



## **Increasing Quality and Work Opportunities for Women with Disabilities in Georgia**

### **1. Shrnutí**

In July 2015, CARE Czech Republic together with CARE International in the Caucasus, started implementation of the project “Increasing Quality and Work Opportunities for Women with Disabilities in Georgia” in three municipalities of Georgia: Samtredia, Senaki and Abasha. The project was funded by the Czech Development Agency (CZDA). Current **report covers mainly the third year of the project implementation, from January 2017 till the end of December 2017, and presents a summary of implemented activities, main achievements and findings.**

**The goal of the project was that: “Women with disabilities in Samtredia, Abasha and Senaki regions of Georgia have better access to employment and can find a self-fulfillment through own meaningful activities supported by CARE”.**

**Primary beneficiaries of the project were women with disabilities living in Samtredia, Senaki and Abasha municipalities.** They were actively involved on basis of participatory approach in all stages of the project implementation, including communication and awareness raising campaigns, trainings and workshops, business ideas selection and implementation of other project activities. The project team worked very closely with various target groups and organizations of persons with disabilities, caregivers, private sector representatives and local municipalities as well as communities across project target areas. All these stakeholders, including local authorities and community based grass root organizations (CBOs), were actively engaged at the different stages of the project implementation.

**The project goal and objectives were accomplished through a combination of various interventions: identification of priority needs of women with disabilities, community mobilization and awareness raising campaigns, capacity-building events and creation of employment opportunities for women, strengthening the established linkages with all key project stakeholders.**

The following table summarizes the main accomplishments of the project in 2017, followed by a description of key project components.

Narrative	Indicators	Summary of Current Status
<b>Goal</b>		
<p><b>Women with disabilities in Samtredia, Abasha and Senaki in Georgia have better access to employment and can find a self-fulfilment through own meaningful activities supported by CARE.</b></p>	<ul style="list-style-type: none"> <li>- 100% of the women supported through the selected ideas secured their jobs at the project phase out</li> <li>- 80% of employed women with disabilities increased their income by at least 50% at the project phase out (compared to the situation before the project)</li> </ul>	<p><b>-18 women with disabilities</b> secured employment and became shareholders in 3 social enterprises supported by the project.</p> <ul style="list-style-type: none"> <li>- All beneficiaries report about improved livelihoods and social positions.</li> </ul> <p><b>-Increased income is reported by 100% of employed women with disabilities, 84% of them have doubled the income.</b></p>
<b>Outputs</b>		
<p><b>Output 1: Priority needs and the potential of women with disabilities in Georgia are identified</b></p>	<p>1.1 Final report describing process and evaluation of the main findings of the internal analysis</p>	<p>Final reports were developed during previous years of the project implementation and were submitted to the Donor.</p>
	<p>1.2 List of priority needs of the women with disabilities in Georgia</p>	<p><b>The list of priority needs of women with disabilities was identified</b> based upon the findings of the rapid assessment on baseline situation of women with disabilities conducted in 2015.</p> <p>The identified priorities outline types of discrimination, needs and challenges that the targeted women face. This document was a main reference of the project action plans for year 2 and year 3.</p>
<p><b>Output 2: CARE International in the Caucasus (CIC) Business Model operation systems make special focus on creating opportunities for women with disabilities</b></p>	<p>2.1 CIC program model includes specific criteria/indicator(s) to encourage and enhance participation of women with disabilities</p>	<p><b>The specific criteria and program indicators were developed</b>, in order to include the women with disabilities into existing program of CARE Caucasus as follows:</p> <ul style="list-style-type: none"> <li>a) # of women with disabilities – headed social enterprises</li> <li>b) # women with disabilities below the poverty line who report that their priorities/needs are addressed by economic planning and social services</li> <li>c) # women with disabilities below the poverty line who benefit from services provided by CSOs.</li> <li>d) % of women with disabilities who report they have knowledge/capacity to capitalize on existing market opportunities.</li> </ul>

<p><b>Output 3: Through CIC, concrete projects of women with disabilities, are supported</b></p>	<p>3.1 At least 22 ideas are submitted through CIC program idea vetting system during the three years aimed at addressing priority needs of target group</p> <p>3.2 At least 2 proposals in 2015 are selected and funded through project funds and 3 in each following year 2016, 2017 (8 in total)</p>	<p><b>3 projects received technical and financial support in 2017</b> as described below:</p> <p>-Bakery line of union “Tavtuki” with total cost of 14,163 USD including applicant’s contribution 2,463USD. In total, <b>6 women with disabilities were employed at bakery “Tavtuki”.</b></p> <p>-Cafe of union” Megobroba” with total cost of 11,198 USD including applicant’s contribution 2,257USD. In total <b>6 women were employed at Lit-cafe.</b></p> <p>-Bamboo handicrafts enterprise “Art-Samkaro” with total cost of 11,080 USD including applicant’s contribution 2,034 USD. Currently, <b>the enterprise employees 6 women with disabilities and plans to add more.</b></p> <p>-All supported enterprises set up sustainable model of social enterprises by scaling up the production and sales.</p> <p>- All together, through CARE CIC <b>3 projects were supported and total of 18 women with disabilities employed.</b></p>
<p><b>Output 4: Capacities of women with disabilities are built</b></p>	<p>4.1 At least 60 women with disabilities in 2015 and 100 in 2016 and 2017 receive employment opportunities and/or access to various social integration activities (different trainings, workshops, entertainment events etc.) per year via engaging in CIC idea implementation system (260 in total)</p>	<p>In 2017, <b>seven 3-day training sessions were organized, and 29 group / individual informational meetings</b> to improve social integration and employment opportunities for women with disabilities was conducted.</p> <p><b>-180 individuals, including 66 women with disabilities, participated in the project informational campaign.</b></p> <p><b>-102 participants (35 women with disabilities)</b> improved knowledge on the rights of people with disabilities and gender equality.</p>

		<p>- <b>45 individuals, including 8 women with disabilities</b>, were capacitated with better business planning, proposal writing and technical skills.</p> <p>- <b>18 women with disabilities became employees of 3 social enterprises in 2017.</b></p>
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The following results were achieved over the three years of project implementation:

- **402 women with disabilities improved knowledge about their rights, business planning and technical skills** through participation in various project supported social integration, capacity building and employment creation activities.
- **47 women with disabilities became employees of 8 social enterprises** in 2015-2017.
- Through the project, various **technical, organizational and financial support was provided to the 8 social enterprises** in the three years of the project implementation. 2 enterprises received support in 2015 (fruit drying and nuts packaging line), 3 enterprises in 2016 (felt handicrafts, bay leaf drying line and sewing enterprise) and 3 in 2017 (bakery, lit-café and bamboo-handcrafts);
- **Out of the 8 supported social enterprises, 1 enterprise is completely owned by women with disabilities and in 6 others, they are co-owners** and share-holders. There is only 1 enterprise where women with disabilities are just regular employees.
- All of the supported social enterprises established effective business models, achieved growth in sales within the project implementation period and are now recognized by the local marketers.

Below is a summary of key project components implemented in 2017:

**Community mobilization and awareness-raising campaigns** – This involved regular community meetings with persons (women and men) with disabilities, local population, caregivers, local authorities, private sector and grass-root CSOs in the project target areas.

Overall, **29 group and individual informational meetings were arranged in the target municipalities.**

More than **180 participants, including 66 women with disabilities, were introduced with project goal and objectives, planned activities and expected outcomes, as well as guidelines and criteria for business idea submission and selection.**

Over the course of the project, CARE has also developed and publicly distributed promotional video and printed materials (leaflets, brochures) in order to focus attention of the society on needs of women with disabilities and promote engagement of various stakeholders.

**Capacity-building of the target groups** – These trainings were focused on human rights and gender equality as well as business planning, proposal writing and various tailor-made consultations.

Overall, **156 participants, including 35 women with disabilities, increased their awareness on the rights of persons with disabilities, improving business planning, entrepreneurial and technical skills.** As a result, the women supported in frame of the project, became fully involved in daily operations and management of the enterprises.

**Creation of employment opportunities for women with disabilities** - This component was evaluated as one of the main achievements of the project by the project participants<sup>1</sup>.

