

# ActionAid Ethiopia

## Fifth Country Strategy Plan 2018 – 2023

Reviewed in 2022

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*Action for Gender Justice, Good Governance and Poverty Eradication*

# Foreword

This strategy was first reviewed in December 2019 and then in 2022. The 2019 review resulted following significant changes in Ethiopian socio-political and legal context that positively impact AAE's organizational priorities, programmes, and approaches. The first context worth noting is the change at local, national, and global context particularly the widening of civil society and political space and will of the Government of Ethiopia (GOE), for improved civil society space which gave opportunities for local, national, and foreign CSOs to engage in human rights issues, advocacy, and campaigns without any restriction. The second relates to the youth bulge in Ethiopia and its critical engagements and leadership, both formal and informal groups, interest groups in political, social, and economic changes of the country guided AAE to strategize youth engagement using integrated approaches of programming. The third context change relates to the overall socio-political dynamics and reform agenda taken up by the GOE.

The first context change resulted in repositioning of AAE in the areas of good governance, advocacy and campaign which implies the need to include governance as a standalone priority and integrated with other priorities. In effect, AAE adds Priority 2 aligned with the Global Priorities. The second context urged AAE to integrate youth programming as part of its priority under governance and civic participation while including programs on young people as part of its existing priorities cutting across all the four program priority areas. This will bring changes in how AAE ensures active participation and engagement of young people as critical agents of social change and current democratic processes in the country while creating safe spaces for youth to network and forge alliance at the LRP, national, regional, and global level for gender justice, good governance, and poverty eradication. The last, coupled with the first two, induced AAE to concur spaces aligning to its focus areas and engage with a wide range of governmental sectors, INGOs and local CSOs towards empowering people, solidarity, campaign, and alternatives. This enabled AAE to pronounce its Campaign and alternatives in addition to empowerment and solidarity.

# Our Identity

ActionAid Ethiopia (AAE) is a Gender Justice, Good Governance and Poverty Eradication organization,

In Ethiopia, ActionAid works to challenge various forms of power and build capacities to create people agencies of critical mass of communities especially Women, Girls and Young People living in poverty and exclusion to fulfil their rights, ensure redistribution of resources and build their resilience. AAE prioritize to work with Women, Girls and Young People and their organizations, networks, civil society organizations, national and local government and other allies to overcome gender injustice and structural causes of poverty.

We connect our work from communities to national and international level by leading and actively engaging in policy agenda for greater contribution towards a just, equitable and sustainable life of communities through addressing injustice.

AAE is a federation member of ActionAid International and has allied with people living in poverty since 1989 in Ethiopia.

# Our Theory of change



*Young people actively interacting during a training given by ActionAid Ethiopia*

Gender Justice, Good Governance and Poverty Eradication are achieved through purposeful individual and collective action to shift unequal and unjust power whether it is hidden, visible or invisible, from household level to local, national, and international levels. Empowerment of PLIP and exclusion is crucial. People's organization through their agencies is important to drive change that will transform power when led by Women, Girls and Young People and their allies committed to achieve justice, equity, and sustainability.

ActionAid's theory of change is embedded and underpinned by the Human Right Based Approach that inculcates Power analysis.

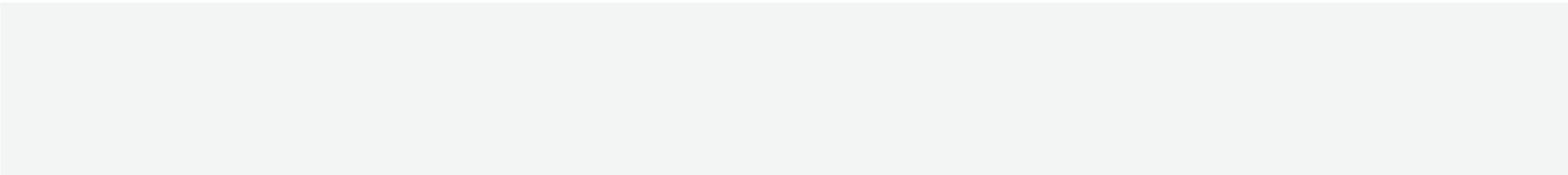
# Our Vision & Mission

## Vision

A just, equitable and sustainable Ethiopia, in which every person enjoys the right to a life of dignity and freedom from poverty.

