

# THE COUNTRYWOMAN

INTERNATIONAL MAGAZINE OF THE ASSOCIATED COUNTRY WOMEN OF THE WORLD

ISSUE 4 - 2020



Charity No. 1174798

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A04 Parkhall 40 Martell Road  
London SE21 8EN

**Orange the World**  
A Countrywoman Consultation  
Projects in a Pandemic  
Looking Forward to Malaysia



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## The Countrywoman Issue 4 - 2020

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The Countrywoman is the official quarterly magazine of ACWW, and was named by Mrs Alfred Watt MBE, the First President of ACWW in 1933.

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Please note that we welcome submissions for *The Countrywoman*, particularly from first time contributors or those in areas not recently featured. Due to ACWW's strategic advocacy policy, articles may be printed in the most appropriate issue, not necessarily the most immediate. We welcome contributions throughout the year.

The Editor's decision on acceptance and inclusion is final.

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### COVER IMAGE

The cover photo for this issue of The Countrywoman magazine was taken in Uganda. This project was severely affected by the Covid-19 Pandemic.

### MEMBERSHIP

As you are aware, all Society and Individual Memberships were due in January. Please ensure that you are fully paid-up. Just contact Central Office

## MAKING YOUR MAGAZINE SUSTAINABLE

We deliver The Countrywoman in an envelope rather than a plastic wrapper. This is because we use Forest Stewardship Council approved sustainable paper for both the magazine and its packaging. For every tree used in the production of this issue, three are planted in its place. This is part of ACWW's commitment to a healthier planet, and Sustainable Development Goal 12.



# MY DEAR FRIENDS...

## A message from World President Magdie de Kock

I always looked forward with great anticipation to the annual “Message from the World President,” which appeared in the year-end issues of *The Countrywoman*. Those messages from my predecessors were always filled with exciting news and reports on all the work done throughout the year, including their visits to ACWW member societies worldwide as part of the performance of a President’s duties.

However, at the end of this year, I cannot report on any physical visits to Areas, Member Societies and any other opportunities to represent ACWW. Already, as early as February this year, all overseas and local travel were postponed, or even cancelled, as the impact of the pandemic increased. All these postponed events will now be added to my extensive schedule for next year, to ensure that all opportunities to represent ACWW will be met.

The world is indeed constrained, but ACWW’s work cannot be restricted! In this day and age we are privileged to have access to the latest technology, making it possible to have virtual meetings, attend online conferences and participate in webinars. By using these innovative means I was able to make ACWW’s voice heard on various platforms. ACWW’s operations continued, despite the extremely difficult circumstances owing to the impact of a deadly virus that continues to threaten humanity. During the past months, I was able to keep in touch with the Membership and with collaborating organisations through my regular online messages and the distribution of video clips and Facebook posts.

These facilities have been important also for Board members, as policy-makers, since they provided valuable opportunities to share learning and to consider and discuss implications for future decision-making. In addition, the Board and members of Specified Committees were able to continue their work and, at virtual meetings, important decisions were made to achieve set goals and adhere to the 2020 Strategic Plan. The positive attitude of these dedicated volunteers who undertook to serve the organization was a pillar of strength and their support held my arms high. Furthermore, I find encouragement in kind letters of support I received from many members all over the world – which are dearly appreciated.

Operations in Central Office have not been interrupted at any stage in the past year. Until recently, when UK restriction

regulations were partially lifted, all staff worked from their homes. During these difficult and uncertain times, the CEO and the staff are continuing their work with dedication and diligence – for this I am extremely grateful.

Please visit our website and also refer to *The Countrywoman* which is available online to learn more about the ongoing Projects funded by ACWW as well as ACWW’s work related to the United Nations which is going forward amidst the impact of the Pandemic. Read about the innovative way in which the Communications and Marketing Committee encourages you to participate and support Women Walk the World and at the same time observe International Day of Rural Women in October. Please observe other International Days and events later during this year endorsed by ACWW. Be inspired by the work of the Agriculture Committee and the preparations done by the Triennial World Conference Committee to present us with a World Conference to exceed all expectations! Last but not least, please support the Finance Committee’s suggestions on raising funds for ACWW.

We are indeed Rural Women in Action, therefore let’s take action to live up to our mission... especially during these times of uncertainty.

Covid-19 has impacted on everybody’s lives. The lockdown has forced us all to do things differently and to do different things. It has opened new possibilities – good and bad.

At the end of a year, it is now time to think ahead about how ACWW should appear in post-Covid-19 time which will determine our near future. As an organisation we have to reclaim the future – a future that relies on member societies to renew their membership, support exciting fundraising attempts and to explore new ways to increase our income – a most essential aspect of securing the continuation of our beloved organisation.

ACWW will weather this crisis, but there will be others ahead. Perhaps then, it will be comforting to know that we can, and must plan for the future – even when we feel stuck in the present. Life can change in a moment and it is filled with unexpected events and surprises—but that’s not always a bad thing. Opportunity often arises from the unexpected and having to face uncertainty in life can also help one learn to adapt, overcome challenges, and increase resiliency. It can help one to grow as a person.



*“Our greatness lies not so much in being able to remake the world as being able to remake ourselves.” Gandhi*

As you can see from the numbers below ACWW continues to ‘punch above our weight’ at UN processes like the High Level Political Forum (HLPF) and I think we can be proud of what we achieved given all the challenges of this year.

- The NGO Major Group provided 19 Lead Discussants and Resource Persons for thematic sessions (we were 1 of 19)
- There were 30 interventions in thematic sessions from the NGO Major Group (again, we were 1 of 30)
- NGOs hosted 109 digital Side Events
- 27 live questions, and 20 written questions were presented and answered during the VNR process.

With the publication of this message, more than one million deaths have been reported globally. Therefore, a large number of our membership is in mourning and grieves the loss of their loved ones. Finding the right words to offer my expression of deepest sympathy is challenging. The role that a family member or friend played in the life of the bereaved is now vacant. That void will naturally bring sadness, pain and uncertainties. I am truly sorry for your loss. Please be reminded that my thoughts are with you for a sense of calm and peace.

Soon we will enter the Festive Season – a time for celebrating and also for reflection. This year, some of us will cherish the good memories despite the disappointments; others will try to find comfort amidst the sadness and trauma. However, we will also have the opportunity to appreciate the value of waiting in anticipation of a new year with new possibilities.

*Magdie*

Magdie de Kock  
ACWW World President

# CENTRAL OFFICE NEWS

## Tish Collins, Chief Executive Officer

When I started writing this column, it was with the great news that, having closed Central Office because of the Covid-19 pandemic on 17 March 2020 we had finally re-opened on 7 September. Those long weeks in lockdown had seen all staff working diligently from home throughout.

In August, our Office Administrator Jessica Green moved away from London during lockdown, as her husband had secured a new teaching job at a school some distance away. This meant that when the office reopened, Jessica decided not to return, and resigned. We know that Jessica will do brilliantly in whatever job she joins next, and we all wish her very well. Of course this meant we needed a new Office Administrator, and I was very pleased that we were able to recruit Rowan McKinnon, who had previously worked for ACWW as a casual staff member. He started on 1 September as the new Office Administrator and can be reached at [info@acww.org.uk](mailto:info@acww.org.uk). You can read more about Rowan later in this magazine.

It has been a difficult time for all our members, and I am grateful that so many of you have been in touch with Central Office over the past few months, and also very appreciative of the donations and support that has continued to come in. Of course, we can always use more help, especially in a year where we know that the financial struggle is global and our income will be down.

Sadly, as I came back to finish this column some weeks later, it is with rather less positive news. Due to a combination of staff illness and impending changes to Government advice in the UK, it was decided that we would need to close the office again on 9 October. This has meant that all staff will return to working from home, and will inevitably mean that there is some delay in responding to day-to-day emails and correspondence. Please bear with us, and be reassured that we would much rather be at Central Office, or Madge Watt House as it has become known.

Please remember that membership payments are due in January. We will be sending out society invoices shortly, and email reminders for individuals who are due to renew this year.

I look forward to writing to you in the



New Year, with a return to the printed magazine, and with exciting updates like the opening of Conference Registration for the 30th Triennial World Conference in Malaysia. Until then, may I wish you all the very best for the festive period, and hope that you are all staying safe, well, healthy, and happy.

*Tish*

Tish Collins  
ACWW Chief Executive Officer

### EDITOR'S NOTE - SYDNEY SALTER

I can't believe it's October already. It's surreal, almost a whole year of plans and potential swept away in the torrent of Covid-19. I remember first reports of a mysterious virus cropping up in the darkest reaches of the internet a year ago and thinking that it was another thing that would pass along, barely a whisper on our collective conscious.

I couldn't have been more wrong. And I know, having to stay inside for a bit isn't, on the whole, the most traumatic thing that's ever happened to anyone but it did rather thwart all of my plans. Even still, we press on, and hope for an end to the madness and a lesson learned through it all.

