



**The
Golden
Line**

Annual Report 2017



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1

Foreword

Foreword

I am pleased to present to you The Golden Line Annual Report for 2017. The Golden Line strives to economically empower women living in gold mining communities in Ghana and Tanzania. We take a holistic approach working at the mine, community and policymaking levels to create opportunities for women.

We look back proudly on the events of the year: a busy year for the team, with a great many things happening – including a new programme name! Our choice to apply an evidence-informed approach in our programme to achieve the greatest impact possible for women living and working in gold mining communities demanded a clean and rigorous baseline. As such, we finalized our extended inception phase in 2017, wrapping up the baseline evaluation in April. With that finally under our belt, we were able to proceed with implementing activities. Things picked up quickly in Tanzania, with work proceeding as planned at the mine, community and policy levels. Unfortunately, our year in Ghana was overshadowed by a ban on small-scale mining activities, which has been in place since May.

Nonetheless the team continued to use all the avenues at their disposal to support our objectives. At the international level, as well as busily supporting the teams in Ghana and Tanzania, The Golden Line team steered the advocacy strategy development and implementation, the ambassador strategy, and the communications strategy and rebranding.

Overall we are proud of the hard work and dedication of the team and their determination to create an environment for women working in and around small-scale gold mining communities in Ghana and Tanzania to be economically empowered.

On behalf of The Golden Line
Steering Committee

Ariette Brouwer, Director Simavi



Achievements

Ghana

In light of the mining ban, the team has engaged in extensive lobby to the Government to increase focus on women's rights and gender equality within the new small scale mining sector programme (the Multi-lateral Mining Integrated Project [MMIP]). As a result, one of the higher level objectives stated in the MMIP is 'to promote gender equality and social inclusion in mining communities'. The government will also engage a Child Protection and Gender Specialist. Despite the ban, we trained 130 miners from the 13 project mines. Key stakeholders such as general managers of project mines, traditional authorities, district gender officers, media, CSOs and Consortium partners participated in workshops on responsible mining and gender. In addition, an advocacy training programme was organized for the Ghana National Association of Small Scale Miners, Women in Mining, and the Artisanal and Small Scale Mining Africa Network.

In 2017 we began implementation of EA\$E, the first stage of which is the women's savings (VSLA) groups. In Ghana, 29 group supervisors were identified and trained and began to establish groups in their communities. Although the roll out was slower than we had expected, by the end of 2017, a total of 30 groups were formed, with the potential to reach

100 by February 2018. 826 women are enrolled in the EA\$E groups. 40 women were trained as community ambassadors through workshops on right-based advocacy, and first steps were taken to identify their advocacy priorities and activities.

The Healthy Entrepreneurs (HE) model required considerable adaptation due to the Pharmacy Council regulations. Following extensive research and consultation, HE has established a new model for the Ghanaian context and has started training women as Healthy Entrepreneurs. HE has adapted the content on the e-tablets and identified a competitive product basket of 25 high impact household, personal and nutritional items, and established the supply for these items. HE works with hawkers and petty traders, who are often women from the lowest socio-economic group, and have poor access to credit. By providing them with a small loan in the form of health products, and training on health and business skills, HE supports them to expand their business. HE has trained 63 women with a Hawking/Petty Trader background, as well as 10 female shop attendants on health and business topics, and provided them with a product basket to sell within the store where they work. HE is also in the process of building five chemical shops and renting one shop which is being renovated.

Tanzania

The team has received a positive response from the mines management, resulting in full participation in the planning, meetings and training sessions. We also see the mines management beginning to apply the lessons learned in their daily production process. These include; responsible use of mercury, environmental protection and the use of PPEs. In total, 304 (155 W / 149 M) mines' management and workers have been trained on responsible mining. A training on advocacy and leadership was held for 54 women from the Geita Women Miners Association (GEWOMA). Following this, the women have been encouraging other women miners to take up leadership positions and there is a growing understanding about their rights in the mines. We have also seen a growing participation in our trainings by these women.

To initiate the EA\$E groups, the VSLA manual was translated and produced in Swahili and a refresher training was held for the supervisors. The roll out of the VSLA groups in Tanzania went quite smoothly, thanks to the strong ties of the supervisors in the communities. A total of 33 groups were formed and are functioning well, with 731 women as members. 26 women were trained as community ambassadors through workshops on right-based advocacy, and first steps were taken to identify their advocacy priorities and activities. In addition, 13 men were trained as male change agents, and have been actively engaging men in

the communities on women's rights, gender equality and GBV prevention.

The SRH service outreach in GL communities has been met with high demand from beneficiaries and high appreciation from the local health authorities. Services are provided from a fully-provisioned van which can set up in the communities. Modern methods for family planning and integrated services are offered, such as long-acting and permanent methods, short-acting methods, VCT and cervical cancer screening. Outreach was provided in all 13 programme communities between August and December, and a total of 1466 people (918 W/ 548 M) were reached with family planning, 736 women were screened for cervical cancer and 1153 clients were served with VCT.

At the end of 2017, HE were up and running in Tanzania. HE has established strong ties with the Government and adapted the model to fit local rules and regulations while still reaching our goals. Training materials have been designed and adapted, and the product basket was identified to fit the local context. 3 full time staff work out of the HE office and warehouse, which was setup in accordance with government rules and regulations. Since August, a total of 148 female entrepreneurs have been trained and are generating an income for themselves and their families, and providing health promotion in their communities.