## Mission

To achieve Gender Justice, Good Governance and Poverty Eradication, by working with Women and Girls, young people and people living in poverty and exclusion, their organizations, and supporters.



# Values

**Mutual Respect**, requiring us to recognize the innate worth of all people and the value of diversity.

**Equity and Justice**, requiring us to ensure the realization of our vision for everyone, irrespective of gender, sexual orientation and gender identity, race, ethnicity, class, age, HIV status, disability, location, and religion.

**Integrity**, requiring us to be honest, transparent, and accountable at all levels for the effectiveness of our actions and our use of resources and open in our judgements and communications with others.

**Solidarity with people living in poverty and exclusion** will be the only bias in our commitment to the fight against poverty, injustice, and gender inequality.

Courage of Conviction, requiring us to be creative and progressive, assertive, and innovative- without fear of failure- in pursuit of making the greatest possible impact on the causes of poverty, injustice, and gender inequality

**Independence** from any religious or party-political affiliation

**Humility**, recognizing that we are part of a wider alliance against poverty and injustice.

**Excellence**, we work with a sense of professionalism to maximize high quality standards and value for money.

**ActionAid Ethiopia** is committed to apply Human Rights-based Approach(HRBA) and values in our works, which will guide us in interpreting and advancing our mission



**Priority 2: Ensure Good Governance and increased Civic Participation for respecting rights of citizens**

**Focus Area 1**

Ensure Good Governance for delivery of quality Gender Responsive Public Services (GRPS)

**Focus Area 2**

Ensure the leadership and civic participation of young people in good governance, peace building, social change, and democratic processes.

**Focus Area 3**

Institutional Capacity Building for sustainable development and democratization process.



*'Serto Lefto Energy Saving Stove Cooperative' members ActionAid Ethiopia promotes energy-saving stoves to help women have better health, more time for other empowering activities and protect the climate from pollution with minimal use of firewood*

**Priority 3: Strengthen Rights to Resilient Livelihoods and Promote Climate Justice**

**Focus Area 1**

Climate Resilient Sustainable Agriculture (CRSA), agroecology and Livelihoods.

**Focus Area 2**

Promote Climate Justice

**Priority 4: Drive transformative women and young people-led community-based emergency preparedness, response, recovery, and the right to protection**

**Focus Area 1**

Provide Life-Saving Emergency Response.

**Focus Area 2**

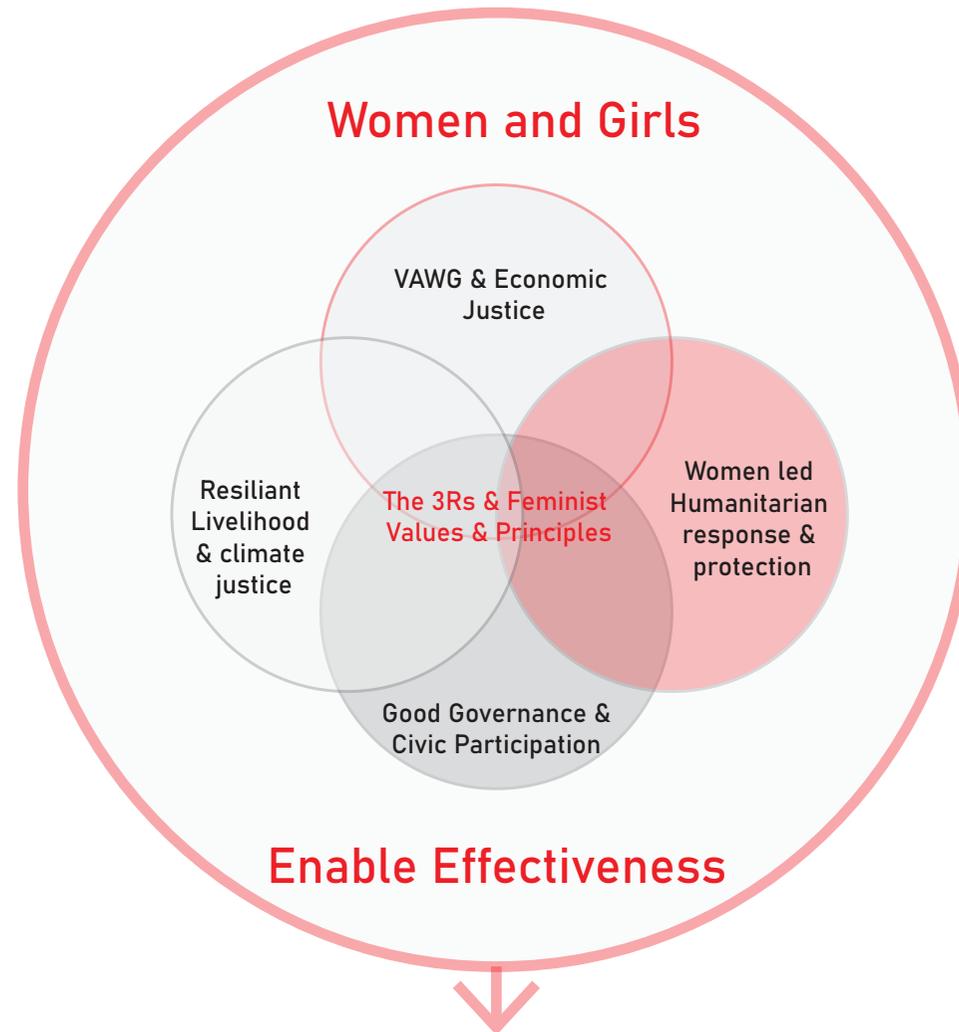
Protection programming during Emergency Response and Recovery.

