



مركز الملك سلمان للإغاثة والأعمال الإنسانية
KING SALMAN HUMANITARIAN AID & RELIEF CENTRE



Empowering Yemen Women Catalysing on Renewable Energy Project



Report: Final Media Report (Annex A)

Reporting Period: 01 November 2024 to 31 October 2025

Donor visibility

Ensuring visibility for KSrelief is integral for UNDP's communications strategy. Through strategic media coverage, UNDP aims to highlight the impactful contributions of KSrelief's development efforts in Yemen. UNDP and its local partner, the RP, have been highlighting the positive impact of the KSrelief-funded project through comprehensive visibility by showcasing the project's activities and impact, capturing positive economic and environmental changes for the project's beneficiaries and their respective communities.

UNDP Yemen, in close partnership with KSrelief's media team, is committed to ensuring high visibility and meaningful representatives of the WE project. Through joint communications and coordinated meetings, we have highlighted the essential activities of the implementation and the impact on the beneficiaries and the communities of the targeted districts.

Through close and continuous coordination between UNDP Yemen and the KSrelief's media team, we regularly shared progress updates, human-interest stories, and multimedia content to highlight the project's impact. This collaboration ensured transparency, strengthened partnerships, and guaranteed that the WE project's achievements were widely recognized and properly credited to all contributors.

Operational visibility

UNDP is committed to prominently displaying the KSrelief logo on all printed materials associated with KSR WE throughout its implementation. Thus, UNDP regularly met with the RP, For All Foundation (FAF), to discuss UNDP's and KSrelief's visibility guidelines and ensure proper implementation of these guidelines in all FAF's communication activities and publications.

The communication teams from UNDP and FAF established a review and feedback mechanism for all publications, including banners, roll-ups, and social media posts. This collaboration aimed to ensure adhering to UNDP's guidelines, tools, and processes to enhance communication strategies, foster best practices, and effectively promote donor visibility and engagement.

The UNDP Yemen website has a dedicated web page for the project, available in both [Arabic](#) and [English](#). This page is regularly updated with the latest information and developments related to the project, ensuring that all relevant documents and resources are accessible to the public.

Additionally, UNDP collaborated closely with the RP to ensure high-quality photos and videos are captured during all project activities, including interviews. UNDP Yemen team has produced videos for the project, utilizing raw visual materials, such as short clips and interviews, from the training of the ongoing vocational trainings in the targeted districts. Furthermore, UNDP has developed written success stories from the targeted districts to highlight the project's impact and achievements.

Sustained Media Spotlight Highlights WE Project's Journey in Empowering Yemeni Women

The WE project, from its very inception, captured the attention of the Yemeni public, thanks to comprehensive and sustained coverage by local media outlets. This narrative began with the project's signing agreement on 27 September 2024 and continued unbroken through its official launch on 26 January 2025. Local newspapers, television, and radio stations diligently documented the project's every phase, creating a public chronicle of its progress and its profound positive impact on communities across Yemen.

The media's focus consistently highlighted the transformative goal of empowering Yemeni women, while actively acknowledging the crucial role of KSrelief's funding as the driving force behind the

initiative. This media engagement culminated in extensive coverage of the project's official launch on 26 January 2025. The high-profile event, led by UNDP with support from KSrelief's office in Aden, was attended by senior officials from the Ministry of Planning and International Cooperation, the Ministry of Social Affairs and Labour, the Governor of Aden's Office, and the Ministry of Technical Education and Vocational Training, underscoring the broad national and local support for the project. Resulted in garnering substantial local media coverage, reflecting its positive impact on Yemeni communities. **Please refer to Annex C for the detailed Media Monitoring Reporting.**

In a dedicated effort to ensure the generous funding of KSrelief was clearly recognized throughout the community, the project team implemented a comprehensive visibility plan. Adhering strictly to the KSrelief media visibility guidelines, the team designed, produced, and distributed a suite of high-quality promotional materials. This included large-format banners for public events, portable roll-ups for informational briefings, and detailed factsheets that clearly communicated the project's objectives and impact to beneficiaries and local partners. Beyond the printed collateral, the team took direct action to ensure the donor's identity was permanently linked to the project's produced oven and solar lanterns. They carefully affixed durable, weather-resistant stickers to every oven distributed to families, for the solar lanterns— formal metal plaques were procured and installed. Each plaque featured the distinctive KSrelief field logo, serving as a lasting emblem of the support that illuminated their homes and empowered their daily lives.