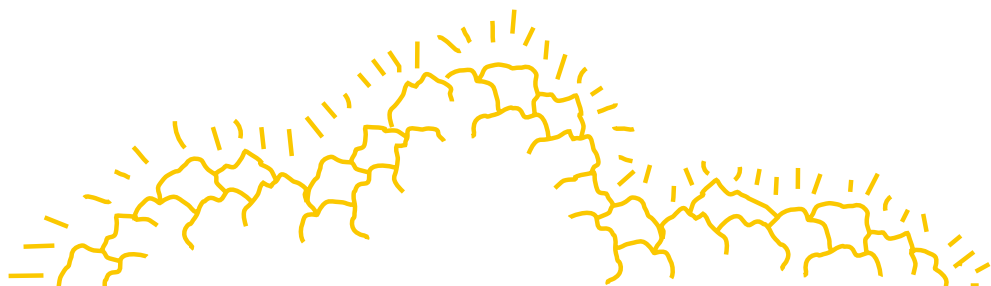


International

Our baseline was finalised in 2017, allowing implementation to commence. This in-depth baseline evaluation is part of our PME approach, and comprises of quantitative and qualitative researches. Outcomes were discussed with the Consortium in Tanzania, Ghana and the Netherlands and key findings were translated into relevant activities. As a result of conducting separate qualitative and quantitative researches, there were some contradictions in the findings. This approach also proved to be rather costly. In future evaluations we will identify one consultant to jointly coordinate the two processes and ensure synergy. We will also look at using a more cost efficient design.

A core focus for the team was the development of the advocacy and communications strategies. In 2017, we finalised the national (Ghana and Tanzania) and international advocacy strategies. This included policy analysis, stakeholder interviews

and focus group discussions with relevant groups including women from the GL communities and mine owners. These findings were reviewed with GL partners in each context (Ghana, Tanzania and International/NL) in order to inform the final strategy. Implementation began in Q3. As part of our international advocacy goals, Simavi and Solidaridad are both actively engaged in the Working Group on Gender and Mining. We contributed to the development of the Working Group's vision and mission, and supported the first side event with a focus on gender at the OECD Forum on Responsible Minerals. Around 100 stakeholders from public and private sectors came to the panel discussion to learn about the reality for women in ground and to discuss actions that stakeholders in the gold supply chain can take. The working group has also produced three factsheets providing guidance to governments, companies and financial institutions on adopting due diligence.



To complement the national and international advocacy strategy, we work with women ambassadors from GL communities in both countries to develop a community-level advocacy strategy, based on their challenges and priorities. This strategy is developed using a rights-based, bottom up approach. We find a lot of synergy with the national level priorities which we believe reflects the community engagement to identify these priority barriers, however in future we would ensure a bottom-up approach from the start. Simavi partnered with Women's Global Network for Reproductive Rights (WGNRR) to train women ambassadors from the GL communities on Rights-Based Advocacy and jointly identify their key challenges, barriers and advocacy priorities. Workshops were conducted in each country on Human Rights, SRHR, advocacy, stakeholder and resource mapping, and priority setting. This trajectory will continue in 2018. We have already seen that the knowledge imparted to the ambassadors increases their confidence and power to make changes in the lives of women living in mining communities.

Within the communication strategy process, a new programme brand was developed. As a result, the programme is now branded as The Golden Line. The new name emphasises the fact that all the stakeholders in the programme - from the women working in mines to international policy makers - are connected and need to work together. A new logo and full brand guide was developed, as well as designs for banners, t-shirts, business cards, invitations, lanyards, leaflets, notebooks, pens and certificates, all to be used for the execution of the programme in Ghana and Tanzania. A website - www.thegoldenline.org - was launched with basic information about the programme. In the course of 2018 the content of the website will grow. As a result of our evidence-informed approach, we have a lot of data which can be used for advocacy and communications. In 2018, we will give additional priority to harvesting data and producing materials.

Solidaridad presented The Golden Line project to Kering in February 2017. Their reaction was very positive as the programme aligns with the company's internal goal of gender parity by 2025.

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Challenges

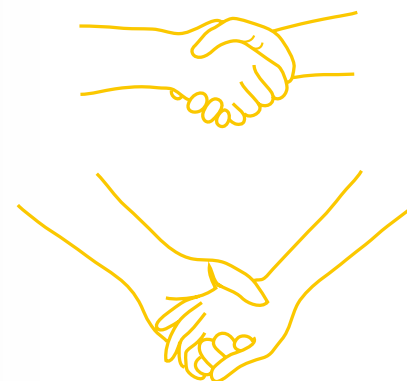
Ghana

A ban on ASM mining has been in place since May 2017. As such, all support to ASM mines was initially suspended. Following dialogue with the Minerals Commission, it was agreed that training programmes could be conducted in order to prepare the miners on responsible mining practices. This enabled us to undertake capacity building activities with miners but nevertheless most activities related to Outcome 1 were delayed.

As a result of the ban, we initially experienced more caution from the miners for engaging in trainings. The miners, including women, are left without income from mining and have turned to agriculture and trading. It is more challenging to engage them because they see the trainings as a waste of time and are more focused on short-term economic gains. However by the end of the year the group regained their commitment to the project.

Similarly, the mining ban slowed down the community entry process as many people, were reluctant to provide information. While the suspicion in these communities has been heightened as a result of the ban, there is, in general, higher sensitivity and lack of trust visible in mining communities. Working in sensitive contexts such as gold mines and surrounding communities requires more trust building and a careful and lengthy community entry process.

Multiple factors in Ghana made it difficult to roll out the HE model; unfortunately, the regulations and policies around selling medicine meant it was not possible to work with Community Health Workers for the outreach model as intended. One possible alternative was to work with Community Health Volunteers, however the majority are male. Instead, the team identified female hawkers and petty traders as an alternative entrepreneur group to work with, as women from one of the lowest socio-economic groups.



When the team turned to explore options to work with fixed stores, it became clear that there was a suspension on issuing new licenses for Over The Counter Medical Sellers (OTCMS). This caused a delay in operations as no new chemical stores could be constructed until after the ban was lifted in October 2017.