**Focus Area 3**

Build on recovery and resilience of Women, Girls and young people in humanitarian crisis and disaster



ActionAid's Humanitarian Responses are always led-by representatives of affected women in both human-made and natural disasters. Picture:Ddistribution monitored by representatives of internally displaced women sheltered in Debrebirhan



Impact on Gender justice, Good Governance and Poverty Eradication

	Priority 1. Women's & Girls Rights, and education	Priority 2. Governance	Priority 3. Resilient Livelihood & Climate justice	Priority 4. Humanitarian	Unpaid Care Work (Excluding Media)	Total /year
2018	165,049 (112,105 F)	-	19,632	34,930	2,652	222,263 (112,105F)
2019	108,649 (63,058 F)	-	5203 (3070F)	6,631 (3912 F)	45,000 (25,000 F)	165,483 (95,040 F)
2020	88,803 (51661F)	52,226 (26117 F)	5203 (3070F)			419,995 (232, 102)
2021	80,740 (67,802 F)	8,518,973 (4,941,004 F) digital intervention	18,775 (9937 F)			8,701,802 (5,072,071)
2022	72,158(48,908 Female)	4569 (F- 2570; M-1999)	14,062 (11,690 F 2372 M)	87,991.00 (55,859.00 Female)		178,780
Total priority	515,399	8,575,768	64,506	482,525	50,152	9,688,323
Grand Total						19,376,673

# Change Story

ActionAid (our secret mother) came to us and facilitated a space for me, and other women like me. We come together on a weekly basis to discuss different issues like the root causes of poverty, personal hygiene, sanitation, the benefit of saving, and so many others. This space was a conducive platform for me to freely express my sadness and depression with my colleagues. After six months, Action Aid gave us training for five consecutive days on basic business skills. We learned a lot and automatically engaged in different income-generating activities. My SACCO (Bekemtu Saving and Credit Cooperative) gave me a loan of 3000 (18 Euro) and I started fattening two sheep. After five months, I got a profit of birr 1800 (31 Euro). My group appreciated my work and gave me a second-round loan of birr 4000 (70 Euro). With the second-round loan, I started preparing local drinks in addition to fattening sheep. My children Abdi and Hawi could freely attend school by this time.

Due to close follow-up and support from ActionAid, I could expand my businesses to farming land, Vegetable trade, small ruminant fattening, and preparation of local drinks as a result my profit increases from time to time. Now, I have cattle, a beautiful house of 52 Iron sheets with solar light, crops, vegetables in my garden, False Banana plant, and a potato farm. My children are attending school freely. I can say that ActionAid has opened our eyes to see the positive part of life.

Now, I am a committee member in my Saving and Credit Cooperative, a leader of social gathering “Idir” in my surrounding, and a committee of women’s development Army in my village.



# Context

## External context

Our world is facing more challenges today than ever. Expansion of power imbalance in the Global North and Global South, distraction of natural resources, the Covid-19 pandemic, prolonged and new conflicts, war, lack of political freedom and instability, religious fundamentalism, lack of economic opportunities and unemployment results to climate emergency, food crises and continue to deepen and exacerbate inequalities and threatens humanity. The Northern Conflict, that lasted from 2020-2022, posed a challenge to the development of the country leaving millions directly impacted.