In this issue of the magazine, you'll find a whole host of resources and news. A few that I want to draw your attention to though:

On page 24, you'll find a reminder about the tea towel competition. We haven't had any entries yet, so please send your designs in soon, or let us know you're working on it.

On page 5, you'll find some information about Orange the World, taking place from 25 November to 10 December. This year, we are shining light on the Shadow Pandemic of violence against women and girls (VAWG), and we want all of our members to be involved somehow. Remember to make a note of how you use the resources we've created, or observed the campaign in your own way. I want to include quite a few pages of reports in the next issue of *The Countrywoman*!

By the time you've received this magazine, *Women Walk the World* will be upon us. Don't forget to take a picture from your event and submit it to the photo competition, for the cover of Issue 1, 2021. Portrait orientation, high quality, please!

That's all from me for now, except to thank you all for being so kind and supportive during my first year of being Editor. As always, I welcome feedback, constructive criticism, suggestions, and submissions. It is also lovely to hear from you when you like a particular story or editorial decision. I'm only an email away!

[media@acww.org.uk](mailto:media@acww.org.uk)

# 16 Days of Activism

25 November - 5 December

Content warning: Mentions of domestic abuse, violence, intimate partner violence

This year, the world has been rocked by the Covid-19 Pandemic. It has disrupted all of our plans, and forced everyone into a state of solitude and reflection. While for some, lockdown measures have been an inconvenience, for others the measures have been dangerous. All over the world, women have been forced into lockdown with their abusers, cut off from the support systems that are in place to help them, cut off from their communities, and cut off from their families. The isolation experienced by those enduring domestic violence have been exacerbated; this phenomenon has been referred to as the Shadow Pandemic. ACWW is working to shed light on this horrifying pandemic and call on governments to ensure that they include awareness and prevention of domestic violence in their post-COVID planning. While governments worldwide have strongly supported the UN Secretary General's call for "all governments to make the prevention and redress of violence against women and girls a key part of their national response plans for COVID-19", it is up to organisations like ACWW to make sure that their support isn't just lip service, and that it will be sustained long enough to address the continuing problems that the pandemic and lockdown measures have introduced for those living in abusive situations.

This year, in observation of the 16 Days of Activism, ACWW is shining light on the Shadow Pandemic, including domestic violence against women and girls (VAWG), intimate partner violence (IPV) and other forms of domestic violence like elder abuse and child abuse. Our campaign pack will include a host of resources, including 7 informational posters, a leaflet for men, a powerpoint with speakers notes and guidance on digital meetings, guidelines for talking about abuse and violence, a sample lobbying letter, lobbying letter guidelines, and a Statement. You can find these resources available for download on our website from 1<sup>st</sup> November, and we will be sending them out by email in advance as well. If you would like a printed campaign pack, please email [media@acww.org.uk](mailto:media@acww.org.uk).

## Opportunities to use these resources:

Digital meetings, why not ask if you can have a speaking slot during the 16 Days?

**With your family, why not practice presenting, so that you're confident when you do have the opportunity.**

By contacting your local government representative, a completely socially distanced activity!

**Commit to learning about the Shadow Pandemic yourself, and investigate whether your government has actually made provision for supporting victims of VAWG during and post-Pandemic.**

If your government is not doing all it can in this area, let us know. We'll investigate!

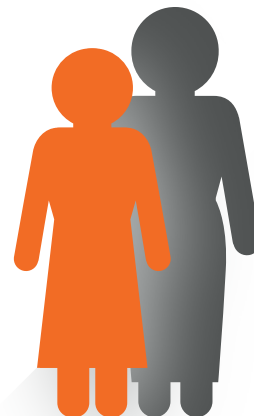
**With the supportive men in your life - they may not have thought of all the ways they can make a difference!**

Circulating to all the members of your group, institute, or society. This information in the right hands could be lifesaving.

**Send a bundle of resources to your local government representative, along with a lobbying letter. Remember to follow up!**

Remember, domestic abuse is a year-round problem, and requires a year-round response. Don't be limited to these 16 Days of Activism when using these resources.

**Remember to safeguard your own mental health, and consider how activism on these difficult issues might affect you.**



**ORANGE THE WORLD 2020**  
SHINING LIGHT ON THE SHADOW PANDEMIC

## PLEASE REMEMBER

When making a presentation or doing a talk on these topics, your audience will be full of women from all walks of life. It is important that they are aware of the subject matter before your talk, so that they can decide for themselves whether they want to listen.

It is usual to offer a content warning when discussing domestic violence, sexual violence, or abuse in general. When you offer a content warning, you could say something like this:

*"My talk will include mentions of domestic violence, sexual violence and assault, and domestic abuse. If you don't feel comfortable with the discussion of these topics, please feel free to disengage in whatever way feels comfortable for you."*

Please ensure that attendees are aware of the content of your talk in advance of the meeting and directly before you start your presentation or talk.

After giving your content warning, give attendees a chance to take action by asking them to talk among themselves while you make final preparations. This gives them opportunity to leave without undue awkwardness or embarrassment.

# 16 Days of Activism

What our friends in Romania are doing

Content warning: Mentions of domestic abuse, violence, intimate partner violence

At the recent meeting of the Communications and Marketing Committee, one of the members mentioned that she had a potential idea for the 16 Days of Activism that she wanted to run by the committee.

Agatha Bogdan, President of The Woman of the Third Millennium (WthM), Romania, did have an impressive idea. Her society, with the help of ACWW Central Office, will be preparing a leaflet for soon-to-be-married couples. The purpose of this leaflet is not to be scary or to foreshadow problems in a marriage, but is to help young married couples learn about healthy conflict resolution, options for marriage counselling when they do run into difficulties, and recognise emotional and psychological abuse.

At first, this approach may seem rather negative, introducing a potentially difficult topic in what should be a happy time. However, Intimate Partner Violence (IPV) is a pandemic in itself, with almost a third of women experiencing some form of IPV in their lives. And it's not just women in heteronormative relationships - anyone can be a victim of domestic abuse, and the first step toward escaping an abusive situation is recognising the pattern before it escalates.

WthM is planning to leave these leaflets at city halls, where legal marriage takes place in Romania. They will work with officials to ensure that each newly married couple is given a leaflet and the contact details for WthM.

A version of this leaflet will be available for download with our 16 Days resources on the website. You'll be able to fill out contact details for any organisation that can help in your area, or we can provide you with a version that does not have space for contact details.

**Email [media@acww.org.uk](mailto:media@acww.org.uk)  
for more information**

## Addressing Intimate Partner Violence

A WHO multi-country study done on Intimate Partner Violence (IPV) among women found the following figures. These numbers varied from country to country and are shown below:

**13–61% reported ever having experienced physical violence by a partner;**

**4–49% reported having experienced severe physical violence by a partner;**

**6–59% reported sexual violence by a partner at some point in their lives; and**

**20–75% reported experiencing one emotionally abusive act, or more, from a partner in their lifetime.**

# Make your voice heard!

## The C&M Committee want to know what you think

Over the last year, ACWW has had to temporarily transition to digital-only magazines due to the closing of mailing houses and printing offices all over the world. However, the copy you are reading right now is the last of these digital magazines and we will be transitioning back to printed magazines in January 2021.

The production of a digital-only magazine has reignited an old conversation about the cost-saving associated with producing a digital-only magazine. During the lockdown, we heard from some of you that you wanted to continue to receive a digital magazine, while we heard from others that you did not like the digital magazine, and were concerned that it wasn't reaching enough members. So, the Communications and Marketing Committee have decided to investigate the issue with you all.

In Issue 1 of 2021, we will be officially launching a consultation on the future of The Countrywoman magazine. The results of this consultation will not be in any way binding, but will be advisory to the Board of Trustees and, depending on the outcome, might serve as the basis for a resolution to the next Triennial World Conference. In any case, rest assured that the future of The Countrywoman magazine rests in the hands of the members, and there will be no permanent change to the delivery method without consensus.