The decision to work with new chemical shops in Ghana led to a revision in the target number of entrepreneurs:

250 ← 300

Following extensive market research, we concluded that HE's traditional approach of setting up a supply chain for both pharmaceutical and non-pharmaceutical products is not suitable for the Ghanaian context. This is because 1) setting up a parallel supply chain would contribute little to economic and social development in Ghana; 2) it would be hard to compete in a well-functioning market; and 3) the low profit margins on pharmaceutical items would make it difficult to set up a sustainable supply, or provide women with a viable business alternative. In future, we believe more in-depth knowledge of the context and regulations is needed prior to rolling out HE interventions.

Tanzania

Due to the strict regulations regarding sales of medication in Tanzania, the team often works with ADDOs (Accredited Drug Dispensary Outlets). Nonetheless, the team faces complications identifying suitable ADDOs to work with because there are many unlicensed ADDOs operating in rural areas. As HE only works with certified ADDO owners and dispensers, non-registered ADDOs were excluded from the programme.

The Healthy Entrepreneurs were either not interested in selling mining supplies or were not permitted to under the Pharmacy Council Regulations. This was initially a potential opportunity for increased synergy identified by the team. Due to these challenges, it was not possible to further pursue this idea.

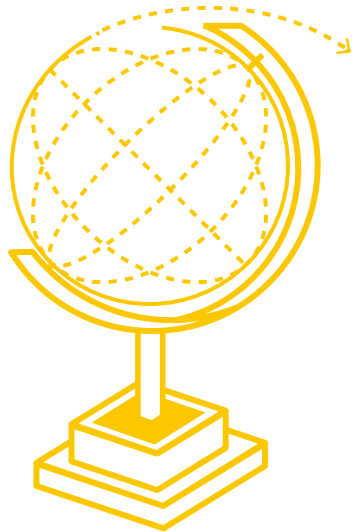
In mid-2017 there was a gold rush in another area near the project mines. As miners in this area are often not bound to one place, some left for other mines and, as a result, the number of workers in the mines fluctuated for a short time.

When we started outreach services in the Golden Line communities, demand was so high that staff were overwhelmed and many women had to be sent home at the end of the day without being seen. To address this, we have increased the number of days of outreach.



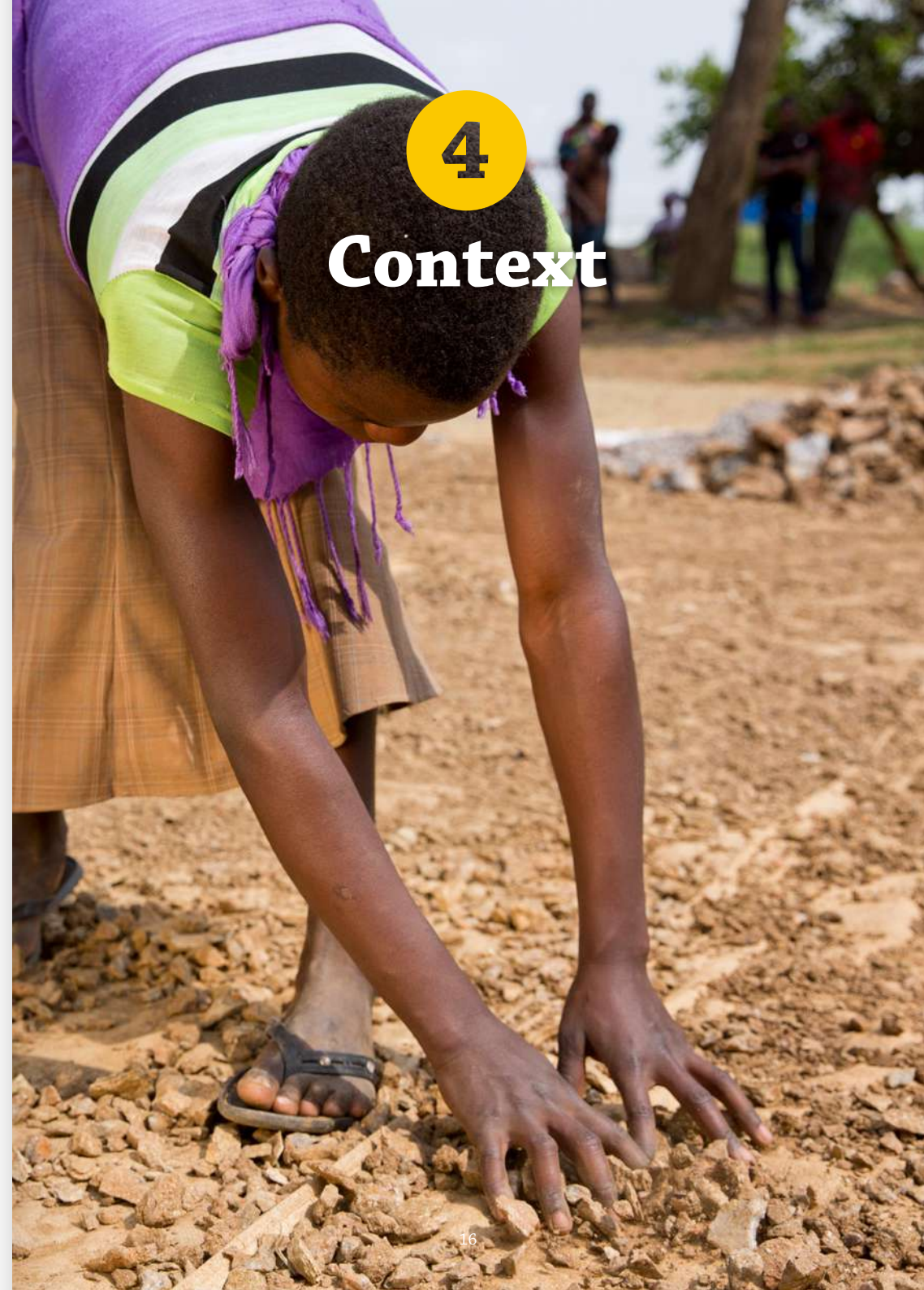
International

An essential component of the advocacy strategy is the development of a clear business case for making investments in support of women's needs and rights in ASM. This strategy will help engage and mobilise down-, mid- and upstream actors as well as standard setters and policy makers to adopt evidence-based, gender-responsible strategies and approaches. Simavi and Solidaridad developed a proposal to seek funding to develop this business case in the project mines, but unfortunately our project was not selected.