## Poverty

Ethiopia continued to be among the poorest countries in the world. In Ethiopia, significant number of the population, estimated 68.7%, lives in multidimensional poverty while an additional 18.4% is classified as vulnerable to multidimensional poverty. The intensity of deprivations in Ethiopia, which is the average deprivation score among people living in multidimensional poverty, is 53.3 percent. Multidimensional Poverty Index (MPI) of Ethiopia is 0.367. In comparison, Rwanda and Uganda have MPI values of 0.259 and 0.281, respectively. Ethiopia's Human Development Index (HDI) value for 2019 is 0.485— which put the country in the low human development category— positioning it at 173 out of 189 countries and territories. (UNDP, Multidimensional Poverty Index 2021, UNDP, Human Development Report, 2020)

## Feminization of Poverty

Gender inequalities continue to persist globally despite some progress. Less than 1/4 of countries are making 'fast' progress towards gender equality while 1/3rd is either making no progress at all or is moving in the wrong direction or regressing. Accordingly, with the current pace, the 2030 target to achieve gender equality will not be met. Ethiopia is among those at stagnating level ranking 128/163 countries. (The SDG Gender Index Report, 2022)

# Context

## Governance context

The trajectory of governance in Ethiopia over the last decades depicts mixed results across various indicators. There was no debate about the worsening state of governance across sectors at all levels of government in the recent regime.

A few years back, the government conducted a multi-sector review of the state of governance, and by its own admission, the conclusion was not flattering. It questions whether the leadership realized the depth and gravity of the situation and whether the measures taken to arrest the decline matched the urgency (GoE, 2017).

According to the 2018 report by Ibrahim Index of African Governance (IIAG) Ethiopia has not improved its comparative status in overall governance ratings over a decade since 2008, standing thirty-fifth among 54 African states.

While there have been sustained improvements in aspects of human development such as health and education, there was an accelerating decline in areas of safety, rule of law and national security (Mo Ibrahim Foundation, 2018).

# Opportunities

Widened political space for the civil societies through revision of the CSOs law plays pivotal role for advancement of human rights in the country.

Amendment of electoral law, freedom of expression and rights to association and promulgating a Proclamation against Hate Speech are measure advancements.

National Women's Policy Revision initiative and action are commendable.

The establishment of the Ethiopian Civil Society Organizations Council contributes greatly to safeguard the CSOs the space.

The Nov. 2022 Peace Agreement signed between the Federal Government and TPLF brings hope, tranquility and peace to the country and the people.



*High-level Policy Dialogue to Revise Cooperatives' Proclamation and legalize formation of Women-only Cooperatives was conducted with the support of ActionAid and UNWOME*

# Challenges

Conflicts erupting in different parts of the country, mainly the Northern Conflict and those in Oromia regions challenged program operations, with regressing impacts on community's empowerment and resilience efforts, compromising social fabric and diplomatic feature of the country.

Human-made and natural disasters like drought, Covid-19, locust, flood, and other crises resulted in millions displacement and rise of insecurity also challenge advancement in development interventions.

Ever growing price inflation impacted programs negatively and financial sustainability of the organization.



*Jara IDP Centre, Amhara region serving as a temporary shelter for escapees of internal conflict in 2021*

## Human Rights Based Approach (HRBA) DEFINITION

A human rights-based approach is a conceptual framework for the process of human development that is normatively based on international human rights standards and operationally directed to promoting and protecting human rights. It seeks to analyze inequalities which lie at the heart of development problems and redress discriminatory practices and unjust distributions of power that impede development progress

### HRBA Concepts

#### Power

**Power lies at the heart of poverty and injustice.**

Power refers to the degree of control over material, human, intellectual and financial resources exercised by different individuals, groups, and institutions. It also means the power to make decisions and choices.

Rights cannot be truly realised without changes in the structure and relationships of power in all their forms.

That is why empowerment is necessary condition to bring the desired change.

#### Poverty

“In the light of the International Bill of Rights, poverty may be defined as a human condition characterized by sustained or chronic deprivation of the resources, capabilities, choices, security and power necessary for the enjoyment of an adequate standard of living and other civil, cultural, economic, political and social rights.”



