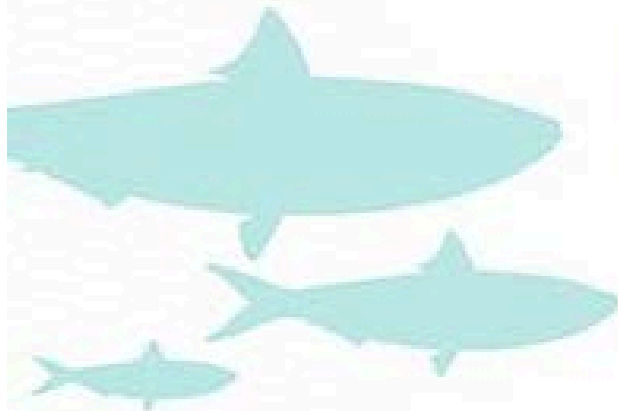
Institutional forces
Resources, roles & research

Finally, the Impact Evaluation Frame will allow assess the scale of the dynamics of the WEF and PC at different levels such as institutional forces, resources, research, men, women among others.

Then, the Participatory Communication Principles will complement the previous with guiding and assessing the participatory communication towards enable and boost empowerment. For instance, through the principles one may address aim of the change, development problem, culture, capabilities, stakeholders among others. Thus, the following principles can be complemented due to those are a suggestion of the most relevant (Tufté and Mefalópulos, 2009).

In addition, for communication and empowerment actions to be effective and have long-term effects should involve as many stakeholders as possible which means consider as well CSR initiatives in the sector.

Source: Vladimir Figueroa, 2010



Thank you

- ▶ UNIVERSITY OF READING. U.K.
- ▶ GENDER IN AQUACULTURE AND FISHERIES