

Media Strategies to Promote the Economic Empowerment of Mozambican Women

April 7th marked one of the most special national days in Mozambique: the Mozambican Women's Day. To celebrate this day, the WIN team held a global webinar to reflect on the use of media to help empower women.

WIN uses media as a channel through which to transform at scale how women are presented and perceived. Besides, the program aims to use media as a channel to educate women in entrepreneurship as well as to inspire them to launch, grow and diversify their businesses.

The webinar was organized as a panel discussion between WIN team members and representatives of WIN media partners: Fábio Ribeiro from ANIMA, Ilda Samuel from Panavideo and Gabriel Júnior from TV Sucesso..

Radio Novela Janete - Nada é impossível, in partnership with ANIMA, a film producer, features a woman, Janete, who opens a restaurant in a new market, to help pay for her daughter's university fees. Over the course of the 26 episodes, she overcomes many challenges, including a pandemic that closes the market, and she grows into a confident businesswoman. Fabio Ribeiro, responsible for Janete's content and production, talked about the creation of Janete, and the challenges of putting together a 26-episode radio novela, in four languages, and with more than 50 actors. Janete's history is inspired by real women, and it is a story that entertains and, at the same time, sends important messages with tips for businesses success.

From an audience perspective, most listeners hear the program every week, and approximately 83% of them intend to continue doing so. Janete is creating a positive impact on women empowerment, gender roles and business management: 35% of listeners said that the radio novela helped improve their management skills, and 34% said that it helped them reflect about the role of women and men in their own household or community.



Escola do Agricultor, a multiplatform program broadcasted in TV, radio, and Interactive Voice Recordings (available via mobile phone) transmits technical agricultural knowledge, agrobusiness tips, entrepreneurship, women empowerment, and

nutrition information. Ilda Samuel, working at Panavideo and responsible for Escola do Agricultor content, talked about the experience of having agricultural content more focused on women farmers in the program. The program aims to reach a large number of smallholder farmers, to help them improve their agricultural skills, their businesses and their lives. The content needs to be adapted to fit these women realities and needs, and thus, it talks about entrepreneurship, production techniques, financial literacy, managing agricultural production to become a commercial business (and not only to personal consumption), and what kind of agriculture is more practiced.



Another panel discussion was about TV Sucesso, and two particular activations that were made in partnership with WIN. The first one, Clínica de Negócios, a 15-minute talk between a consultant, an entrepreneur and the program host, about a specific theme, and where some key business messages are transmitted. The second one, Histórias de Sucesso, is a 3-minute segment transmitted on the TV newscast, in which an enterprising woman talks about her business, motivation, challenges and gives tips to other enterprising women.

Before the partnership was created, WIN conducted a study and found out that there was very little entrepreneurship content in media channels and specially focused on women. Now, with Clínica de Negócios, there are about 200,000 micro entrepreneurs women being reached every month, and 40,000 with Histórias de Sucesso. Interviewed entrepreneurs reported that Clínica de Negócios motivated them to start their own businesses, to not be dependent on their husband, and to feel motivated and improve the business. In their own words, "The program helps many women, and gives me confidence in how to manage my business"; "What I like most about the program is the value it gives to women and to their work"; "I like to see the program because it is an incentive for one to progress".

After the panels' discussion, there was a Q&A session with participants and panelists.

To see the entire Webinar recording,

[click here](#)