## HRBA Concepts

### Intersectional Feminist Analysis



*Climate change is mainly exacerbating social and economic burden on women and ActionAid Ethiopia is always pioneer in reaching out to them to fight social, economic and climate injustice.*

AAE will focus and deepen on embracing and employing feminist values, principles that promote respectful relationships, inclusive, equitable and just economies, non-violence and non-discrimination, deep democracy, and freedom; and analysis (rights, intersectionality & power analysis) in all program works.

Patriarchy and Gender as systems of power, we will unpack the visible, hidden, and invisible power that normalized power and resource imbalance from the household to national level.

We will also explore the different multiple dimensions of poverty, gender inequality and powerlessness; and the impacts of the intersection of the different identities of people especially Women, Girls and Young People living in poverty in our program priorities (women's rights, resilient livelihood, and humanitarian) throughout our program cycle management. This will help us to deliver our mission, deepen our program quality, focus and to play a strategic role in challenging gender injustice and poverty in an integrated manner across our program priorities by using evidence-based analysis.

# Change Story

## “Using Energy-saving stove improved my health”- Askale from Elfeta LRP

Askale ,25, is married and has got three children. She’s never been to school. In her daily life, she prepares food for the family using firewood for about two or three hours each day and she believes the smoke and heat of the firewood is dangerous for her eyes and skin. Due to the various domestic work she handles, she could not get time to participate in different social issues and economic progress activities.

“The problem is not only mine it applies for all women living in this area. ActionAid came to our village, organized women in groups by facilitators and formed a Reflection Action Circle (RAC) named “waltaane” and started sessions by weekly base. We discussed on topics like human right, women & child right, and climate change. ActionAid also organized a three-day training that enabled us to understand about climate change adaptation and mitigation activities and utilizing energy saving stove. Energy-saving stove helped me to reduce firewood consumption by 50% and freed us from toxic fumigant & heat waves. I could also reduce the time I spent on cooking which allowed me to participate in SAACO and horticulture production. Furthermore, I am starting functional adult education with our group. Now I can write my name and phone number.

My husband’s behavior has also changed a lot; we support each other sharing work burden. He supports me in water fetching, washing cloth and prepare coffee ceremony in house. I would like to thank AAE and facilitators who brought this important chance to me and for our village.”



# Change Story

Due to cultural, social, and other harmful traditional beliefs, women did not access education like men in the Semen Bench district. Most women in Semen Bench were illiterate. Because of this, they were mostly out of information and excluded by others.

Martha, living in Semen Bench, was a woman getting married at an early age without her consent. She also had no opportunity for education. She has no decision-making power in her resource as she did not know how to read and write. Her social engagement was limited. The absence of literacy skill hindered her from engaging in diverse activities like making her own business. Functional Adult Literacy program introduced by ActionAid has opened her eyes and helped her achieve her ambition in various ways.

- Martha is now able to read and write and get the opportunity to voluntarily serve her savings and credit cooperative (SACCO) as a cashier.
- Martha has got training in financial management and basic business skill, and this has helped her engage in diary and agricultural business using the financial resource from her Saving and Credit Cooperative established by ActionAid. This helps her feed her children and send them to school.
- Martha has developed self-confidence and is engaged in the household decision making equal to her husband.

To support the Functional Adult Literacy program, ActionAid Ethiopia has trained 15 facilitators/teachers with the necessary teaching skills. The role of each facilitator is to teach adult women and make them able to read and write in their local language. The local rights program provides teaching materials like blackboards, benches, exercise books, and pens to the literacy program sites. In addition to literacy and numeracy, women learn basic sciences on health care and agricultural issues with guest lecturers from the area. Women took one soap when they attend their educational sessions as part of the ActionAid motivation package.



# Program Approaches

## Rights (Entitlements)

It is important to recognize and act up on the potential of women and girls individually and collectively and be conscientized to claim their rights and resist any form of discrimination and oppression.

Public awareness is crucial to reveal and challenge any form of visible, invisible, and hidden power to ensure respect of people's rights.

It is important to recognize the multiple realities/identities women navigate in their lives to holistically realize their rights. It is central to realize Women, girls and their institutions socio economic empowerment to challenge negative social and harmful traditional norms and practices that fuel discrimination against women and girls.