The [Google drive](#) link contains three folders: Aden, Al Qaten and Al Qabaitah. Each governorate's folder has been meticulously organized to align with the specific outputs and activities of KSR WE for each governorate. This systematic approach ensures that all relevant materials are easily accessible and efficiently categorized, facilitating streamlined navigation and effective management of project-related visual materials. **Please refer to Annex C for the detailed Media Monitoring Reporting.**

Project Coverage on UNDP Channels

UNDP's social media platforms have actively shared content showcasing key project activities, ranging from beneficiary training—including entrepreneurial skills and vocational programmes—to the distribution of project outputs throughout the project's period of implementation. These posts demonstrate the project's significance and communicate its impact to the broader public. The UNDP Yemen social platforms that have been used to outline the distribution of content are Instagram (IG), Facebook (FB), X (formerly Twitter), and LinkedIn in addition to UNDP Yemen website and its YouTube channel. **Please refer to Annex C for the detailed Media Monitoring Reporting.**

UNDP has published web stories to highlight the projects' activities and spotlight the impact of the project by collecting testimonies. These web stories amplify the voices of women beneficiaries, highlighting their experiences and the project's progress. Each article includes a dedicated section highlighting KSrelief's partnership and its vision for advancing women's empowerment and renewable energy in Yemen.

Date	Link
30.10.2025	AR: تمكين المجتمعات اليمنية من خلال الطاقة الشمسية ENG: Empowering Yemeni communities through solar energy
27.08.2025	AR: نساء القبيطة يصنعن مستقبلهن من خلال الطاقة الشمسية ENG: Women in Al-Qabaitah are powering their future with solar energy
01.09.2025	AR: المرأة اليمنية تقود الجهود نحو سبل عيش مستدامة وخضراء في القطن

	ENG: Yemeni women lead the way towards green livelihoods in Al-Qaten
02.06.2025	AR: نساء يرسمن مستقبل الطاقة المتجددة في اليمن ENG: Women leading Yemen's renewable energy future

Success Stories

UNDP's social media platforms have featured individual beneficiaries through a dedicated "Photo Story", highlighting their personal experiences and the impact of the project on their lives. These stories showcase the transformative role of renewable energy and women-led microbusinesses in improving household livelihoods.

Aisha's Story	• FB: Aisha's Story • IG: Aisha's Story • LinkedIn: Aisha's Story
Miriam's Story	• FB: Miriam's Story • IG: Miriam's Story • LinkedIn: Miriam's Story
Amani's Story	• FB: Amani's Story • IG: Amani's Story • LinkedIn: Amani's Story
Sadiquh's Story	• FB: Sadiquh's Story • IG: Sadiquh's Story • LinkedIn: Sadiquh's Story

Glimpses from the Field: The WE Project in Action



Women participants work together to produce solar-based ovens as part of their vocational training.



Beneficiaries receiving solar ovens during the distribution in Al Qaten



Women participants work together to assembly solar lanterns as part of their vocational training.



Solar lanterns distributions in Al Qabaitah



Women working during Vocational training



Women participants graduation and receiving vocational training certificate, Qaten.

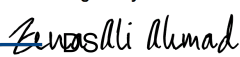


Women working together produce solar-based ovens.



Women participants graduation and receiving vocational training certificate, Al Qabaitah

Zena Ali Ahmad

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