Before we launch the consultation, we wanted to give you some facts and figures to help inform your preference:

Printing and Posting	Digital-only	A mix of digital and print / post
<p>In theory, membership dues are meant to cover the cost of producing, printing, and posting the magazine. However, postage rates rise faster than membership rates rise, and with discounts on 3 years of membership, the membership rates don't really cover the cost of the magazine. To raise the cost of membership to the point of covering the exponential growth of postage costs through a Triennium may make individual membership unattainable for many of our members.</p> <p>The cost of printing the magazine is very low, at about 65 pence per copy.</p> <p>The magazine postage is 90% of the total cost of getting the magazine to you, with production and printing accounting for the remaining percent.</p> <p>The current distribution for the magazine is about 1,700 individual addresses. About 450 of these are societies.</p> <p>Central Office is always re-evaluating the cost of printing and the most economical ways of shipping. The purpose of this consultation is not to find ways to make postage and printing cheaper- we're already on that!</p>	<p>During the lockdown, each digital issue of the magazine was only read by, on average, 330 people, on a distribution list of nearly 2000. The email that included the magazine was only opened by 644 individuals. This means that only half of those who saw the email actually opened it, and only about 16% of those who received the emailed magazine actually read the magazine itself (rather than just opening the email and ignoring the magazine link).</p> <p>Transitioning to a digital-only magazine as the primary way of communicating ACWW's message requires an overhaul of communications strategy. This is fully possible, but it is vital that the members are aware that it is not as simple as putting the magazine online as we do now - in order to get anywhere near the reach we currently have through print, we potentially need new resources, staff training, and a completely different approach.</p> <p>A digital-only magazine is a cost-saving activity on the surface, but the alienation of some members must be taken into account. This might lead to a reduction in donations, and may negate any savings.</p> <p>A digital-only magazine may, in contrast to the above point, reach an expanded member base, where the difference in donations may be made up for.</p>	<p>A digital version of the magazine is now available on the website, and will continue to be whatever the outcome of this consultation. This is at the request of our members in East, West, and Central Africa who find a digital magazine more reliable than their posted copy.</p> <p>It is not financially viable for some members to choose to have a printed magazine, and for others to choose a digital magazine. This is because economies of scale mean that the fewer magazines we print, the more expensive they become.</p> <p>One option may be to print 2 magazines per year, and have a digital-only version for the other 2. Alternatively, we could have a digital version for 3 and a printed version for 1.</p> <p>Reach and potential reach should still be considered.</p> <p>Digital communications, even partially digital communications, still require an overhaul to communications strategy. This means potentially investing in new software and staff training.</p>

# Pennies for Friendship

## A Call to Support the work of ACWW

For the first time in many years, ACWW has had to dip into its reserves. This is not a cause for panic, because reserves exist for just these sort of unexpected times. ACWW has always acted in a financially responsible way which means that we have not found ourselves in the same disastrous position that some charities are facing in the course of this pandemic.

However, the pandemic and the financial strain it has caused has highlighted a trend that has been the case for years: Donations to the general funds are decreasing. Our expenditure has remained the same, and on a few fronts has actually decreased, but our income has been reliant on unforeseeable income, like legacies.

The Board have been working to come up with creative ways to raise funds, but all investigations lead back to the Pennies for Friendship model: Small donations from individuals over a vast membership can sustain the work of ACWW. Take this example:

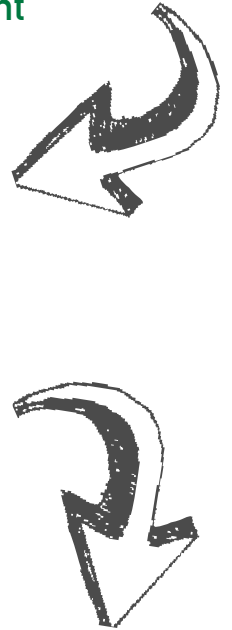


Now, \$300,000 seems like a lot of money, but it is more manageable when you consider that 10,000 individuals is only 0.1% of ACWW's total representative membership. 10,000 is fewer than the total number of representative members in Canada, or the USA, or Australia. If even a small portion of the members from these areas, and the other 6 areas in the ACWW structure committed to donating just a small amount, the work of ACWW would be sustained well into the future. This model works, and it is reflective of the whole ACWW spirit: Together, we can achieve more.

ACWW does not receive any government funding, nor do we rely on grants or funding partnerships with bigger organisations. We are fully reliant on our membership to continue doing our vital work. In many ways this is a good thing - it means that we have the freedom to pursue only the interests of our members, and only in the ways that we know from more than 90 years of experience will benefit them. We aren't constrained by funding agreements or government priorities, and in fact, we are able to hold governments, companies, and even international bodies to account without any fear, because we know that our membership are the only invested stakeholders.

**Save \$3.00  
per week in a  
cash jar, or in  
a separate pot  
in your bank  
account**

**Before 31<sup>st</sup>  
December,  
send  
ACWW the  
\$30 you've  
saved!**



**If only 1% of the  
representative  
ACWW  
membership does  
this, ACWW will  
not only recover  
its reserves, but  
have funds to  
sustain us well  
into the future.**



# Welcome to Malaysia!

## We are proud to announce details of the 30<sup>th</sup> Triennial World Conference in 2022

In 2016, the assembled members of the Associated Country Women of the World sat in the hall of Warwick University and voted to accept the bid of the Women's Institute of Pahang, Malaysia, to host the 30<sup>th</sup> Triennial World Conference in 2022.

A lot has changed in the 4 years since then. The presentation in 2016 was made by HRH Princess Azizah, the outgoing Area President for ACWW's South East Asia and the Far East area, and president of WI Pahang. As members will probably remember, and those of you who saw her in Melbourne at the last Conference will certainly not have forgotten, our host is now Her Majesty Queen Azizah.

With her elevation to the throne came certain other adjustments, and it was announced in Melbourne at the 29<sup>th</sup> Triennial World Conference that the 2022 event would be held in Malaysia's capital city of Kuala Lumpur, at the Palace of the Golden Horses.

Without doubt 2020 has presented more challenges than anyone could ever have expected. When the global Pandemic of Covid-19 sparked a lockdown, the Palace of the Golden Horses was forced to close. Sadly, it is unclear if or when this hotel will ever be able to reopen. The good news is that the Hostess Society have worked tirelessly to ensure that everything will go ahead and be successful.

The Triennial World Conference Committee met via digital videoconference at the end of September and, with input from World President Magdie de Kock and HM Queen Azizah, agreed that the 30<sup>th</sup> Triennial World Conference will now be held at the Putrajaya Marriott Hotel. This fantastic venue offers delegates everything that could possibly be wished for, and also allows everyone to stay in one venue for the duration of the Conference.

The Putrajaya Marriott is very close to the Palace of the Golden Horses, and has superb facilities as well as sitting in rather delightful surroundings. Putrajaya is the new administrative capital of Malaysia, and is close to formal capital of Kuala Lumpur and its International Airport. Read on to learn more about this exciting event!



*The Badge for the 30<sup>th</sup> Triennial World Conference incorporates the woman central to the logo of the host society, the Women's Institute of Pahang, and the Hibiscus, the beautiful national flower of Malaysia.*

### What you need to know

Registration for the 30<sup>th</sup> Triennial World Conference will open on Wednesday 6 January 2021. With the unpredictable nature of the world at the moment, there is no increase for booking later in the year. Final registration will close on 31 December 2021, so this is the very last date for you to have registered by.

The Registration Fee will be an all-inclusive package. The details of this are shown later in this article, but it means that once you have landed at the airport in Malaysia, you don't have to spend a penny, cent, or ringgit until you get on the plane to head home! The Hostess Society and Triennial World Conference Committee are very aware of the cost of international travel and the challenges members face, particularly at this time, and have done everything possible to keep the cost of the conference to a minimum.

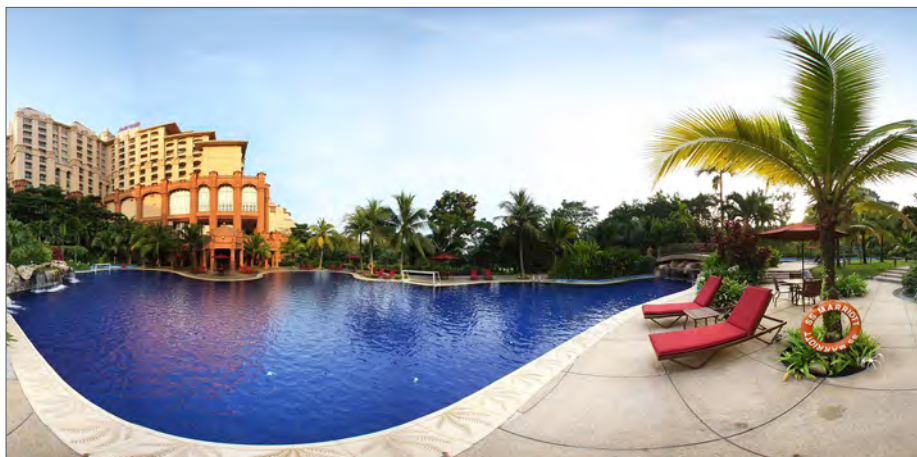
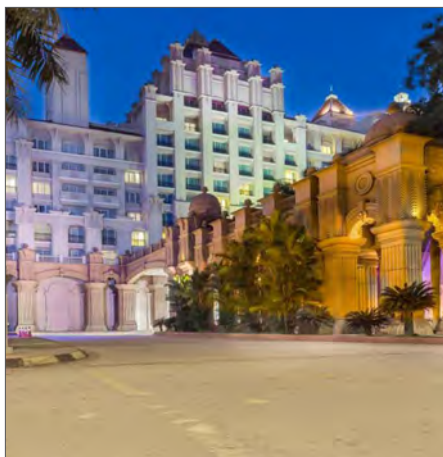
The all-inclusive package means that accommodation will be on site at the Putrajaya Marriott. There are different rates depending on whether you want a single occupancy room (just you), a twin room (two separate beds), or a triple room (three separate beds). This is a great way of saving money, but also means that as part of the registration process you will need to specify who you want to share with - so plan ahead!