## Redistribution

People living in poverty, especially women and girls must have access to and control over productive resources. Communities and the duty bearers must recognize, reduce and redistribute women's unpaid care work at household and community level. Public Budget redistribution and service provisions should be gender responsive ed goods should be fairly This entails developing appropriate policies, strategies and measures to enable Women actively lead their reproductive, productive and community roles.

## Resilience

As humanitarian emergencies are increasing in country, people living in poverty and exclusion must have the resilience to withstand, recover from and transform systems that increase their vulnerability. Power must also be shifted to first responders, especially women's and Girl's organizations at the frontline of emergency response, with increased accountability to these local communities. People who are most impacted by crisis must be supported to tackle these underlying drivers, including gender inequalities. Given the impact of climate change on rural communities and livelihoods, we will work to safeguard food sovereignty and to achieve ecological and climate justice.

# Change Story

Tesfanesh, 16, is a grade 7 student in Kasha Primary School, in Semen Bench. She aspires to acquire her degree in medicine and be a physician to serve in her hometown, Bonga.

“We learnt and are learning in classrooms made of earth and wood; and as you can see the floor, blackboard, and the desks are not inviting to learn happily, but the new blocks constructed by ActionAid are very attractive for learning. I am happy my little brother and sister are learning in better rooms than me.”

She also stated that the provision of sanitary pads for girl students has helped them to attend their classes consistently and actively without any fear of nagging by boys during menstruation. “The construction of separate latrines for girls and the construction of library with different reference books is also a big encouragement not only for girls but also for boys that are serious about their education,” she added. Tesfanesh’s mom is a member of saving and credit cooperative (SACCO) established by ActionAid Ethiopia in the district. She took a loan of three thousand Birr and built three rooms in her compound for renting them and is getting a good some of income from that. Her dad has also attended training organized by ActionAid on topics such as women’s rights and harmful traditional practices like early marriage and polygamy. Both are happy that ActionAid has built new classrooms and libraries for their children and expressed that they want to contribute their part in the future on the works of ActionAid Ethiopia.



*Tesfanesh, in the middle, and her parents with a prize she secured from her school for her outstanding performance.*



*Tesfanesh is learning in the old block made of earth and wood while the little ones are in the new block constructed by ActionAid with the support of Change Makers. (Picture by ActionAid Ethiopia)*

“I am happy my little brother and sister are learning in better classrooms”.

# Change Story

Kumale is 32 and a widow with four children (3 female) that was living in chronic poverty, managing her children without father.

Being a member of RAC group organized in agro-ecology she brought remarkable change in her family life. “In the RAC group we discussed every issue that was affecting women’s life and the mechanisms to solve those problems’,’ she said. Prior to becoming a member of the RAC and benefiting from the interventions of Action Aid, she had no oxen for ploughing her land and was unable to cover the cost of agricultural inputs, and this forced her to give her land for another farmer on cost sharing base.

“Through time I got 3000-birr loan from the saving and credit cooperative and started sheep fattening. I got birr 2000 profit from the first fattening season and in same season continued with vegetables productions on my backyard garden using small scale irrigation and earned

By then I have got a capacity to reclaim my land. Again, I took the second-round loan 4000 birr from the cooperative and invested on my returned 1ha of land. I produced crops and vegetable and my history started to change here, within one year I produced twice and harvested teff, maize, tomato, cabbages, and beat root from 1hectare of land.



**“I broke the poverty that I inherited from my parents with the support of ActionAid,” Kumale from Ameya**

# Policy Campaigns -UCDW

ActionAid Ethiopia will continue leading on influencing agenda of Unpaid Care and Domestic Work (UCDW)

UCDW is considered part of women's and girls' reality as a result of patriarchal underpinnings that has affected the social fabric and the mainstream economic models from household to global level.

Women's disproportionate share of unpaid care work undermines their right to decent work and increases their likelihood to take up precarious work.

The Covid-19 pandemic is witnessed to exacerbate this burden of women and girls for them remained the frontline to shoulder the care economy and impacts of the pandemic.

The time and energy spent on care work may not leave enough time in a day for decent paid work. The time and energy spent on care work may not leave enough time in a day for decent paid work. This locks women in cycles of poverty and results in their dependence on other household members, often men, for their livelihoods



*Communities are inspired by policy makers demonstrating Unpaid Care and Domestic Work (Ameya LRP)*

**The Change we want to see:** Structures and systems at all levels (from household to local - National and Global level) are transformed to respect and enable women to enjoy equal rights and opportunities that ensure economic justice through recognition, redistribution, and reduction of unpaid care work.