**In 2017, 3 social enterprises were supported and 18 job postings were created for women with disabilities.**

The women with disabilities that participated in the project were provided with an opportunity to realize their potential, bring extra added value to the enterprises, enhance their income level and socialize within the society. All of the social enterprises supported by the project have the potential for further enlargement and can involve more women with disabilities. This has been already demonstrated in case of several enterprises, including two supported in 2017 (bamboo handicrafts enterprise “Art-Samkaro” and Lit-cafe “Megobroba”). Those enterprises opened once again employment opportunities for women with disabilities and total of 3 ladies got employed.

**Partnership with local stakeholders** - CARE maintained very close cooperation with all relevant local stakeholders. The local authorities became very responsive to the needs of the beneficiaries. The high degree of engagement of local stakeholders was **best exemplified by support to the sewing enterprise “Gvirila”**, supported by the project, by Samtredia local government that continued also after the project phase out. More specifically, the local government of Samtredia is providing and funding daily transportation service to the beneficiaries of sewing enterprise “Gvirila”.

It demonstrates that involvement and synergy among all relevant stakeholders, that was one of the aims of the project, truly results in long-term support and improves services provided to the beneficiaries.

**Regular monitoring and final evaluation** - The tools for monitoring of the progress of the social enterprises receiving financial and technical support (regular on-site visits and monthly monitoring surveys) were properly established. On average, **the project team conducted at minimum 4 visits per month to the newly selected groups and at minimum 1 visit per month to enterprises supported in 2015 and 2016.** The project team has also conducted direct beneficiary surveys in order to collect baseline information about the project participants.

By the end of the project, CARE Monitoring, evaluation and learning team conducted **a final evaluation** to measure overall impact, achievement of specific outcomes and results, as well as to capture lessons learned and best practices. The evaluation was conducted by CARE Caucasus MEAL team in December 2017. The findings of the final evaluation of the project are reflected in the chapters of this final report below.

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<sup>1</sup> Final Evaluation Report “Increasing Quality and Work Opportunities for Women with Disabilities in Georgia”. Tbilisi: CARE MEALS TEAM, December 2017. 13

A summary of findings and lessons learned within 2015 – 2017 follow:

- **Synergies among all key stakeholders is crucial.** It has already proven to be one of the necessary conditions for ensuring long-term benefits and improved services to the direct beneficiaries of the project. Based upon the evaluation report, the collaboration with all local stakeholders and effective facilitation of support from them led to successful public awareness campaign on employment opportunities for women with disabilities and ensured better engagement of the target communities in the project.<sup>2</sup>
- **Importance of awareness rising trainings and success stories.** Since there is a low level of activism among women with disabilities, as well as a lack of knowledge about their rights and freedoms, it is crucial to provide intensive non-formal education on the rights of persons with disabilities and women’s rights for raising their capacities in order to be pro-active in fulfilling their rights. Furthermore, in order to stimulate women with disabilities to be active, more success stories and role models of the active participation should be shared and promoted with them, beyond the project.
- **Appropriate tools and instruments need to be used for women’ empowerment.** As it was confirmed by the findings of the final evaluation, the tools and instruments used by the project for empowerment of women with disabilities were relevant to the needs of the beneficiaries. This was a mix of various components of the project and involved priority needs assessments, mobilization and awareness raising, capacity-building of the target women through which they acquired necessary skills and self-confidence to get involved in decision-making process and finally got employed by the social enterprises.
- **Importance of online platforms and communication spaces.** It was identified that there was not a space/platform for interaction among the targeted women with disabilities and potential employers. In order to facilitate the linkages among women with disabilities and potential employers, it is very important to create various platforms for interaction such as job fairs or online career consulting services exclusively available for persons with disabilities.
- **Need for facilitation of the market linkages.** Facilitation of networking and the linkages between the social enterprises and target stakeholders (investors, potential buyers, exporting companies etc.) is a step forward in order to ensure business sustainability of the enterprises. The great example of the established market linkages and successful deal is that the handicrafts of one of the supported social enterprises “Chveni Sivrci” is now available for selling on e-shop that is operational across the whole European Union<sup>3</sup>. Furthermore, in frame of another project “Cooperation for Rural Prosperity of Georgia”, CARE is working on the development of the online marketplace as a platform for connecting social enterprises and cooperatives with potential

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<sup>2</sup> Ibid,13.

<sup>3</sup> Veracraft.com. Accessed January 15, 2017, <https://www.facebook.com/veracraftshop/photos/a.183893832152703.1073741829.157007648174655/204239553451464/?type=1&theater>.

social investors. The synergies between CARE Caucasus projects has already proven to be essential for scaling up the project outcomes and played a positive role in frame of this project, too.

- **Access to the transportation is a challenge.** It remains one of the main difficulties for people with disabilities. Since there is no physical inclusive environment (adapted infrastructure and public transportation), people with disabilities lack the possibility of the mobility and social gathering.<sup>4</sup> It would appear that the partnership with the local governments contributed meaningfully in raising and putting the issue of transportation for people with disabilities on the agenda. Project encouraged the local authorities to be proactive and draw attention to the problematic issue of an access to transportation for the people with disabilities as overall lesson. There should be very close cooperation among all stakeholders to bring this issue on the local agenda and address it properly.

**Ensuring involvement of women who are recipients of the state social assistance package is a challenge.** The project found it challenging to ensure the participation of women with disabilities who were recipients of the state social assistance package for living below poverty line, since most of them had a fear of losing this social assistance in case of involvement in any income generating activities. Nevertheless, some of those women with disabilities faced this trade-off, they chose to participate in the project. In the third year of project implementation, total of 6 women who were recipients of the state social assistance package became the employees of recently supported enterprises. As it appears, success stories and role models of the employment and active participation should be shared with those women in order to increase their activism and allow them to make the optimal choices.

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<sup>4</sup> Assessment Report " Overall situation of Women with Disabilities in Georgia: the main gaps and recommendations". Tbilisi: CARE Caucasus, September 2015. 3

## 2. Hodnocení aktivit, výstupů, cílů a rozvojového záměru projektu

### 2.1. Hodnocení aktivit a výstupů ve vztahu k plánu aktivit a indikátorům pro výstupy

### 2.2. Hodnocení aktivit a výstupů ve vztahu k průřezovým aktivitám a indikátorům

#### **OUTPUT 1: Priority needs of women with disabilities are identified**

***ACTIVITY 1.1: Undertake Internal Small Scope Analysis documenting the overall situation of Women with Disabilities in Georgia (the main gaps and recommendations)***

***ACTIVITY 1.2: Based on the Analysis create a list of the priority needs of women with disabilities in Georgia***

Activities 1.1 and 1.2 were implemented during previous years of the project and were adequately reported to the Donor in respective reports.

#### **OUTPUT 2: CARE International in the Caucasus (CIC) Business Model operation systems make special focus on creating opportunities for women with disabilities**

***ACTIVITY 2.1: Based on the selected priorities creating a concrete plan for including the women with disabilities into existing program of CARE Caucasus – setting up concrete and measurable priorities and criteria***

CARE has a strategy for interventions in the Caucasus region with a particular focus on the following impact groups: youth, women and girls and other vulnerable groups under the poverty line. For the purpose of including women with disabilities into CIC strategy, CARE conducted a revision and fine-tuning of the existing criteria by adding specific indicators as follows:

*# of women with disabilities – headed social enterprises*

*# women with disabilities below the poverty line who report that their priorities/needs are addressed by economic planning and social services*

*# women with disabilities below the poverty line who benefit from services provided by CSOs*

*% of women with disabilities who report they have knowledge/capacity to capitalize on existing market opportunities*

According to the findings of the final evaluation of the project, as a result of revision and fine-tuning of CARE Caucasus business model and by adding specific indicators for ensuring better engagement of women with disabilities, the project indicator of “CARE Caucasus program model includes specific criteria/indicator(s) to encourage and enhance participation of women with disabilities” was fully met<sup>5</sup>.

The above-mentioned specific indicators and criteria were successfully reflected into the practice of other projects of CARE Caucasus. CARE’s another project “Participatory Rural Development in

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<sup>5</sup> Final Evaluation Report ,11.