As part of the evidence-informed approach, a consultant was hired to give recommendations for strategies to tackle sexual corruption in the mines, access to better job opportunities and sexual exploitation in mining communities. The final report was not submitted, delaying the refinement of activities. As a way forward, we will form EA\$E groups with female miners in the project mines to transform gender norms.

While we find it important, at times, to bring specific expertise into the team, we recognise that there are inherent challenges of working with consultants. Among others, it takes additional efforts from the team to ensure that they fully understand the project. We believe our selection process to date has been strong but these challenges remind us of the importance of doing due diligence when bringing anyone new into the team, whether temporarily or permanently.



Ghana

Mining ban

In May, the Ghanaian government announced that they would develop a Multi-Sectoral Mining Integrated Project (MMIP). While this was developed, a ban would be placed on all small-scale mining activities. This was later extended to October and then January. While the government has shown willingness to lift the ban, they experience a financial barrier to implement the MMIP. For now, the ban remains in place while the Ghanaian government explores possibilities with external donors to fund the MMIP, with little indication of when it might be lifted.

Opportunities

The positive attitude of the government to regulate the small-scale mining sector and make it more responsible has provided advocacy opportunities for The Golden Line. Solidaridad has been working closely with the government on the new policy and was able to ensure that women's rights and gender equality were captured in the document. It also led to a high level of participation in Solidaridad activities (because the mine owners have nothing else to do and because the ban means they recognise importance of responsible mining practices).



Challenges

There is a tendency in Ghana to see illegal mining and informal mining as the same thing. So, although part of the focus of the government's strategy is to prevent illegal mining, all small-scale mining activity was put on hold. This affected the programme mines, meaning they could not operate and our activities with the mines were delayed. The ban reinforced the negative public perception of ASGM. Furthermore, no mining means no income for many people in the GL communities. Women are particularly negatively affected because they have fewer alternatives and they lost their markets. This is reflected in the lower uptake of loans in the VSLAs. At the community level, the ban had negative consequences for project participation, the community economy and community mobilisation. Lack of production also affects the financial institutions that we want to target to adapt their credit models for ASM as well as our work with market players. Gold buying companies will not be able to source from the mines in Ghana (only from Tanzania).

What this meant for The Golden Line

- Trainings have continued but started more slowly than planned due to the political sensitivity. Solidaridad started by engaging mine owners and then got a green light from government in August 2017 to train lead miners. Solidaridad changed the sequence of training modules and all trainings are held off-site.
- No gap analysis in mines conducted.
- Advocacy activities were intensified.
- Reluctance of women to join savings groups and take loans from groups because of fears they will not be able to contribute to savings or repay loans.

At this moment in time, it is unknown when the MMIP will be launched and the ban lifted, or when the mines will be operational again. The Steering Committee has advised to continue with current planning for 6 months. If the ban is still in place in 6 months, we will strategically reflect on our interventions and create a contingency plan in case the ban is still in place in one year (March 2019). The multiple extensions of the ban made contingency planning complex. In future, we will ensure earlier contingency planning and alignment in the team.

Negative community experiences with saving groups

In this area of Ghana, several NGOs and microfinance institutions have been active, providing loans, grants and handouts to women. This meant women had expectations about receiving grants, gifts and handouts. Furthermore, there are many stories about credit providers and saving group supervisors running off with people's money.

Challenges

These experiences made community entry difficult, created reluctance about joining groups and made it difficult to motivate women to engage in the programme.

What this meant for The Golden Line

- High engagement needed to mobilise communities and set up groups.
- Delays due to amount of time required to set up groups.

Suspension on new Over The Counter Medical Seller Licenses (OTCMS)

From July 2016 till October 2017, the Pharmacy Council imposed a suspension on new OTCMS licenses, the certificates needed to sell medication in Ghana. They felt too many licenses had been issued, however, these were mostly in urban settings.

Challenges

The suspension affected the HE model and strategy. Unfortunately, this information was not shared during initial discussions (in 2016) with the Pharmacy Council.

Opportunities

Our research showed licensed chemical stores are still needed in rural areas. Therefore HE made policy recommendations to the Pharmacy Council to lift the suspension to license rural stores. The ban was lifted in October 2017 with a stricter application process under which urban-based applications are no longer approved. In November, the Pharmacy Council agreed to fast-track the HE OTCMS license applications. This was possible thanks to the strong relationships with the Pharmacy Council and Ghana Health Service.



Tanzania

Hostile attitude to SRHR and girl's rights

The Tanzanian Education policy prohibits girls from returning to school after becoming pregnant. In 2017, the President and other high level government officials made statements in support of this policy. In these statements, NGOs were pinpointed as advocating for girls' sexual and reproductive health and rights, and threats were made against the parents of girls affected. In addition, leaders have indicated that women should give birth to increase the national workforce. These statements have created fear and confusion among women's rights activists.

