

# Assessment of Advocacy Initiatives and Tools for Changing Gender Discriminatory Social Norms and Attitudes

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# INTRODUCTION

Violence against women (VAW) is form of gender-based violence. Defined as: “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life”<sup>1</sup>, violence against women concerns discriminatory actions, including physical violence, emotional violence, and psychological violence, towards women and girls. The main distinction between “violence against women” and “gender-based violence” is that the motive behind gender-based violence is punishment for an individual not following a gender role, whether that individual is male or female. Accordingly, men and boys can also be victims of gender-based violence<sup>2</sup>. In this report, projects in the region combatting violence against women, rather than gender-based violence more broadly, will be examined.

The main objective of this report is to identify successful advocacy initiatives and tools implemented but UN Women partner organizations that aim to change discriminatory social norms and attitudes, implement gender equality and end violence against women in **Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Kosovo, Serbia and Turkey**. To accomplish this objective, local researchers conducted research on VAW-related advocacy initiatives by UN Women partner organizations in each country over the last 5 years.<sup>3</sup> The analysis of all cases were supported by interviews with various stakeholders of the initiative. From an initial pool of 15 case-projects, campaigns, and initiatives-conducted in each country over the past five years, three cases were chosen to be analyzed in depth. From those three; one case was chosen as a “good case”, demonstrating effective practice on changing discriminatory social norms and attitudes through communication and advocacy; a second case was chosen as a “promising case”, demonstrating some effective practices on changing discriminatory norms and attitudes; and a third case was chosen as a “potentially promising case”, demonstrating potential to employ more effective practices to change norms and attitudes.

Projects that tackle the issue of VAW often have one of two aims, either:

- Dealing with the consequences of VAW after it happens or;
- Preventing VAW before it happens.

Additionally, some projects target both the consequences and prevention of VAW, before and after the act. The Our Watch report, “Putting Prevention of Violence Against Women into Practice<sup>4</sup>”, goes further and divides VAW prevention into three types- primary, secondary and tertiary- shown below.

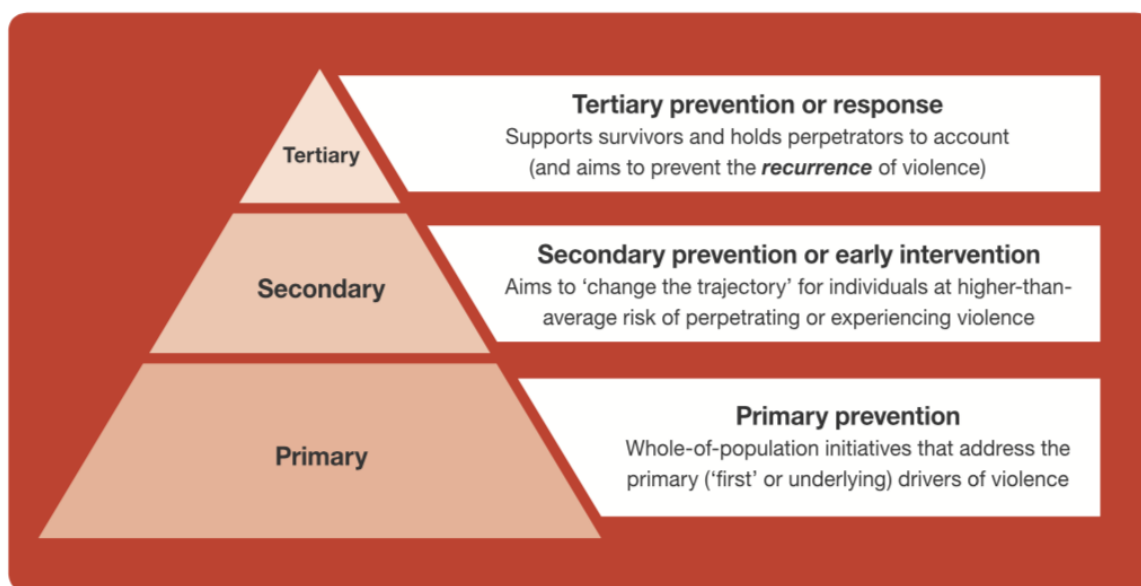
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<sup>1</sup> General Assembly Resolution 48/104, *Declaration on the Elimination of Violence Against Women*, 1993. Can be accessed from: <http://www.un.org/documents/ga/res/48/a48r104.htm>

<sup>2</sup> UN Women, *Defining Violence Against Women and Girls*, <http://www.endvawnow.org/en/articles/295-defining-violence-against-women-and-girls.html>

<sup>3</sup> See Annex 1

<sup>4</sup> Our Watch, *Putting Prevention of Violence Against Women into Practice*, <https://www.ourwatch.org.au/getmedia/a8d9dc3d-2291-48a6-82f8-68f1a955ce24/Putting-prevention-into-practice-AA-web.pdf.aspx>



**Image 1:** The relationship between primary prevention and other work to address violence against women.<sup>5</sup>

As seen from this categorization, there is potential for a wide range of VAW prevention activities. Within the scope of the regional projects examined in this report, the good, promising, and potentially promising case categorizations mainly considered the type of prevention targeted in the project—either primary, secondary or tertiary. Good cases were identified because they more effectively targeted “primary prevention” of VAW, thereby aiming for long-term behavioral change. Promising cases, however, may have targeted more “secondary prevention” of VAW, and potentially promising cases may have targeted more “tertiary prevention” of VAW, both of which have less potential to accomplish long-term behavioral change.

The choice to analyze not only good regional practices on VAW prevention, but also promising or potentially promising practices was intentional, as lessons learned from less successful initiatives can be instructive to improve future initiatives. Good practice is a process or methodology that represents the most effective way of achieving the expected result, or one that has been proven to work well and produce good results and is therefore recommended as a model from which to learn, and ready to be replicated. However, evaluating only good or best practices would not be enough to effectively learn from experience and design better projects in the future. Dissemination of less successful practices are therefore equally valuable for learning and future improvement.

This report is a summary of the output analysis conducted for all 21 cases (3 cases for each country). First, an overview and **analysis of the 21 cases** is presented by country. The case analysis is fully supported by data collected in the region. Following the individual analysis, a **general analysis** of all the cases in the first part of the report is presented. Next, a **table of recommendations** that aims to guide future projects is offered. Finally, an **overall conclusion** is proposed.

<sup>5</sup> Our Watch, Putting Prevention of Violence Against Women into Practice, <https://www.ourwatch.org.au/getmedia/a8d9dc3d-2291-48a6-82f8-68f1a955ce24/Putting-prevention-into-practice-AA-web.pdf.aspx>

# CASE SELECTION CRITERIA

All the cases within this report demonstrated one or more of the criteria below:

- Creativity in tools and methods
- Effect generated on target audience
- Evidence-based approach, where the problem is identified through research or clear data in hand
- Innovation/pioneering in the project’s approach to the issue
- Inclusion of women at the center of the project, as well as inclusion of men in the framework
- Place in the public agenda
- Continuity/sustainability

The 21 innovative and inspiring cases from the region were chosen according to the presence of these criteria in their project tools, methods, and approach. Innovative aspects of the project will thus be highlighted for each case in the report.

## ANNEX 1 – List of Local Researchers

<b>Albania</b>	Irena Nikaj
<b>Bosnia</b>	Alma Jeftic
<b>FYR Macedonia</b>	Marija Risteska
<b>Kosovo</b>	Mirlanda Kusari Purrini
<b>Montenegro</b>	Aleksandra Gligorovic
<b>Serbia</b>	Visnja Bacanovic
<b>Turkey</b>	İdil Soyseçkin

## SELECTED CASES:

Country	Case	Primary Focus	Secondary Focus
Albania	Support Domestic Violence Services under the UN Joint Programme to support implementation of the National Strategy for Gender Equality and Domestic Violence (NSGE-DV)	Awareness-raising	Empowerment of VAW survivors
	Women’s empowerment: building capacity to improve access to economic opportunities with a special focus on survivors of domestic violence	Economic empowerment	Awareness-raising
	Developing a sustainable referral system for managing domestic violence cases at the municipal level. Working with the municipalities of Lushnja, Gramsh, and Rubik.	Empowerment of rural women living in poverty	Enhancing services

Bosnia	Peer and Gender-Based Violence in School / TPO (Transkulturalna Psihosocijalna Obrazovna Fondacija)	Youth and VAW	Awareness-raising
	Support Women and Girl Survivors of Sexual and non-Sexual Violence / "Snaga Zene" Tuzla	Empowerment	Awareness-raising
	"Women and girls with disabilities have the right to a life without violence" / Bonaventura	Women with disabilities	Awareness-raising
FYR Macedonia	Women's Archive 2.0 / Fight like a woman	Technology	Awareness-raising
	Put a Dot	Awareness-raising	Social media
	React: Share a Story, Stop Violence	Safe Cities	Technology
Kosovo	"No More Excuses" – Kosovo Women's Network (KWN)	Awareness-raising	Social media
	"Ec Shlire" (Walk Freely) - smart phone application for reporting sexual harassment / KWN	Technology	Awareness-raising
	Direct Assistance to Survivors of Domestic Violence	Empowerment	Awareness raising
Montenegro	Child Sexual Abuse - Breaking the Silence! / SOS Podgorica	Child sexual abuse	Awareness-raising
	Campaign: "Unwanted" / "Nezeljena" / NGO "Women's Rights Center"	Prenatal gender testing	Awareness-raising
	"Education Without Violence" / NGO "Center for Roma Initiatives"	Ethnic minorities	Awareness-raising
Serbia	Be a Man! / Centre E8	Men's inclusion	Culture and art
	Women's Informational Educational Centre-Pescanik Krusevac (Association of Women Sandglass)	Empowerment	Ethnic minorities
	Make up Academy campaign – "It is my fault"	Awareness-raising	Inclusion of small businesses
Turkey	Fighting Child Marriage in Van / Life, Women, Environment, Culture Business Cooperative	Child marriage	Awareness-raising
	Businesses against Domestic Violence / Sabanci University Corporate Governance Group	Domestic violence	Awareness-raising
	Some species have much to learn from other species / Women and Democracy Association	Men inclusion	Awareness-raising

# CASE INFORMATION

## ALBANIA

### Good Case: **WOMEN'S EMPOWERMENT: BUILDING CAPACITY TO IMPROVE ACCESS TO ECONOMIC OPPORTUNITIES WITH A FOCUS ON VICTIMS OF DOMESTIC VIOLENCE**

#### A. GENERAL INFORMATION

<b>Aim</b>	Economic empowerment of victims of domestic violence (DV).
<b>Period</b>	2012-2013
<b>Responsible Party</b>	GADC Tirana
<b>For More information</b>	<a href="http://www.gadc.org.al/v2/">http://www.gadc.org.al/v2/</a> <sup>6</sup>

#### APPROACH AND MAJOR GOALS

The approach and major goals of the project are:

- Promoting equal participation of women and men in social and economic life by enhancing the empowerment of women, respect for women's human rights, and gender equality.
- Improving women's position in the labor market
- Helping vulnerable groups of women, especially those at risk of poverty and/or victims of domestic violence, through counseling, training and awareness activities on both labor market access and domestic violence-related issues and access to available social services.

#### TARGET GROUP

The target group of the project is women who have experienced domestic violence in the cities of Shkodra, Puka, Lezha, Lac, Milot, Ulez, Burrel.

#### PROJECT ACTIVITIES

The project activities are:

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<sup>6</sup> The web site of the project is under construction. Hence, visual materials from the campaign are lacking. (Access date April, 2018)

- Baseline studies were conducted in all targeted regions and 6 baseline reports were produced<sup>7</sup>;
- Capacity building events were organized with unemployed women, such as trainings on economic empowerment and increasing labor market access;
- Trainings, awareness raising activities, workshops, informal meetings and counseling sessions were conducted for vulnerable women and DV victims;
- Awareness raising activities on women empowerment against DV and advocacy towards women's access to social life and labor market were conducted in collaboration with business associations and government institutions.

398 individuals were directly involved in the project activities. Specifically:

- 283 individuals were trained: 262 women and girls, and 7 boys and men. 18 out of 283 were representatives of public institutions.
- 115 young girls and boys (83 boys and 32 girls) attended awareness raising activities organized by project partners.
- 53 girls and women from the pool of trainees (2 in Burrel, 5 in Puka, 8 in Shkodra, 14 in Lezha, 18 in Lac, 6 in Ulez) suffering from DV attended the trainings.
- 72 representatives of different institutions were interviewed (baseline)
- 51 citizens (32 women, 19 men) were part of the consultations through focus group discussions) (baseline)
- 370 of different publications (on labor rights, DV, discrimination, etc.) and 152 copies of the Toolkits "Labor Rights of Women" and were delivered to the target groups.
- 27 (5 in Ulez, 3 in Shkodra, 6 in Lezhe, 4 in Milot, 4 in Lac, 5 in Puke) of the unemployed trained women on 'labor rights' have asked for further assistance by the employment offices in their municipalities.
- 41 girls and women victims of DV victims participating in the trainings have been provided face-to-face (22) and online (19) counseling.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Pointing out the direct relationship between economic empowerment and VAW

This project reveals the direct relationship between economic empowerment of women and violence against women. This is an important aspect that should be incorporated into future projects in the region. In this particular project, women experiencing domestic violence were given agency through labor force participation and one on one counselling. In addition, women were also informed of their labor rights through dissemination of the "Labor Rights of Women" publication. The information and

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<sup>7</sup> Baseline Report - Women Empowerment Indicators - Lezha, Puka, Burrel, Laç, Shkodra, Milot:  
[http://www.gadc.org.al/v2/index.php?option=com\\_fabrik&c=form&view=details&Itemid=65&fabrik=8&tableid=8&rowid=29&lang=en](http://www.gadc.org.al/v2/index.php?option=com_fabrik&c=form&view=details&Itemid=65&fabrik=8&tableid=8&rowid=29&lang=en)



learning aspect is critical, as it ensures that women are not only entering the workforce but also have a higher chance of sustainably remaining in the workforce.

### What was lacking? Networks for women

In projects targeting women's economic empowerment it is important to provide women with networks for support and solidarity in their experience in the labor force. One of the most significant challenges for women in the workplace, particularly for female entrepreneurs, is the necessity to break into labor force networks, which are usually male dominant. Without breaking into these networks, women will encounter serious difficulty achieving the success they aim for in their careers. Thus, it is important that projects working towards women's economic empowerment consider the need for women's networks as well.

### Similar Examples Globally: Sustaining Economic Empowerment of Women

JERA (Justice Equality Rights Access) International, based in Australia, has a training kit which focuses on CEDAW principles to be applied in the workplace. The focus of the training is familiarizing women with CEDAW requirements through women's economic empowerment cases in Australia.

The training covers:

- "Gender Action Plans (Defining, implementing and monitoring GAPs and Gender Equality Strategies (GES's);
- Australia's Anti-Discrimination Legal Frameworks;
- Equality in the Workplace;
- Supporting Equality in the Workplace;
- Preventing Violence Against Women and Sexual Harassment in the Workplace; and
- Practical Case Studies"<sup>8</sup>

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<sup>8</sup> <http://jerainternational.org/sustaining-economic-empowerment-of-women>

# Promising Case: **SUPPORT DOMESTIC VIOLENCE SERVICES UNDER THE UN JOINT PROGRAMME TO SUPPORT IMPLEMENTATION OF THE NATIONAL STRATEGY FOR GENDER EQUALITY AND DOMESTIC VIOLENCE (NSGE-DV)**

## **A. GENERAL INFORMATION**

<b>Aim</b>	To improve the public sector response on occurrences of VAW.
<b>Period</b>	2010-2017
<b>Responsible Party</b>	Municipality of Korca: Municipal DV Office
<b>For More information</b>	<a href="http://bashkiakorca.gov.al/site/articles.php?cid=157&amp;t=">http://bashkiakorca.gov.al/site/articles.php?cid=157&amp;t=</a>

## **APPROACH AND MAJOR GOALS**

The goal is to improve the public-sector response to women's needs and priorities concerning VAW at the local level; to have more transparent and accountable governance and basic services provided; and implementing the Regional Development national programme to reduce regional disparities.

## **TARGET GROUP**

Providers of VAW-responsive public services.

## **PROJECT ACTIVITIES**

According to the United Nations, in March 2017 'official statistics reveal[ed] that one in two women in Albania have experienced some form of violence. This situation is more severe in rural areas where women are also faced with stigma, isolation, lack of opportunities and social exclusion.'<sup>9</sup> Using this data as a baseline, the Municipality of Korca conducted a project to improve the public-sector response to occurrences of VAW.