Georgia” gave the priorities to the ideas with a focus on improving employment opportunities for vulnerable groups including women with disabilities. In frame of this project, the woman with disabilities became involved in implementation of one of the supported business project as well as psycho-social rehabilitation (palliative care) center for children with disabilities were established.

### ***ACTIVITY 2.2: Conduct an External Evaluation assessing the overall impact of the project***

In December 2017, CARE Caucasus Monitoring, evaluation and learning team conducted a final evaluation of the project to measure the relevance, effectiveness, efficiency, sustainability and impact of the project, achievement of specific outcomes and results, as well as to capture lessons learned and best practices.

The evaluation is based largely on qualitative study that involved a desk review of project documents and reports, monitoring and evaluation data, individual and group interviews with project beneficiaries, representatives of local civic organizations, local authorities and other key stakeholders.

The scope of evaluation includes the analysis of the project at activity and output level during the lifetime of the project.

The findings of the final evaluation of the project are reflected in the chapters of this final report below.

### ***OUTPUT 3: Through CARE Caucasus, concrete projects of women with disabilities, are supported***

#### ***ACTIVITY 3.1: Announce call for ideas with specific focus on women with disabilities***

In April 2017, CARE International in Caucasus (CARE) announced a call for ideas, with a particular focus on creation of employment opportunities for women with disabilities.

The business idea submission templates were adapted and specific terms for submission as well as criteria for selection of business ideas were developed. Ideas submitted by disabled woman and disabled women’s organizations or groups on establishment of sustainable social enterprises and creating employment for women with disabilities were prioritized.

The submission guidelines and selection criteria were introduced during the community meetings and women with disabilities were particularly encouraged to submit their business ideas.

Overall, **11 business idea applications were solicited from target municipalities**. Out of the 11, 4 was submitted by the women with disabilities, one from the local NGO working in the field of disability and 6 by individual entrepreneurs.

Taking into account the main challenges that project faced in mobilizing women with disabilities, especially in rural areas and stimulating them to think about their own small enterprises, project shifted more resources to work intensively with the leaders of the community of disabled women

who called on the other women in similar position to be active. In the third year of the project implementation, compared to the previous two years, more women with disabilities showed interest in the participation in business idea competition.

***ACTIVITY 3.2: Conduct community meetings on a regular basis to encourage and promote idea submission from rural populations with special focus on women with disabilities***

The aim of the community meetings was to reach out women with disabilities, caregivers, private sector and civil society representatives, local population and inform them about project targets, objectives and the planned activities.

In March 2017, first round of the informational meetings were conducted with the local authorities (authorities of the Samtredia, Senaki and Abasha municipalities, members of the city halls, heads of the target villages and etc.) in the target regions. During the meetings, the participants were informed about the project achievements, the upcoming call for ideas, the communication and awareness raising activities planned in the third year of the project implementation.

The local authorities and other stakeholders once again confirmed their commitment to provide full support to mobilization of the target groups. More specifically, they promoted call for ideas via publishing announcements on their informational desks and Facebook pages as well as identifying the potential beneficiaries and using door to door approach, public and private meetings together with project team to reach out the target group.

In April 2017, the second round of informational meetings was conducted with women with disabilities, caregivers, private sector and civil society representatives in each target municipality. In total, **more than 180 people, including 66 women with disabilities, participated in 29 meetings across all target areas.**

Representatives of the villages and members of the city halls had been actively involved in the target group mobilization process. The heads of the villages, together with interested applicants, were visiting project office in Samtredia for having further discussion and private consultation about the competition and selection criteria with the project staff. The involvement of local authorities and effective facilitation of the support with the community mobilization process was a step forward in ensuring a better engagement of women with disabilities in the project.

As confirmed by final evaluation survey, such collaborative efforts of the project staff, local authorities and civil society organizations led to the activation of women with disabilities and soliciting more business proposals compared to previous years of the project implementation<sup>6</sup>.

It should be mentioned here, that project encountered some difficulties in stimulating participation of women with disabilities who were recipients of the state social assistance package. The reason behind such situation is that most of the recipients of social assistance refused to take part in any income generating activities because of fear to lose the state provided social assistance package for living below poverty line. Despite this trade-off, some of those women with disabilities chose to

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<sup>6</sup> Ibid, 12.

participate in the project. In the third year of project implementation, six women who were recipients of the state social assistance package chose to get involved in the project and became the employees of recently supported enterprises.

### ***ACTIVITY 3.3: Evaluate and select submitted ideas in accordance with project priorities***

The selection and evaluation of the solicited ideas was done in line with well-established and practiced mechanism in CARE Caucasus that was adapted to the needs and priorities of the target group. The business idea application form and the selection criteria were shared with the potential applicants and explained in detail by the project coordinator.

The specific criteria and guidelines were developed for idea submission as follows:

- Priorities were given to the ideas:
  - a) initiated by women with disabilities and disabled women's organization
  - b) ensuring the involvement and social inclusion of women with disabilities
  - c) providing the employment opportunities for women with disabilities
- 25 points out of 100 addressed to participation of women with disabilities and social impact of the project.
- 52 points out of 100 addressed to business related information-financial projections, business sustainability, risks and etc.
- 23 out of 100 addressed to organizational issues: group sustainability, previous joint and individual experience and etc.

The selection committee, comprised of CARE's project coordinator, program manager and subject matter external experts, reviewed and evaluated all applications based upon scoring system established in business idea application form. The given scores were summed up and ideas with the highest scores were selected for participation in the next stage of competition-that was business plans competition.

The following info graphic summarizes the outcomes of 1<sup>st</sup> (business ideas) and 2<sup>nd</sup> (business plans) competitions, followed by a description of business idea selection process and selected 3 business ideas.

## *Evaluation and Selection of Business Ideas*

### **1<sup>st</sup> competition business ideas**

- ✓ Application Period: 28<sup>th</sup> March-28<sup>th</sup> April 2017
- ✓ 11 Business Ideas received
- ✓ 9 Ideas shortlisted

### **2<sup>nd</sup> competition business plans**

- ✓ Application Period: 29<sup>th</sup> May-23<sup>th</sup> June 2017
- ✓ 9 Business Proposals submitted and presented;
- ✓ 3 business ideas selected for technical and financial support.

### **Open days and Written Notifications**

- ✓ Written notifications followed by open days provided for both the rejected and shortlisted applicants after each (business idea and business plans) selection;

In May 2017, **11 business idea applications** received from ideas competition were evaluated by the selection committee at project office in Samtredia. Every business idea application was assessed by each member of the selection committee based upon the scoring system, as described above. As a result, 9 applicants with the highest scores were selected for attending three days training in business proposal writing and later on participation in business plan competition.

Local authority representatives of the target municipalities were invited to join the members of CARE's selection committee during the second round of selection process, which reviewed submitted business proposals of the shortlisted applicants and jointly evaluated them, based upon scoring system as described above.

The involvement of deputy heads of Samtredia, Abasha and Senaki municipalities and representatives of the local social services in business proposal selection process was very helpful for the rest of the members of the selection committee in order to hear about the priorities and potential of the proposed business activities in their municipalities. In addition, project presentations by its authors were essential for selection committee to discuss all problematic issues

and flaws of business plans with the applicants for coming up with the final conclusion regarding selection.

The selection process was transparent and open. CARE organized open days for discussing the reasons for rejection face to face with the rejected applicants after each selection. As for the shortlisted applicants, they were provided with the written notifications for improving their business proposals.

The main reasons for rejection of the applications were:

- a) the idea did not have a clear focus on creating employment for women with disabilities.
- b) the information provided (markets, financial estimations, technological maps and production) was not enough to assess the feasibility of proposed business idea.
- c) the social impact and involvement of women with disabilities were not properly established.

Based upon the recommendations of the selection committee and outcomes of the scoring, **3 business ideas: bakery, bamboo handicrafts and cafe from Senaki and Abasha municipalities were selected to be supported by the project.**

The quality of the business plans submitted by the applicants who were selected finally proven to be adequate for starting the implementation. A brief description of the selected business proposals is given below:

**Union Tavtuki:** One of the selected ideas came from union “Tavtuki” from community of internally displaced persons (IDPs) in village Teklati, Senaki municipality on establishing breads and buns production line. In the frame of the project, **6 women with disabilities who are an internally displaced persons (IDPs) as well were employed in the bakery of “Tavtuki”. The bread and buns from Tavtuki are distributed across the whole Samegrelo region.**

**Union Megobroba:** Another selected idea came from union “Megobroba” (friendship) from Abasha on establishment of the cafe headed by a social worker and 6 women with disabilities. Free wireless internet access and reading hall with bestsellers are available for all visitors. Poetry evenings and various events create comfortable environment for team work and social gatherings, especially for youth and local population from Abasha.

