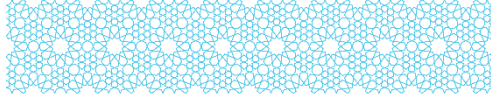


Women and Land in the Arab region

Campaign updates

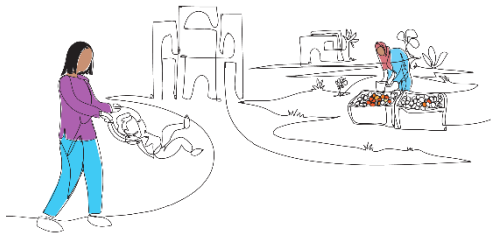
13.07.2021

Background



Empower and Improve the Life of Women by Protecting their Land, Housing and Property Rights in the Arab Region

KEY MESSAGES






Women's housing, land and property rights are catalyst to ensure the social and economic development of communities and increase food security. They contribute to the realization and enjoyment of a broad range of human rights such as the right to adequate standard of living, adequate housing, health, work and education. Housing, land and property rights increase women's empowerment and participation in decision making within the household and in the public life. They help protecting women from gender-based violence and other health hazards, and they enable women to play an active role in the stabilization of societies affected by crisis and conflict.

On 18 February 2021, in the runup to the [Second Arab Land Conference](#), UN-Habitat, the Global Land Tool Network and the Arab Land Initiative launched the ongoing [Women and Land Campaign](#) to raise awareness on how to overcome the challenges that women face in accessing their housing, land

and property rights. The campaign is based on a set of key messages on "[Empowering and improving the life of women by protecting their land, housing and property rights in the Arab region](#)", developed based on the field experience of UN-Habitat and Global Land Tool Network's partners in the region. The Campaign is promoted by UN-Habitat, as part of its mandate to achieve a better urban future for all, and by the partners of the Stand for Her Land Campaign, including the World Bank, the International Land Coalition, Landesa, and Habitat for Humanity.

Purpose and structure of the campaign

حقوق المرأة في السكن والأرض والملكية في المنطقة العربية

لماذا تحتاج النساء حقوق السكن والأرض والملكية؟

**في السياقات المتأثرة بالنزوح والأزمات
عندما تتمتع المرأة بالحقوق في السكن والأرض
والملكية ...**



... تتمتع المرأة بحماية أكبر
من العنف والظروف
الجوية القاسية والمخاطر
الصحية الأخرى.





The challenges faced by women in the Arab region in relation to the access and enjoyment of their housing, land and property rights is part of the broader gender inequalities that reflect many aspects of the Arab society. The campaign aims at raising awareness on how to overcome such challenges and at empowering Arab women to improve their housing, land and property rights while drawing the public's attention to this important theme. Through a step-by-step approach, the Campaign explains why secure housing, land and property rights are catalyst for the realization of human rights, poverty reduction, economic prosperity and sustainable development leading to the attainment of the Sustainable Development Goals, the New Urban Agenda and other regional and national

strategies aiming at poverty reduction and sustainable development. The messages of the campaign are developed around five topics, for a total of 62 messages:

1. Why women's housing, land and property rights matter.
2. How to increase women's access to housing land and property rights in the Arab region.

3. How to increase access to housing, land and property rights for women in displacement and crises-affected contexts in the Arab region.
4. Women's empowerment and participation in decision making.
5. What Islamic law says on women's housing, land and property rights?

Target of the campaign

The Campaign targets Arab women and men in all contexts and among all groups (i.e. urban and rural areas, refugee communities, young, elderly, single, married, etc.), as well as land practitioner from international organisations, NGOs and civil society organisations approaching the work on gender, policy and decision maker, religious leaders, etc. Given the format of the campaign, it is expected that the messages will reach to broader online audience working as a sensitization tool on the importance of protecting women's HLP rights in the Arab region for women's empowerment, sustainable development, peace and stability.

Language

The campaign has been rolled out in two languages, Arabic and English, to reach both the primary target audience in the region while informing international land practitioner working in Arab countries.

Campaign status and next steps



The campaign is currently ongoing: so far, the publication collecting the key messages (in Arabic and English) was distributed during the Second Arab Land Conference while the media cards are being shared online on a weekly basis through the social media channels of UN-Habitat, the Global Land Tool Network, and the Arab Land Initiative. Since the launch of the campaign in February 2021, 21 cards were developed with the support of the communication office of UN-Habitat HQ, and 17 cards were shared. Additional 41 cards are currently being developed for an envisaged total of 62 cards which will continue to be shared online, on a weekly basis, for the next 45 weeks. All the messages disseminated are being collected on the Arab Land Initiative website and are available for

[download](#). Further, to support partners in the dissemination of the campaign material, a public [Trello board](#) has been created. The board collects all the messages developed with suggested publishing schedule, post caption, hashtags and tags for Twitter, Facebook, and LinkedIn.

A more detailed country outreach plan is being developed to pilot the campaign at the national level in Lebanon and Libya with the support of UN-Habitat Lebanon Country Office. Such rollout will be followed by Egypt, while new countries will be identified depending on the outcomes of the piloting and on the opportunities arising from the work of the Arab Land Initiative and its partners in the region.

Useful links and contacts

All the Campaign information and material is available for download on the [Arab Land Initiative website](#) and through the dedicated [Trello board](#). The campaign can be tracked through the hashtag [#womenandland](#) and by following social media platforms:

- GLTN: [Twitter](#), [Facebook](#)
- Arab Land Initiative: [LinkedIn](#)
- UN-Habitat: [Twitter](#), [LinkedIn](#)
- UN-Habitat Regional Office for the Arab States: [Twitter](#)

For more information on the campaign, please contact eleonora.serpi@un.org or ombretta.tempra@un.org.