### Meet your Hosts

The Hostess Society is the Women's Institute of Pahang. Many of you will know these ladies, as they are long-term members and supporters of ACWW and have been familiar company at the Triennial World Conference for many years.

The Hostess Committee is headed by Her Majesty Queen Azizah, and there are two representatives who sit on the Triennial World Conference Committee, Dato' Hamimah Abdul Karim and Datin Ong Cheng Imm. These ladies have already done a huge amount of work and are looking forward to welcoming members from all over the world to their country.





## Dates

**17-25 May 2022** - All arrivals will be welcomed from 17 May 2022, with departures starting on 25 May 2022.

## What is included in the package?

Transfer from Kuala Lumpur International Airport to hotel

Conference Registration on 18 May 2022

Your Conference Bag and Documents

All the costs of attending the actual Conference

All Buffet Breakfasts (18-25 May)

Morning Tea each day (18-24 May)

All Lunches (18-24 May)

Afternoon Tea each day (18-24 May)

Mid-Conference Day Trip with lunch

All Dinners, each with a different theme (18-24 May)

Royal Gala Dinner at the Royal Palace, including transport

All Tourist and associated Taxes

Your choice of Single, Twin, or Triple room accommodation

## What is NOT included in the package?

**Travel insurance** - all attendees are advised to book comprehensive travel insurance

**Flights** - once you're there, everything is sorted, but you'll to organise your own flights!

**Cancellation** - the Triennial World Conference is being planned with Covid-19 in mind, and we are doing all that is possible to prepare for necessary adjustments in line with WHO advice. However, and as normal, ACWW will not be able to provide refunds if you are unable, or choose not to, attend. Again, it is recommended that you book travel insurance and investigate your airline's policies before booking flights.

**Souvenirs** - you'll have to buy your own!

## Registration Package Fees

Each of the prices below includes the full package above, and is shown per person:

**Triple Sharing = £855**

**Twin Sharing = £910**

**Single = £1075**

## Registration Opens

**6 January 2021**

Registrations will open on the website on this date, and a paper registration form will be included in the January issue of *The Countrywoman*.

## Registration Closes

**31 December 2021**

Absolutely no registrations will be accepted after this date.

## Registration Process:

From 6 January 2021 you will be able to register and pay on our website at [www.acww.org.uk](http://www.acww.org.uk). You can do this with a credit or debit card, but not using PayPal. All payments made on the website are protected by industry-standard security measures.

In the first issue of *The Countrywoman* in 2021 will include a paper version of the Registration Form, which you can copy and complete - then either scan and email, or post to ACWW Central Office along with a online payment or cheque.

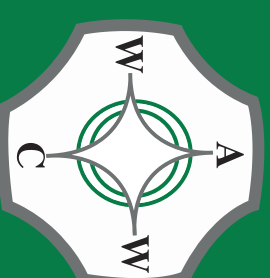
**The World President, TWC Committee, Hostess Society, and HM Queen Azizah look forward to welcoming you to Malaysia in 2022!**

# JANUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 Membership Payments Due Pay online: <a href="http://www.acww.org.uk">www.acww.org.uk</a>	2	3
4 Central Office reopens	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24 International Day of Education
25	26	27	28	29	30	31

January brings the promise of a new year full of possibilities. Why not commit this year to supporting ACWW and spreading to word. If every individual member saved £5 per month to donate to ACWW, our income would increase by more than £90,000 this year!

Why not arrange a coffee or tea morning (or cold drinks if it's your summertime) to raise awareness of ACWW in your local area?



# FEBRUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11 International Day of Women and Girls in Science	12	13 International Day of Zero Tolerance to Female Genital Mutilation	14 Valentine's Day <small>(or, Galentine's Day, a day to celebrate female friendship!)</small>
15	16	17	18	19	20 World Day of Social Justice	21
22	23	24	25	26	27	28

Instead of marking Valentine's Day, why not mark Galentine's Day and celebrate by telling your friends about your worldwide network of friends - ACWW! Host a Galentines Day breakfast and tell your friends about ACWW's advocacy work, and the importance of women working together.



# MARCH

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8 International Women's Day	9 Commission on the Status of Women	10	11	12	13	14
15	16	17	18	19	20	21
22 World Water Day	23	24	25	26	27	28
29	30	31 Memberships lapse if payment has not been received				

The Commission on the Status of Women (CSW) is the largest gathering of women's organisations and governments exclusively dedicated to securing and maintaining women's rights globally. Follow ACWW at CSW by checking Facebook for updates.

Stand with women around the world and mark International Women's Day in your community. Don't forget to let us know what you did to make the day special.

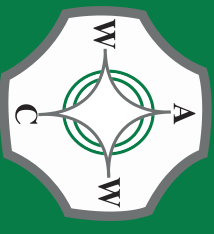


# APRIL

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
			1 Start planning your ACWW Day event			
5	6	7 World Health Day	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29 ACWW DAY	30		



ACWW Day is celebrated every year on the 29<sup>th</sup> of April. All over the world on or around this date, women organise Women Walk the World events to raise awareness of and funds for ACWW. There is a competition for the cover photo of The Countrywoman Magazine, so don't forget to photograph your event and submit your landscape, high quality, digital photograph to Central Office by 31<sup>st</sup> May!



# #WillWalkforFood

## Women Walk the World

As you're receiving this magazine, Women Walk the World is just around the corner. While the pandemic hasn't slowed the way we had hoped, WWTW is pressing ahead! Hopefully, you've gathered some ideas about how to carry out your walk while observing social distancing guidelines in your community. This pandemic has certainly been good for innovation!

We have created a whole host of resources to help you tell your friends, family, and neighbours about the good work of ACWW, and how the advocacy we've carried out directly impacts everyone, not just the rural women we support directly. The poster on the next page "From Politics to Plate" shows how advocating for Rural Women is essential for ensuring global food sustainability.

The purpose of Women Walk the World this year was to see how you all liked having a theme and specific resources, and to see whether this would help spread awareness of ACWW in your area.

In order to know if it is working, we need your feedback! We've already had some excellent feedback on how we can make the fundraising pages better and how we can make the payment system clearer, and we're planning to take this feedback into account for next year. We would like to hear from more of you though, so please, when you send us pictures from your walks, let us know how you found the new resources and what you'd like to see in the future.



Pennies for Friendship  
Woman to Woman  
Community to Community



What resources will you have for your event?

5 posters to raise awareness and community support

Powerpoint presentation on the role of Rural Women in Food Systems

A5 leaflet on ACWW finances, to help you and your friends know how your donations are used

Personalised fundraising webpages, hosted on the ACWW website.



RURAL  
WOMEN  
IN ACTION

# FROM POLITICS TO PLATE

How advocacy empowers rural women, who are critical to improving food systems globally

“Women farmers are essential to achieve sustainable, productive and inclusive food systems”

UN Decade of Family Farming, Global Action Plan

## Rural Women face

- worse food insecurity than their male or urban counterparts
- restricted access to financial resources
- less access to education and productive technology
- highest global rates of poverty
- high rates of domestic violence
- lack of control over productive land

## ADVOCACY

the process by which ACWW raises these issues, and asks governments to listen to, respect, and provide for rural women.



## SO THAT

rural women are empowered to improve global food systems, making sure that you always have food on your plate, and global hunger is eradicated.





# ACWW at the United Nations

## An update on process and procedure during the lock-down, and ACWW's participation at the High Level Political Forum on Sustainable Development

As one might imagine, there has been significant disruption to the United Nations and associated processes since the start of the global Covid-19 pandemic was declared in March. As was noted in the previous issue of this magazine, the annual Commission on the Status of Women meetings were cancelled, and other meetings have seen radical changes in their structure.

With direction from World President Magdie de Kock and UN Committee Chairman Marie Kenny, Nick Newland has continued to work alongside the NGO Major Group (NGO MG) leadership at the UN to ensure that ACWW's voice is heard in the challenging circumstances of a very different High Level Political Forum on Sustainable Development. The originally scheduled 2 weeks of meetings in July instead became a series of tightly controlled conference calls with limited access for civil society, across the middle of the month.