*As one of the visitor of cafe “Megobroba” mentioned in his private comments it was very good place to hang out with the friends, read the bestsellers and enjoy a cup of tea.*

**Union Art-Samkaro:** Third selected idea came from union „Art-Samkaro“ from Senaki. It has **8 members among them 6 women with disabilities** and produces bamboo handicrafts: sofas, armchairs,-barrels, beer cans, ashtrays, accessories for beverages and more.

***ACTIVITY 3.4: Conduct regular and ongoing monitoring and support to the selected ideas***

Within the project, tools for monitoring the progress of the social enterprises receiving financial and technical support were established, including on-site visits, monthly monitoring surveys and direct beneficiary surveys.

The project coordinator was carrying out monthly monitoring visits to all the supported social enterprises supported in 2015-2016, to check the conditions of the assets and get the feedback from the beneficiaries. Based upon the findings of monitoring visits, all assets were in good working conditions and women with disabilities have access to the adjusted work environment. Unfortunately, two supported ladies from cooperative „Soplis Imedi” supported in 2015 passed away and they were replaced with another lady. Unfortunately, same happened to beneficiary from handmade crafts enterprise „Chveni Sivrcé“.

Furthermore, project coordinator was carrying out monitoring visits on a weekly basis with the enterprises supported in 2017 in order to check the delivery and installation of project assets and implementation of investment from applicant’s side according to the timeframe given in the business proposal. As a result of the monitoring visit with newly funded enterprises, it was found out that **all the assets were properly installed, work environment was adapted to the needs of the beneficiaries and women with disabilities underwent relevant technical trainings to be able to perform their duties properly.**

Furthermore, Mission Director of CARE Caucasus and Senior Manager from a Regional GBV Program of CARE’s regional office for the Middle East and North Africa (MENA) were visiting the beneficiaries on a quarterly basis to check overall progress of the supported social enterprises and receiving feedback from the beneficiaries.

In order to establish an evidence base about project impact and track changes to key outcomes like employment opportunities, income level, and household living conditions of the project beneficiaries –women with disabilities, **direct beneficiary survey had been conducted with all women with disabilities who got employed** through the mechanisms established by CARE. One of the key findings of the direct beneficiary survey is that all of them have increased their income. As one of the women supported by the project said:

*“I just had 100 GEL/40 USD per month from a state provided pension for disability before I was involved in the project. Currently after significant increase of my income I could afford to meet my basic needs like medicines.”*

In May 2017, the director of CARE Czech Republic, Mr. Jan Koubek - Kejzlar carried out a monitoring visit and visited the supported social enterprises and women with disabilities in laurel enterprise “Agrokolkhida”, handmade crafts enterprise “Chveni Sivrcé”, sewing enterprise “Gvirila” and cooperative “DK-KOLGA”. Overall impression from the monitoring visit was that the supported ladies strongly embrace „Never Give up” approach that is the leitmotif of their work. As some of the

ladies claimed the project stimulated them to become active, get out from the isolation and find the meaning of their work.

In addition, Mr. Koubek - Kejzlar met with local authorities of Samtredia and Senaki municipalities and Abasha based organization „Siketis Mazdzieblebi“. The local authorities once again highlighted the strong cooperation with the project team and expressed their commitment to be supportive towards the project activities in the future, beyond project implementation period. The meeting with Abasha based local non-governmental organization “Siketis Madzieblebi” revealed that they were in need for organizational capacity development via having access to various trainings on (project management, finance, organizational development, fundraising and proposal writing) as well as sufficient funding in order to implement their action plan for empowering the community of disabled individuals in Abasha.

As the head of „Siketis Madzieblebi” mentioned, the disabled people from Abasha region benefited from awareness raising trainings organized by CARE. However, more intensive awareness raising activities would be welcomed in order to increase the knowledge of local population about life with disabilities.

In May, a representative of the Czech Development Agency (CZDA) visited two social enterprises supported in frame of the project - bay leaf processing enterprise in Senaki and sewing enterprise in Samtredia. Furthermore, CARE organized focus group discussion with awareness raising training participants (local government, women with disabilities, CSO, social services, teachers involved in inclusive teaching) for overall understanding of the benefits of capacity-building components for the target group. Most of the participants mentioned during the meeting with donor representatives that they got new information about their rights, legal procedures in terms of presenting demands to the governments, standards related to adapted infrastructure and etc.

*A teacher of inclusive education from Abasha mentioned:*

***“I received very useful information about the rights of persons with disabilities, especially education rights of children with disabilities and legislation related to inclusive education that has a particular relevance to my work.”***



*Pic 1: Meeting of donor representatives with project participants at field office in Samtredia*

#### **OUTPUT 4: Capacities of women with disabilities are built**

***ACTIVITY 4.1: Provide capacity building trainings to women with disabilities aimed at increasing their awareness on: a) the rights of people with disabilities, women's rights and b) basic management skills to run small-scale enterprises***

The capacity-building interventions of the project included awareness raising seminars on the rights of persons with disabilities and women rights, trainings in business planning and proposal writing as well as other various tailor-made consultations.

The awareness raising seminars on the rights of people with disabilities and women's rights were organized in two rounds in May and August for women with disabilities, caregivers, local authorities, youth, private sector and civil society representatives, teachers involved in inclusive education and other interested parties across the project target areas.

The aim of the awareness raising seminars was to provide participants with the knowledge on basic issues of rights of persons with disabilities and women's rights, anti-discrimination mechanism, stereotypes and barriers affecting the social inclusion of persons with disabilities with a particular focus on women with disabilities.

**Total number of participants in two rounds of awareness raising seminars was 102. Out of which 35 were women with disabilities, 10 men with disabilities, 8 caregivers, 7 youth, 10 local authorities, 6 teachers involved in inclusive teaching, 20 private sector representatives and 6 CSOs representatives.**



Based upon the training evaluation, more than **95 % of the participants stated that training met their expectations**. Most of the participants gave the project a positive feedback. A woman participating in awareness raising stated:

***“It was the first time for me to attend the training about human rights with a focus on the rights of persons with disabilities and women. While I previously did not have access to any adequate information about the rights of persons with disabilities, now I am familiar with such issues as my rights, gender stereotypes, gender based violence, social policy of the government and etc.”***

*As it is confirmed by the findings of the project final evaluation, human rights training participants highlighted the need and usefulness of the trainings on the rights of people with disabilities and women’s rights. Furthermore, due to these trainings, the awareness of the beneficiaries about their rights, was significantly increased<sup>7</sup>.*

Another part of capacity building component of the project was three day training in proposal writing and business planning organized for shortlisted applicants selected via business idea competition. This training aimed at building and improving the capacities of the shortlisted applicants to develop comprehensive business plans and reflect critically on the feasibility of their business idea.

**Total number of participants of three-day business planning and proposal writing training was 45, among them 8 women with disabilities.**

The results of the pre-and post-business planning training, tests indicated that participants overall understanding about business proposal writing (writing business plan summaries, preparing financial statements, presenting information on target market and etc) was improved significantly. The variance between pre-and post-test results was 48%.<sup>8</sup>

*As one of the beneficiary women mentioned during focus group discussion with the evaluator, she was not going to give up and still wanted to carry on with her idea on establishment of guest house. She received the knowledge on something that she did not know before: how to plan, how to employ effective time-management, distribution of income and other important information<sup>9</sup>.*

Furthermore, for the purpose of improving skills and competencies of the members of the supported social enterprises in their specific field of activity, tailor-made consultations were organized for the members of union ”Tavtuki” “Megobroba” and “Art-Samkaro”.

For the purpose of upgrading the accounting skills of members of union „Art-Samkaro”and „Megobroba “, two representatives of these enterprises attended one month intensive training course in accounting. In addition, two bakers from union „Megobroba” attended a training in baking technologies of various pastries, while 2 bakers from union „Tavtuki” attended training on baking different varieties of bread.

