

LINKING UPWARDS AND DOWNWARDS: THE CASE OF CEGENSA

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Introduction

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- CEGENSA's history in terms of links between the academics and activists
- The Pathways Project
(www.pathwaysofempowerment.org)
- The West Africa Hub

Ghana Team I and the Every Day Life Survey

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- Methods: Quantitative (600 surveys) and qualitative (12 sets of intergenerational interviews)
- Findings I

	18-29	50+
None	23.5	69.0
Primary	15.7	5.8
Middle	32.6	13.2
Secondary	18.1	0

Findings II: Education and Employment

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	NONE	PRIMARY-SEC SCHOOL
Formal sector	1.7%	21.1%
Self employed with employees	14.3%	15.6%
Self employed without employees	74.3%	52.3%

Findings III: Age and Employment

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	18-29	50+
Government	27.6%	100%
Private Formal	27.6%	0%
Private Informal	44.8%	0%

From data collection to social change

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- Possibilities for advocacy with different groupings both within Ghana and on the African continent (SAPs/labour laws) as well as outside the continent (Post-MDG discussion spaces)

Ghana Team II and the Music Project

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- Creative arts and its potential to disempower and empower.
- Textual analysis of lyrics from 1930s onwards
- FDGs with students and taxicab drivers
- Reflection workshops with Nigerian and Egyptian activist-scholars in attendance and MUSIGA

Findings

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Positive Images	Negative Images
Dependable	Exploitative
Source of joy	Unfaithful
Keepers of tradition	Jealous
Virtuous angels	Fickle
Never angry	Greedy/materialistic
Caring	Ungrateful

From data collection to social change

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- The Song Competition
- Judges
- Launch with video
- Airtime and media advocacy
- Nomination for national music award

Chorus of Winning Lyrics

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- As long as you are a woman/If I were a woman, I would control the universe
- If I were a girl/As long as you are a girl, you rule the world
- For the strength of the world lies in a woman
- Women have the power to change the world

Concluding thoughts

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- Policy to meet practical gender needs as well as to change patriarchal structures
- The power of collaboration
- The power of research partnerships from the ground up.

THANK YOU

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