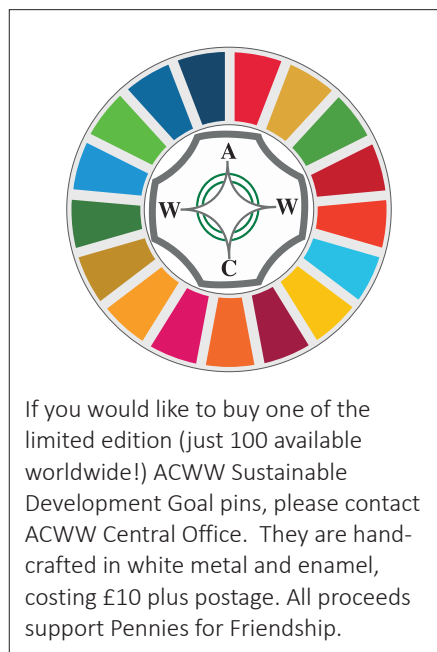
Despite these challenges, the following actions were taken in advance:

- ACWW Responded to the NGO Survey on HLPF (all 16 pages!)
- Nick was appointed to the NGO MG Position Paper drafting team, ensuring ACWW's voice was heard and represented
- Worked with Jessica Bridgers (Executive Director, World Animal Net) to collate and edit responses to the MG Survey relating to Food Systems and Security (working with input from 37 NGOs globally)
- Drafted the chapter in the NGO MG Position Paper on Food Systems and Security
- Appointed to the MGoS Advocacy Task Group (Major Groups and other Stakeholders, the highest level coordination body for civil society at the UN)
- Submitted ACWW's statement on World Environment Day to the team compiling the Ministerial Declaration for HLPF 2020
- Central Office contacted member societies in countries due to be reporting at HLPF; and followed up for specific input when their governments made presentations

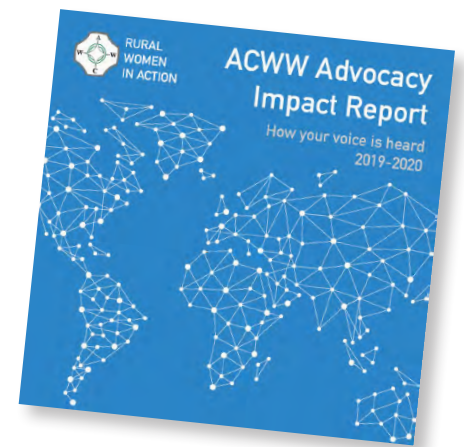
At short notice, ACWW was asked to present an intervention during the session titled 'Bolstering local action to control the pandemic and accelerate implementation, and SDGs 9, 11, and 17'. This had great relevance to ACWW and our work, particularly during the Covid-19 pandemic.

The meeting was chaired by the Mexican Ambassador to the UN, who is vice president of the UN Economic and Social Council. The panellists were the Secretary General of Local Governments for Sustainability, the Governor of Kanagawa Prefecture in Japan, and the Executive Director of UN-Habitat.

The intervention was prepared and delivered on behalf of all NGOs at the UN. Marie Kenny and Magdie de Kock were both present for the online meeting, and the intervention was delivered by Nick. During HLPF, there were more than 93,340 views of live events and reports via the UN Web TV. The NGO Major Group provided 19 Lead Discussants and Resource Persons for thematic sessions (ACWW were 1 of the 19). There were 30 interventions in thematic sessions from the NGO Major Group (again, ACWW were 1 of the 30). As you can see, from these numbers, ACWW continued to 'punch above our weight' at UN processes and I think we can be proud of what we achieved given all the challenges of this year.



If you would like to buy one of the limited edition (just 100 available worldwide!) ACWW Sustainable Development Goal pins, please contact ACWW Central Office. They are hand-crafted in white metal and enamel, costing £10 plus postage. All proceeds support Pennies for Friendship.

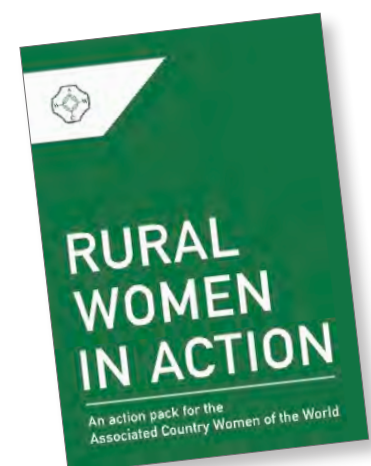


Following the popularity of the ACWW Project Impact Report, we have produced a new ACWW Advocacy Impact Report which details how your voice is (and was!) heard in 2019-2020.

The document gives details of how ACWW works internationally to represent our membership, and offers clear and simple explanations of our work for you to share with your groups, societies, friends, and other ACWW supporters.

You can download a digital version of this Report from our website (go to the Member Resources page, and follow the link to the Publications page). If you would like a printed copy, you can order one (or more) from Central Office, or find one included in the Rural Women in Action Packs also available from Central Office.

If you've ever wanted to know more about ACWW's advocacy work, or understand more about the UN, or how ACWW ensures that rural women are heard internationally, this is the booklet for you!





# INTERNATIONAL DAY OF PEACE 21 SEPTEMBER 2020

## A public statement from the Associated Country Women of the World

This year, when the world marks the International Day of Peace on September 21, we will be even further from this peace than we have been in many years. We do not live in a world of peace, and the global Covid-19 Pandemic has highlighted the inequalities facing women and minority groups all around the world. The peace that we aspire to has many opposites – unrest, violence in the home, national, regional, and international conflict – and if we are to address these opposites we must look in the mirror.

Global unrest is caused by the threat of war and abuses of power. Whether it is governments exploiting a populist agenda to turn police forces on their own citizens, security forces targeting internal minorities, border wars between troubled nations, or wars of aggression and conquest, we all have a role to play in holding our own governments to account.

Countries in the global North produce the vast majority of the world's weapon systems and spend endless millions on the development and deployment of remotely-piloted drones while claiming poverty when considering the need for social protection systems. This imbalance is even more evident when one considers that the majority of the world's active conflict zones sit in the global South. Every bullet fired, every bomb dropped, every drone sortied, every missile launched, is a profit line on the budget of an already rich country, with the cost paid in the blood and bodies of those not born into the safety and stability of the most developed nations.

As an organisation existing for more than 90 years, ACWW has seen Rural Women through some of history's most devastating wars, conflicts, and grievous breaches of human rights. While much of the world rallied around calls for war and retaliation, ACWW called for peace.

Knowing that women and children bear the burden of the impact of conflict, and that communities are only ever negatively affected by war and its inevitable impact on civilian affairs, ACWW sought to pressure governments to pursue peace through talks, economic pressure, and compromise. Recognising that conflicts arise, ACWW has, and will continue to, entreat governments not to be bound by nationalism or prejudice, but to pursue peace as both the aim and the process.

Today, ACWW recognises the United Nations as the primary force for uniting governments around the world to pursue peace. As an NGO in Consultative Status, ACWW has the opportunity to be a voice for those most impacted by conflict and war, and continue the call for peace everywhere.

Peace is not passive. Peace is an active effort to listen, to understand, and to collaborate. Peace is the goal, and peace is the pathway.

Not only has the pandemic highlighted global inequalities, and insufficient systems to address these inequalities, it has also highlighted how far we have to go in addressing domestic violence. As lockdown measures intensified, it is estimated that instances of domestic violence have increased by up to 33%. This confirms the need for economic empowerment, accessible support, and accountability for abusers as the primary ways to reduce the instances of violence. This 'shadow pandemic' has also highlighted how far we have to go in shifting the toxic patriarchal mindset that allows abuse to thrive. Even as the global efforts to resolve the Pandemic intensify, the circumstances that drive domestic violence – financial insecurity, lack of work, isolation – will continue. It is vital that our recovery models and funding priorities take this into account, and governments work to safeguard the vulnerable.

Together, we must challenge social models that accept conflict and violence as inevitable. Together, we must challenge our governments to do more, and work harder, to tackle violence. Together, we must refuse to settle for a world in which the death of those who look, sound, or believe differently to us is acceptable.

Magdie de Kock  
ACWW World President

Associated Country Women of the World

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# Do you remember Stella?



Stella Bell b.1908 - d.2006

A few weeks ago, Central Office received a call from a woman called Jane, looking for information about her godmother, Stella Bell. She is putting together Stella's archive, and would like more information about this period in her life. Historically, ACWW hasn't kept much information on members of staff, and we've exhausted the resources available in the archive. So, Jane needs your help! Please see her letter to the ACWW members below:

*Do any of you countrywomen of the world have any memories of Stella Bell, my godmother? She served as an administrator then General Secretary of your Association from 1948 to July 1969 when she retired. Before joining ACWW, she was a Chief Wren, then Master at Arms in The Women's Royal Naval Service. After retirement, she helped organise a branch of the Women's Institutes near where she lived in Ashted, Surrey.*

*There were several world conferences during the 21 years of her ACWW service and I know how much she enjoyed her job including visiting many members around the world.*

*It is my good fortune to have been able to spend time with her in the last 20 years of her life and value all that she was able to tell me about our family. Now I need any help you can give me as I put together her story. If anyone has any information, please contact Central Office, who can put you in touch with me.*

## Meet our newest member of staff!

### Office Administrator Rowan McKinnon

#### *Welcome to ACWW!*

Thank you! I'm excited to be joining a committed team here in the Central Office, and getting involved in the work of ACWW.