What this meant for The Golden Line

- Partners increased advocacy efforts towards the Ministry of Health in order to get key messages of the Golden Line across. This included active participation in networks and coalitions in order to increase alignment.
- Relations with district authorities remain positive and there have been no negative affects at community level.

Gold rush

A gold rush in the The Golden Line project area led to some of the casual workers leaving project mines to work in the new gold mine.

Challenges

This meant there was some turnover in the people working in the mines and a period of approximately two months of unrest. No adaptations were made to the activities however it did have some effect on activity participation.

What this means for The Golden Line

Moving forward, we will support the mine management with strategies on how to maintain their workers, for instance, through contract provision and good working conditions so workers will choose to stay.



International

Rebranding of programme from Going for Gold to The Golden Line

In mid-2017, the Going for Gold programme was rebranded as The Golden Line. This change happened after project teams had already begun to introduce the programme in the communities.

Challenges

This had a minor effect on community entry, meaning some extra efforts were needed to introduce the programme.

Opportunities

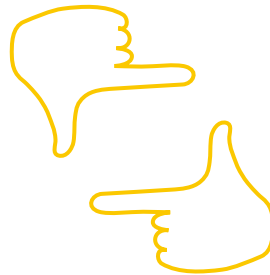
The new brand is more positively perceived by the stakeholders in Ghana and Tanzania so in the end the effect has been positive.

More attention at international level on gender and mining

The Golden Line team sees growing attention for women's rights and gender equality within mineral supply chains. This is reflected in the establishment and ongoing efforts of the Women's Rights and Mining Working Group by the Ministry of Foreign Affairs. Our joint lobby to OECD led to a session focused on Gender and Mining for the first time during the OECD Forum on Responsible Minerals in May 2017.

Opportunities

This growing awareness supports efforts by The Golden Line to build momentum to create awareness about the challenges that women in mining communities face, and create action in support of women's rights in mineral supply chains and mining communities. In 2018, we will co-organize two side-events on gender during the OECD and continue to engage with stakeholders such as the World Bank.



New EU legislation will set import restrictions on minerals from conflict countries

New EU legislation came into effect mid-2017 to regulate imports of minerals through increased due diligence checks on mineral suppliers. The regulation applies to gold, tin, tungsten and tantalum from conflict affected and high risk areas.

Challenges

The Due Diligence required may demotivate companies sourcing minerals (including gold) from implicated countries. The impact on The Golden Line will depend on whether Ghana and Tanzania are included in the high risk countries. This legislation may have a greater impact on the small-scale mining industry, as large scale mines are more easily able to meet due diligence criteria. This may affect market players and their sourcing policies. Coupled with a growing drive for recycled gold, this may affect the demand for responsible gold from small scale mines.



#metoo

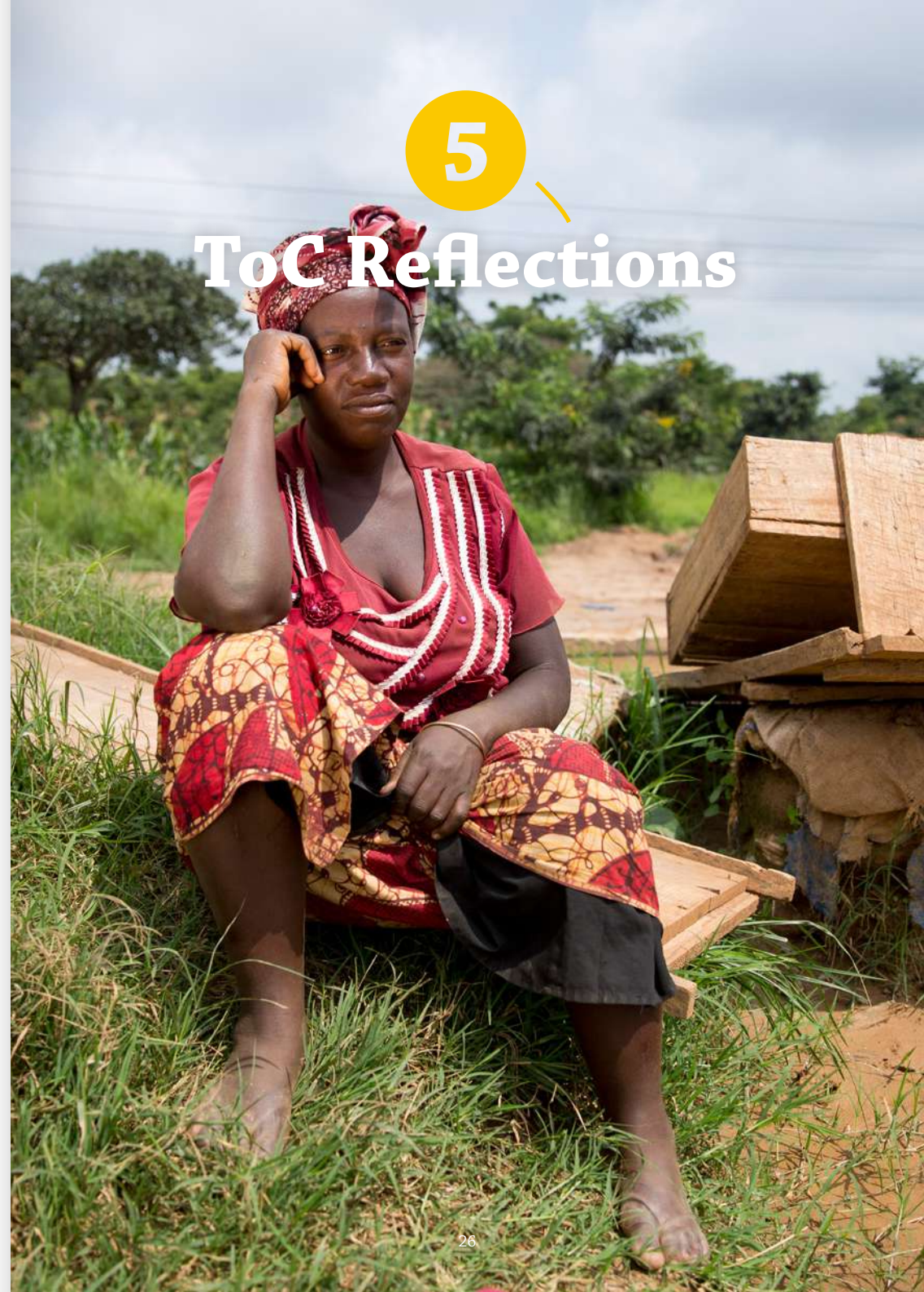
In the last months of 2017, there was growing public awareness about the ubiquity of sexual harassment, violation and exploitation of women within societies and specifically in the work place. The revelations of misconduct by Harvey Weinstein and others in Hollywood initiated the broader #metoo movement which called attention to the prevalence of sexual harassment and abuse.