The model implemented in the project was also adopted by the Albanian government. After a formalized cooperation agreement was signed with UNDP in May 2010, UNDP and the Municipality of Korca set up a coordinated response system for family violence, comprised of 10 institutions.

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<sup>9</sup> United Nations, 'Sweden helps make homes violence-free in Albania,' 25 March 2017. <http://www.un.org.al/stories/sweden-helps-make-homes-violence-free-albania>. Accessed: 21 July 2017.

Additionally, as a result of this cooperation the Office Against Domestic Violence was established under the Directorate of Social Services in the Municipality of Korca, which performs the role of coordinating the responsible actors and institutions.

During this time, 71 cases of domestic violence were processed through the new coordinated response system, with only 5 cases concerning male victims. The Municipality of Korca with the support of the Kennedy Foundation also provided an apartment to serve as emergency housing in extreme cases for victims of violence.

The High Representative of the United Nations Agencies in Albania, Permanent Coordinator, Zineb Touimi - Benjelloun, praised the initiative and its achievements and has offered her support to the municipality led by Mr. Niko Peleshi for the next four years.

- Providing multi-disciplinary services through case management round tables
- Encouraging survivors of violence to participate equally in social life
- Coaching and training those in the municipal structure responsible for social VAW issues
- Supporting civil society to engage in the fight against DV

One of the activities conducted during the project was a round-table discussion organized in the "Themistokli Gërmenji" school in the town of Korça. This activity was attended by police officers, social workers, local coordinators of the response to domestic violence in the Municipality of Korça, the "Developing Women" association, and teachers and students. Participants shared experiences, discussed domestic violence, current legislation in force and the necessity for a multidisciplinary team to respond to domestic violence cases.



**Picture 1:** The round-table discussion, held at Themistokli Gërmenji school in the town of Korca

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

Municipality taking the lead: Three-dimensional aim

By working on a three-dimensional awareness raising activities, empowerment of survivors and supporting civil society organizations in the region- the Municipality of Korça worked with a holistic approach which brought about sustainable, long-term results.

#### What was lacking?

Traditional methods of approach to the issue were used but could have been improved. Although all the activities conducted within the project were region-specific, as they are implemented for the first time in this region, other innovative approaches such as using technologies would increase impact of the project.

# Potentially Promising Case: **DEVELOPING A SUSTAINABLE REFERRAL SYSTEM TO MANAGE DOMESTIC VIOLENCE CASES AT THE MUNICIPAL LEVEL**

## **A. GENERAL INFORMATION**

<b>Aim</b>	To provide support to the local level institutions in the Municipality of Lushnja, Gramsh, and Rubik to setting up a cross-referral system to manage domestic violence cases
<b>Period</b>	2013-2014
<b>Responsible Party</b>	Refleksione
<b>For More Information</b>	<a href="http://refleksione.org/developing-a-sustainable-referral-system-for-managing-the-domestic-violence-cases-at-municipal-level-municipality-of-rubik/">http://refleksione.org/developing-a-sustainable-referral-system-for-managing-the-domestic-violence-cases-at-municipal-level-municipality-of-rubik/</a>

## **APPROACH AND MAJOR GOALS**

The goal of this project was to replicate and strengthen the Council Against Domestic Violence, a comprehensive referral system that provides a coordinated community response system for survivors of domestic and gender-based violence. The project also expanded the use of an accompanying tracking system and database on cases of violence against women, a tool that makes domestic violence case mapping available at the municipality level.

## **TARGET GROUP**

Survivors of domestic and gender-based violence and the municipalities of Lushnja, Gramsh and Rubik.

## **PROJECT ACTIVITIES**

The main tool to achieve enhanced municipal capacity on VAW cases was instituting a tracking system and database of DV cases. A report written on the original roll-out of the system in 10 municipalities was utilized to guide the 3 municipalities in the target group of the project on instituting the tracking system and database<sup>10</sup>.

According to the report from the original roll-out of the system, the project team first proposed amendments to the national Law on Domestic Violence, Criminal Code, Legal Aid, and Social Assistance Law, all of which were adopted by the Albanian government. In addition, the draft Government Decree “On the establishment and functioning of the Referral Mechanism for Treatment of cases of domestic

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<sup>10</sup> [http://refleksione.org/wp-content/uploads/2016/09/Developing\\_SustainableSystemAddressingViolence.pdf](http://refleksione.org/wp-content/uploads/2016/09/Developing_SustainableSystemAddressingViolence.pdf)

violence” was approved by the Albanian Government. Advocacy activities were also organized. A training programme was drafted and implemented, involving about 280 representatives of different local institutions out of which about 150 were representatives of Police Departments, Regional Education Departments, Regional Health Departments, Attorney and Bailiff Offices, different local NGOs, etc. A network of 12 Shelters and Counseling Centers was also established based on the Protocol of Cooperation and Data Exchange signed by the network members. A training of trainers was also organized: 53 selected women from 10 Municipalities representing different religious faiths including Muslim, Orthodox, Catholic, and Bektashi communities were trained to be able to train trainers. Afterwards, participants were involved in different project activities aiming at the establishment of a “Faith against domestic violence” network. Finally, computers were provided to 5 Municipalities and the electronic tracking system was installed in all of them.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### **Focusing on municipalities as stakeholders of the issue of VAW**

The project targeted municipalities as stakeholders on the issue of VAW through CSOs collaborating with municipalities and other local authorities in the fight against VAW. This was a highly successful and innovative aspect of this project and is an important aspect to be included in future projects in the region.

### **What was lacking?**

The project was developed without a clear target or clearly and effectively defined cases, it lacked a cross-sectoral approach, and produced no documented outputs. The project vaguely attempted to engage women victims of domestic violence.

# BOSNIA AND HERZEGOVINA

## Good Case: **PEER AND GENDER-BASED VIOLENCE IN SCHOOL**

### A. GENERAL INFORMATION

<b>Aim</b>	Fighting against peer and gender-based violence in primary schools in BiH (Bosnia and Herzegovina).
<b>Period</b>	2016-2017
<b>Responsible Party</b>	TPO (Transkulturalna Psihosocijalna Obrazovna Fondacija)
<b>For More information</b>	<a href="http://www.tpo.ba/b/ProjektiEN.html">http://www.tpo.ba/b/ProjektiEN.html</a>

### APPROACH AND MAJOR GOALS

Long-term programme goals are:

- Strengthening the competencies of teachers working with students with the aim of preventing and reducing violence in the students' environment
- Strengthening the school collective (school management, psychologists, teachers) with the aim of establishing effective cooperation in the work to prevent and reduce violence at school
- Empowering the school teacher with the goal of establishing a programme of work with teachers and pupils in the field of prevention and reduction of all forms of violence in and out of school
- Encouraging teachers and other adults responsible for the students (including psychologists and social workers) to use creative educational methods for students with the aim of strengthening competencies to build high-quality relationships and strengthening the skills necessary to encourage healthy psychosocial development
- Encouraging school administration to create the necessary conditions for preventive care actions aimed at encouraging the indirect development of emotions and skills that prevent students' violent behavior (sports, artistic, social, humanitarian activities, etc.)
- Informing teachers, school staff and pupils of the legal responsibility to report perceived violence of any form to the relevant authorities
- Strengthening partnerships between schools and parents based on responsibilities, commitment, and continuous participation in planning, designing and organizing school programmes and activities in the field of violence prevention.

### TARGET GROUP

The target group of the project is students and teachers, counselors and other people in schools that are expected directly to intervene in the process of ending peer violence in schools.

## PROJECT ACTIVITIES

Within the framework of the project "Peer and Gender-based Violence at School", a baseline study: "Peer and Gender-based Violence in Primary Schools in BiH<sup>11</sup>", was first conducted in 30 primary schools in Sarajevo, Herzegovina-Neretva and Central Bosnia cantons. The baseline study was conducted by TPO Foundation and led by psychology and gender experts based on a questionnaire provided by UN Women. The baseline study analyzed various forms of violence and their prevalence both in and out of school, focusing on school rules and practices regarding violence. An analysis of preventive measures used to combat peer violence was also conducted. In addition, in-depth interviews were conducted with 29 psychologists and social workers working in schools.

Based on the results of baseline study, prevention programmes were established in cooperation with the psychology and gender experts. The prevention programmes consisted of educational workshops aimed at school teachers and administrative staff. These workshops and trainings were successfully implemented in schools in three Cantons<sup>12</sup>.



**Picture 2** – A teacher training during the project

One example of a completed workshop/training is:

- Human Rights Day and 16 Days of Activism Campaign 2017: "Wake Up, Move, Change!"

Within the project "Peer and Gender-based Violence in School" supported by the Government of Norway, the TPO Foundation launched the 16 Days of Activism campaign with the slogan "Wake up, Move, Change!" in more than 40 primary and secondary schools in BiH.

The celebration of International Human Rights Day on December 11<sup>th</sup>, 2017 marked the end of the 16 Days of Activism campaign which gathered over 200 teachers, 1000 students and 2000 parents. In

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<sup>11</sup> [https://www.academia.edu/35025833/Baseline\\_Study\\_Peer\\_and\\_Gender-Based\\_Violence\\_in\\_Primary\\_Schools\\_in\\_Bosnia-Herzegovina\\_Vršnjačko\\_i\\_rodno-zasnovano\\_nasilje\\_u\\_osnovnim\\_školama\\_u\\_Bosni\\_i\\_Hercegovini](https://www.academia.edu/35025833/Baseline_Study_Peer_and_Gender-Based_Violence_in_Primary_Schools_in_Bosnia-Herzegovina_Vršnjačko_i_rodno-zasnovano_nasilje_u_osnovnim_školama_u_Bosni_i_Hercegovini)

<sup>12</sup> The documents used in the workshops is shared through the project:  
<http://www.tpo.ba/b/dokument/Jacanje-partnerstva-nastavnika-i-roditelja-BOS%20Web.pdf>



partnership with the Jewish Community of BiH, the final event featured a presentation of TPO's publications from the project: two manuals to strengthen capacities of teachers in their work with students and parents to prevent violence as well as baseline study on peer and gender-based violence. Primary and secondary students' comic book artwork was also exhibited, and the best comic book artists received awards for their work<sup>13</sup>.



**Picture 3:** A student training during the project

- The Fifth Training for Teachers in Central Bosnia Canton: "Communication and Individual Cooperation of Teachers and Parents"

Within the three-year educational programme of the Ministries of Education of SC (Sarajevo City), HNC (Herzegovina-Neretva Canton) and CBC (Central Bosnia Canton), the "Children Are Our Mirror: Prevention of peer-based and gender-based violence in B&H schools" programme was successfully agreed to be implemented by the TPO Foundation in coordination with the Ministries in Bugojno on November 7, 2017. The fifth and last one-day training for teachers was held in order to strengthen the competencies of teachers in the area of successful communication and individual cooperation between teachers and parents of the Central Bosnia Canton. The training discussed the ways of holding a parental meeting in schools and methods of successful cooperation with parents. The teachers stressed the need to make a clear distinction between the parents' meeting and grade-information meeting, since most parents avoid parental meetings due to poor methods by some teachers who directly present personal information of a child who has a problem with governing, inadequate behavior at school, etc. to parents at parental meetings. In addition, they pointed out that those teachers and parents often shift responsibility from one to another, which very often prevented

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<sup>13</sup> One of the awarded comics can be seen in the TPO's Facebook page:  
<https://www.facebook.com/TPOFoundation/photos/a.339193889561575.1073741828.337056883108609/918576958289929/?type=3>

successful work with children. Education of teachers included in the training helped them to resolve problems of communication between the school and parents.

With the full support of the Ministry of Education, TPO works directly with teachers, counselors, students and parents. This partnership provides the opportunity for long-term activities implementation through incorporating activities into the obligatory curriculum of both the Bosnian and Croatian educational systems in Bosnia. TPO is also the first to conduct a baseline study on peer and gender-based violence in collaboration with partner schools in Bosnia.

In summary, the project approach is unique because it:

- Builds a triangle partnership of teachers, students and parents to combat PGBV
- Builds partnerships with state institutions
- Integrates PGBV content into school curriculum
- Introduces PGBV modules into courses of study at teacher's colleges.

TPO plans to do a study in September 2018 to assess the impact of the project on the mindset of teachers, counselors, and school administrators in order to ascertain whether these actors have increased capacity to prevent or reduce school violence. The study will also analyze what type of preventative strategies have been implemented throughout the life of the project and what type of additional trainings should be done in order to strengthen the link between teachers, parents, social workers and police officers.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Focusing on peer/school violence

School violence is not a new phenomenon; however, it is not commonly targeted in the region. Insufficient information on how to detect signs of violence, analyze perpetrator profiles and study risk factors for the occurrence of violence in schools, as well as the lack of a unified school strategy towards violence reveal the need to design a system-wide approach. This project was innovative because of its goal to find adequate methods to solve the problem of school violence. Additionally, designers of the project strategically focused on the need to study relevant information collected directly from teachers, school administrators and psychologists as key players in the educational process in elementary schools, which greatly contributed to the project's success.

#### What was lacking? Including the parents and families of the students

Although students, teachers, and school administrators were incorporated in the project, an approach that includes the parents of the students would improve the project. Although peer violence manifests itself in public spaces like schools, the source of the violence is not only related to their socialization within the school, but also related to their relationships with their parents and experience of violence

within their household. Therefore, in order to successfully resolve peer violence, the parents and families of the students should be included in the project target group.

#### Similar examples globally: UNGEI

One of the focal points of the UNGEI (United Nations Girls' Education Initiative) is School-Related Gender-Based violence. Firstly, UNGEI produces important instructional publications globally such as "School-Related Gender-Based Violence (SRGBV): Teachers, Schools and Safe Spaces for Teaching and Learning: The Imperative to End School-Related Gender-Based Violence". Secondly, UNGEI hosts "The Global Working Group to End SRGBV" with UNESCO, with funding from the U.S. Agency for International Development (USAID). Since 2014, this working group has led significant developments in the field such as shifting international frameworks. For example, article 8 of the Incheon Declaration endorsed at the World Economic Forum focused on SRGBV, and SRGBV was also included in the Sustainable Development Goals Framework for Action.

# Promising Case: **CENTER FOR LEGAL ASSISTANCE FOR WOMEN ZENICA**

## **A. GENERAL INFORMATION**

<b>Aim</b>	Monitor VAW-related criminal procedures and verdicts in 20 courts in the The Federation of Bosnia and Herzegovina (FBiH) and Serbia (Republika Srpska-RS) in order to make verdict recommendations for judges based on an analysis of the sentences.
<b>Period</b>	2014
<b>Responsible Party</b>	Center for Legal Assistance to Women (Centar za pravnu pomoc zenama) and Associated Women Foundation Banja Luka (Fondacija udružene žene Banja Luka)
<b>For More information</b>	<a href="http://www.sigurnamreza.ba/en/novost/9635/foundation-united-women-and-the-center-for-legal-assistance-to-women-zenica-have-done-analysis-of-monitoring-criminal-and-misdemeanor-procedures-in-the-field-of-protection-from-gender-based-violence-in-bosnia-and-herzegovina">http://www.sigurnamreza.ba/en/novost/9635/foundation-united-women-and-the-center-for-legal-assistance-to-women-zenica-have-done-analysis-of-monitoring-criminal-and-misdemeanor-procedures-in-the-field-of-protection-from-gender-based-violence-in-bosnia-and-herzegovina</a>

## **APPROACH AND MAJOR GOALS**

The main objective of this project was to monitor VAW-related criminal procedures and verdicts in 20 courts in The Federation of Bosnia and Herzegovina (FBiH) and Republic of Serbia (RS) in order to make verdict recommendations for judges based on an analysis of the sentences.

## **TARGET GROUP**

Judges in FBiH and RS as enforcers VAW-related elements of the constitution.

## **PROJECT BASELINE RESEARCH**

The baseline study "Report and analysis of monitoring of criminal proceedings in the area of gender-based violence in the Federation of Bosnia-Herzegovina and Republic of Serbia<sup>14</sup>" was published in 2014. This was an in-depth analysis of 227 cases of gender-based violence and the court verdicts in each case. It was concluded that in the largest proportion of cases the perpetrator was not convicted, or the punishment was extremely mild (below the legal threshold for the crime).

