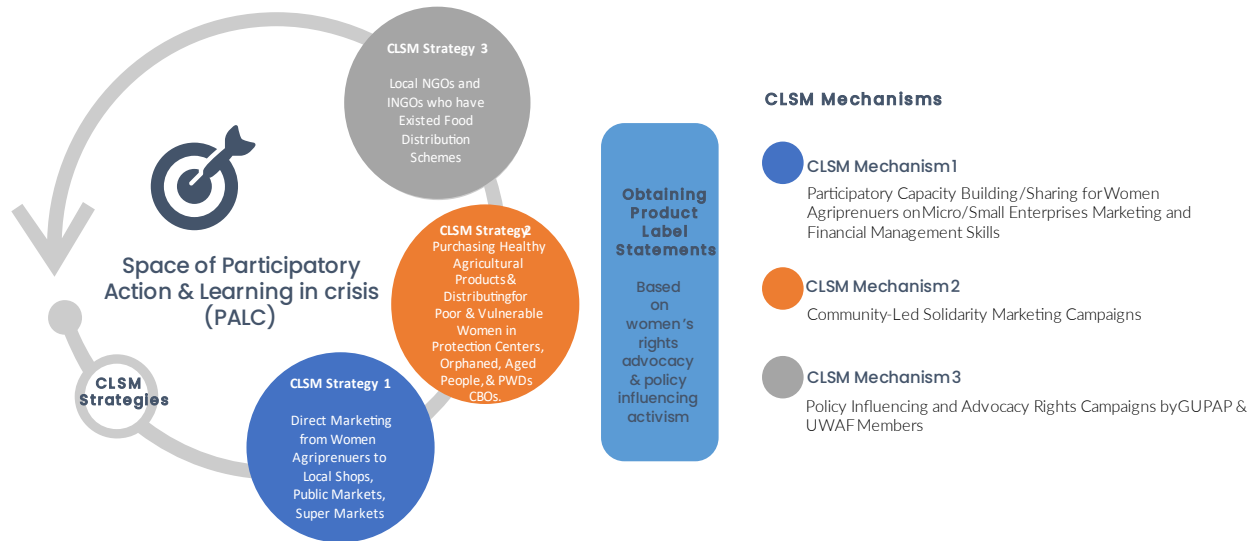


# GUPAP Community-Led Action in crisis (CLA)

## Community-Led Solidarity Marketing in crisis (CLSM); Approach, Strategy & Mechanisms



The Community-Led Solidarity Marketing Campaigns (CLSMCs) is a strategic mean towards enhancing the resilience for Gaza urban women agripreneurs; an entry point to enhance resilience of local city food system. The Community-led Solidarity Marketing in Crisis (CLSM) Approach combines 3 aspects:- **Development** reflected in the socio-economic development of women-led MSEs, at least 200 women Agripreneurs, with the support of GUPAP, managed to establish their own community power space (UWAF), used for participatory capacity sharing, networking, and knowledge exchange; **Humanitarian** where vulnerable families are receiving healthy food and dignity packages; **Social Peace Building** where women are at the heart of Urban Family Farming, and they are bearing the brunt of being small enterprise owners, households, and mothers of children; the CLSM has enhanced their ability to deal with social conflict. The power of the CLSM approach is rooted in Disaster Risk Reduction. The uniqueness of this CLSM approach stems from the following key aspects: -

- It is based on supporting the locally produced food by the women agripreneurs, instead of using imported food items delivered by local and INGO (the traditional humanitarian assistance);
- It is based on the collaboration and cooperation of several local organizations;
- It is planned, implemented, and evaluated by the women groups and members of the Urban Women Agripreneurs Forum (UWAF).

The CLSM approach approves its effectiveness in the Gaza protracted crisis; it has resulted in various positive outcomes, including reduced dependency on international markets, lower ecological footprints, increased networking, coordination, and exchange with relevant actors (members of CFSAN), and the integration of long-term resilient and sovereign and urban development policies and initiatives.

The approach also intersects with the Mediterranean region focus highlighting the increase in the youth population where entrepreneurship could serve as a viable alternative and catalyst for economic urban development and positive change. This approach is addressing the collective economic and economic based on solidarity to achieve economic justice.