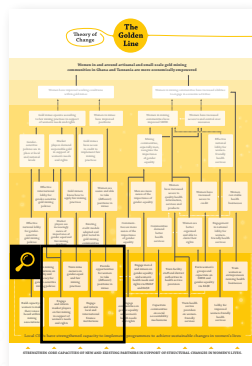
Opportunities

Moving forward in 2018, this may create a window of opportunity for The Golden Line, as brand and market players are more aware of the challenges the programme strives to address, making it easier to start the conversation.

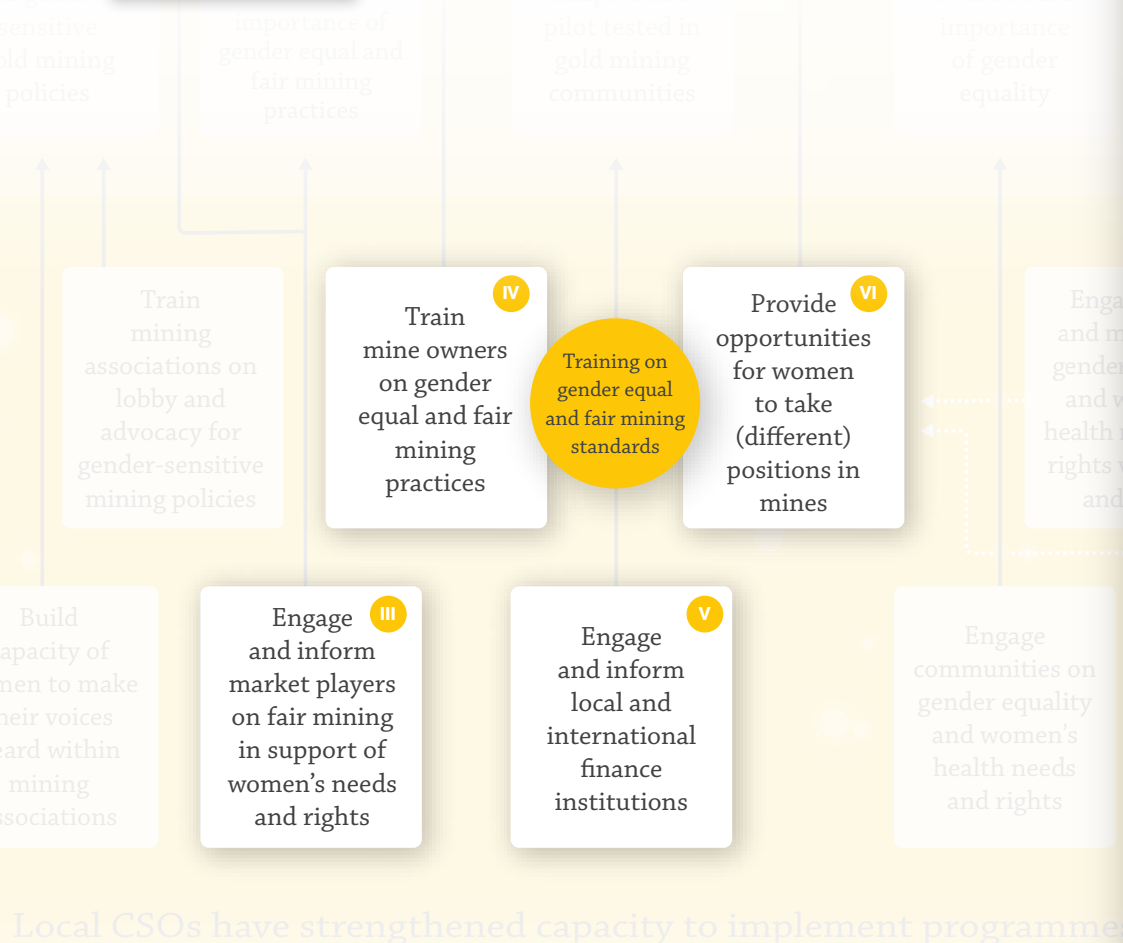
Dutch elections

In March 2017, national elections were held in the Netherlands, with a government finally being formed in October 2017. In 2018, the new Minister for Foreign Aid and Development Cooperation initiated a policy formulation process. Depending on the final policy framework, this may affect development cooperation and priority for women's rights and responsible minerals.