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<sup>14</sup> [http://www.sigurnamreza.ba/upload/documents/ANALYTICAL-REPORT-2017-UW\\_CLAW-final.pdf](http://www.sigurnamreza.ba/upload/documents/ANALYTICAL-REPORT-2017-UW_CLAW-final.pdf)

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Targeting those enforcing VAW-related legislation directly

The idea of targeting decision-makers in the judicial system directly is an important element to be incorporated into VAW-related programmes in the region. In most cases, the most significant challenge that the women's movement and other stakeholders on the issue of VAW confront is appropriate and effective application of laws and regulations on VAW. Some of the most important actors in the law application phase are judges. Often, their decisions on VAW-related cases are criticized of reflecting the traditional values of the society rather than official national legislation and judicial structures. Therefore, monitoring the judicial process and developing concrete data on the situation is a critical basis for programmes that fight against occasions where judges decide on VAW cases according to their traditional background.

#### Monitoring a specific stakeholder of the issue

The focused approach of the project is an important element that should be highlighted. Project designers identified one of the most problematic elements of VAW cases, analyzed it in depth, then designed a project to answer those data-based local concerns. This approach could be an effective way to target every problematic element of the issue of VAW, as long as the project begins with a local baseline study to establish concrete data on the problem which will contribute to effective programme design and future monitoring and evaluation. Such an approach should be considered for future projects in the region.

#### What was lacking?

The project documents (reports) were not translated into material that could train future judges and contribute towards further behavior change. Content analysis and monitoring of legal documents was conducted; however these documents were limited to reports rather than training documents. The project could be improved by developing and extending the monitoring aspect of the current situation towards developing material focused on future behavior change.

# Potentially Promising Case: **SUPPORT TO WOMEN AND GIRLS WHO SURVIVED SEXUAL AND NON-SEXUAL VIOLENCE**

## **A. GENERAL INFORMATION**

<b>Aim</b>	Strengthening refugee <sup>15</sup> women and girl victims of gender violence from Tuzla Canton (especially small and rural regions).
<b>Period</b>	2013
<b>Responsible Party</b>	Snaga Zene
<b>For More information</b>	<a href="http://www.snagazene.org/index.php/programi/projekti/item/22-podrska-za-zene-i-djevojke">http://www.snagazene.org/index.php/programi/projekti/item/22-podrska-za-zene-i-djevojke</a>

## APPROACH AND MAJOR GOALS

The goal of the project is strengthening woman and girl victims of gender-based violence from Tuzla Canton (especially small and rural regions) regardless of their religion, political attitudes etc., through medical and psychosocial support and educational workshops on gender-based violence in cooperation with local NGOs and government Ministries.

## TARGET GROUP

Women and girls in Tuzla Canton.

## PROJECT ACTIVITIES

The purpose of the project is to provide support to women, girls, children and adolescents, regardless of their territorial, religious, political or other affiliation. The project provided the following basic services: medical and psychological counseling in Ježevac, Višća and Karaula; preparing and monitoring families through social, medical and psychotherapeutic counseling when returning from refugee settlements in the Tuzla Canton to their homes in the Srebrenica and Bratunac regions; providing support for reconciliation with the population of ethnic Serbs and other minorities; caring for refugee returnees in tense situations (i.e. witnesses giving testimony in war crimes trials); helping to resolve conflicts within the family; implementing preventive measures and sensitization of the population on the topic of violence against women, drug addiction and trafficking; and collaborating with government Ministries, non-governmental organizations and other institutions on joint work.

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<sup>15</sup> Here, by refugee, women who had to leave BiH during the 1992-1995 war but returned to their home later are referred to.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### **Focusing on the most vulnerable women**

Women from different parts of the society experience VAW differently. This relates to intersectionality, where women with different ethnic and religious identities suffer from discrimination against both their ethnic and religious identities as well as their identity as a woman. When approaching to the issue of VAW, one of the most important aspects to consider is how the project will approach different women in different ways. In this specific project, focusing on immigrant women specifically is an important approach that future projects in the region should consider.

### **What was lacking?**

The project was not well executed as it lacked data transparency. A baseline study to establish the status of the target group prior to the project was not conducted, nor was data collected during the project in order to monitor and evaluate outputs. Because of this, it is not possible to measure the exact outputs of the project, and thus the effectiveness. However, its intersectional approach is instructional for future projects in the region.

# FYR MACEDONIA

## Good Case: **REACT! -SHARE A STORY, STOP VIOLENCE**

### A. GENERAL INFORMATION

<b>Aim</b>	Fighting violence against girls and women in public spaces of Skopje.
<b>Period</b>	First phase implemented in 2012-2013. The second phase will be implemented in 2017-2018.
<b>Responsible Party</b>	React (Research in Action)
<b>For More information</b>	<a href="http://www.reactor.org.mk/OurWebProjectsDetails.aspx?id=37&amp;&amp;projectID=92&amp;lang=en-US">http://www.reactor.org.mk/OurWebProjectsDetails.aspx?id=37&amp;&amp;projectID=92&amp;lang=en-US</a>

### APPROACH AND MAJOR GOALS

React is a project that combines research, awareness-raising and advocacy on violence against women in public spaces. It consists of: (i) a baseline study of violence against women in public spaces; (ii) identification of hot spots for violence against women in public spaces and awareness-raising for the obstacles women face; and (iii) influencing decision-makers' actions on urban planning and security in public spaces. In aggregate, the project is focused on the relationship between changing public spaces and ending violence against women in the region and incorporates different stakeholders into the project.

### TARGET GROUP

The activities were conducted in Skopje, particularly in public spaces in the targeted communities of Centar and Chair. The direct project beneficiaries are women living in Skopje. However, the research, awareness raising, and advocacy activities should also benefit all women in Macedonia.

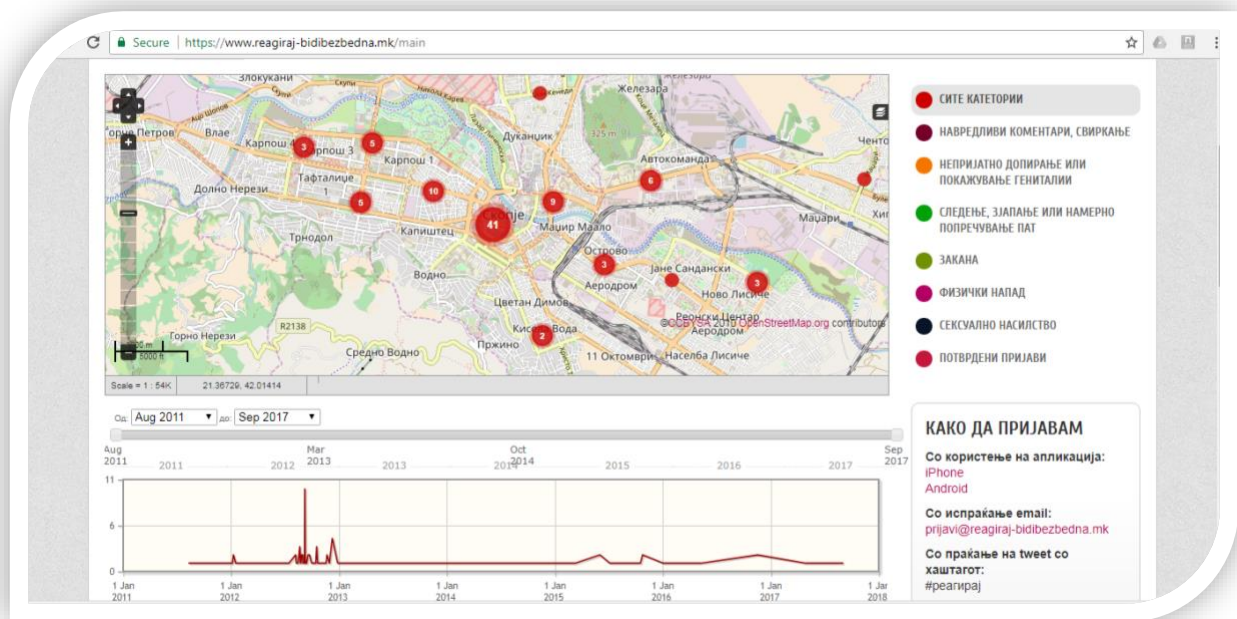
### PROJECT ACTIVITIES

The React project activities were the following: (i) research, including public opinion surveys of 800 women, focus groups with vulnerable groups of women and semi-structured interviews of relevant stakeholders; (ii) analysis of accumulated data and production of an analytical report; and (iii) advocacy regarding the data findings through crowd-sourced inclusion of decision makers, data validation, and audit activities.

The objective of the scoping study was to collect information and data that would help to understand the specific local manifestations of violence against women and girls by determining which forms of violence/harassment women face in public spaces in the selected communities; which factors play a role or contribute to creating greater safety and inclusion for women; how women respond to harassment and lack of safety; are authorities able to address women's rights and violations; what is



the women’s perception of the role of police in safeguarding women’s rights; and what types of spaces are perceived as unsafe or inaccessible to women, in the targeted communities. Furthermore, the analysis of the findings and advocacy activities were directed towards identifying local development policies, plans and relevant initiatives, as well as supportive infrastructures and ascertain the position and priorities of significant stakeholders to tackle VAW in public spaces. One of the most important outputs of the project is the research, “Scoping Study on Gender Based Violence and Discrimination Against Women and Girls in Urban Space of City of Skopje”<sup>16</sup> where significant data on the issue of safe spaces is provided, as well as a road map for the other steps of the project. Another important output is the website where online data collection is done where related parties from local governments to police offices are informed on the situation of the specific locations included to the data to the web site by the anonymous users<sup>17</sup>.



Picture 4 – Homepage of the website, React!<sup>18</sup>

The website was innovative in its use of crowdsourcing to detect hot spots where women feel unsafe. Open access to the crowdsourced data on the website serves the purpose of both informing women about public areas to avoid and allowing city authorities and police officers to react by installing more street lights, increased police patrols and otherwise making public places safer.

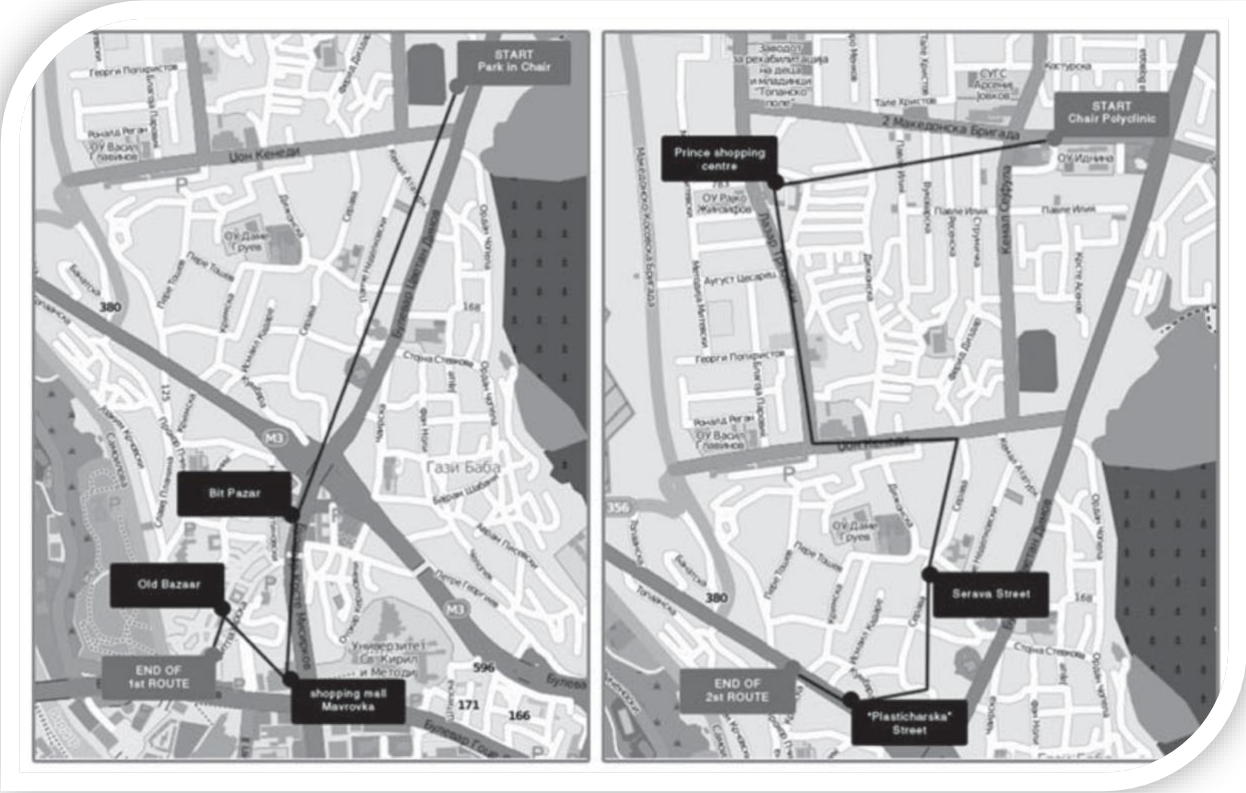
Therefore the three main project activities were the analysis and policy recommendations presented in “Scoping Study On Gender Based Violence And Discrimination Against Women And Girls In Urban Public Spaces Of The City Of Skopje”; the safety audit walk which incorporated decision-makers in order to raise awareness of what women face in public spaces and thus influence their urban

<sup>16</sup><http://www.reactor.org.mk/CMS/Files/Publications/Documents/scoping%20study%20%20VAW%20public%20spaces%20Skopje.pdf>

<sup>17</sup> <https://www.reagiraj-bidibezbedna.mk/main>

<sup>18</sup> <https://www.reagiraj-bidibezbedna.mk/main>

planning decisions to better securitize public spaces<sup>19</sup>; and the crowdsourced website React! where in the five years of programme implementation 105 people have registered an area where women do not feel safe and the 12,408 people have visited the site.



Picture 5 - Map of safety audit walk routes in Chair

The project aimed to indirectly influence public authorities and other decision-makers. The intended results of the project activities and report were to provide recommendations for authorities to make Macedonian cities safer. Recommendations are made in the report for legislative changes, political and institutional commitments, and institutional and internal systems capacity development. The report also recommends that the new National Strategy for Gender Equality should incorporate gender-based violence to its scope, rather than limiting the VAW strategy to combatting domestic violence only. Although the National Strategy for Gender Equality was not changed as a result of the project and report<sup>20</sup>, some local governments are adopting a broader interpretation of VAW to their activities and initiatives<sup>21</sup>. The report also recommends that public safety issues should be included in laws and plans regarding urban development, such as laws on urban planning, transport, public lighting etc., though the response to this recommendation was not monitored within the scope of the project.

<sup>19</sup><http://www.reactor.org.mk/CMS/Files/Publications/Documents/scoping%20study%20%20VAW%20public%20spaces%20Skopje.pdf>

<sup>20</sup> <http://www.unwomen.org/en/get-involved/step-it-up/commitments/fyr-macedonia>

<sup>21</sup> The town of Bitola is an example case: <http://eca.unwomen.org/en/news/stories/2016/06/macedonian-town-adopts-gender-equality-strategy>

Therefore, it is unclear whether there was any explicit output of the project in terms of changing laws or urban planning realities on the ground.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Bringing different forms of VAW to the public and public authority agenda

In FYR Macedonia, as for most countries in the region, VAW is often equated with domestic violence and the myriad of other forms of VAW are neglected and misunderstood. Through this project, different forms of gender-based violence that occur in the public space are highlighted. Specifically, the safety audit activities conducted during the project brought significant public visibility to the fact that VAW does not only occur in private spaces, but also in public spaces and that different precautions need to be taken for public occurrences of VAW.

#### Focusing on public spaces as a starting point for VAW-related behavior change

Taking public spaces as a starting point for VAW-related behavior change was innovative for the region. As highlighted in the study, the “Scoping Study on Gender Based Violence and Discrimination Against Women and Girls in Urban Public Spaces of the City of Skopje”, although there is a Law on Spatial and Urban Planning in Macedonia, its approach to the issue of public spaces is very technical. In this project, approaching safety and security as a part of the structural considerations in the construction of public spaces was suggested as a way to improve the well-being of women in these public spaces.<sup>22</sup> This innovative and effective approach can be applied to future projects in the region and beyond.

#### Crowdsourcing as a method of data collection

The React! web site<sup>23</sup> is the first web site to use crowdsourcing methods to generate data on violence against women in public spaces in Macedonia. Because the tool allows women to actively engage in mapping violence in public spaces, it increases civic engagement against gender-based violence in public spaces in Skopje. Additionally, crowdsourced data collection outsources the information gathering work to the population, conserving the often scarce resources of the public administration officials or CSOs who would otherwise do such work.