# Change Story



I have seen changes in our lives that not only were we able to afford sufficient food but also got television and pipe water among other luxuries.” Abeba was one of the 2021’s IWD awarded women from her SACCO due to her hard work. She is a role model in her village in her successful business and changing UCW practices in her family.

“We used to quarrel with my husband by home expenses and he didn’t value my role/contribution in the family. Now thanks to ActionAid and my RAC facilitators we are helping each other and strive to sustain our change. We are active in social activities of our village and villagers recognized our life as a model family,” Abeba concluded.

Abeba Sisay is married and has a son. She lives in Kimir Dingay Kebele, South Gondar zone of Amhara region. She was one of the targets of women living in poverty to engage them in economic empowerment activities through capacity building training and sheep provision.

“Prior to joining ActionAid, I spent my days at home as a housewife fully dependent on my husband for living. He was the sole bread winner with little money he earned by working as casual labourer. We hardly met our basic needs. Enough food and availability of home accessories was a luxury in our household. ActionAid supported us with resources to jump start our IGA. I was enabled to start my animal rearing business by being given six sheep by ActionAid. With the skills I had learnt and with support from my husband I was able to multiply them. In a span of two years, I had seventeen off springs which I sold them for birr 30,000. This really boosted my confidence in business.

“Prior to joining ActionAid, I spent my days at home’

# Policy Campaigns – Climate Justice

Climate change threatens people with food and water scarcity, increased flooding, extreme heat, disease, and economic loss and as a result leads to human migration and conflict.

Women and girls are among vulnerable groups and young people are main drivers of the campaign agenda. Countries and communities that have done the least to cause the climate problem are the ones facing the worst impacts. It is therefore urgent that the world not only stops future climate change, but also protects the lives and livelihoods of people in the Global South who are already suffering the impacts of climate change. Climate justice recognizes the climate crisis as a social and political problem, economic, as well as an environmental one.

It acknowledges different communities feel the effects of the crisis differently, and that the responsibility for the crisis rests with some countries and companies more than others. AA Climate justice: “Links human rights and development to achieve a human-centered approach, safeguarding the rights of the most vulnerable people and sharing the burdens and benefits of climate change and its impacts equitably and fairly. Climate justice is informed by science, responds to science, and acknowledges the need for equitable stewardship of the world’s resources.”



*Borana zone of Oromia region has not seen rain for five rain seasons, and this has caused the death of more than 3million cattle catastrophizing the livelihood of the pastoralist community.*

The change we want to see:

- Women, young people, and communities able to influence policies and plans that help reduce climate change impacts and ensured their needs and rights.
- Taking a justice-based approach to emissions reductions means leaving no one behind in the transition to a low carbon economy. This includes a transition where everyone’s essential needs to housing, transport, energy use and fair work is met.

# ActionAid Federation

ActionAid Ethiopia shares the vision of the federation on the new ways of working for networked, unified, and agile federation. Among the different venues to demonstrate our commitment to the Federation our active participation in the International Spaces and Global Campaigns which serve as the major strategic relationships and learning and sharing platforms.

ActionAid Ethiopia will contribute to the Global Leadership of the federation that is established in 2022 to advance important federation processes and priorities that require shared and collective leadership.

The Advisory Council of AAE will ensure our representation at the General Assembly and our multiple accountabilities.