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<sup>7</sup> Ibid, 13.

<sup>8</sup> Gelutashvili, Davit. Report on Business Planning and Proposal Writing Trainings. Tbilisi , June 2017. 2.

<sup>9</sup> Final Evaluation Report ,13.

*One of the supported women with disability from “Megobroba” mentioned that she used to think that she was really good at baking the pastries, but during the training she realized that she did not know about many details of different baking technologies of pastries. As a result of the training, she improved significantly her baking technology.<sup>10</sup>*

In October, food safety consultant was hired to carry out on-site visits to the supported social enterprises of union “Tavtuki”, “Megobroba” and “Agrokolkhida” for checking the condition of the buildings used for their enterprises and provide recommendations for compliance with food safety standards. In addition, food safety consultant prepared information materials per target product of those enterprises (bay leaf, bread, khachapuri and lobiani) to be written down on the labels of each product and developed internal technical standards documents for those enterprises as well. Furthermore, two representatives from union “Tavtuki” and “Megobroba” attended food and safety trainings and received certificates.

**The total number of participants in tailor-made trainings was 8 including leaders of social enterprises and one woman with disability.** The tailor-made trainings were essential for upgrading the skills and knowledge of the beneficiaries in their field of activity.

A summary of the capacity building / training activities is presented in the table below:

Course	Agenda	Total number of participants
Awareness Raising Seminar on the rights of people with disabilities, women’s rights and gender equality	<ul style="list-style-type: none"> <li>• Convention on the Rights of Persons with Disabilities;</li> <li>• Basic principles and rights protected under the Convention on the Elimination of All Forms of Discrimination against Women;</li> <li>• Convention on Preventing and Combating Violence against Women</li> </ul>	102
Business Plan Writing and business management	<ul style="list-style-type: none"> <li>• Strategy of business, seeking niche in market;</li> <li>• What is market, how to study and describe market size, growth, customers, competitors and market environment;</li> <li>• Marketing communication, how to inform customers about our product and/or services;</li> <li>• Price formation methods and means;</li> <li>• Organize business and manage work processes, developing production plan, calculating production capacity, managing stocks, location and positioning, human resources, quality management;</li> <li>• Proposal Writing techniques</li> </ul>	45

<sup>10</sup> Interview with Bukia, Darejan. The baker of union “Megobroba”.2017. Abasha, Georgia. November 10.

Tailor-made training in baking pastries	<ul style="list-style-type: none"> <li>• Baking technology of various pastries</li> </ul>	2
Tailor-made training in bread baking technologies	<ul style="list-style-type: none"> <li>• Baking technology of different varieties of bread (batoni, bageti, sandwich bread etc.)</li> </ul>	2
Tailor-made consultation in food safety	<ul style="list-style-type: none"> <li>• Food Safety Standards</li> </ul>	2
Tailor-made training in accounting	<ul style="list-style-type: none"> <li>• Basic principles of accounting</li> <li>• Taxation</li> <li>• Financial Reporting</li> <li>• Working in Excel program</li> </ul>	2

### 2.3. Dosažení cílů ve vztahu k indikátorům pro cíle projektu

**The goal of the project was that women with disabilities in Samtredia, Abasha and Senaki have better access to employment and can find a self-fulfilment through own meaningful activities.**

Achievement of this goal was measured by two outcome indicators:

***Outcome indicator 1: 100% of the women supported through the selected ideas secured their jobs at the project phase out.***

**In 2017, 18 women with disabilities were employed at 3 social enterprises supported by CARE. The entrepreneurial capacities and technical skills of the supported women to run a social enterprise were significantly increased as a result of various specific trainings facilitated by the project team.**

As revealed during regular monitoring and observations, and confirmed by direct beneficiary survey and final evaluation, **all supported enterprises established sustainable business models by achieving growth in sales and scaling up their production**, and the supported ladies were very enthusiastic about their business activities and maintain strong desire to continue working and being actively involved in those enterprises in the future as well.

In addition, **social enterprises targeted by the project have already demonstrated their commitment to continue working with women with disabilities and consider them in future development of their businesses.**

***Outcome indicator 2: 80% of employed women with disabilities increased their income by at least 50% at the project phase out (compared to the situation before the project).***

The majority of the women supported by the project (76%) were unemployed prior to the project and their main source of income was a state provided pension for disability. These women did not have access to labor market and lacked any opportunity to work and improve their living conditions.

Based upon the findings of the direct beneficiary survey, the involvement of the beneficiaries in the project made a significant difference in terms of their economic empowerment. As a direct result of their participation in the project, **100% of employed women with disabilities reported the increase in their income level, out of which 84 % reported that their income has doubled compared to previous years at the project phase out.**

### 2.4. Přínos k naplnění rozvojového záměru projektu

***The aim of the project was to contribute to women with disabilities in Georgia having better chances and opportunities in area of employment.***

The project made a huge effort to raise the awareness of local private sector representatives about corporate social responsibility, disability and women's rights through various awareness raising trainings and regular informational meetings. CARE's approach towards supporting successful local social enterprises to promote the practices of employment of women with disabilities is setting

example for replicating this approach by other entrepreneurs and create additional employment opportunities for people with disabilities.

In the third year of the project implementation period, **18 women with disabilities got employed at 3 local social enterprises and also became members and shareholders** of unions “Tavtuki”, “Megobroba” and “Art-Samkaro”. At the phase out of the project, all supported women reported about increased revenues, which have doubled in majority of cases.

The employment and socialization of women with disabilities were unanimously named as the main achievements of the project objectives by all interviewed respondents.<sup>11</sup>

*“Their life has changed radically. When someone has been locked up for 10 years at home, and now he can come out and moreover have a salary, this means that his psychological and financial conditions are improved, his whole life has changed and improved.”<sup>12</sup>*

However, it should also be mentioned that, in the area of employment, **providing equal opportunities for women with disabilities still remain problematic issue across Georgia, due to existing stereotypes, stigmas, lack of adapted physical environment and legal mechanisms.** Furthermore, increasing interest and involvement of local private sector representatives in the process of working towards equal employment opportunities seems one of the necessary conditions for improving the employability of the women with disabilities.

### **3. Hodnocení řízení projektu**

From the side of CARE Czech Republic, the program manager Petra Antosova was in charge of oversight of the project implementation, overall monitoring and reporting the project progress to the donor, in continuous communication with CARE Caucasus office. CARE Czech Republic was also responsible for finalizing the project reports and managing project budget. The finance management was carried out via interim system of reporting and close communication between CARE Caucasus and CARE Czech Republic offices.

From the side of the partner organization, CARE International in Caucasus (CIC), the project coordinator Teona Makatsaria was fully involved in project implementation and managing 12-month work plan. The project coordinator was in charge of implementation of the public awareness campaign, organizing regular community meetings in the target areas, developing networking and partnership with all key local stakeholders, organizing capacity-building trainings and various tailor-made consultations, organizing the call for ideas and vetting committee meetings, conducting the regular monitoring to the supported social enterprises and preparing internal project progress reports as per set timeframe.

This project coordination system has been used already, in frame of other projects implemented within CARE, under the CARE Czech Republic lead. It has been proved positive and effective.

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<sup>11</sup> Final Evaluation Report ,13

<sup>12</sup> Ibid,14. (Interview with the representative of local Civil Society Organization in Abasha during FGDs with the evaluator.2017. Abasha, Georgia. December 6.)

Internally, all the rules and responsibilities, including the methodologies and tools used within the project, are part of MOU between CARE Czech Republic and CARE International in Caucasus where roles of each partner are clearly specified. The cooperation is logical and very close throughout the life span of the project. While the program manager in the Czech Republic is in every day contact with local actors and partners, project coordinator in the field office is able to be in close touch with the project beneficiaries and other project stakeholders. Through regular reporting and Skype calls, accompanied by the regular monitoring visits, the coordination is efficient and maximizes the project impact.