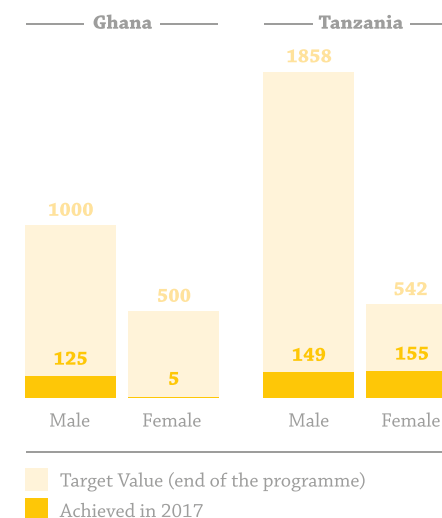


The majority of our efforts in 2017 focused at the 'bottom' of ToC. This is logical as we are still near the start of the implementation phase. The following pages describe our reflections on The Golden Line Theory of Change, based on our experiences in 2017. The full Theory of Change visual can be found in Annex 1.



Targeting women in training for mine owners

Solidaridad conducted training on gender equal and fair mining standards (activity IV). This activity targets the mine managers and mine leaders (mine workers who supervise their various units). Mine workers will be trained in a later phase by the lead miners through a Training of Trainers approach. In Tanzania, additional efforts were made to include women in the trainings for 'mine owners' to improve the gender balance, even though these women were usually not the mine management or leaders. Their participation in these trainings contributes to the goal of opening up opportunities for women to take on different positions in mines (activity VI).



Market player engagement delayed

Solidaridad's activities to engage market players (activity III) were on hold until October, while the specific communication strategy for the brands was developed. This was not as clearly articulated in the product delivered by the communications agency as we had hoped. Activities have been taking place but start-up was slower than expected.

Engagement with finance institutions to adapt credit models delayed

The pathway to open up financing opportunities (activity V) is slightly delayed. For Ghana, this pathway was on hold because of the mining ban, since this is a "mine up" activity. In Tanzania, they have had some initial conversations. The partners are exploring how different activities in The Golden Line programme (the VSLA groups; HE loan data) can support a business case for women's credit opportunities.

Number of existing credit models that have been adapted

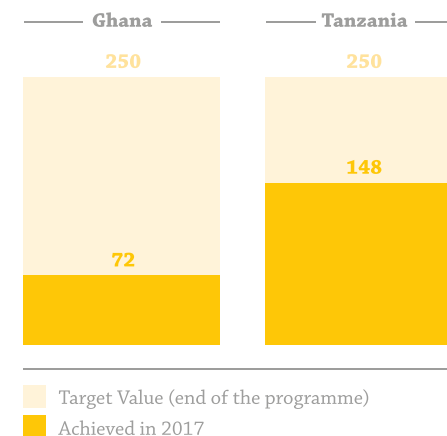




Healthy Entrepreneurs advocate for women's opportunities!

Initially, Healthy Entrepreneurs did not see a big role for themselves in the advocacy strategy. However, we have seen that their engagement with the health authorities in Ghana and Tanzania can positively influence women's opportunities to establish health businesses. Based on this reflection, we add an arrow from activity XIV to activity XI.

At the end of 2017, 220 women in Ghana and Tanzania were running health businesses as entrepreneurs



Following 4 meetings in which HE discussed the OTCMS ban with the Pharmacy Council, at both regional and national levels, the ban on OTCMS licenses was lifted. Only applications from rural areas are accepted, thus supporting women's economic opportunities in GL communities. Applications linked to HE are prioritised. While we cannot fully attribute this change to our activities and influence alone, there is a link to our contribution. Therefore we see this as a success under outcome 2.3.

The Golden Line advocacy is more than just lobby

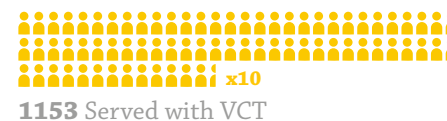
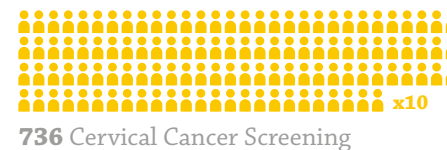
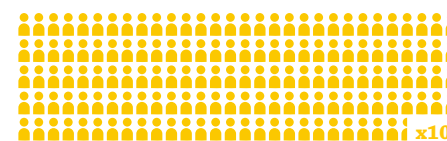
Reflecting on our advocacy strategy, we do not think the wording of activity XIV (Lobby for improved women-friendly policies and standards) adequately captures all of our activities. Therefore the activity needed to be rephrased.

Advocate
~~Lobby~~ XIV
for improved women-friendly policies and standards



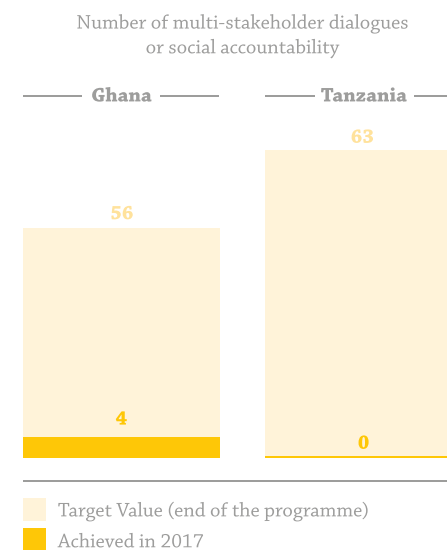
Using outreach to increase demand for quality, women-friendly services

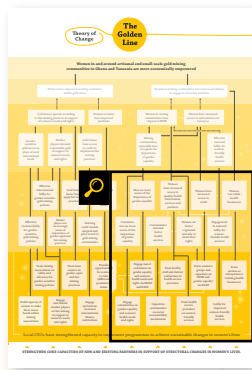
The baseline identified a gap in service provision in both countries, and a lack of confidence in government facilities. In Tanzania, Simavi partner UMATI provides direct service provision through outreach, alongside their activities to strengthen capacity of government service providers and advocacy pathways. This direct service provision is not reflected in the Theory of Change however it is linked to behaviour change by increasing demand for services while also building confidence in government services (activity X to output J and output I). This approach has proved successful so far and we are exploring similar models in Ghana that would increase government service uptake. We have adapted the wording of activity IX to better reflect this.