# Knowledge Management

**We will have a system that enables us to measure Impact and Knowledge Management for evidence-based alternatives.**

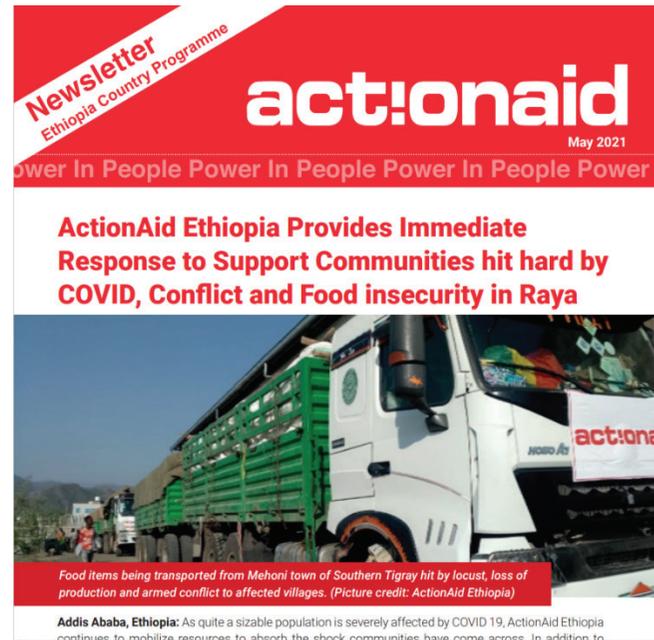
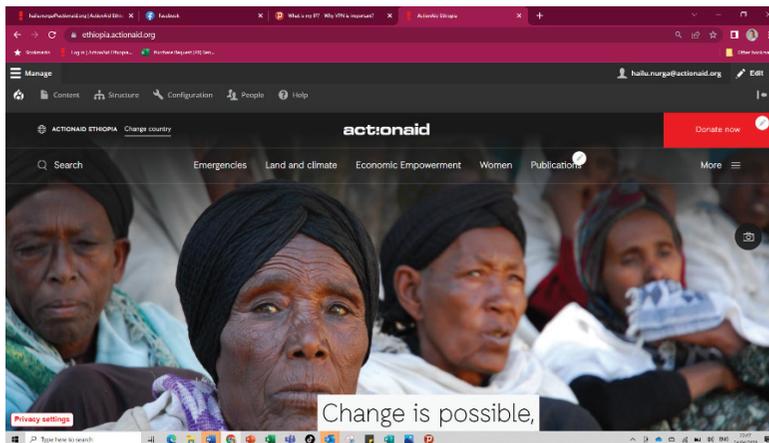
Building on ActionAid's Accountability, Learning and Planning System (ALPS), our Program Quality, Learning and Impact (PQLI) privileges the voices, perspectives and analysis of people living in poverty and exclusion. To this end, our MEAL in CSP V will focus on assessing and demonstrating the impact of our work, testing our theory of change and tracking changes and lessons learned from the implementation of our programme framework and collective priorities. Reviews, ongoing monitoring and reflection processes, impact assessments and post-distribution monitoring in the CSP V will sufficiently assess how power has shifted and what impact this has brought about, both positive and negative, including shifts in gender and other unequal power relations.

Our M&E will generate new knowledge and evidence-based alternatives that strengthen our understanding and knowledge of how social change, particularly shifts in power relations, happens in line with our theory of change.

# Digitalization and Innovation

## AAE embraces innovations and digital technology:

- To realize our ambition of Gender Justice, Good Governance and Poverty Eradication as well as to ensure our organizational effectiveness.
- As the most effective and efficient channel in creating new alternatives, opportunities and enabling factors for social mobilization and attitude changes.
- As an enabler to actively undertake digital transformation to drive our agenda relevant and appropriate to us.
- As the potential to strengthen our engagement with local partners and people's organizations.
- To enhance our programming approach, including M&E, Influencing and solidarity actions.
- For fund raising to communicate and reach out to current and potential supporters, donors, and the broader public. AAE has modernized its sponsorship business which enhances its effectiveness and efficiency. by innovation, digitalizing our systems and processes. We will strengthen our social media presence and use of digital platforms for our communications and visibility works.
- To strengthen solidarity with people living in poverty and exclusion through providing information, influencing and awareness creations.
- As it contributes to cost effectiveness, efficiency, and healthy environment by reducing carbon footprint and contribute to strengthening connectivity.



# Resource Mobilization and Management

AAE has maximized its funding base and opportunities through designing a funding strategy aligned with our identity &

- We will continue diversification, supporters'/donors' retention and ensure compliance and marketing through our visibility and communication mechanisms.
- AAE will continue allocating sufficient fundraising investment, setting in-country Donor Engagement Plan, and building donor relationships.
- AAE will co-operate/team up with like-minded NGOs operating in Ethiopia to tap Humanitarian & livelihood funding opportunities through consortium. It calls for AAE's increasing engagement on Humanitarian Emergency & Recovery Response; preparedness and managing emergency response funds leveraging its added value on protection.

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## Find Us

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*Action for Gender Justice, Good Governance, and Poverty Eradication!*