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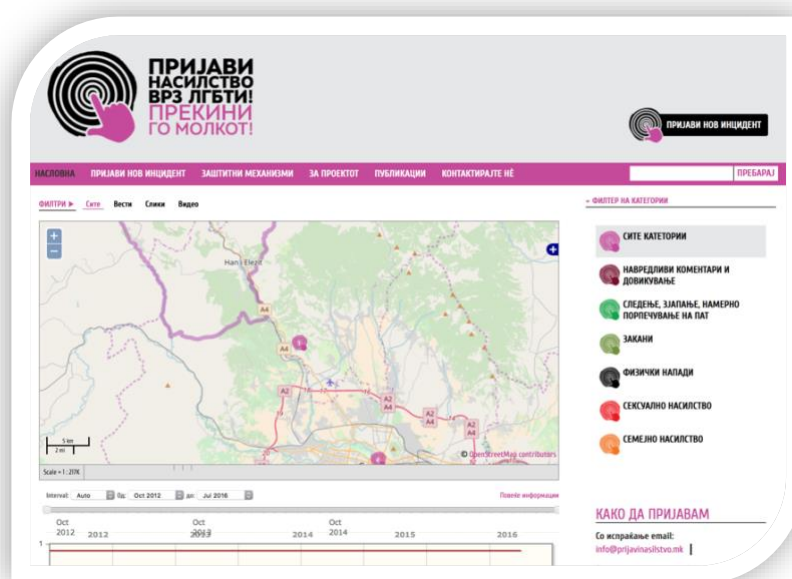
<sup>22</sup> Ibid, Page 21,

<http://www.reactor.org.mk/CMS/Files/Publications/Documents/scoping%20study%20%20VAW%20public%20spaces%20Skopje.pdf>

<sup>23</sup> The link to the web site is <http://react-besafe.mk>, however there are structural and short-term problems that prohibits the access to the web site most of the times.

## Replicating the project for the LGBTI experience in public spaces

The React! website produced within the project will be replicated by the LGBTI community in Macedonia through a similar crowdsourcing tool called Report Violence Against LGBTIs.<sup>24</sup> Such a programme to combat violence against LGBTI citizens in public spaces is an incredibly unique project in the region. This demonstrates that the idea of the project, emphasizing the importance of transforming public spaces to better provide safety and security for citizens, is one that can be widely applied to different groups in society. A wider application will result in a wider net of crowdsourced data, giving public service providers more comprehensive knowledge of the usage of public space by various groups which will allow them to more effectively transform the current structure of unsafe public spaces.



**Picture 6** – The Homepage of the Report Violence Against LGBTIs website, a replication of the React! web site targeting the experience of LGBTI citizens in public spaces

## What was lacking? Strategic information dissemination and project sustainability

Although the approach and methods of the baseline study were unique in the region, the report findings were not sufficiently communicated to local citizens. Additionally, the lack of considered communications strategy for the React! website had a negative impact on citizen usage. The project neglected to reach the envisioned level of website usage due to a lack of citizen knowledge of the product. Lastly, the ability of the project to see long-term, sustainable success also suffered because of insufficient communication with the local population, and thus a lack of community knowledge of the programme. Overall, this project remains innovative because it is the only one in the region to focus on the relationship between structural change of public spaces and VAW and to suggest concrete steps to improve the situation.

<sup>24</sup> The web site “Report Violence” (<http://www.prijavinasilstvo.mk/>) is active since 2013 and has been used to report 11 cases of violence against LGBTI of which are 3 physical attacks whereas 4 are family violence cases.

### Similar examples globally: Safe Cities for Women, Safe Cities for All

The regional 'Safe Cities for Women, Safe Cities for All' campaign was implemented by World Urban Campaign in 10 countries of Latin America including Argentina, Brazil, Chile, Colombia, El Salvador, Guatemala, Mexico, and Peru. The programme was implemented from 2006 to 2012 but continues to operate in several countries. Through the programme all women security councils were established in local neighborhoods; police protocols on violence against women were created; online courses on improving the safety of public spaces addressed to different stakeholders including security actors were conducted; and monitoring groups on cities, violence and gender, among other topics, were established. The project also increased the visibility of male on male violence, primarily occurring in public spaces between groups linked to organized crime.<sup>25</sup>

### Similar examples globally: UN Women – Safe Cities

UN Women also has a Global Flagship Initiative, "Safe Cities and Safe Public Spaces", which builds on its "Safe Cities Free of Violence against Women and Girls" Global Programme. Launched in November 2010 in partnership with leading women's organizations, NGOs, UN agencies, and more than 70 global and local partners, the initiative focuses on the transformation of public spaces to end VAW in different parts of the world<sup>26</sup>. "It is the first-ever global programme that develops, implements, and evaluates tools, policies and comprehensive approaches on the prevention of and response to sexual harassment and other forms of sexual violence against women and girls across different settings." One of the most important outputs of this initiative is the report, "Safe Cities and Safe Public Spaces: Global Results Report" where achievements from Africa, Latin America, the Arab States, Asia and the Pacific, North America, and Europe are collected and disseminated<sup>27</sup>.

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<sup>25</sup> <http://www.worldurbancampaign.org/safe-cities-women-safe-cities-all>

<sup>26</sup> <http://www.unwomen.org/en/what-we-do/ending-violence-against-women/creating-safe-public-spaces>

<sup>27</sup> <http://www.unwomen.org/en/digital-library/publications/2017/10/safe-cities-and-safe-public-spaces-global-results-report>

# Promising Case: 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

## A. GENERAL INFORMATION

<b>Aim</b>	(i) Advocacy for ratification of the Convention on Preventing and Combating Violence Against Women and Domestic Violence (Istanbul Convention); and (ii) encouraging peer to peer awareness raising leading to an increase in reporting occasions of gender-based violence and seeking protection services.
<b>Period</b>	2017
<b>Responsible Party</b>	National Council for Gender Equality, the National Network to End Violence against Women and Domestic Violence, ANTIKO, and the Gender Equality Platform
<b>For More information</b>	<a href="http://www.mccann.com.mk/en/news/detail/63/stavi-tocka-undp">http://www.mccann.com.mk/en/news/detail/63/stavi-tocka-undp</a>

## APPROACH AND MAJOR GOALS

The 16 Days of Activism against gender-based violence is an international awareness-raising campaign that aims at encouraging action to end violence against women and girls around the world. The campaign has been conducted for four years in Macedonia and unites efforts from the international community, central and local government, and civil society actors. The global campaign focuses on all types of gender-based violence.

## TARGET GROUP

Macedonian citizens.

## PROJECT ACTIVITIES

Activities undertaken during the campaign can be divided into three main groups: (i) awareness-raising activities, (ii) capacity building activities, and (iii) debates/discussions. Seven awareness-raising activities took place during the 16 days of Activism. The most prominent was the campaign launch event held in Skopje on Friday, November 24<sup>th</sup>2017 at the Macedonian Assembly. The awareness-raising activities were mainly implemented by international organizations or CSOs supported by international organizations with two activities implemented by private sector organizations (a design firm and a clothing production company). The capacity-building activities were the most numerous. During the 16 Days of Activism 17 capacity-building activities were implemented, including workshops

with primary and secondary school students; trainings in rural areas; and trainings with public service providers such as social workers, health workers and police officers, on how to handle cases of gender-based violence. The programme also included debates and conferences on several types of VAW including sexual harassment, violence in public spaces, violence against children, and challenges related to the implementation of the Istanbul Convention.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Approaching the issue of VAW from different angles and through public discussion

The 16 Days of Activism is a global campaign with a long history. In 2017 in Macedonia, the campaign had an innovative effect on social change, in part because it was only the fourth time the campaign was conducted in the country. Many types of VAW were addressed during the campaign, from sexual harassment to violence in public spaces, which brought many previously unknown types of VAW, beyond domestic violence, to the attention of a large number of women. The strategic communications approach of the campaign had a huge effect on the visibility of the issue.

#### What was lacking?

Although the messages and content produced within the project are a great method to produce behavior change in the society, monitoring and evaluation of the project outputs was not conducted. Therefore, it is unclear whether the project accomplished its intended goals. For future projects, establishing concrete outputs and monitoring those outputs should be incorporated throughout the project cycle.

# Potentially Promising Case: **WOMEN'S ARCHIVE 2.0**

## **A. GENERAL INFORMATION**

<b>Aim</b>	To increase visibility of the stories of strong, successful Macedonian women in history to challenge gender stereotypes in the society
<b>Period</b>	2014-2015
<b>Responsible Party</b>	Organization of Women of Sveti Nikole
<b>For More information</b>	<a href="http://magazine.danaucime.mk/?p=20713">http://magazine.danaucime.mk/?p=20713</a>

## APPROACH AND MAJOR GOALS

The Women's Archive 2.0 is an internet-based real time action campaign to archive renowned women from Macedonian history who, due to a male-majority internet space, were absent from online and digital platforms.

## TARGET GROUP

Macedonian people with access to the Internet and Wikipedia.

## PROJECT ACTIVITIES

The campaign was implemented over two years, between 2014 and 2015. As part of the International Women's Day celebrations, activities were organized from March 7<sup>th</sup>-9<sup>th</sup> both in 2014 and 2015. The two years differed slightly however-the 2014 campaign encompassed Wikipedia content creation whereas the 2015 campaign encompassed the creation of feminist memes. In both cases, the campaign was based on civic engagement of the feminist movement in the country. It aimed to deconstruct gender stereotypes through analyzing and transforming the historical narrative. Considering that 85% of Wikipedia contributors are men, the content of Wikipedia pages frequently address the interests and perspectives of the male contributors. The campaign goals were twofold: (i) to encourage women to be active in society by creating digital content that is of interest to women or about women through the creation of Wikipedia pages on women that are important for the Macedonian society; and (ii) to break gender stereotypes still prevalent in academia, in the media, and on internet, with a gender perspective. The 2015 Women's Archive campaign aimed at mainstreaming female figures by inviting members of the feminist movement in Macedonia to create memes that are feminist in content and/or character.

Social media was also used as a tool to ensure widespread visibility for the activities. Using the "Bori Se Zhenski" Facebook page as the main vehicle of promotion significantly contributed to enhanced



local support and wider awareness raising about the project activities. In addition, men were included in the campaign which was widely supported by men on Twitter in Macedonia<sup>28</sup>.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### **Commonly used technology as a conduit for awareness raising**

Wikipedia is a widely used online platform. Through this campaign, the platform was transformed into a medium of activism for women. Transforming and leveraging technological and online platforms in this way can be useful when designing interactive and inclusive activities within projects to combat VAW.

### **Challenging stereotypes through revealing the stories of successful women in history**

One of the most effective tools of the women's movement is explaining the struggle to other men and women through the lived stories of women and girls struggling against VAW and other discriminations. Although the main focus of this project was not VAW, increasing the visibility of the lived stories of strong women and girls is a tool to challenge existing social norms and discriminatory gender stereotypes, which are often the root causes of instances of VAW.

### **What was lacking?**

The approach of disseminating women's stories through internet platforms is an important one that should be incorporated into other projects in the region. However, in this specific project, limiting the stories to renowned women possibly limited the impact of the campaign. On the other hand, if ordinary women were encouraged to tell their own stories online, not only would the project directly empower these women, but the stories of ordinary women might be more relatable to readers and result in more behavior change. This could be accomplished through platforms such as blogs, websites and other online alternatives. Future projects in the region should consider how to ensure that a diverse and representative range of women's stories are being told in order to effectively combat VAW.

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<sup>28</sup> From the interview conducted within the scope of this report, with Ana Vasileva, Bori se zhenski/Fight like a girl, February 2018. The tweets can be seen in the link: <https://twitter.com/search?src=typd&q=%23ЖенскаАрхива>

# KOSOVO

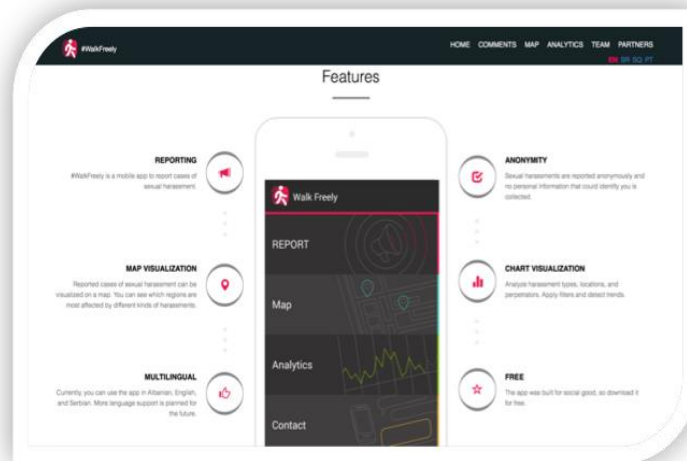
## Good Case: “EC SHLIRE” (WALK FREELY) SMART PHONE APPLICATION

### A. GENERAL INFORMATION

<b>Aim</b>	<ul style="list-style-type: none"><li>• Improving available information for government institutions to enable evidence-based policy-making and better public services for preventing and addressing gender-based violence;</li><li>• Increasing citizen engagement, particularly among youth, in reporting and advocating for improved institutional responses to gender-based violence in Kosovo through the use of new technologies;</li><li>• Improving the employability of young women, particularly in the technology sector and;</li><li>• Strengthening networks and partnerships among diverse actors in collaborating to address gender-based violence.</li></ul>
<b>Period</b>	The application was launched in February 2015 and is still available.
<b>Responsible Party</b>	Kosovo Women’s Network (KWN)
<b>For More information</b>	<a href="http://www.ecshlire.com">http://www.ecshlire.com</a>

### APPROACH AND MAJOR GOALS

Walk Freely is an application that tracks and monitors instances of sexual harassment in Kosovo. However, the scope of the project goes beyond the application.



**Picture 7:** Application features

The major goals of the project are:

- Improving available information for government institutions to enable evidence-based policy-making and better public services for preventing and addressing gender-based violence;
- Increasing citizen engagement, particularly among youth, in reporting and advocating for improved institutional responses to gender-based violence in Kosovo through the use of new technologies;
- Improving the employability of young women, particularly in the technology sector and;
- Strengthening networks and partnerships among diverse actors in collaborating to address gender-based violence.

## TARGET GROUP

The application aims to target all women in Kosovo, in order to share information regarding their experiences of sexual harassment. Young women and girls who participated in the creation of the application also learned or were encouraged to code. In addition, different CSOs were included in the process in order to cultivate maximum community buy-in and increase future use of the application.

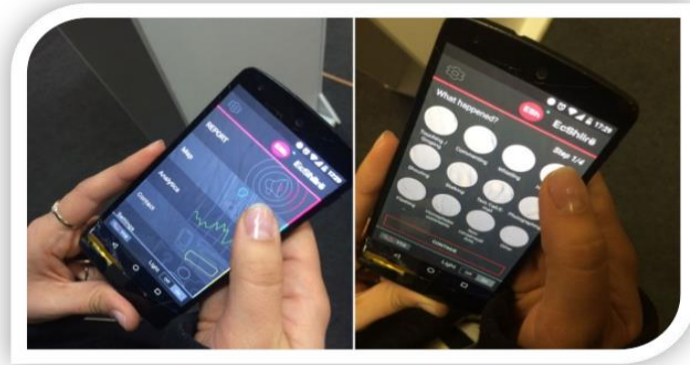
## PROJECT ACTIVITIES

- Seven interactive, practical computer technology workshops were conducted by Open Data Kosovo, lasting a total of nine days spread over the course of two months, during which young women gained practical skills developing and managing smart phone and computer applications.
- A new application for identifying gender-based violence issues was developed. The new application for both IOS and Android enables individuals to report locations where gender-based violence occurred or could occur. Reports can be made anonymously or by name.

- A discussion with key stakeholders was organized. KWN invited representatives of relevant government institutions, civil society organizations, and activists to meet with representatives of Open Data Kosovo and Girls Coding Kosovo to discuss the new software to ensure it would meet the diverse needs of violence survivors.
- A workshop on art, technology, and advocacy was organized involving project partners and students from the art, anthropology, sociology, and law faculties at the University of Pristina. The interactive workshop aimed to encourage young people with diverse backgrounds to collaborate to address social issues with small projects. Joint interdisciplinary initiatives were started, supported through careful mentoring by KWN and Open Data Kosovo. This will also provide opportunities for young women to work and engage with their communities voluntarily, allowing them to contribute to the community and expand their work experience to facilitate securing salaried positions in the future.
- Fact sheets and publications were created. These will be used to simply and effectively illustrate how the new application functions, and to point out key information and findings available from it. They will be used for information distribution to government officials and other actors using the application to inform future policy and other VAW responses.
- Government institutions were solicited. KWN and Open Data Kosovo supported Girls Coding Kosovo and young women activists to present the new software to various government institutions and advocate for its use. This both educated government officials on the benefits of the application and built young women's confidence in leadership and public presentation skills. Critically, during meetings policy-makers were introduced to new evidence and information that they can use to make more informed decisions about policies and public services, particularly relating to addressing security concerns faced by women.
- During a public launching event, the new application was released and shown how it can be used, then shared with government institutions, local citizens via media channels, and other diverse stakeholders. Young women were involved in the process by presenting their achievement in designing the application.
- The Application was promoted via Facebook, Twitter, and Instagram, encouraging citizen's use in order to increase and improve citizen involvement which will inform policies and improve provision of public services.