#### 4. Hodnocení kvality a udržitelnosti projektu

##### 4.1. Podpora projektu ze strany země příjemce

As assessed by the evaluator, **networking and developed partnership with local authorities, civil society organizations and other local stakeholders was very constructive** in frame of the project. The local authorities of the target municipalities became more responsive and supportive to women's problems after the project's intervention. This was best exemplified in case of local government of Samtredia. They provided support to sewing enterprise "Gvirila" during the project implementation, and they intend to continue doing so in the future as well by providing regular transportation support to the beneficiaries.<sup>13</sup>

In the third year of the project implementation, project team made an effort to diversify donor engagement for filling current gaps in the project. As identified during regular monitoring of the supported social enterprises, some of them were in need for further assistance in finding markets for their production and establishing sustainable market linkages while others had a need to add new equipment to existing lines for scaling up their productions.

Based on these findings, CARE Caucasus approached various donors for filling current gaps in the project. One of the identified potential donor was McLain Association for Children. One proposal on "Better access to the local market for beneficiary social enterprise" were prepared by CARE and another proposal on enlargement fruit drying line of cooperative "DK-Kolga" was prepared by project staff, together with members of the supported cooperative. Both proposals were submitted to small grant competition (around \$4,000 USD). However, both proposals were rejected due to a preference given to proposals from community based organizations with lower budget.

CARE is carrying on with identifying potential resources and diversifying donor engagement to fully address the current gaps of the project.

In December 2017, CARE Caucasus hosted a fundraising trip from CARE USA team working on donor engagement for creating the opportunities to connect CARE's donors to CARE Caucasus work in the field. The main objectives of this visit were to explore the projects implemented by CARE Caucasus, assess the potential interest points for the donors in the projects and plan upcoming donor trip in October 2018. The fundraising team visited two supported social enterprises

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<sup>13</sup> Final Evaluation Report,16.

“Gvirila” (sewing enterprise) and “Chveni Sirvce” (handmade crafts). Both enterprises will be visited in October as well and will have an opportunity to attract more support from individual donors interested in their work.

Furthermore, CARE Caucasus is using an internal resource for facilitating fundraising for supported social enterprises. Among the actions taken in this regard is the creation of online marketplace for scouting innovative ideas from social entrepreneurs and raising funds for the supported social enterprises. CARE Caucasus is currently working on the development of Online Marketplace as a platform to link the beneficiaries with potential social investors and other donors. Online Marketplace will be used for sharing the information and business ideas from social enterprises supported by the project with potential social investors. The funds raised through this system will complement project contributions and allow a further enlargement of the beneficiaries’ businesses.

#### 4.2. Vlastnictví projektu příjemci

CARE’s project “Increasing Quality and Work Opportunities for Women with Disabilities in Georgia” was a three years action with a particular focus on economic empowerment and social inclusion of women with disabilities. The project worked using the participatory approach towards the improved employability and livelihoods of women with disabilities as well as greater inclusion of women in social and economic life.

According to the rapid assessments about overall situation of women with disabilities in Georgia conducted in 2015, it was identified that labor market is not inclusive for persons with disabilities and most of the disabled people lack the opportunity for fulfilling their potential. The employment rate of women with disabilities in rural areas is very low because of the society/employers’ attitude towards women with disabilities, lack of adapted work environment, inactivity and low self-esteem of women and various other factors.<sup>14</sup>

In the third year of the project implementation period, the involvement of **18 women with disabilities in 3 local social enterprises** of unions “Tavtuki”, “Megobroba” and “Art-Samkaro” could be regarded as some countervailing examples against the existing myths and stereotypes about the work potentials of women with disabilities.

Based upon the feedback of the beneficiaries and local stakeholders, socialization and employment of women with disabilities was regarded as the innovation in target regions.<sup>15</sup>

*“We became more active, more interested, we study, are busy with our work. We found out that we are wanted and can do something valuable. We believe that there are “No Limited Abilities”. Our illnesses seem to be alleviated, all pains are forgotten.”<sup>16</sup>*

At the phase out of the project, all supported women reported about increased revenues, which have doubled in majority of cases.

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<sup>14</sup>Assessment Report “ Overall situation of Women with Disabilities in Georgia: the main gaps and recommendations”,4.

<sup>15</sup> Final Evaluation Report, 10.

<sup>16</sup> Ibid,10.

**CARE's social enterprise program has shown to be particularly successful in stimulating women with special needs to be pro-active in the communities and become a role model for other women with disabilities.** In order to be part of the program, the women were required to take a range of capacity-building trainings aimed at improving their awareness on their rights, as well as business planning and technical skills.

The project was not only focusing on economic empowerment of the women with disabilities but also on their social inclusion. **The engagement in social enterprises allowed women not only to generate an income, but also to take part in society, socialize with other women with disabilities and form a community.**

*As it was assessed during monitoring visits of CARE Czech Republic as well as by the evaluator, due to the project interventions there was significant increase in awareness of the beneficiaries and their socialization and integration in their communities.<sup>17</sup>*

In addition, the project target group significantly benefited from informational meetings and public awareness campaign "Together for Equal Opportunities" that allowed them to learn about the project opportunities and find a room for their activism.

With the valuable support from the local authorities, informational meetings were conducted in two rounds across the target areas. In total, **180 people participated in 29 community meetings and learnt about the project activities, objectives and targets.**

The public awareness campaign "Together for Equal Opportunities" had a significant impact on stimulating women with disabilities to be active by showing role-models and success stories about engagement of women with disabilities in the project. In the frame of awareness raising campaign, a number of visibility materials have been released. The brochures with success stories of the women with disabilities supported by the project were prepared and distributed among the target population<sup>18</sup>. In addition, the promotional video was released that showed how successfully beneficiary social enterprises set up their business model and how life of the supported ladies improved after involvement in the project. In addition, the supported women with disabilities serve as a role model and send a positive message to other ladies in similar position, stimulating them to be active. The video was shared on CARE Caucasus website and Facebook page and had a very good traction 1,4 thousand viewers so far that is increasing on a daily basis.<sup>19</sup>

### **4.3. Sociální a kulturní faktory**

Based upon the findings of rapid assessments conducted in 2015, it was confirmed that general social setting is not inclusive for persons with disabilities including women. Most of the women with disabilities suffer from isolation, hidden, stigma, poverty, lack of access to quality education and healthcare; unemployment; not adapted physical and social environment; lack of access to various services etc. They are not familiar with the relevant legislation and do not have an adequate information on their rights.<sup>20</sup>

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<sup>17</sup> Ibid,13.

<sup>18</sup> See the annex VIII

<sup>19</sup> See the annex VI

<sup>20</sup> Assessment Report " Overall situation of Women with Disabilities in Georgia: the main gaps and recommendations", 3.



Majority of women lack the leadership skills and prefer to stay invisible. This inactivity and indifferent attitude is a consequence of general attitude towards women in rural areas and not entirely related to the status of disability. The level of awareness about disability and women issues still remain low in the target areas, due to the lack of intensive public awareness raising campaigns and seminars as well as low capacity of local civic organizations to work in that direction.<sup>21</sup>

During the human rights trainings, it was revealed that only some representatives of young generation (from 18 to 30 age) acknowledged the existence of barriers and stereotypes widespread among society and were open to receive the information and knowledge which opens up an opportunity to change their approaches. This is, unfortunately, not valid for older generation (from 40 to 65 age) who were more resistant to acknowledge their stereotypical attitudes towards people with disabilities.<sup>22</sup>

The lack of consistent social policy of the government, lack of qualified specialists for providing proper services to persons with disabilities especially women with disabilities makes the situation even worse.

**It is crucially important to raise the awareness of the society about the difficulties and realities of life with disability through intensive non-formal education,** demonstrate the cases of equal employment opportunities and success stories and implement systematic interventions in order to contribute to creation of inclusive social setting for persons with disabilities.

#### **4.4. Rovný přístup k mužům a ženám**

The project was entirely focusing on women with disabilities who are more disadvantaged compared to men with disabilities as it was confirmed by rapid assessments on general situation for women with disabilities in Georgia conducted in frame of the project. Based upon the findings of rapid assessments, **women with disabilities suffer from double discrimination, isolation, poverty, stigma, lack of access to quality education, healthcare and employment, lack of adapted physical and social environment and access to various services,** and other factors.<sup>23</sup>

As it was revealed during human rights trainings sessions, **there is a lack of women with disabilities with leadership skills who are pro-active in promoting their rights at least at local level.** The indifferent attitude is a result of not only the status of disability but also general attitude towards women in rural areas. Furthermore, women are not encouraged to take leadership position for achieving economic independence from male family members.