#### *Where are you from, and what did you do before you came to ACWW?*

I grew up in South East London, in a small district called Peckham. After studying music at Goldsmiths, University of London, with many of my modules focusing on race, gender, and sexuality issues within the music industry, I went on to have a career as a professional musician. This brought me to ACWW, when I was asked by Policy and Communications Manager Nick Newland to arrange the ACWW anthem, Song of Peace, for a small ensemble earlier this year. I've also previously done some part time work here, and this gave me an insight to the brilliant work that the organisation does.

#### *What exactly is your job at ACWW?*

I'm the Office Administrator, which covers a broad spectrum of duties. My main role is to assist the Central Office team with all areas of administrative work, as well as being the first point of contact at ACWW. This means that whenever somebody calls,

writes to, or emails Central Office using the contact information on the website, it comes straight through to me. I also input the relevant information for any donations we receive in to our system, and maintain the office environment so everybody's job is as stress-free as possible! As I've learnt from my short time in the office, no two days are the same. A particular highlight of my week at the moment is opening the brilliant jumpers that are being sent in for vulnerable children. Not only is it a wonderful cause, but the eclectic mix of patterns being knitted is fantastic!

#### *What do you do in your time off to relax?*

In line with my degree, I enjoy listening to and performing music. I'm a season ticket holder for my local football team, so that's often how I'll spend my weekends. I'm also interested in philosophy, so enjoy reading and listening to a wide array of views on the topic.

#### *What are you most excited about at ACWW?*

I was immediately drawn to the core principles of ACWW and am enjoying learning more and more about the great



work it does on an international scale. I've always been a firm supporter of women's rights, and it very much runs in my family (my great grandmother was a Suffragette), so doing this work and helping in any way I can is very rewarding.

# Area Update

## Area President for East, West, and Central Africa, Irene Chinje



I am Irene Chinje from Cameroon, North West Region, in the Central African Zone. I am a mother of a daughter and a son and a grandmother of two boys. My early years of life was spent as a nutrition teacher from where I nurtured the desire to work with the vulnerable women usually referred to as the “buyam sellams” in Cameroon. I always purchased foodstuffs and other items for most of the practical lessons we had. I usually did spend time chatting with them on some of their challenges given the slow growth in business. After fifteen years of teaching with my children in boarding schools, I decided to go to university where I attained my BSc in Women Studies/ Sociology and Anthropology. Not being able to get a job I was inspired to start an Association to work with the women I had a passion for. Without any finances to start off I shared the idea with family and friends and we were able to come together and start off the Women’s Empowerment Enterprise Network (WEEN). It started up just working with individual women in small businesses helping them grow their business and giving small startups to single mothers who had no source of income but had some initiatives in petite trades. We gave them some training and gave them the initial capital of which some form of savings was compulsory to help them plough back for sustainability.

From this group of women we moved on to farming communities to help the women improve their quality of food production, avoiding the use of fertilisers for better storage and nutritious feeding. We encountered our first challenge which helped us into our first success story. The lack of finances for women and the difficulty of obtaining loans because they had no opportunity to save with financial institutions gave us the push to find a solution. Our first idea was to create a women’s micro scheme but we quickly realised for success it must be gender balanced. We then contacted a financial institution that had a favourable policy for such micro scheme and were able to raise the initial capital to start a micro scheme for my community. This was quite a success and I served as the first Board President. It

was quite a challenge as the men thought it was for them to lead but the women’s voices got the vote for me to be president because they argued the vision was mine.



Within the period of my management I was awarded the best manager amongst other micro scheme by the Ministry of Agriculture based on some grants given to assist farmers. Our institution was able, under my leadership, to help four other communities set up theirs of which I was a permanent member of each board to help ensure stability and sustainability. I was also co opted by my local council to lead with the Local Economic Development program which was equally a challenge as the men still didn’t find it comfortable. I would love to share this with you all, we had to do a lot of sensitisation within the villages and being a lead I was the spokesperson in our activities. So we got to many villages and all was well but there was this village with the “Fon” a true chauvinist who vehemently said he couldn’t discuss with a woman. I was now discussing with him through a male

member. This again gave me some food for thought though.

When am not engaged with working for WEEN, I follow my passion in creative works, knitting, sewing, baking and food processing. This has let me go into the market space with the products with the brand name “IMLA”. I equally keep active by writing and doing presentations for lots of women associations and groups.

The most important activities I've undertaken to share information about ACWW to me has been during visit to societies and monitoring and evaluation of projects. The non society members are encouraged to become members and the member societies come to understand better the work of ACWW. During any presentation I try to talk to members especially those who can join as individual members.

One of the societies I work with is the East African Women’s League. This has been so impressive because how long they have been members, their commitment, their management and success. They are a wonderful group with different women groups coming to work together. They have women in agriculture, crafts, nutrition,

*Irene carrying out project evaluation for Project 1041*





*Delegation for East, West and Central Africa (with proxy voters) to the 29th Triennial World Conference*

beading, home crafts, food processing just to name a few. There is also COWA Uganda, they train youths in different skills and help them gain employment. Their training is mostly in nutrition and homecrafts. TORUWU, Training of Rural Women in Uganda, they work with disabled and vulnerable women. They build the women's skills and give them start ups. With the disabled children they do physiotherapy and have a school for vulnerable children. They also do a feed the children program.

Shape Lives International Ghana, they are more into research on agricultural products and assist women with improving their quality products in agriculture, crafts and improved water resources. They do processing and packaging. The DMI sisters in Tanzania are doing a great job with rehabilitating traffic children giving them skills and getting them reunited with their families or getting self employed.

There are lots of challenges but I'll give the most calling ones. The first is with the mentality of members and their commitment to ACWW. I get the impression most of them didn't understand why they are members. They don't seem to get their role of contributing as partners and adding their voices to the women's cause through being a part of a well established Association ACWW. There is the difficulty of communication, responding to emails, getting their reports or even helping out for visits. The area is vast and visiting is difficult due to the expenses of flight. It's a great encouragement when societies are visited but this is quite hard and rarely done. Sustainability of projects is equally a big challenge but the successful projects



*Ugandan Red Clay, contrasted with lush greenery*

are quite encouraging and tell more of ACWW and its work. Paying their dues is another big challenge more because of the economy and governance.

In my area, the women are resilient, hard working and carry the brunt of the families. This is not recognised and this continues to keep them in the poverty circle. This somehow affects their response to generosity and charity. This is all so mind searching to me because we need to be more generous not only expecting

but there are more women now getting the message through interaction which hopefully would bring the expected change I envisage.

We are gifted with a variety of foods and the preparation is so rich and spicy. It's always a pleasure welcoming visitors with different food items prepared in varied ways. Food is one of our riches culture. Our African clothings is also enticing and is fast gaining attention. They are bright, varied and stylish. Each area has its peculiarities and you can easily identify where people come from by the way they dress.

*The condition of women in a nation is the real measure of its progress.*

*Ngũgĩ wa Thiong'o*

*Ugandan Delegation to the EWC Africa Area Conference in 2018, with then Southern Africa Area President, Mabel Moyo*



# Member News

## From Canada to South Africa, ACWW members have been busy during lockdown!

### The Story of Hope, from Snoekie Erasmus, member of the Projects Committee

In early March 2020 I was approached by the local community in Nkandla, a township in Hartswater in the Northern Cape Province, to assist in the upgrading of the Hope Day Care Centre. Two ladies take care of 15 toddlers whilst their parents are working on farms earning a living.



With very little resources to their disposal, the children receive basic education in developing a variety of skills appropriate for their age. Hope Day Care Centre was in desperate need for any available assistance in many aspects, even though they qualify for Government grants. The current situation of government corruption in South Africa often prevents these grants reaching the intended purpose or intended recipients.

The initial intention was to increase the space by adding an indoor playing area to the existing “classroom, kitchen and office”. Due to the nationwide lockdown restrictions following the impact of the Covid-19 Pandemic, everything was put on hold. As it is often the case in communities, when schools and day care centers are left unattended for a period of time, these structures were raided and plundered. Hope Day Care Centre lost everything.



As the name of the facility indicates, we have started rebuilding Hope Day Care Centre when the levels of the lockdown stage decreased to permit the reopening of schools and centers for children of

all ages. During the extended lockdown period, we used the time to re-think our priorities regarding the specifications of the building. We have since changed our plans from rebuilding to rather improving the current structure including the improvement of the security aspect of the centre. We reinforced the structure and changed the gravel floors to concrete. We installed stronger windows which are also burglar-proofed as well as installing a security gate at the entrance. As a result, Hope Day Care Centre is now providing a secured learning environment for the children of the community.



Hope has risen again- opening doors to a better future for the children than ever before.

### A story of Technology and Marital Bliss, from Donna Jebb, member of the Agriculture Committee

In Ontario, it is a requirement of farmers to complete a pesticide course to make sure they are doing the appropriate applications to their farms for their protection along with their crops, land, and the environment.