## B. CASE ANALYSIS

What was innovative and/or inspiring?



**Picture 8:** Application options

### Technology as a tool against violence against women

Technology is an important aspect to be leveraged in VAW related projects. The wide range of opportunities that technology provides is an important way for women's organizations to both collect up-to-date information on the issue and reach more people with an aim to increase awareness of violence against women.

### Strengthening women and girls through coding and technology workshops



**Picture 9:** Images from the workshops

As mentioned above, the process of creating the application was intended to be a tool to empower young women and girls. In the application design process, with the support of Open Data Kosovo, women received coding training. Additionally, all the IT engineers working on the creation of the

application were women<sup>29</sup>. In this regard, the project not only aimed to develop the skills and capacities of workshop participants, but also to have a positive impact on the future employability of the women involved. The incorporation of women's economic empowerment in the scope of the project is an inspiring and innovative aspect.

### Uniting women's organizations for a common cause

During the project, different organizations including KWN, Open Data Kosovo and Girls Coding Kosovo came together to work towards a solution to VAW in Kosovo. This form of collaboration was critical for the successful implementation of this project. In addition, in the process of designing the application during various meetings and workshops, significant feedback from women's organizations and other related actors was voiced. Such a free flow of knowledge, information and experience contributed to highly successful project outputs towards ending violence against women.

### What was lacking? A long term plan

Although the application is still active and used in the region, its future sustainability is unclear. In addition, the direct relationship between the data collected and solutions expected to be implemented by authorities such as local governments to police forces is not underlined enough. The application description states that more data collected by the app will lead to more solutions from the related authorities<sup>30</sup>. However, there is no systematic suggestion or roadmap for the related authorities on how to use the data from the application to create improved policy solutions.

### Similar examples globally: Vodafone Red Light

A similar application created by Vodafone in Turkey aims to provide an opportunity for women in dangerous domestic situations to call for help. The application, Vodafone Red Light (Kırmızı Işık), allows women to call for help by shaking their phones. By doing so they send an alert message requesting assistance and their location to three contacts. One of the challenges this application encountered was making women aware of the application while hiding the information from men. In order for the application to be useful to women suffering from domestic violence, their husbands could not know that shaking their phone was sending an alert message. The application's advertisement, for example, only "share[d] information on the app...at a point [when] men were likely to have stopped watching"<sup>31</sup>.

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<sup>29</sup> <http://iwalkfreely.com/team/>

<sup>30</sup> <http://iwalkfreely.com/comments/#>

<sup>31</sup> <http://theinspirationroom.com/daily/2015/vodafone-red-light/>

# Promising Case: “NO MORE EXCUSES”

## A. GENERAL INFORMATION

<b>Aim</b>	Awareness-raising on the issue of domestic violence in Kosovo.
<b>Period</b>	2015
<b>Responsible Party</b>	KWN (Kosovo Women’s Network)
<b>For More information</b>	<a href="http://www.womensnetwork.org/?message=true&amp;FaqlD=1&amp;n=478">http://www.womensnetwork.org/?message=true&amp;FaqlD=1&amp;n=478</a>

## APPROACH AND MAJOR GOALS

The project aimed to widely and effectively communicate the current state of domestic violence in Kosovo and thus increase Kosovars’ awareness of the issue.

## TARGET GROUP

Citizens of Kosovo.

## PROJECT ACTIVITIES

In 2015, KWN conducted a study entitled “No More Excuses- An Analysis on Attitudes, Incidence, and Institutional Responses to Domestic Violence in Kosovo<sup>32</sup>”. This study aimed to:

- Measure (changes in) attitudes towards, awareness of, and incidences of domestic violence in Kosovo and;
- Monitor the implementation of the legal framework around VAW with relevant public institutions.

The study, “No More Excuses- An Analysis of Attitudes, Incidence, and Institutional Responses to Domestic Violence in Kosovo” involved mixed methods including a review of the legal framework to identify remaining gaps in the legal structure and its implementation; a review of data from relevant institutions; a survey of 1,315 Kosovars (51.6% women and 48.4% men) to measure awareness, attitudes, and incidences of domestic violence, as well as conducting interviews with representatives of public institutions and civil society. The survey was conducted in locations throughout Kosovo, and the sample group was selected using the Multistage Random Sampling Method, thus participants came from both urban (40.8%) and rural areas (59.2%) as well as from all ethnic groups in Kosovo. Afterward, researchers conducted interviews with nearly 200 representatives of institutions and other actors responsible for implementing the legal framework related to VAW, including: police officers, Victim Advocates (VAs), victims of SGBV, Centers for Social Work (CSWs), judges, prosecutors, representatives

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<sup>32</sup> <http://womensnetwork.org/documents/20151124105025622.pdf>

of shelters for persons who experience domestic violence, legal aid officers, Vocational Training Centers (VTCs), Employment Offices, Education Directorates in municipalities, teachers, healthcare workers, psychologists, psychiatrists, the institution of the Ombudsperson, several civil society organizations (CSOs), and other interested and involved actors.

The report included recommendations for each institution involved in handling cases of domestic violence. In 2016, the majority of the results of the “No More Excuses” report was incorporated into the Ministry of Justice’s New Strategy and Action Plan on Protection from Domestic Violence 2016-2020.

After the study report was produced, an awareness raising campaign to communicate the findings of the study was conducted. Some of the other project activities were:

- A “No More Excuses” (Mjaft më me arsytetime) social media campaign reaching more than 39,000 people.
- Forum Theater by KWN with Artpolis designed and performed a show to advocate for the realization of the rights of sexual violence during the war. Artpolis performed this show in six Kosovo municipalities, including Lipjan Correctional Center in Peja, Mitrovica, Prizren, and Gjakova. The final show took place in Pristina.
- A #NoMoreExcuses marching protest against gender-based violence was held.
- #JusticeForZejnepe<sup>33</sup>— on August 4th, as a result of KWN’s strategic litigation and support to Zejnepe’s family, the Kosovo Appeals Court increased Zejnepe’s murderer’s prison sentence from 12 years to 17 years.

## B. CASE ANALYSIS

What was innovative and/or inspiring?

### Evidence-based advocacy and inclusive campaign

The project implemented an evidence-based advocacy initiative to end VAW. The approach successfully leveraged social media and other visibility tools such as marches to effectively disseminate their message. This approach put VAW in the public agenda and mobilized people around the issue.

### Incorporating the arts

Incorporating the arts into the VAW prevention projects is an important element to be imitated by future projects. Art facilitates the dissemination of information to the public and thus makes it easier to transform the attitudes and behaviors of the society. Additionally, communicating messages through stories and other artistic means is an approach that is potentially more inclusive, and thus has the power to reach a wider audience.

### What was lacking?

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<sup>33</sup> <https://www.facebook.com/events/1488562107853506/>



In most cases in the region VAW is equated with domestic violence, and other forms of VAW are not targeted in projects. This project takes a similar approach to the issue of VAW, thus inclusion of the other types of VAW to the project would increase its impact and success.

# Potentially Promising Case: “DIRECT ASSISTANCE TO VICTIMS OF DOMESTIC VIOLENCE”

## A. GENERAL INFORMATION

<b>Aim</b>	Supporting survivors of sexual and gender-based violence (SGBV) to access their rights to health, justice and the social system in Kosovo.
<b>Period</b>	2013-2016
<b>Responsible Party</b>	Medica Gjakova (MG) in partnership with Kosovo Rehabilitation Center for Torture Victims (KRCT) and German organization Medica Mondiale
<b>For More information</b>	<a href="http://www.medicagjakova.org/on-going-projects/?lang=en">http://www.medicagjakova.org/on-going-projects/?lang=en</a>

## APPROACH AND MAJOR GOALS

The project aims to achieve the following with women and girl survivors of SGBV:

- Improve their well-being
- Strengthen their security
- Better integrate them into all aspects of public life

## TARGET GROUP

The direct target group consists of approximately 1,600 women in the Dukagjini region affected by rape or other forms of SGBV, including women from ethnic minorities and rural areas. Further beneficiaries include an estimated 20,000 women in Kosovo who were raped during the war and are still suffering from psychological consequences, social exclusion and poverty, with no assured right to any compensation.

## PROJECT ACTIVITIES

Psychosocial group sessions for 12 self-help groups (4-8 women each) were offered to SGBV survivors. Self-help group sessions and interventions organized by the women themselves were supervised. Five supervision meetings were offered to self-help groups leaders. During the reporting period, professional counselors supervised the meetings of self-help group sessions organized with the participation of the women leaders chosen by the group members. The sessions are led by women leaders supervised by the respective counselors.

In addition to self-help groups, the project conducted activities to improve the hard skills of women survivors of SGBV in beekeeping, milk processing, and conserving vegetables. This contributed to the aim of the project by empowering the SGBV survivors. Furthermore, a significant effort was made to

include different ethnic identities and consider the intersectionality in the project. To this end, the project leaders collaborated with NGO and school representatives, religious figures and heads of villages in order to contact SGBV survivors from all backgrounds and to effectively support and sustain the self-help groups formed during the project.

In order to target the health concerns of women and girl SGBV survivors, gynecological check-ups were offered in Medica Gjakova's (MG) stationary ambulance and gynecological consultation sessions were offered in the field to project participants. Over the project implementation period 2,095 beneficiaries gained access to gynecological care. The MG stationary ambulance documented 2,626 visits or checkups. Lastly, legal educational group sessions, individual legal advice and other legal services were offered to project beneficiaries.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### **Focusing on the relationship between poverty and VAW**

The project was designed to improve the health, empower (strengthen self-help competencies), and reduce the poverty of women and girl survivors of VAW in the Dukagjini region. Because the women survivors' economic conditions determined many aspects of their lives, including VAW-related aspects, strengthening these women through economic tools and skills was an important project focus.

### **What was lacking?**

Awareness-raising activities in this project focused on mitigating the negative consequences of VAW rather than producing a positive statement within the society to empower women in an effort to prevent future occurrences of VAW. This is a challenge for many cases in the region. It is important for future projects to take a more positive, constructive and strengthening approach to combatting VAW, because such an approach is more likely to have an impact on future VAW prevention.

# MONTENEGRO

## Good Case: **CAMPAIGN “UNWANTED” (NEZELJENA)**

### A. GENERAL INFORMATION

<b>Aim</b>	Fighting against illegal prenatal sex-selective abortions.
<b>Period</b>	2017- ongoing
<b>Responsible Party</b>	Women’s Rights Center
<b>For More information</b>	<a href="https://www.facebook.com/nezeljena/">https://www.facebook.com/nezeljena/</a>

### APPROACH AND MAJOR GOALS

The campaign was launched by the NGO Women's Rights Center in cooperation with the McCann Agency Campaign against illegal prenatal gender tests and sex-selective abortions. Statistics regarding an unequal gender balance in the population in Montenegro and other countries in East and South Asia and the Caucasus suggest that the practice of interrupting pregnancy based on the predicted sex of the fetus is widespread. According to UNFPA, an average of 100 girls were born for every 109 boys in Montenegro over the last twenty years. Basing their analysis on this data, the Women’s Rights Center decided to raise awareness of sex-selective abortions through unveiling biased perceptions and behaviors towards girls in the society. It is important to note that the campaign is not about women’s reproductive rights, i.e. the right to abortion. Rather, the campaign focuses on the necessity to overcome negative patriarchal values which, due to traditions of male inheritance lead to selective abortions and put girls in a disadvantaged position.

### TARGET GROUP

The direct target groups of the project are decision makers (government representatives, health institution representatives), the media, future parents, and the general public. Women and girls, especially women under pressure to give birth to male children to avoid criticism from their families, were expected to be particularly affected by the outputs of the project.

### PROJECT ACTIVITIES

- A petition to be submitted to the Government of Montenegro was started; at time of writing the petition had been signed by around 6000 citizens<sup>34</sup>.
- A video spot was produced<sup>35</sup> to be disseminated through social media.

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<sup>34</sup> <http://bit.ly/2oK9KRi>

<sup>35</sup> [https://www.youtube.com/watch?time\\_continue=3&v=z5Jg4nX\\_aU](https://www.youtube.com/watch?time_continue=3&v=z5Jg4nX_aU)

As part of the campaign, a panel with pink candles symbolizing a tombstone was placed at the University Park at St. Peter Cetinjsky Monument, dedicated to girls who were denied the opportunity to be born in favor of a male child.



**Picture 10:** Little girls' graves were built in public spaces to raise awareness. With the message: "Dear #Unwanted, your parents wanted a boy and that's why you didn't get a chance to be born. Forgive them. -Your grieving Montenegro"

- An "obituary" was posted in various locations across the city and published in the daily newspapers, reading:  
"Dear #Unwanted,  
Your parents wanted a boy, so you did not get a chance to be born.  
Your inconsolable Montenegro."
- A printed collection of stories of Željena (Wanted) was distributed along with the daily newspapers Vijesti, DAN, and Pobjeda. The stories tell tales of adventure, dreams, hopes, courage and friendship in the magical world of girls and boys.
- Billboards across the country featured the following campaign message: "#Unwanted is the name of many girls in our country of Montenegro. Change the value system that creates a difference between girls and boys."
- On December 29<sup>th</sup> 2017, "Video Stories of Željena (Wanted): New Year's Story" was aired. Željena teaches us to believe, to try, and not to be afraid, because if she, little as she is, bravely faced all her challenges, so can we, the big people.
- Video: Reading the poem "Željena (Wanted): Do not be afraid". The poem is about the honesty and courage that Željena has devoted to all current and future fathers and mothers, grandmothers and grandfathers, grand grandmothers and grand grandfathers. A gentle, yet powerful poem for little girls all over the world.

- Inspired by the #Nezeljena campaign, “Neželjena” (Unwanted) was debuted by Katarina Bogičević at the Montevision contest in 2018.<sup>36</sup> The song won 2nd place.
- The Deputy Prime Minister, the Ministry for Human and Minority Rights, and the Ministry of Human and Minority Rights supported the campaign just after its launch. Marketing support was provided by the McCann Agency, and Montenegrin media outlets offered their space free of charge.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Focusing on a specific regional issue

The issue of sex-selective abortions is a unique area of focus in the region in terms of VAW projects. Revealing the data on the issue, employing a unique approach towards tackling the issue, and underlining the fact that the campaign is not against women’s reproductive rights have all been innovative aspects of the campaign. Focusing on problems specific to the region (sex-selective abortions), in addition to more universal issues (violence against women) is an innovative and inspiring aspect to incorporate in future projects.

#### Basing the project on data

The most significant anchor of the project was the data collected by UNFPA on sex-selective abortions. Using this global data as well as local data regarding violence against women and related issues gave the project a strong base from which to design project activities.

#### Using different methods of dissemination

The campaign has been able to reach its target groups through diverse means of communication. Leveraging social media, advertisements, television programmes and public authority participation in the process have been important elements for the campaign to reach each of its diverse target groups. Significant support from the afore mentioned communication channels also facilitated the dissemination of campaign arguments and discourses.

#### What was lacking? Monitoring outputs

Although the project has been very successful in terms of dissemination, there was a lack of monitoring throughout the life of the project. Hence, an acute analysis of the outputs of the project throughout its life cycle is not possible. In the future of this campaign, it is critical to measure its outputs and the project designers plan to incorporate this monitoring aspect in the long-term project agenda.

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<sup>36</sup> Montevision is the national competition for the song that will represent Montenegro in Eurovision contest

### Similar examples globally: Santulan Campaign

Santulan Campaign is a unique initiative conducted on a yearly basis in areas with dangerously low sex ratios in India<sup>37</sup>. The campaign recruits members who are cultural custodians and opinion makers in the community, or individuals that engage with individuals who obtain sex-selective abortions (doctors, advocates, law enforcement & senior citizens). Members not only explicitly express support for the cause within the community, but also get consistently involved in the activities of the campaign, from closed group conferences to workshops in institutions, training sessions, street theatre and road rallies. Each advocacy session has been highly successful, registering hundreds of young and dynamic volunteers working to protect the girl child.

