



International WIM Alliance

Global WIM Call – English & French

September 2021



GLOBAL WIM CALL – 14 SEPTEMBER 2021

"Advocacy Initiatives – Raising Awareness and Driving Change"

Synopsis

Although advocacy is at the heart of many WIM organisations' purpose, devising and implementing campaigns or outreach projects can be challenging and requires clear goals, careful planning and strategic action to achieve the targeted outcomes and impact. We propose to discuss tips and experiences in advocacy, including how to define an initiative's purpose, develop and deploy advocacy tools and demonstrate positive, long-lasting outcomes.

To start off the discussion, Ana Gabriela Juárez, Founder of WIM Central America, will share her experience with the recently-launched Central American Youth Mineralogical Club (Club Mineralógico Centroamericano Juvenil). This innovative educational initiative focuses on families with boys and girls between 8 and 13 years old who want to learn about rocks, minerals, fossils and geology; it aims to improve awareness of Earth Sciences' practical applications, educate about the need for mineral products in everyday life and highlight career opportunities within the mining industry. Informing and engaging children can open new perspectives for their families and parents, improving perception of the mining sector which can be a challenge in both emerging and established markets.


Summary

Ana Gabriela Juarez, Founder and President of Women in Mining (WIM) Centralamerica did a presentation on their activities in Central America and the Caribbean. Ana Gabriela is originally from Guatemala and is currently based in Toronto, Canada. She started out the presentation explaining how Central America and the Caribbean have a high mining potential and listed some of the most important mining companies, projects and operations there.

Ana also mentioned some of the environmental and social challenges that are part of the project development in this region.

Ana presented WIM CentralAmerica's initiative *Mining Kids Club*, which started in April this year. Children act as key players in the transmission of information, not only to other children but also to senior family members.

Through games that are already familiar to children (i.e. *Simon says*), mining professionals donating their time teach this new generation about mining and its importance overall to human beings. Mining careers are also discussed in these sessions. Organisations and mining companies have been supporters of this programme. Due to the pandemic the kids club meetings have been done virtually.



The kid's club is just a stepping stone to a wider range of programmes WIM Centralamerica is planning to take forward.

Next on the programme will be schools. WIM Centralamerica started conversations with the Ministry of Education about this and how education on mining can be integrated in the school curriculum. This additional aspects to the project will begin in October-November.

Other streams being looked at is the possibility of having mining corners in public museums. Museum guides would have to be trained by this programme.

In summary these are the education areas WIM Central America is focusing on:

- School programmes
- Outreach programmes
- Programmes at Mining Projects
- Educating Educators
- Career development, training, and certification
- Other stakeholder education

Maria Isabel Aillon | WIM Ecuador

WIM Ecuador is also starting a similar programme on education as the country has a high protentional for mining.

Maria Isabel presented an initiative called "Wandering Mind" which involved a group of students who recently graduated from local universities in Ecuador who want to work with WIM Ecuador. They won a contest in 2019 in the United States. Wander mines consists in learning from an app for children and young people the mineral composition of daily and basic use instruments and appliances. This group made a presentation in one of the sessions of the Kid's Mining Club hosted by WIM Centralamerica by explaining what the world without mining would be.

Another programme WIM Ecuador is involved in is a partnership with the Mining Chamber and it consisted in a drawing contest aimed at children/youths/women (deleted words you need) around/on the theme of sustainability. Mining companies and local authorities are supporting these initiatives.

She also highlighted how kids were so motivated to participate in these Mining Kids Club even connecting to the sessions from remote locations and very looking forward to the third edition.

What challenges to advocacy have you faced?

Anita Bertisen | WIM US

Measuring the impacts of programmes she considers to be one of the challenges that could be faced.

Sara Nouri | WIM Afghanistan

Explained that due to the regime change women are no longer allowed to work in the government. WIM in the country will continue even though some of the outreach programmes planned with the government and universities are suspended for the time being.

How can you all help each other?

Barbara Dischinger encouraged WIM organisations to continue working collaboratively among each other expressing that is what The Alliance is about. IF other organisations want to learn more from Ana Gabriela or participate in her initiative, they can reach her at anajuarez@cta-consultoria.com

Next Global WIM Call

16 Nov 2021

English Call

Recording

https://us02web.zoom.us/rec/share/2AoQj156dOpHDjHxPmA99tctlocLIUS1gBxPyY-XGz37W1Mvcb7sBl6FgHqRUJNa.y6N_1Aw_briy9nGL

Access Passcode: G4U!G85B

Attendees

No.	Name	WIM Organisation
1.	Ana Gabriela Juarez	WIM Centralamerica
2.	Maria Isabel Aillon	WIM Ecuador
3.	Iliana Rodriguez	WIM Ecuador
4.	Kate Finch	WiR
5.	Marilyn Uturbia	WIM Chile
6.	Andrea Carolina Lemus	WIM Colombia
7.	Mercedes Rodriguez	WIM Argentina
8.	Rosemary Oppong Kwasi	WIM Ghana
9.	Urica Primus	WIM Guyana
10.	Anita Bertisen	WIM USA
11.	Ashley Chancellor	WIM USA
12.	Wendy Cooney	WIM USA
13.	Sara Nouri	WIM Afghanistan

French Call

Enregistrement

https://us02web.zoom.us/rec/share/TI5Go0VqmBXJdDr1Xgm9Ci_QBu0yVLjkcD6J_Ehr6wlf6dbevxfSTPP9qose6GA6.DRByoyr35nh432o3

Mot de passe: qcE\$^F3U

Participant

Nom	Organisation WIM
Lydie Ralalarison	WIMR Mada (Madagascar)
Muriella Ranaivo	WIMR Mada (Madagascar)
Dorothee Masele	WIM DRC

Resumé

Initiatives de Plaidoyer - Sensibiliser et Conduire le Changement

Bien que le plaidoyer soit au cœur de l'objectif de nombreuses organisations WIM, la conception et la mise en œuvre de campagnes ou de projets de sensibilisation peuvent être difficiles et nécessitent des objectifs clairs, une planification minutieuse et une action stratégique pour atteindre les résultats et l'impact ciblés. Nous proposons de discuter de conseils et d'expériences en matière de plaidoyer, notamment sur la manière de définir l'objectif d'une initiative, de développer et de déployer des outils de plaidoyer et de démontrer des résultats positifs et durables.

WIM RDC et WIMR Mada (Madagascar) ont mentionné leurs initiatives et où elles ont des doutes ou bien des obstacles dans le développement de leurs initiatives de plaidoyer.

Nous avons discuté sur ce qui compte comme plaidoyer et ce qui ne l'est pas.

Pour qu'une initiative ait du succès, il est important de suivre les pas suivants et de ne pas en laisser tomber:

Le processus d'élaboration de stratégies de plaidoyer

Étape 1 : Identification de la question

Étape 2 : Recueil d'informations et de preuves

Étape 3 : Analyse des risques et atténuation

Étape 4 : Définir le but général et les objectifs

Étape 5 : Analyse des parties prenantes, partenaires et alliances

Étape 6 : Définir les cibles

Étape 7 : Élaboration de messages

Étape 8 : Lobbying et actions de campagne

Étape 9 : Activités et calendrier ; budget et ressources

Étape 10 : Suivi, évaluation et apprentissage

Compiler le tout : ébauche potentielle d'une stratégie de plaidoyer