My husband Barry, as an Ontario Farmer, needed to renew his Pesticide Licence. He originally was signed up to attend a one-day class. When the Coronavirus Pandemic hit, there were changes to how everyone was to carry on with their learning and exams. His day-in-class program was now changed to a 4 day online course. My husband has never been a real computer whiz (I am not claiming I am either, but I work on computers more than he). So needless to say, I was seconded to do the typing and getting the assignment sent through online

Much to his dismay, he had to “talk” to the other students online (although we did not know them, everyone had to give a little blurb about themselves). I think he

was the oldest of the group but I found it interesting to learn about the others while all he wanted to do was get it over and get his test done. So, we had 4 days to get this done and we could do two sections in one day if we so chose. One section required a photo of our “spill kit” so guess who was taking the photos?



We got his assignments sent in on time and I did get the hang of getting the course information and the question sections submitted. Usually in the classroom they provide paper information from governments regarding the licence and regulations on particular products, but we had to do the look up and print off the information that was needed. The challenge came when calculating the rates of application. I would question every answer and he started to second guess his answers! He was used to working with litres per acre (not gallons per acre or litres per hectare) so some extra math was included in this exercise! He was getting frustrated with “the assistant” and I was just making sure I was inputting the correct answers.

When it came time for the final reflections of the course, the statement sent to his online professor was “my wife was helping me with the computer part of this course as I did not feel I would be able to do it properly. Part of the course, she kept questioning my answers and was getting frustrated, but to let you know we are still talking and glad it is done!” The response back from the professor said that he was glad that he did not cause a marital split and glad to hear we were still speaking with one another.

His final mark when all said and done was in the high 80’s and happy to say we won’t have to have this discussion for another 5 years!

# Time for a Competition

## Dust off your crafting tools!

It has been a long time since ACWW has produced and sold a Tea Towel that is not associated with a Triennial World Conference. The Communications and Marketing Committee want to change that, and they want your help! Following the success of the recent banner for the anniversary of the Beijing Declaration and Platform for Action, the C&M Committee want to harness the exceptional creativity of ACWW members to design a tea towel.

The theme for your design should be *Rural Women in Action*. This tagline is meant to communicate that ACWW is made up of women who are learning, growing, teaching, and sharing. ACWW is rural women in action, determined to change the world through collective, strategic action and advocacy. You can interpret this theme as literally or abstractly as you want, but please include your thoughts when you submit your design.

Once the winning design is decided, the tea towel will be produced with the winner's name included and sold with the proceeds going to Pennies for Friendship, the enabling fund of ACWW. This fund is what enables ACWW to continue its work, and include participation in UN meetings, advocacy with national and international policymakers and legislators, educational and awareness-raising materials like *The Countrywoman* magazine, and extension work and meetings for Board members.

Your design can be in any medium, but must strictly adhere to the size requirements. You can use as many colours as you want. Please send us the original artwork and do not scan/email us with a copy. We will only accept email entries if they are digital artwork.

If you have a good idea but don't have confidence in your ability to create a design, feel free to partner with someone else to produce your entry, but remember that this competition is intended to be a showcase of our members' talents, not the professional skills of a paid designer.

If you need us to send any digital design elements from Central Office, like the ACWW logo or examples of typefaces, please email [media@acww.org.uk](mailto:media@acww.org.uk)

### Terms and Conditions

1. The winner of the competition will be decided by the Communications and Marketing Committee according to the published Judging Criteria. There will only be one winning design
2. ACWW reserves the right to sharpen and otherwise edit the winning design to aid in the reproduction process
3. Upon submission, you grant ACWW full intellectual property rights to your design and agree that ACWW may use it with or without your name and for any lawful purpose including, for example, publicity, illustration, advertising, and web content.
4. ACWW may use designs that do not win this competition for other purposes, including publicity, web content, illustration, and advertising.



## Theme: Rural Women in Action

## Medium: Anything

## Requirements:

## Size: 620mm x 420mm

**DEADLINE**  
sent by 31 DECEMBER 2020

## Must include the text *Rural Women in Action*

## Must include the ACWW Logo

## Judging Criteria

1. Relevance to theme
2. Originality
3. Artistry
4. Ease of Reproduction

### Guidelines

1. Keep in mind that your design will need to be scanned and replicated, so use bold lines and clear definition
2. Please remember that intricate details may not be able to be faithfully replicated
3. When you send your design by post, please either roll it or send it flat. It is imperative that your design is not creased.
4. If you are submitting Digital Artwork, please submit your design in a vector format and remember to use bold, clear lines. Please note that rich colours may not be able to be faithfully reproduced on cloth.

# Attention, Women in Agriculture

## The Agriculture Committee wants to hear from you

Part of the work of the Agriculture Committee is keeping up with the issues facing agricultural women, their families, and their communities worldwide.

Through investigating with our contacts at UN agencies and experience in the legal process involved in holding governments to account, it has become clear that what will be very powerful in our aim of representing rural women is stories: Real women, talking about their real life and real needs. So, we've formulated 3 questions, and we would be grateful for as many responses as possible from ACWW members and members of member societies.

Please respond to these questions either by post to Central Office, or by email to [media@acww.org.uk](mailto:media@acww.org.uk). Please feel free to photocopy or print this page and distribute it widely.

You can answer these questions in as much or as little detail as possible, but hearing stories from our members is absolutely critical to our advocacy and policy work. Data and Number are important, but it is also important that we can put a human face to that data. You never have to worry about ACWW sharing your story without permission, as all identifying information can be anonymised.

You are under no obligation to answer these questions in order to continue your ACWW membership, but any and all replies will help us in painting a clear picture of the lives of Rural Women globally.

United Nations  
Decade of  
**FAMILY  
FARMING**  
2019-2028



1. What does your life look like as a farming family?
2. Are there challenges you face as a farmer that you feel could be better addressed by national or local government?
3. What role do you feel farming/ women's organisations play in your life and in the lives of family farmers in general?



# Projects Update

## Learn more about our Cover Photo

The cover photo for this issue of The Countrywoman magazine was taken in Uganda, during Project 1065. This project, a Nutrition, Good Health, and Wellbeing project was severely affected by the Covid-19 Pandemic. More than the threat of Covid-19 though, was the threat of the Shadow Pandemic. Here is a quote from the project participant about the struggles they've faced this year:

"After celebrating our participation in a life changing training for vegetable gardening project that was the only solution to our abject poverty, we have been particularly worst hit by the Covid-19 and lockdown measures by the government. Although finally we were isolated with social distancing, restrictions on freedom of movement denying us the time to attend to our garden, I managed to plant my seeds but found all my vegetables affected by the heavy rains, because I could not attend to them. Some of my fellow women failed to plant up to now, while others have suffered like me with diseases due to failure to weed, spray them and no visit from ACDIPE staff.

We are currently focused on childcare, homeschooling, elder care and housework. It's also hard to access the much needed medicine for affected HIV/AIDS patients and maternal health services given that all services are being directed to essential medical needs of COVID 19."

***"Availability of contraception and services for other needs have become disrupted putting our personal safety at risk. The very conditions instituted by government to battle the disease are the ones that feed into the hands of abusers who now find state sanctioned circumstances tailor-made for unleashing abuse"***

Mrs. Gitta Margaret, Chairperson of Kigoogwa people living with HIV/AIDS.

*Beneficiaries and instructors for project 1065, before COVID-19 Lockdown measures*



# Projects Update

## Final Report from Project 1055

### Economic Empowerment through Small Business Expansion

ACWW has supported the Sain Tus Center in Mongolia for the past six years over three projects. The Center was established in 2005 to empower local women in the western region of Mongolia. The Sain Tus Center focuses on women and girls' rights, health education and women's economic empowerment and income generation.

Economic Empowerment through Small Business Expansion follows a previous project that ACWW funded in 2017 (Project 1032). The goal of this current project is to improve the income of 40 low-income and female-headed households through the process of capacity building workshops, health education and the provision of equipment and materials for income-generation activities.

Due to the low number of Covid-19 cases in Mongolia, the Sain Tus Centre were able to continue to carry out their project activities throughout this year. The first report that we received from Project 1055 showed that the project had made good progress. A number of initial meetings with the project beneficiaries were facilitated to ensure that there was a feeling of ownership over the project by the participants and to set out clearly the aims and activity plan of the project. Once these meetings had taken place, financial literacy training workshops were carried out to help participants to improve their record keeping for their small businesses. Further training workshops were facilitated on topics including organizational structure, small business management, and group fund management.

Members of the National Sewing Group have produced national clothes for the White Month National Celebration in February, the Mongolian New Year. This increase in demand was very beneficial for the project participants. The Bakery Group members were also able to make the most of the National Celebrations and produce pastries, bread and cakes which

**40**  
women trained  
with new skills



*The Sewing Group hard at work*

were in high demand as national pastries are an important part of celebrating White Month. The Sain Tus Center has also been running hygiene trainings in response to Covid-19 to educate participants on the importance of good hygiene and hand washing.

