When Women Work Economies Win

Women are a main pillar for the economy of a country. Society and the economy benefit from their active participation in the labour market.

In the Middle East and Northern Africa (MENA) women represent only 25% of the total labour force. Socio-cultural and structural barriers hinder women from joining the workforce or from advancing in their careers.

Join the ANA HUNNA Network!

The ANA HUNNA network spreads the message that women are self-determined, active and powerful.

Join the ANA HUNNA organisations from Egypt, Jordan, Tunisia and Morocco and become part of the ANA HUNNA Initiative!

About ANA HUNNA

The Initiative ANA HUNNA “ أنا هنا، أنا هنا, I am here, Je suis là” aims to promote gender equality in the economy, and challenges traditional perceptions of working women in the Middle East and North Africa (MENA). The initiative is supported by a network of civil society and (semi-)governmental organisations in Egypt, Jordan, Tunisia and Morocco.

ANA HUNNA has been established in cooperation with the Regional Program “Economic Integration of Women in the MENA Region” (EconoWin). It is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funded by the German Federal Ministry for Economic Cooperation and Development.

Contact Us

Please contact us directly to learn more about ANA HUNNA:

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Raising Awareness  
- Changing Mindsets!

Between September 2013 and April 2014 ANA HUNNA conducted the ANA HUNNA film and media campaign. Through the power of film the campaign raised awareness of the value of working women in the MENA region, the challenges they face and what opportunities exist for them.

Nine ANA HUNNA films toured through Egypt, Jordan, Tunisia and Morocco .... and beyond.

Partner organisations screened the ANA HUNNA films at events in universities, community centres, at film festivals and many more locations launching a greater public discussion on women and work and in turn, changing fixed mindsets.

At the screenings the audience, ranging from school children to private sector representatives, discussed and exchanged experiences with filmmakers, activists and many others!

ANA HUNNA continues!

The ANA HUNNA organisations continue to screen the films to raise awareness. They are linked together in a regional ANA HUNNA network.

ANA HUNNA Campaign 2013-2014

- 9 short films by filmmakers from the MENA region presenting courageous working women – documentary & fiction
- 12 ANA HUNNA organisations from civil society to (semi-)governmental organisations
- Film screenings in over 15 international and national film festivals and conferences
- Over 225 media reports about the campaign
- More than 330 events in the MENA region and in Europe
- More than 7000 viewers
- More than 20,000 followers on Facebook
... and much more to come!

“A lot of people come to the ANA HUNNA film events with their fixed mindsets. At the events they hear other opinions and start thinking – this is something good in itself. When someone opens space for new ideas, this is change!”

Esraa Saleh, Egypt