Specially customized media tools including folk songs on the girl child, dances, plays, short films, quiz sessions etc. are developed by Sansthan to generate awareness of the issue. Focused group consultation conferences are also organized to discuss the issue with various stakeholders including doctors, advocates, senior citizens and DJJS (Divya Jyoti Jagrati Sanstan) preachers from all over the world. Lastly, regular review meetings and trainings strengthen the structure of the activities.

Through its intellectual and creative programme along with the active involvement of local media, the Santulan Campaign creates community pressure for strict implementation of the law regarding sex-selective abortions and a re-evaluation of its shortcomings. The project crucially builds consensus among campaign members on the need to change individual mindsets and raise social consciousness in order to deal with the issue.

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<sup>37</sup> <http://www.djjs.org/santulan/initiatives/campaigns-against-sex-selective-abortions>

# Promising Case: **CHILD SEXUAL ABUSE – BREAKING THE SILENCE!**

## A. GENERAL INFORMATION

<b>Period</b>	2017
<b>Responsible Party</b>	SOS Podgorica
<b>For More information</b>	<a href="http://sospodgorica.me/index.php/nasilje-nad-djecom/">http://sospodgorica.me/index.php/nasilje-nad-djecom/</a>

## APPROACH AND MAJOR GOALS

Strengthening the capacities of employees in the health, legal and social sectors for professional, high-quality and efficient care and protection of children against sexual abuse.

## TARGET GROUP

Pediatricians and representatives of the police, social services and justice system. Beneficiaries are children and youth victims of sexual abuse.

## PROJECT ACTIVITIES

The project aimed to increase the knowledge, skills and ability of professionals to identify sexual violence against children and provide an adequate response. The project activities were to create an accredited training programme on child sexual abuse. Data shows that in Montenegro only a small number of pediatricians are willing to report sexual abuse. To combat this issue, the project placed an emphasis on educating pediatricians<sup>38</sup>. The campaign also included research and training activities conducted for women and children victims of violence by SOS Podgorica and their partner organization, the Association for Preventive Pediatrics of Montenegro, in partnership with the Ministry of Health.

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<sup>38</sup> [https://www.unicef.org/montenegro/media\\_31442.html](https://www.unicef.org/montenegro/media_31442.html)





**Picture 11:** The project logo

In the first phase of the project, a survey was conducted to ascertain the knowledge and attitudes of pediatricians on child sexual abuse, and to assess their motivation for professional development in the pediatric field. A total of 98 pediatricians were surveyed, accounting for 70% of the total number of employed pediatricians in Montenegro. A pediatrician training was organized, as well as a multi-sectoral seminar with 27 specialists in the field of child protection, including 7 Social Work Center representatives from Cetinje, Podgorica, Danilovgrad, Bar, Mojkovac and Kolasin, and Berane; 5 justice system representatives from Bijelo Polje, Danilovgrad, Cetinje, and Budva; 5 police force representatives from Niksic, Podgorica, Cetinje, and Berane; 5 State Prosecutor's Office representatives from Ulcinj, Bar, Nikšić, Rožaje, and Cetinje; and 5 NGO sector representatives from Montenegrin Women's Lobby, Defendology-Niksic, and SOS Podgorica.

- The pediatrician training programme "Programme for education and professional training of pediatricians to recognize the sexual abuse of children" was created and accredited by the National Council for Adult Education.
- The Ministry of Health began developing a new policy document, "Protocol in health care in handling cases of violence against children, including sexual violence".

Another important project activity was the document prepared for public dissemination on basic knowledge and terminology about child sexual abuse. The document described the issue and discussed proper responses to an occurrence of child sexual abuse. The documents were prepared and disseminated through SOS Podgorica's web site and social media with the aim of raising awareness and increasing the knowledge of the local community.

## NASILJE NAD DJECOM U PORODICI

U svojoj kući, u krugu porodice, tamo gdje trebaju biti najzaštićenija i najvoljenija, djeca mogu biti direktne i indirektno žrtve nasilja od strane svojih roditelja ili drugih članova porodice. Kao direktne žrtve doživljavaju napade i ostale vrste fizičkog kažnjavanja, seksualno nasilje, ponižavanje, vrijeđanje i razne vrste psihičkog nasilja, ali bivaju i zanemarena. Kao indirektno žrtve -svjedoci nasilja - dožive veliki broj neprijatnih iskustava u porodici u kojoj postoje različiti oblici nasilja izvršenih nad drugim članom porodice; gledaju stvarne incidente zlostavljanja, pri čemu im jedan roditelj biva povrijeđen, ugrožen ili ubijen; slušaju prijetnje ili zvukove nasilja koje se odigrava u drugoj sobi; posmatraju nastale posljedice fizičkog nasilja, kao što su krv, modrice, suze, pocijepana odjeća, polomljene stvari; svjesni su tenzije u kući, kao što je majčin strah ili zebnja.



Djeca koja žive u situaciji porodičnog nasilja pate tiho i bez imalo podrške, žive u stalnom strahu i izložena su povećanom riziku: svjedoci su traumatičnih dešavanja, zanemarivana su, direktno fizički zlostavljana, u riziku su da izgube jednog ili oba roditelja. Svi ovi rizici ostavljaju negativne posljedice na djecu i utiču na njihovo blagostanje, sigurnost i stabilnost.



Finansijska podrška:



www.facebook.com/sostelefonpodgorica



**NIKAKVO NASILJE SE  
NE MOŽE OPRAVDATI,  
A SVAKO NASILJE NAD DJECOM  
MOŽE SE SPRIJEČITI**

Picture 12: The title page of the public awareness-raising document "No violence can be justified, and any violence against children can be prevented" on the website of SOS Podgorica



**Picture 13:** Contents of the public awareness-raising document "No violence can be justified, and any violence against children can be prevented" on the website of SOS Podgorica

After the project, SOS Podgorica was invited to the Ministry of Health Working Group for the Preparation of the Health Sector Protocol for the Treatment of Violence against Children, including Sexual Violence. Furthermore, SOS Podgorica representative and psychologist Nikolina Boljević was elected a member of the working group. Boljević's nomination was proposed by 10 organizations: The Center for the Rights of the Child of Montenegro, Parents Association, SOS Berane, Juventas, SOS Bijelo Polje, Defensology Center Niksic (Center for Security, Sociological and Criminological Research of Montenegro Up), SOS Ulcinj, SOS Podgorica, and the Association for Democratic Prosperity (Wall and Bona Fide Pljevlja)<sup>39</sup>.

## B. CASE ANALYSIS

What was innovative and/or inspiring?

### Focus on child sexual abuse

The focus on child sexual abuse was important, as the issue is not often discussed or deeply analyzed in the region. For this reason, it was important for child sexual abuse to be brought to the public agenda in Montenegro.

### What was lacking?

<sup>39</sup> <http://bit.ly/2In3N62>

This awareness-raising campaign focused on pediatricians and other professionals. However, an awareness-raising campaign should also include parents of the children concerned to better understand the situation, and to improve parents' capacity to listen and respond to their children in instances of child sexual abuse.

# Potentially Promising Case: "EDUCATION WITHOUT VIOLENCE"

## A. GENERAL INFORMATION

<b>Aim</b>	Increase awareness among Roma and Egyptian community members of the necessity to fight against domestic violence and arranged child marriages and for the importance of girls' education.
<b>Period</b>	2015-2018
<b>Responsible Party</b>	NGO Center for Roma Initiatives (Crink)
<b>For More information</b>	<a href="http://crink.me/en/forum-teatar-predstave-u-niksicu-i-podgorici">http://crink.me/en/forum-teatar-predstave-u-niksicu-i-podgorici</a>

## APPROACH AND MAJOR GOALS

The main aim of the project is to increase awareness of Roma and Egyptian community members, especially community leaders, about the necessity of fighting against domestic violence, arranged child marriages, and for the importance of young girls' education. In other words, the aim of the project is to emphasize the importance of primary and secondary education, as well as to strengthen the Roma and Egyptian community to counter gender-based and peer violence in Niksic, Podgorica and Berane.

## TARGET GROUP

Roma and Egyptian communities in 2 municipalities: Niksic and Podgorica. Beneficiaries are Roma and Egyptian girls and women.

## PROJECT ACTIVITIES

"Education Without Violence" is a project implemented within the regional project "For Active Inclusion and Rights of Roma Women in the Western Balkans II", implemented in partnership with CARE International and financially supported by the Austrian Development Cooperation. This project is implemented in Bosnia and Herzegovina, Serbia and Montenegro.

The Center for Roma Initiatives, in cooperation with the NGO "RUZA" from Berane, the NGO "Montenegrin Women's Lobby" from Podgorica, and the members of Coalition, implemented the project "Education Without Violence" through two components. The first component emphasized the importance of education, while the second emphasize the fight against gender-based and peer violence in the Roma and Egyptian communities.

The specific goals of the project were,

- Increasing the number of Roma and Egyptian children who regularly attend compulsory primary school at the “Radomir Mitrovic” school in Berane, through establishment and improvement of cooperation in Berane Municipality between the “Radomir Mitrovic” primary school, police officers, and representatives of the Centers of Social Affairs and Roma women sectors. A Roma/Egyptian mediator was also employed, home visits to Roma and Egyptian parents were organized, regular meetings with the schools were held, and educational theatre performances were held for awareness raising;
- Increasing the level of knowledge and awareness in the Roma and Egyptian population about the forms, negative effects and legal implications of gender-based violence and peer violence, through educational debates about domestic violence and peer violence with the youth in Niksic, Podgorica and Berane.

The target group is Roma and Egyptian men and women from 10 Roma and Egyptian settlements in Berane (Riversajd and Talum), Podgorica (Vrela Ribnicka, Kakaritska Gora, Kamp I and Konik I and Konik II), Niksic (Trebjesa settlement, Budo Tomovic settlement and Brlja settlement). Age groups targeted were children attending 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> grade from three primary schools in Berane, Podgorica and Niksic, the management of primary and secondary schools in Berane, Podgorica and Niksic, children, aged 6 to 7, secondary school students, and members of the local population-both children and adults).



**Picture 14:** A scene from the street theatre activity conducted within the project.

In addition to the activities related to education and schools, the arts played a crucial role when implementing the project. The Center for Roma Initiatives organized two theater performances in Roma settlements in Niksic and Podgorica, performed by eight Roma and Egyptian secondary school students on December 6<sup>th</sup> and 7<sup>th</sup>, 2017. Performances with themes related to the importance of children's education, with a focus on Roma and Egyptian girls, were watched by 80 members of the Roma and Egyptian communities. Furthermore, two plays presenting a true story about an arranged child marriage were designed by Forum Theatre and presented to the community with the aim of familiarizing the general public with the difficulties Roma and Egyptian girls are facing. The plays were seen by about 600 people. At the event, information leaflets were also distributed.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### **Inclusion of the Roma community**

The inclusion of the Roma community and their leaders was an important aspect of this project. With an understanding of the intersectionality between VAW and ethnicity, it is very significant for regional projects to target Roma communities, not only as beneficiaries but also as actors. In this specific case, having the members of the Roma and Egyptian societies perform in the plays was an important element that had an effect on the intersectionality of the project.

### **Arts as a tool to reach people**

Arts were used in this project as a tool to reach people. This method both allowed for the inclusion of community members in the implementation of the project and encouraged empathy in audience members. In addition, the plays were easy to replicate on more than one occasion in different places throughout the region specified within the scope of the project. This way, art facilitated reaching many diverse groups of people effectively.

### **What was lacking?**

Long-term sustainability and monitoring of this project is lacking. Project outputs were not identified and measured, thus the actual effect of the project activities on the beneficiaries is unclear. Furthermore, long-term continuity was not envisioned within the scope of the project. This lack of perspective is a significant limitation for projects aiming at ending VAW, because transformation requires long-term planning. Specifically, societal transformation and behavior change is a long-term process that this project neglected to target.

## SERBIA

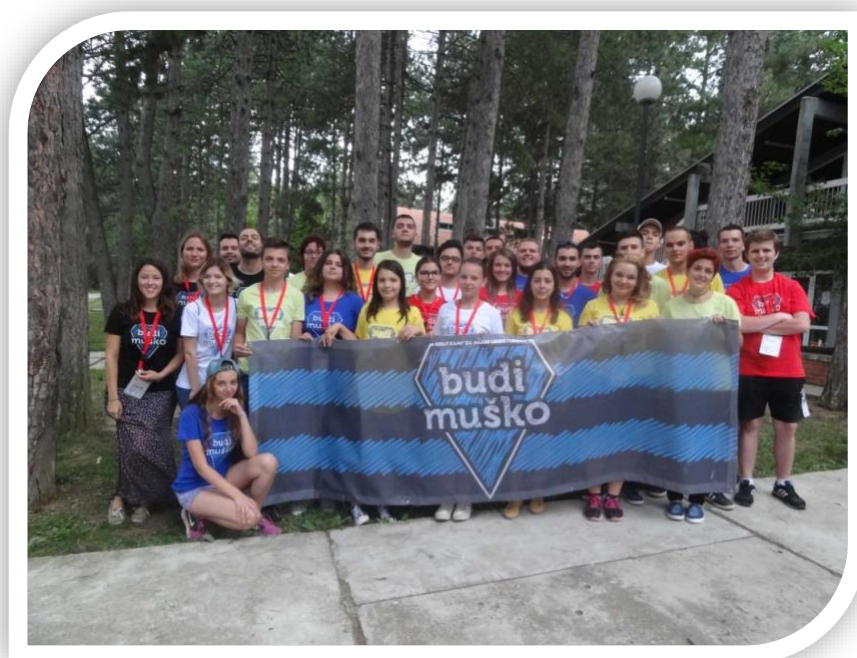
### Good Case: **BE A MAN!**

#### A. GENERAL INFORMATION

<b>Aim</b>	Challenging the masculinity/male identity of young men and boys.
<b>Period</b>	2015-2016
<b>Responsible Party</b>	E8 Centre
<b>For More information</b>	<a href="http://e8.org.rs/services/program-m/">http://e8.org.rs/services/program-m/</a>

#### APPROACH AND MAJOR GOALS

The main goal of the project is to challenge the male identity and understanding of masculinity of young men and boys. The project targeted gender inequalities and gender roles in general, but also VAW in heterosexual relationships and marriages. It was initially developed in Brazil, then by CARE International in Western Balkan countries and adapted to the regional/local context. Baseline research about masculinity and male identity in the region was conducted in 2008 and the programme was designed accordingly.



**Picture 15:** Participants at a training within the programme.



## TARGET GROUP

The target group of the project was mainly young men and boys between the ages of 14 and 19.

## PROJECT ACTIVITIES

According to a 2014 UNICEF study, 74% of secondary school students in Serbia experienced at least one form of gender-based violence in the first three months of the school year, while a majority of both boys and girls consider some sexual harassment of girls to be acceptable. For example, 69 % of girls and 64% of boys in Serbia agreed with the sentence "A girl who wears too short skirts and tight shirts is guilty if she is attacked". Additionally, 2/3 of boys in Serbia agreed with the view that a person of homosexual orientation deserves physical violence<sup>40</sup>. Similar results were also found by the E8 Centre in 2015 from two Belgrade secondary, where 75-85% of students think it's "okay to strike a homosexual person if he flirts with me." Also, 47.4% of the secondary school boys surveyed reported that they were physically violent in the previous 3 months. Another study by the E8 Centre revealed that 28% of individuals surveyed believe physical violence was justified if a girl or woman deceives her partner<sup>41</sup>.

The regional programme was created for the Western Balkans and includes training programmes, campaigns and various other activities such as conferences. E8 Centre named the programme "M Program", and implemented it in 18 cities in Serbia including Vranje, Bujanovac, Presevo, Novi Pazar, Priboj, Prijepolje, Ivanjica, Krusevac, Kragujevac, Nis, Leskovac, Kikinda, Sombor, Irig, Pancevo, Zrenjanin, Novi Sad and Belgrade. Key activities include trainings with young men and boys, training trainers for long-term capacity building, and developing activist networks. Young people trained in the educational workshops became members of the "Behind Men Club" (BMK) in their local community and, in cooperation with local organizations, youth and school offices, organized and implemented further public action to spread similar messages on the values of non-violence, gender equality, activism and the prevention of all forms of violence.

Additional activities of these youth clubs included educative workshops on various relevant topics in order to further educate their peers, film screenings and organized discussions, organized visits to the E8 Centre performances and other activities.<sup>42</sup> The young people who participated in the activities of the "M Program" acted as a source of dissemination by encouraging new members to join through their public activities and they continue to work to promote BMK.