Social accountability within the community advocacy strategy

Simavi's activities to engage the communities using social accountability mechanisms (activity IX) to demand better health services was put on hold while the community advocacy strategy was developed. This was to see if this approach was relevant to the ambassadors priorities and challenges. As the ambassadors from both Ghana and Tanzania identified access to quality SRH information and services as a priority, we will begin working with partners and ambassadors in 2018 to use social accountability mechanisms to demand better health services.





The first ambassadors for The Golden Line!

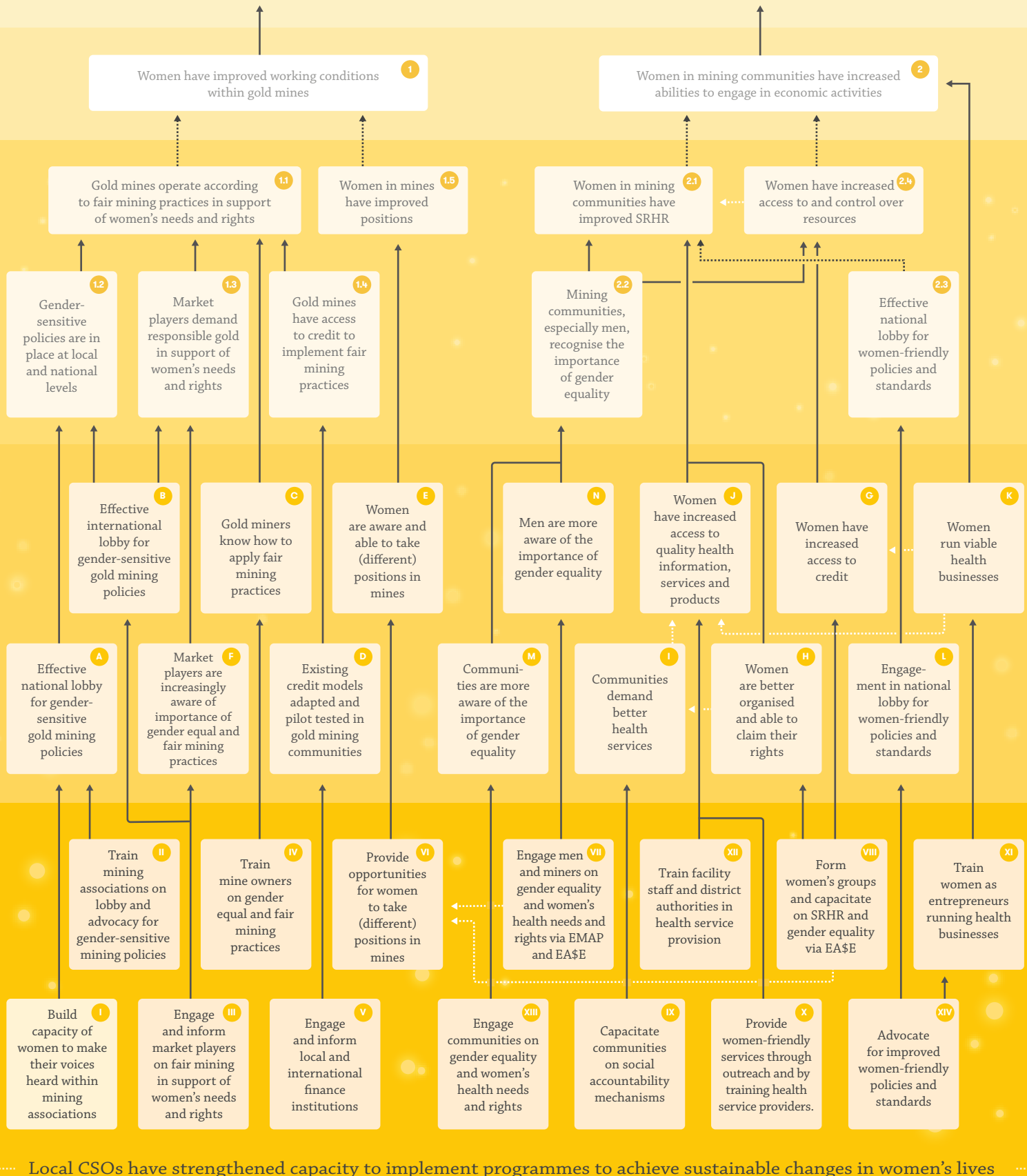
The Golden Line advocacy strategy at the community level is a rights-based strategy, developed with women representatives from the project communities. These ambassadors are key change makers at the community level and whose engagement is cross-cutting across a number of pathways. They also play a key role in communications strategy, giving our campaign a face. This cross-cutting intervention has been visualised on the ToC for the purpose of this report.

Concluding Remarks

Over the past year, despite the challenges we have faced, The Golden Line programme has made significant progress. Having worked together over the past two years our partnership is becoming stronger. While we still face challenges achieving synergy, greater familiarity makes working together easier.

We hope in the course of 2018 we will see the mining ban lifted in Ghana so our work with the mines can begin in earnest. We will continue to work with the women ambassadors to advocate on their priorities and challenges and working with the women's groups on gender equality in the household, and address women's leadership opportunities in the communities. We will also step up our engagement with market players to increase recognition of women's rights within the gold value chain. We are confident that, during the course of the year, we will fulfil our target number of entrepreneurs in both countries. Achieving all of this in 2018 will leave us well placed to move on to the mid-term evaluation in 2019.

Women in and around artisanal and small-scale gold mining communities in Ghana and Tanzania are more economically empowered



We look forward
to seeing you
next year