**The community of women with disabilities is weak in the target areas. Years of disrespect and neglect affected their character and motivation to participate in social events. Because of this, women with disabilities are not generally involved in the social life and they are more isolated, compared to men with disabilities.**

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<sup>21</sup> Komeriki, Ket. Report on Awareness Raising Seminars , May 2017, 2-3.

<sup>22</sup> Ibid, August 2017,2.

<sup>23</sup> Assessment Report " Overall situation of Women with Disabilities in Georgia: the main gaps and recommendations", 1.

The impact groups CARE, worldwide, works with, are women and girls. CARE around the globe has a long history of addressing issues of gender inequality and working on advocating women's rights, lobbying the establishment of gender-sensitive approaches in policy and decision-making, empowering the vulnerable women by capacitating them with leadership and organizational skills and realize their economic potential.

#### **4.5. Vhodná technologic**

While specific technologies haven't been used within this project intervention, methods and approaches used are described below:

**The methods and approaches used by the project combined awareness raising campaign and informational meetings, capacity-building and creation of employment opportunities in order to achieve its objectives.**

Project interventions were according to the evaluation consistent with CARE's overall approach to development of a sustainable model of social entrepreneurship. The project interventions entirely focused on vulnerable population (women with disabilities) living in rural areas as an agent of change in their communities.

Furthermore, project team worked with local entrepreneurs/private sector representatives to create the employment opportunities for the target group and link them together.<sup>24</sup> Below, the methods and approaches are described in more detail:

#### **Awareness raising campaigns "Together for Equal Opportunities" and Informational meetings**

The informational meetings and awareness raising campaigns "Together for Equal Opportunities" was a main tool used in frame of the project in order to mobilize the target communities, with the valuable support from the local authorities.

The project team conducted first round of informational meetings with the local authorities (heads and deputy heads of Samtredia, Senaki and Abasha municipalities, members of city halls, heads of target villages and other relevant stakeholders), while second round of meetings was conducted with women with disabilities, caregivers, private sector and civil society representatives and local population in each of the target areas.

The project reached out to not only women with disabilities but also larger communities and raised their awareness on the rights of women with disabilities in order to ensure their participation in the project and encourage them to work together for equal opportunities.

**In frame of awareness raising campaign, visibility materials – brochures, leaflets, project banner and promotional video was developed.** The design of the brochures and scenario for the promotional video were selected by working group composed of program and project managers, coordinator of strategic communications and coordinator of marketing and resource mobilization. The working group selected final design of the brochures and project banner from several options

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<sup>24</sup> Ibid,10.

proposed by different vendors. The video was selected based upon the same procedures and final version was confirmed by CARE working group. The project promotional video was shared on social media Facebook page and website of CARE International in the Caucasus that got very good traction approximately 1,4 thousand viewers so far.

### **Capacity-building Interventions**

The capacity-building interventions involved trainings on the rights of people with disabilities, women's rights and gender equality, proposal writing and business planning and various other, tailor-made, consultations.

The awareness raising seminars on the rights of people with disabilities, women's rights and gender equality were conducted in two rounds with the target population - women with disabilities, caregivers, local authorities, private sector and civil society representatives with the main goal to increase their awareness on human rights and gender equality.

Another type of capacity-building training on proposal writing and business planning were organized for pre-selected applicants from the business ideas competition in order to further develop their business ideas and prepare comprehensive business proposals.

Furthermore, CARE organized tailor-made consultations for the members of the supported social enterprises aiming at improving their competencies and skills in their specific field of activity.

### **Creation of Employment Opportunities**

The methodology of creation the employment opportunities is based on CARE business model for soliciting, selection and evaluation of the best business ideas. The selection and evaluation of the solicited ideas was done in line with well-established and practiced mechanism in CARE that was adapted to the needs and priorities of the target group.

The grant selection committee consisted of CARE staff, invited subject matter external experts and representatives of local authorities who were in charge of selecting the business ideas based upon the scoring system as described above in the section on call and vetting of the ideas.

The selection process was very transparent. The presentation of the projects by its authors was organized for further clarification of the details of the proposed projects with its authors and providing a space for open communication and discussion between selection committee members and the applicants. After the selection, open days were organized for discussing the main reasons of rejection of the ideas with the rejected applicants. Furthermore, the selection committee provided recommendations to the shortlisted applicants for final improvement of their business proposals. The business plans submitted by the applicants who were selected finally proven to be adequate for creating employment opportunities for women with disabilities and receiving technical and financial support from the project.

#### **4.6. Dopady na životní prostředí**

The project impact was neutral to the environment as focusing mainly on social activities, set in local, traditional environment. CARE focuses on sustainable approach within any intervention and all stakeholders and participants are informed about respective principles.

#### **4.7. Ekonomická a finanční životaschopnost projektu**

The sustainable development model is an integral part of CARE Caucasus larger programmatic approach for reducing poverty and injustice in the South Caucasus and address an unjust societal equilibrium which causes exclusion, marginalization, and suffering of target group including women with disabilities. The sustainability of project outcomes is based on the business model of CARE Caucasus to foster and accelerate local social entrepreneurship among the vulnerable group of women with disabilities by capacitating them with necessary skills and connections to run a social enterprise.

Based upon the findings of regular monitoring and evaluation, it was assessed that all of the supported social enterprises achieved financial suitability by increasing their production, sales and incomes. In addition, the beneficiary ladies became not only employees, but also shareholders of the supported enterprises. All of the beneficiaries' report about improved livelihoods and retain their jobs at the project phase out.

For securing long-term sustainability of the supported enterprises, CARE is working on developing online marketplace for connecting the beneficiaries to potential social investors and diversifying donor engagement. Furthermore, engagement of all key project stakeholders and establishment of a strong partnership ties are part of CARE's strategy for ensuring long-term sustainability of project outcomes.

Based upon the findings of the final evaluation, the project team made a great effort in developing networking and close partnership with local authorities, civil society organizations and other relevant stakeholders that provide necessary conditions for ensuring sustainability of the project outcomes and scaling up impact of the project interventions<sup>25</sup>.

One of the important results of the project was that through the collaboration with local governments, better engagement of the target group was ensured in the project. The local authorities (social services and heads of the villages) were the main source of information in the identification of potential beneficiaries. With the valuable input of the local authorities, a database of the targeted women was created, prior to launching the informational campaign and ideas competition. The women with disabilities included in this database were contacted directly by both project team and representatives of local social services during informational campaigns. Besides regular community/public meetings organized in the frame of project, the local authorities together with project staff used door to door approach, phone consultations and private meetings to increase awareness in the target area about the project itself.

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<sup>25</sup> Ibid,16.

In addition, the representatives of Samtredia, Senaki and Abasha local governments became even more engaged in the project via participation in business ideas selection process in order to provide a further support to the ideas fitting into the priorities of municipality.

This engagement was best exemplified by very pro-active actions from local government of Samtredia municipality translated, for example, in co-funding sewing enterprise “Gvirila” at the beginning of the project and granting to provide regular transportation to the beneficiaries in the future as well.

*As the head of Samtredia local-government confirmed during the interview with the evaluator, they would continue supporting the enterprise and pay more attention to beneficiaries after the project phase-out. In case of new initiatives, they would participate more actively.<sup>26</sup>*

CARE has **plans to continue and maintain close cooperation with all key stakeholders in a near future** (in 2018) through either marketing workshop for project participants – to support their long-term sustainability efforts – or organizing marketplace event for face-to-face meeting of the stakeholders, beneficiaries (women as well as unions) and potential business or workplaces partners. Resources from Czech individual fundraising (including potential corporate partners interested) will be used. The involvement of local partners in resources mobilization and in-kind support is also considered.

The CZDA and the Czech embassy will be informed and updated on these activities in details on further cooperation and actions related to project follow-up.

#### **4.8. Management a organizace**

Management and organization of the project was described above in Section 3. *Hodnocení řízení projektu.*

### **5. Poznámky k čerpání nákladů za daný rok (narativní část k Roční zpráva o činnosti projektu zahraniční rozvojové spolupráce)**

The final financial report is a part of this report and comes as part of Narrative report template.