The project was also implemented in 4 secondary schools in Belgrade: Agricultural PKB school, Sveti Sava secondary school, II Economic school and V Gymnasium. The project in these school was more intensive, including first a baseline study of students' attitudes and behavior, followed by a presentation of the results and proposed programmes to school staff, then a five-day training for peer

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<sup>40</sup> [https://www.unicef.org/publications/files/Violence\\_in\\_the\\_lives\\_of\\_children\\_and\\_adolescents.pdf](https://www.unicef.org/publications/files/Violence_in_the_lives_of_children_and_adolescents.pdf)

<sup>41</sup> <http://e8.org.rs/services/program-m/>

<sup>42</sup> One of the main activities of the applier of the project "Be a man", Centre 8, is having arts, specifically theatre included to the projects as both carrying the main messages of the center and bringing people together. "Reflektor" is the name of the initiative of this centre towards having these performances continuously <http://e8.org.rs/reflektor-teatar-stize-nam-nova-pozorisna-produkcija-iz-centra-e8/>

educators, public activities, workshops to train new peer educators in the schools, and accredited trainings for school staff. In the Sveti Sava Agricultural School and Gymnasium the work continued into the next school year, with another cycle of workshops dedicated to violence prevention through the project with CARE International Balkans.

The platform “Be a Man” was also created for young boys from 14-19 years old to receive peer education. After the training, participants could join the “Be a Man” club in their local communities and plan and launch various local campaigns and activities on combating gender-based violence.

One of the most visible and successful actions of the campaign was "My 5 Against Violence" declaration. The activity included a "chalk walk"-writing messages against violence on the sidewalks in places with heavy foot traffic, creating a "Be the Man" Instagram box, as well as a “Be a Man” mural on a wall in the city. These activities all promoted BMK and the values of non-violence, gender equality and activism.



Picture 16: A “Be a Man” mural saying "be a man, not a rapist"

Another project activity is the video series, “Be A Man Conversations” which includes different E8 Centre members talking about masculinity within the scope of the project<sup>43</sup>.

## B. CASE ANALYSIS

What was innovative and/or inspiring?

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<sup>43</sup> [https://www.youtube.com/watch?time\\_continue=453&v=aXKn0oX8ZWo](https://www.youtube.com/watch?time_continue=453&v=aXKn0oX8ZWo)

### Inclusion of men

Discussion of masculinity is not a widespread concept in the region. In this sense, the approach of the “Be a man!” project is very innovative. Masculinity and stereotypes of male identity within the society are one of the most significant challenges to efforts to end VAW. Additionally, as this project also targeted the young generation, it has the potential to produce long-term sustainable behavior change in Serbian society.

### Public visibility through “Chalk Walks”

The “chalk walks”, directly implemented by and targeting the youth target group of the project, is an important aspect of the project which provided significant visibility. In addition to the physical appearance of the images in the streets, the dissemination of the images through social media is another important tool for the project. A perspective which both achieves project visibility and inclusion of the participants to act together in a simple way through the language and methods they know is important for future projects as well.

### Using arts as a medium of discussion and bringing people together

The plays put on by training participants is another important tool within this project. Art has a strength to convey messages to targeted populations in an easier and more accessible way. Inclusion of different art forms in future projects is another aspect of the project that can be incorporated to future projects in the region.

### What was lacking? Inclusion of older men

The project was conducted with young men, however men of all ages can be perpetrators of VAW. Although this kind of training programme bringing men together around the issue of masculinity is a very important and significant step towards ending VAW and other discrimination towards women, it is also important to include men from other age ranges in these projects. If all age ranges are incorporated, societal behavior change may be observed in the shorter term.

### Similar examples globally: HeForShe

UN Women’s well-known campaign, HeForShe, is an important example of a similar project where men are encouraged to take part in the struggle against discrimination against women.

The HeForShe solidarity movement was created by UN Women to provide a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime. This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates and acknowledges the ways that we all benefit from this equality. HeForShe invites people everywhere to come together as equal

partners to craft a shared vision of a gender equal world and implement specific, locally relevant solutions for the good of all of humanity.<sup>44</sup>

There are many activities conducted within the HeForShe campaign, related to education, health, identity, workplace, violence and politics. The focus point of the campaign is transforming masculinity, as is the case for the “Be a Man” project in Serbia.

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<sup>44</sup> <http://www.heforshe.org/en/our-mission>

# Promising Case: **WOMEN'S INFORMATIONAL EDUCATIONAL CENTRE**

## **A. GENERAL INFORMATION**

<b>Aim</b>	Raising awareness of VAW in Roma settlements.
<b>Period</b>	2003-2014
<b>Responsible Party</b>	Sandglass
<b>For More information</b>	<a href="https://www.udruzenjepescanik.org/en/about-us">https://www.udruzenjepescanik.org/en/about-us</a>

## **APPROACH AND MAJOR GOALS**

The major goals of the project are:

- Raising women's awareness of violence and motivation to report violence;
- Raising institutional awareness of VAW
- Raising local community and general public awareness of VAW.

## **TARGET GROUP**

Women in the Rasina District.

## **PROJECT ACTIVITIES**

This is a project implemented by the women's association Sandglass with financial, logistical, and gender mainstreaming support from the Foundation for Peace and Gender Equality "Kvinna till Kvinna" in Sweden. The aim of the project is to empower women to claim their rights and advocate for the advancement of women and gender equality in society as the essence of democracy and justice. The project was implemented in the Rasina District and includes education, advocacy and research activities. 6 roundtable discussions were held on gender-based violence and protection mechanisms in villages near Krusevac and in Roma settlements. This intervention was funded by the Serbian Ministry of Social Policy and the Trag Foundation. Around 100 women attended the roundtable event.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

### Focusing on the most vulnerable members of society

This project is innovative because the group targeted was recognized as specifically vulnerable, and because it aimed at straightening women for long-term sustainable capacity building. Education with an aim to increase women's knowledge of their rights and their tendency to challenge and transform current cultural and social norms towards democracy and justice is an important perspective for future VAW prevention projects.

### What was lacking?

Evaluation and impact assessment of the project are lacking, therefore outputs cannot be monitored and impact cannot be measured.

# Potentially Promising Case: **MAKE UP ACADEMY** **CAMPAIGN – “I AM GUILTY”**

## **A. GENERAL INFORMATION**

<b>Aim</b>	Raising awareness of VAW.
<b>Period</b>	2013
<b>Responsible Party</b>	Makeup Academy, Direct Media, Fund B92
<b>For More information</b>	<a href="https://directmedia.biz/portfolio_item/jedna-fotografija-dnevno-u-najgoroj-godini-mog-zivota/?region=rs">https://directmedia.biz/portfolio_item/jedna-fotografija-dnevno-u-najgoroj-godini-mog-zivota/?region=rs</a>

## APPROACH AND MAJOR GOALS

Makeup Academy provided support for a video production campaign on violence against women<sup>45</sup>. This support motivated the Make-up Academy to start their own campaign on VAW. The campaign, constituted of images of women who experienced violence, is available on their website.<sup>46</sup>

## TARGET GROUP

People who are interested in makeup, as a profession or as teachers.

## PROJECT ACTIVITIES

The academy for aesthetics and cosmetology Purity (Makeup Academy) performed the play entitled "I AM GUILTY".

The goal of the performance was to draw public attention to difficulties women in Serbia often face. First of all, the project designers wanted to highlight, as an educational institution that deals with aesthetics and cosmetology, that women's beauty should elicit positive emotions. They also wanted to demonstrate that violence against women, whether physical or psychological, leaves a deep negative scar on all members of society.

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<sup>45</sup> <http://www.dailymail.co.uk/video/news/video-1003291/One-photo-day-Serbian-domestic-violence-victims-video-goes-viral.html>

<sup>46</sup> <http://www.kozmetika.edu.rs/project/ja-sam-kriva/>

Children who often watch scenes of domestic violence in their childhood are much more likely to become violent when they grow up. Often, the abusive fathers teach their sons that they need and deserve physical abuse of women.

One of the campaign texts says, “the phrase ‘I am guilty’ is not an excuse for physical violence, nor is the behavior of a victim of violence. No one has the right to physically or mentally endanger another person. Women are not property. Women are often afraid to report abusers because they think they have no place to go. They think they’ll lose their income. They think that their perpetrator will be found and mistreated after serving the sentence. However, safe houses are really safe and the way out for this kind of problem exists. By raising the awareness of society, we tackle the problem on a macro scale.”

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

**A private sector organization as the implementer of a VAW project**

This campaign was selected as a specific example since it was not implemented by an NGO or government institution dealing with VAW or gender equality. It was implemented by a private business, Makeup Academy, and aimed to transform women’s beliefs about violence to address survivors’ feelings of guilt. Engaging the private sector in the fight against VAW is innovative and crucial to replicate in future projects in the region.

**What was lacking?**

Seeing women that have experienced violence on a social media campaigns could be highly effective, however this campaign portrayed women as weak victims which has the potential to affect survivors of violence and other viewers negatively. Future projects should make an effort to present images of empowered survivors of violence to the public in their advocacy efforts. Empowering images have a much more positive effect on future behavioral and attitude change in society.



# TURKEY

## Good Case: **FIGHTING CHILD MARRIAGE IN VAN**

### A. GENERAL INFORMATION

<b>Aim</b>	Fighting against child marriage in the district of Van, in eastern Turkey.
<b>Period</b>	2015 - 2016.
<b>Responsible Party</b>	Yaka Koop (Yaşam, Kadın, Çevre, Kültür, İşletme Kooperatifi) - Life, Women, Environment, Culture, Business Cooperative
<b>For More information</b>	<a href="http://www.yakakoop.com/sayfalar.php?tur=bWFuc2V0&amp;id=MTM4">http://www.yakakoop.com/sayfalar.php?tur=bWFuc2V0&amp;id=MTM4</a>

### APPROACH AND MAJOR GOALS

Through the project, Yaka Koop aimed to raise awareness of child marriage - a significant problem in Turkey. To cope with current cases of child marriage in the region of Van, small business owners, specifically barber shop owners, were incorporated into the project which eventually achieved significant visibility in Turkey.

### TARGET GROUP

Direct beneficiaries of the project varied from citizens of the small villages in the region of Van to small business owners, specifically barbers.

### PROJECT ACTIVITIES

Yaka Koop conducted a survey in 97 villages in the Van region in order to understand the scope of the problem and to determine possible stakeholders. They learned that two in three women in the Van region were married before 18 years of age. Although domestic violence was widespread, women were not aware of the illegality or immorality of violence. Additionally, there were cases of disabled children as result of inter-family marriages. Due to these negative circumstances, women in Van were eager to listen to Yaka Koop's message regarding gender roles and child marriages.

The cooperative made announcements through the public speaker system in mosques and they organized talks in mosques or private homes where women could participate without hesitation or fear of repercussions from their partners. They chose to conduct the activity through a shared experiences format rather than a training format, which increased the participation of the women and sustainability of suggested solutions. Also, commencing activities in the village of the mother of a Yaka Koop member facilitated their entry to the field. Though they did not have personal connections in the other villages, Yaka Koop won the support of local leaders by focusing on their responsibility in tackling the issue of child marriage. This approach led imams and headmen of other villages to participate in

the project. The co-op organized seminars in those districts not only with women, but also men, and leading people such as headmen, imams, and teachers.

However, co-op members eventually realized that small business owners should have been included



**Picture 17:** An image from the meetings with the women from villages.

in this campaign due to their involvement and responsibility in the occurrence of child marriage. This decision was made when one of the coordinators of the project saw a child bride's hair being done in a barber shop. From this personal experience, she decided to focus on small business owners who are directly related to the marriage process.

The project designers' approach was to display survey results of small business owners' such as barber shops contribution to child marriages, which led many small business owners to feel self-reproach. The project managers at Yaka Koop then encouraged these small business owners, specifically barbers, to hang a sign on their window stating, "I don't do child brides' hair". In addition, wedding musicians were targeted and encouraged to not to play in weddings with an under-aged bride. Co-op members tried to address the inner conscience of small business owners rather than to 'educate' them.

As a result of this campaign, four girls gave up the idea of getting married and were permitted to continue their education. The success of the campaign gave rise to similar projects in other provinces of Turkey. For instance, in Antalya, Muratpaşa Municipality began to implement a project called "Purple Scissors", targeting 600 hairdressers. In Yalova, a woman's NGO also began a similar project.

In addition, the Chefs and Pastry Chefs Association asked to YAKA-KOOP to work together on raising awareness of child marriage among chefs. Their collaboration began in February 2018 and aims to reach 600 chefs.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

Basing the project on direct observation and experience of an issue specific to the region

First, Yaka Koop's project focused on a very serious and specific issue in Turkey and in the Van region. This approach - beginning with a **problem that co-op members observed and experienced in their daily lives**, then suggesting an inclusive approach to improve the situation - has been an important starting point for a CSO fighting violence against women. In doing so, Yaka Koop managed to accurately target the local behavioral change they intended to shape.



**Picture 18:** An image of the posters that the barber shops had for the project saying: "In this barber shop girls under 18 are not done bride hair and boys under 18 groom hair".

Sharing experience rather than training: A successful method of raising awareness

Another important aspect of the project is that a primary project activity was conducted in the format of sharing experience rather than training. This shared experience format substantially contributed to the success of the project. By sharing experiences each participant was able to contribute, making the meeting interactive. In contrast, trainings are generally conducted in a top-down format, with an individual with apparent expertise passing down information to a group of women without knowledge of the subject. Through the shared experience format used in this project, proposed solutions did not come from the leader of the activity. Rather, each solution was suggested by participants and discussed and improved by the entire group with the guidance of the project team. This led to more effective solutions that answered local concerns.

Choosing a relatively untouched region

Providing development assistance to a region that had not previously been reached by other civil society organizations was a significant challenge for the project. However, responding to this challenge

brought an important asset to the project - a target mass of the local community was recruited to be advocates for the project which increased the output of the project, although it also made implementation more difficult.

### Empowering small business owners reached more people

Empowering small business owners, specifically barber shop owners, to implement elements of the project increased the project's scope and allowed the maximum number of community members to encounter the message. Specifically, support from a significant number of barber shops helped to broadly disseminate the project message. CSOs and local governments from other cities contacted Yaka Koop to collaborate on implementing similar projects in their regions. The region of Manisa, for example, realized their need for a project against child marriage after hearing about the Yaka Koop project in Van<sup>47</sup>. Though the local culture of Van and Manisa differ significantly, the basic approach of Yaka Koop in designing an effective programme to fight child marriage could be replicated in diverse contexts.

**In conclusion**, the project's field of focus, idea, inclusiveness, and methods were innovative. Choosing villages not previously reached by CSOs ensured that the need was high. However, embracing small business owners, revealing their responsibility on the issue and giving them tools to act was the most innovative aspect of the project. In this sense, the project was successful because the project designers identified an effective entry point.

### What was lacking? A substructure for the girls' future

Although a successful step towards behavioral change has been taken as a result of this project, the substructure necessary for the girls concerned to free themselves from the oppressive sexist cultural and family structures is also necessary. After encouraging a young girl not to get married, a viable alternative life should be provided or facilitated by the CSO undertaking the project. For example, scholarships should be offered that would guarantee her future education. Similarly, future job opportunities could be directly related to project outputs. In this way, projects that focus on ending child marriage need to have an additional follow up element regarding the future needs of the targeted girls.

### Similar examples globally: CUT IT OUT

Cut It Out<sup>48</sup> is a Salons Against Domestic Abuse Fund programme that mobilizes professional hairdressers to fight domestic violence. Many women who have experienced violence will talk to people in an environment in which they feel safe, such as hairdressers in a hair salon rather than going to the police or a shelter. Recognizing this reality, the Cut It Out programme aims to educate these professionals to recognize DV warning signs and to provide safe referrals to their clients. The programme also builds awareness of DV through materials displayed in salons. This project, first conducted in Alabama, USA, was then expanded to other American states. The Cut it Out project and

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<sup>47</sup> <http://beyazgazete.com/haber/2018/1/8/cocuk-gelin-ve-damatlara-kuafor-hizmeti-verilmeyecek-4268096.html>

<sup>48</sup> <https://probeauty.org/cutitout/>

the Yaka Koop project employ a similar approach towards the issue of domestic violence where the issue is approached after first determining the appropriate entrance point for a particular locale to most effectively reach women in the community and change their lives.