Project 1055 has now completed all its planned activities and has seen an increased income for the 40 project beneficiaries which is a great success. Both the National Sewing Group and the Bakery Group were able to generate profit in their small businesses that allowed funds to be reinvested into the groups. After the successful sales during White Month celebrations, both groups took



*One member of the Bakery Group*



*Business skills development and training*

part in trade exhibitions to experience marketing their products and connect with other small businesses. Going forward, the members of each group will continue to carry on their income generating activities, supported by the Sain Tus Centre until they are able to operate independently.



# Projects Update

## Final Report from Project 1061

### Economic Opportunities for Women Living with HIV/AIDS

Youth for Positive Change (YOPOC) is a grassroots Organisation created by a group of secondary school girls in Zomba District, Malawi in 2008. YOPOC was created to promote and advocate for the social and emotional wellbeing of vulnerable and marginalized young people and influence positive change in the areas of HIV prevention and AIDS awareness, economic empowerment, gender, human rights, and education. Despite progress in recent years, Malawi has one of the highest prevalence of HIV in the world with over 1 million people living with HIV/AIDS .

This project aims to empower women living with HIV/AIDS to become financially independent enabling them to support the nutritional needs of their children and themselves and promote a healthy lifestyle. In order to achieve the project's aims, 35 adolescent mothers and 15 sex workers living with HIV/AIDS were provided with access to seed capital through a revolving loan fund established by the project. These project participants, who already owned their own small businesses, were also provided with business management training to increase the skill base of the participants. Focus group discussions have been conducted to support the beneficiaries to strengthen their businesses. Refresher courses were arranged for those beneficiaries whose businesses were not improving.

Despite the inevitable challenges that Covid-19 will continue to bring, YOPOC is confident that this project, Economic Opportunities for Women Living with HIV/AIDS, will continue to improve the lives of its beneficiaries. The establishment of a cooperative revolving fund should ensure that the project participants are able to access capital to boost the capacity of their businesses and grow their income. YOPOC's Project Coordinator Roseby Chiweza explains the huge impact that small scale loans can have on project participants.

"Before the commencement of the project, 30 teen mothers and 20 sex workers living with HIV/AIDS were not doing any business. After the commencement of the project, 35 teen mothers and 15 sex workers living with HIV/AIDS have become economically independent because they are doing small scale businesses with funds from the established revolving fund established by HIV/AIDS Support Groups. The project participants have joined the cooperative revolving fund. All of them have bought shares by depositing their money with the cooperative revolving fund. The deposits are earning them an interest. They borrow money from the cooperative revolving fund based on the amount they have deposited plus the interest earned by the deposit.

The loan is charged with an interest which is higher than the interest on the deposit. The profit from the loan is shared amongst the members based on their shares. The cooperative revolving fund is a source of their social capital, which is enabling them to cooperate, collaborate and coordinate their activities for the benefit of their communities they live. The 35 teen mothers and 15 sex workers are able to raise revenue which they are using to support their nutritional needs as well as of their children for them to live healthful so that they can participate in developing their communities. This is as a result of the project which trained 35 teen mothers and 15 sex workers living with HIV/AIDS in business management skills. The knowledge enables them to manage their own enterprises."



*One of the small business owners at her stall*



*One beneficiary at her fruit and veg stall*

**50**  
women living with HIV/AIDS now able to access loans for their small business

"I have to express my gratitude to ACWW for funding this project through its partner, YOPOC. The training in business management and skills has helped me a lot. I have gained new skills and knowledge in good business management which I did not have before. The establishment of the cooperative revolving fund has enabled me to access small loans to boost my business selling underwear."

Zione, Project Participant



# Get to know the newest Board Member

## Projects Committee Chairman, Edwina Marr

### Can you tell up a bit about yourself?

Sure! I married my husband Dougie in 1973 after finishing teacher training in Manchester, England. My first son born in Lancashire 1979 and then I had twin sons in 1982. In 1991, I moved to Wiltshire as my husband was being transferred to the Projects division in National Power's Headquarters in Swindon. It was there that I got my first taste of the Women's Institutes (WI). The village I lived in had two WI's, one for retired ladies who met in the afternoon and an evening session for working ladies. Almost immediately I was voted on the Committee and was the Secretary for my time there.

I moved back to live in Northern Ireland in 1996 when Dougie established a small Wind Power Company, at the time when wind power was becoming the "thing" especially in Northern Ireland. I was lucky to get a teaching post in the local primary school where Dougie had attended as a child. My mother and a lot of my relatives had also been pupils there pre war. I loved being back in the community I had left as a nineteen year old, ready to "make my way in the world." I was there until I retired in 2006 and it was really only a few years later that I got back into the WI scene after a good friend coaxed me to get involved again. I haven't looked back since! I have always enjoyed taking part in WI events and competitions. We have a Quoile Area Choir which took part in the annual Federation Music Festival and I always enjoyed representing my Institute at the Festival of the Spoken Word. Craft is not my forte so that was just up my street! Becoming an Executive member of The Federation of Women's Institutes in 2015 was when I really got to know more about ACWW. I was elected Federation Vice-chair in 2018, finishing this term of office in 2021.

I am very fortunate to live in this beautiful part of Co Down, Northern Ireland and feel blessed to have a wonderful network of friends and family on the doorstep. Living in England had meant we only saw family several times throughout the year and it was only when I moved back that I realised how much I had in fact missed them.

### How are you finding your new role as Projects Committee Chairman?

Who would not want to be further involved in a Charity that helps improve the lives of women and young girls and their families all over the world? At the first meeting of the Projects Committee in 2019, I was elected

Deputy Chairman. Though the circumstances that led to my taking over were unexpected and devastating, I took over knowing it would be daunting but I was up for the job and willing to take on the responsibility with the Committee, and would gain even more experience and be fulfilled in helping so many through future projects. I will be serving in this capacity until the next Triennial World Conference, and I hope to do my predecessor and mentor proud.

### How do you see the work of the projects committee fitting into the overall work of ACWW?

Look at the Objects of ACWW – "The relief of Poverty", "The relief of sickness and the protection and preservation of health", "The advancement of education." The key word here is "RELIEF". Projects should be able to provide (and do so) equal opportunities for women and girls with no discrimination in respect to race, colour, religion or gender. ACWW's projects are key to fulfilling the aims of ACWW in a direct, grassroots way, while the Advocacy work of ACWW works to ensure a safe, equitable, fair future for the women and girls we're empowering.

### Why did you become an ACWW member in the first place, and what do you think sets ACWW apart from other organisations?

I joined to be part of an NGO, with consultative status at the United Nations. What sets ACWW aside is the fact that there



are so many facets to the charity all working towards the same goals. By granting funding and approving projects, we can empower at the grassroots level, and our aims become practical goals and not just ideas on paper.

**ACWW also works on achieving the 17 Sustainable Development Goals and educating members about them. These goals and the Women Empowered priority focus areas go hand-in-hand, and it is easy to explain how the projects we fund directly contribute to a better world.**



The Project Committee in October 2019, with late Chairman Mabel Moyo and then Deputy Chairman Edwina Marr

Committee Members: Snoekie Erasmus, Mihaela Caluser, Patricia Madden



# Associated Country Women of the World

ACWW Connects and Supports Women and Communities Worldwide

## APPLICATION FORM FOR INDIVIDUAL MEMBERSHIP OF ACWW (Category 5)

### SECTION 1: CATEGORY 5

Membership Fees are due for renewal on 1<sup>st</sup> January each year

Category 5 members (formerly known as Category IVb):

- You are an individual interested in the work and activities of ACWW
- You may attend Triennial World Conferences and Area Conferences
- You will receive a copy of The Countrywoman Magazine each quarter, and an Annual Report

### SECTION 2: CONTACT DETAILS

Please ensure you inform ACWW Central Office if you change your contact details

DATE OF APPLICATION:   New Member  Renewal

TITLE:  Mrs  Miss  Ms  Dr  Other

SURNAME / FAMILY NAME:

FIRST NAME(S)

POSTAL ADDRESS:

ZIP / POSTAL CODE:  COUNTRY:

EMAIL ADDRESS:

TELEPHONE NUMBER:  Please include country dialling code

CELLPHONE NUMBER:  Please include country dialling code

DO YOU WANT TO RECEIVE THE ACWW E-NEWSLETTER?  YES  NO

DO YOU BELONG TO AN ACWW MEMBER SOCIETY?  YES  NO

IF YES, WHICH SOCIETY:

### SECTION 3: PAYMENT

1 Year = £27 / 3 Years = £68

HOW ARE YOU PAYING?  Cheque Made payable to ACWW  Credit / Debit Card

Online Payment  Bank Transfer

I AM PAYING FOR:  1 YEAR  3 YEARS

- Please call Central Office to make payment by credit or debit card
- ACWW processes personal data in line with the General Data Protection Regulation (2018) and does not store Card details after payment is made
- If paying by bank transfer, please include your name as a reference so we can track payments

Please send your completed application form and fee to:

**ACWW Central Office**

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