## **6. Závěry a doporučení**

### **6.1. Poznámky k plánu aktivit a zpřesněnému návrhu rozpočtu pro následující rok realizace projektu, odůvodnění navržených změn (narativní část k Ročnímu plánu činnosti na následující rok)**

This section is not relevant as the project has been finished by December 2017. CARE will focus on phase-out activities – as suggested in proposal for 2018 – in limited extend to support project outcomes sustainability on the market.

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<sup>26</sup> Ibid,16.

## 6.2. Předpoklady a rizika v následujícím roce realizace projektu

This section is not relevant as the project has been finished by December 2017. Yet, below risks identified during the project implementation period are described further as part of lessons learnt/recommendation to another, following, project interventions.

Following risks and challenges were identified as art of evaluation:

- Despite the huge effort from the project team to break the existing stereotypes, stigmas and myths towards the persons with disabilities via public awareness raising campaigns, informational meetings and seminars **the stereotypical attitudes towards disabled persons are still prevailing in the target population.** The most prevalent of the stereotypes can be described as follows: adaptive work environment for disabled persons is connected to high expenses as well as the persons with disabilities (including women) are unable to perform their duties properly. Since during all the previous years' local population had no access to the relevant information about disability rights, it was hard to convince them to acknowledge even stereotypes and myths towards disability existing in the society.<sup>27</sup> It is clearly evident that more intensive awareness raising campaigns and trainings about the issues of disability and women rights should be organized in the target communities in order to give them an adequate information to embrace the proper approaches towards the disabled people.
- **The community of people with disabilities is weak and it is hard to identify leaders and activists among them.** The low capacity of the local civil society organizations to strengthen and address the needs of disability community seems very challenging as well.
- Project team encountered some difficulties in ensuring **full involvement of women with disabilities who were recipients of state provided social assistance package** for living below poverty line. Because of the fear to lose this social assistance package after involvement in income-generating activities and the trade-off they faced, project found it challenging to ensure full participation of this impact group.
- **All of the supported social enterprises established an effective business model** by scaling up their production and achieving growth in sales, but some of them still require further support, especially with establishment of sustainable market linkages.

That is particularly relevant to the enterprises established by women with disabilities only, as they often lack communication and negotiation skills necessary for concluding successful deal with the marketers. Based upon CARE's evaluation of the project, **the creation and strengthening of market linkages, marketing capacity of the enterprises and promotion, as well as business planning, is crucial for ensuring the sustainability of the enterprises.**

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<sup>27</sup> Komeriki, Ket. Report on Awareness Raising Seminars on the Rights of Persons with Disabilities and Women's Rights. Tbilisi, August 2017. 2.

### 6.3. Závěry monitoringu a doporučení nápravných opatření

As a result of CARE field monitoring, donor's recommendations and final evaluation following key findings were identified and taken into action during project implementation:

- In frame of the project, huge effort was made to raise the level of activism of women with disabilities and ensure full involvement of the target group in the project activities. This was achieved by conducting intensive awareness raising campaign “Together for Equal Opportunities” and numerous informational meetings across the project target areas. Furthermore, **awareness raising seminars on the rights of people with disabilities and women's rights significantly contributed to the empowerment of women with disabilities who became more active in promoting their rights.** Also, big achievement was raising awareness of wider community about life with disability.
- **CARE worked very closely with all relevant stakeholders, especially local authorities, private sector and civil society representatives who were partially engaged in the project.** The capacities of the local stakeholders increased significantly after participation in various capacity-building activities such as human rights trainings and various workshops organized by the project. As a result of strong involvement in the project, local authorities became more responsive to the needs of women with disabilities. The high degree of responsiveness of local authorities was best exemplified by the commitment of Samtredia local government to provide ongoing transportation support to the sewing enterprise “Gvirila” after project phase out.
- **The project significantly raised the level of awareness of the local private sector representatives about corporate social responsibility.** As a result of the project team work, the level of engagement of local private sector representatives increased significantly compared to previous two years. In the third year of the project implementation, 45% of the solicited ideas on creation employment for women with disabilities came from local private sector representatives.
- During the final evaluation of the project, it was identified that **the project contributed meaningfully to making a difference in the lives of women with disabilities by increasing their capacities, building their self-confidence and resilience, giving them the opportunities for fulfilment their potential and improve their livelihoods.**

*“There is a real positive change in lives of women with disabilities who were, before the project initiation, unable even to communicate with each other and with the rest of community, but now they have their jobs and their income is increased.”<sup>28</sup>*

- Based upon regular monitoring of CARE Czech Republic and CARE International in the Caucasus, it was revealed that **all of the supported social enterprises established sustainable business models by scaling up their production, finding markets and achieving growth in sales.** CARE's effort to connect the supported social enterprises to potential social investors via developing online marketplace and diversifying donor engagement seems essential for securing

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<sup>28</sup> Ibid, 18.

sustainability of the project outcomes. CARE is, therefore, actively trying to find a donor that would be able to support this type of activities in order to achieve a long-term impact and sustainability.

- CARE Czech Republic and CIC agreed on publicity and collection of **human interest stories** of the beneficiaries in order to a) contribute to reporting outcomes and impact of the project at individual level and b) inform public both in donor country about importance and effectiveness of the funding and at local level towards all interested partners in an attractive form of articles, video spot (on social media and online) and also photo documentation, including presentations of the products. Therefore, a bit more emphasis was given to visibility and publicity issues in last year of implementation. The visibility materials (spots, success stories) will be used in further communication towards stakeholders and potential partners for similar activities and/or support of phase-out marketplace activities.

Based upon these findings and final evaluation of the project, following recommendations were developed for future interventions:

- The project made a significant effort to stimulate women with disabilities and raise their level of activism to take part in various social events. However, **it was not feasible to ensure full participation of women with disabilities in the project especially of those who were recipients of state provided social assistance for living below poverty line. This should be changed by implementing various awareness raising activities using success stories showing the activism and empowerment of women with disabilities, identifying and strengthening leaders inside the community of people with disabilities and capacitating local civil society organizations to address the needs of the disabled.** Advocacy for corresponding legislative changes is another crucial element for success in this regard.
- In order to make a difference in terms of changing the attitude of society about life with a disability and creating inclusive social settings, **an intensive non-formal education on the rights of persons with disabilities and women's rights should be conducted** on a regular basis.
- The networking and developing close partnership with private sector is one of the necessary conditions to improve the employment opportunities for women with disabilities. **Intensive awareness raising activities on corporate social responsibility should be conducted for local private sector representatives.** For the purpose of facilitating the linkages among women with disabilities and private sector, various platforms and spaces for communication should be opened such as job fairs, online marketplaces etc.
- Since creation and strengthening of business linkages, marketing and promotion, as well as business planning, is a crucial element for ensuring the sustainability of the enterprises, **more efforts should be made to identify resources and diversify donor engagement in supporting the existing and potential market needs of social enterprises with participation of women with disabilities.**



**Based on the monitoring and evaluation outcomes and key findings identified above, continuation of the concerned project was outlined and submitted to the Czech Development Agency, focusing especially on activities leading to further support of the project ideas of the beneficiaries and long-term sustainability and impact of their social enterprises.**

Unfortunately, it was rejected by the donor due to a lack of financial resources. Therefore, **CARE Czech Republic decided to allocate extra funding in 2018 in order to facilitate a small follow-up project that would focus especially on sustaining the project outcomes through strengthening the networking and cooperation of various project stakeholders.**

CARE will, beyond this initiative, actively search for other ways to obtain funding and continue working with the project target groups in Senaki, Samtredia, Abasha and beyond.

### **Přílohy (dle relevance)**

**Příloha 1:** Přehled zapojených expertů a institucí

**Příloha 2:** Přehled dodávek

**Příloha 3:** Přehled subkontraktů a služeb

**Příloha 4:** Přehled školení

**Příloha 5:** Příběhy podpořených žen

**Příloha 6:** Závěrečná evaluační zpráva projektu

**Příloha 7:** Fotodokumentace

**Příloha 8:** Mediální výstupy v České republice

**Příloha 9:** Komunikační výstupy v Gruzii