# Promising Case: BUSINESS AGAINST DOMESTIC VIOLENCE

## A. GENERAL INFORMATION

<b>Aim</b>	To develop a support mechanism for domestic violence survivors at work places and make violence against woman more apparent in the private sector.
<b>Period</b>	2013
<b>Responsible Party</b>	Sabancı University Corporate Governance Forum
<b>For More information</b>	<a href="http://badv.sabanciuniv.edu/tr/proje">http://badv.sabanciuniv.edu/tr/proje</a>

## APPROACH AND MAJOR GOALS

The project thus dealt with all types of VAW, but especially violence experienced at home. The main aim was to develop a support mechanism at the workplaces for domestic violence and support the struggle against VAW in the workplace.

## TARGET GROUP

Private sector institutions, employees and other related stakeholders on the issue of VAW in workplaces.

## PROJECT ACTIVITIES

Within the scope of the project a survey entitled “Domestic Violence against White-Collar Working Women”<sup>49</sup> was conducted in 2014 of 1715 employees working in 20 private companies in Turkey that signed the United Nations Global Compact Initiative, the Women Economic Empowerment Principles (WEPs)<sup>50</sup> and/or are members of the Equality at Work Platform<sup>51</sup>. The survey results showed that 75% of female employees experience a form of violence in their lives. Survey results were shared with the public, while specific results were shared with each company privately. This enabled each company to ascertain how much their own female employees were subjected to violence and evaluate their expectations as a firm. Out of the 20 companies that took part in the survey, 17 of them accepted to be part of the pilot project. However, all 20 companies had already signed Women’s Empowerment Principles (WEP), Global Compact, or were members of the Equality at Work Platform, which meant they had already committed to materialize gender equality in the workplace. This particular project

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<sup>49</sup> [http://badv.sabanciuniv.edu/sites/badv.sabanciuniv.edu/files/badv\\_report\\_1.pdf](http://badv.sabanciuniv.edu/sites/badv.sabanciuniv.edu/files/badv_report_1.pdf)

<sup>50</sup> <http://www.weprinciples.org>

<sup>51</sup> <http://www.istesitlikplatformu.gov.tr>

both pushed and supported these companies to take practical action on gender equality commitments they had already made.

A guide entitled “Business against Domestic Violence Policy Development and Implementation Guide<sup>52</sup>” highlighting women’s rights and explaining how to develop support mechanisms was prepared. The guide also included details on how to create corporate policy to combat violence against women and provided sample policies to be adapted by companies. It aimed to provide trainings on gender equality to employees. After the trainings, companies were expected to create their own policies against domestic violence, conduct trainings and awareness campaigns and develop support mechanisms for employee survivors of domestic violence.

Additionally, a workshop entitled “Businesses Against Domestic Violence Best Practices” was held, during which business representatives, academics, opinion leaders, lawyers and representatives of NGOs came together to discuss the best practices on combating domestic violence in the workplace from around world.

Other activities were implemented outside the remit of companies such as an independent help line for employees from any company; establishment of a support fund to provide financial support to women employees subjected to violence; a service to give women employees priority if they request an appointment related to domestic violence support; offering psychological and legal counseling from another firm; raising awareness through advocacy activities on December 25<sup>th</sup> and March 8<sup>th</sup>; and opening kindergartens in order to facilitate women’s employment.

## B. CASE ANALYSIS

### What was innovative and/or inspiring?

#### Focusing on the workplace as a place of change

Focusing on white-collar working women and on the responsibility of the private sector in the issue of VAW is an innovative approach. Starting with a survey to ascertain the prevalence of violence among educated working women and its effect on companies was also highly effective. Despite the fact that the project neglected to target other social classes by only focusing on white collar women, it was important to target this social class that is often missed by the development sector. In addition, both the survey and the guidebook took men into consideration. The survey revealed the type and prevalence of violence perpetrated by educated men. Consequently, the guide book urged to incorporate men into organizing the trainings and a study on perpetrators was also conducted.

#### What was lacking?

In the region, people tend to equate VAW with domestic violence. Therefore, it would have been more effective to expand the spectrum of activity to other forms of violence such as violence in the workplace, psychological violence or mobbing, for example, in order to address the issue in the

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<sup>52</sup> [http://badv.sabanciuniv.edu/sites/badv.sabanciuniv.edu/files/badv\\_rehber.pdf](http://badv.sabanciuniv.edu/sites/badv.sabanciuniv.edu/files/badv_rehber.pdf)

workplace more holistically and effectively. Although the project has the workplace as a basis of its approach, the VAW occurrences in the workplace are not within the scope of the project, which is a contradiction and weakness of the project.



# Potentially Promising Case: **SOME SPECIES HAVE MUCH TO LEARN FROM OTHER SPECIES (CİNS VAR CİNS VAR)**

## **A. GENERAL INFORMATION**

<b>Aim</b>	Raising awareness of VAW with men.
<b>Period</b>	November, 2017
<b>Responsible Party</b>	KADEM (Women and Democracy Association)
<b>More information</b>	<a href="http://kadem.org.tr/kadem-25-kasim-kadina-yonelik-siddette-karsi-uluslararasi-mucadele-gunu-kapsaminda-cinsvarcinsvar-kampanyasi-duzenledi/">http://kadem.org.tr/kadem-25-kasim-kadina-yonelik-siddette-karsi-uluslararasi-mucadele-gunu-kapsaminda-cinsvarcinsvar-kampanyasi-duzenledi/</a>

## APPROACH AND MAJOR GOALS

The campaign aimed to raise awareness of VAW.

## TARGET GROUP

Men in Turkey

## PROJECT ACTIVITIES

Project campaigns were on billboards and social media platforms on the 25<sup>th</sup> of November, the International Day for the Elimination of Violence Against Women. This was a nation-wide campaign in every city of Turkey- billboards on roadsides featured the campaign and campaign short films were shared broadly through social media channels. Soon after it was launched it reached third place in the trending topics on Twitter, then quickly climbed to first place and remained trending in first place for more than three hours. Billboard campaigns remained in place longer, until the end of November. The campaign highlighted the power of three different animals (penguin, bear and wolf) and the fact that they do not beat their 'partners'. The posters and films made an analogy between men and animals and emphasized that physical strength does not give men the right to beat women.

## **B. CASE ANALYSIS**

What was innovative and/or inspiring?

**Aiming at men directly**

Targeting men to approach the issue of VAW is not widespread in the region. Therefore, it is important to emphasize the inclusion of men and boys to the fight to end VAW, as they are the main perpetrators. This aspect will be further developed in the project analysis section.

## What was lacking?

The campaign tackles a critical aspect of raising the awareness of perpetrators, yet it had an abstract definition of manhood, and thus of the audience for the campaign: men who saw themselves as more powerful than women. Any man could easily not see himself that way, therefore consider himself out of group that the campaign aimed to address. The project may have both included some men and excluded others at the same time. In addition, despite billboards being displayed for several days, it seemed to be a one-day awareness raising event which did not aim to create a long-term sustainable impact.

# General Analysis

The main objective of this report is to identify the tools and factors of initiatives advancing gender equality and ending violence against women in **Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Kosovo, Serbia and Turkey**. While preparing the report, in order to understand the effect of gender-related perceptions on violence against women, diverse socio-cultural perceptions and local stereotypes as drivers of gender inequality were identified and their root causes were analyzed.

**Not only good practices but also less successful practices were examined** and analyzed because lessons from unsuccessful initiatives can be strategic for improving future initiatives. Evaluating only good or best practices would not be enough.

This report is a summary of the activities conducted and outputs achieved through an analysis of the cases. The case and output analysis are supported by direct information from the stakeholders of the regional cases identified in this report.

In the region, awareness raising activities for the prevention of VAW are most frequently implemented by civil society organizations, other related parties from public administrations and the private sector stakeholders. The following themes and discussions should be emphasized:

### Limited inclusion of different forms of violence against women in cases

The effect of peer, psychological and emotional violence and how to fight against these forms of violence are not widely discussed and targeted by civil society organization programmes in the region. This is a significant gap in the regional approach to fighting violence against women.

- **Example of inclusion of different forms of violence against women – peer violence:** A baseline study called "Peer and Gender-Based Violence in Primary Schools in BiH", was conducted in 30 primary schools in Sarajevo, Herzegovina-Neretva and the Central Bosnia cantons, on peer and gender-based violence in primary schools, within the framework of the project "Peer and Gender-Based Violence at School". In the selected schools, trainings for teachers and psychologists were held and awareness raising activities for children were conducted.



Picture 19: A scene from the trainings towards students.

### Most of the cases focus on the aftermath of violence rather than prevention

Transformation of gender stereotypes and women's empowerment in an effort to prevent future instances of violence are limited within the projects conducted in the region.

- **Example of strengthening women and changing minds:** The Women's archive 2.0 is an internet based real time action campaign which gives out information about women from Macedonia for whom there is no internet accessible materials and who remain forgotten by the digital era.



Picture 20: Women's archive project team working #Femwiki

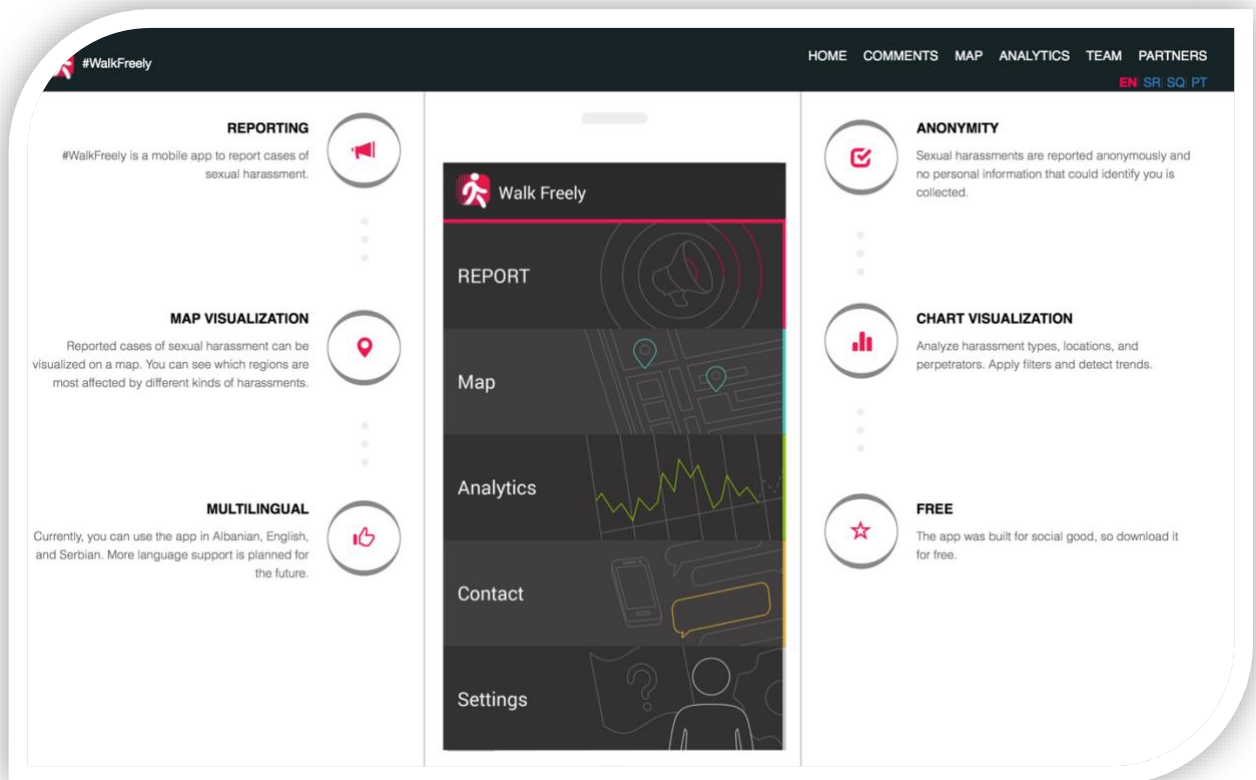


Picture 21: Women Archive 2.0's campaign poster.

Usage of new technologies is a new route to follow.

Effective usage of new technologies in the fight against VAW is evident in the region.

- **Example of using technology to fight VAW:** The Smart Phone Application “Walk Loose” from Kosovo is an outstanding example of using technology in the field. In addition to fighting VAW, it also served as a tool to empower women by learning to code and empowering them to apply their hard skills such as coding to VAW initiatives. Leveraging learning to empower women in a way that also advances VAW related project goals should be incorporated into future projects.



Picture 22: Main page of the application.

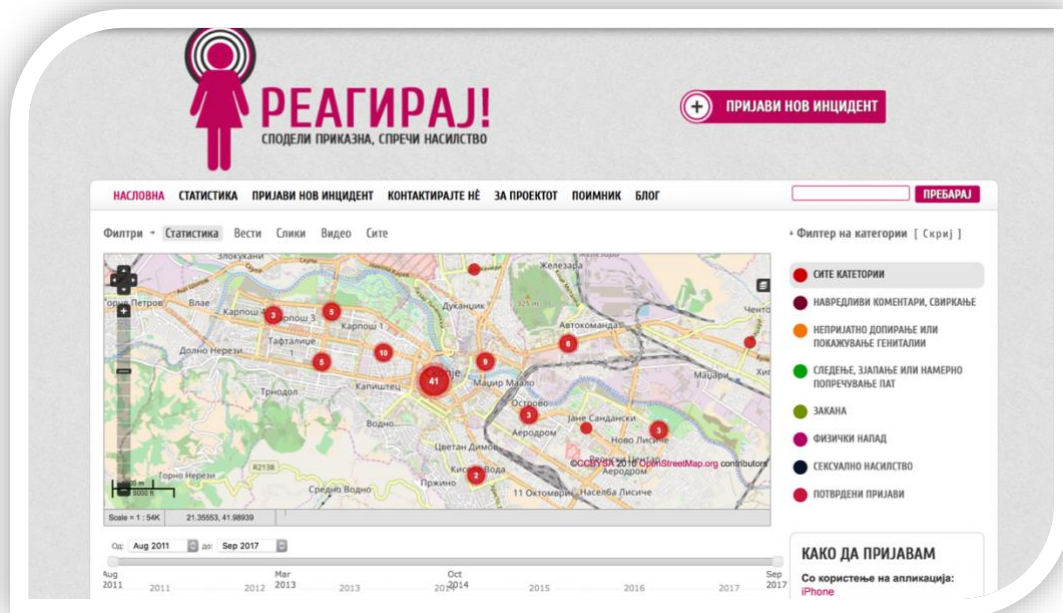


Picture 23: Coding workshop participants during the project.

**Appropriate public space as a medium of transformation is an important aspect**

Effective appropriation of space to fight against VAW has begun in the region.

- **Example of a project to transform public space:** React! from Macedonia. In this project, data is collected online from the citizens of Macedonia in terms of occasions of violence against women and the suggestions and demands of women in terms of these spaces to prevent violence in the areas such as effective lighting, security... etc. Transformation public spaces and warning related public administrations, municipalities, law enforcement officers, and local governments in terms of VAW through the data collected via the online platform is a practice that should be disseminated throughout the region.



Picture 24: Screenshot from the React campaign's web page.



**Picture 25:** Photo from the demonstrations conducted within the campaign.



### Focusing on the specific problems of the region produces results

Effective sharing of local statistics to the local population has begun in the region.

- **Revealing local statistics to transform the fight against VAW:** The Unwanted campaign from Montenegro communicated the current situation regarding discrimination against women through statistics featured in established campaigns, projects and activities. The local population was more significantly affected by a campaign that revealed the situation in their own community through clear and reliable data than a campaign without such data. Because this approach was highly successful, in order to succeed in their VAW campaigns, **data collection knowledge and sharing** for future projects is a high priority requirement for CSOs in the region.



**Picture 26:** Little girls' graves were built in public spaces to raise awareness.



**Picture 27:** Campaign visuals were posted on billboards.

### Inclusion of men and boys is limited in the region

Few CSOs successfully included men and boys in their VAW campaigns. However, incorporating men and boys in VAW programmes should be more widely implemented in the region. Additionally, their inclusion should be carefully approached as past projects made several sensitive mistakes.

- **Cases from Turkey and Serbia:** The Turkish campaign “Some Species Have a Lot to Learn from Other Species” and the Serbian campaign “Be A Man!” both demonstrated that inclusive approaches to VAW programming are being implemented in the region. Nevertheless, the approach used thus far demonstrated room for improvement. In Turkey, masculinity was identified with physical strength and in Serbia only boys and young men were targeted, whereas adult men are the main perpetrators of violence.



Picture 28: Text in English, "Wolves have a jaw pressure power of 750 kilos but they do not attack their wives. - Some species have a lot to learn from other species."



Picture 29: One of the images disseminated within the project, "Be a man", from Serbia

- Nevertheless, a good example of an inclusive campaign is **AÇEV's (Mother Child Education Foundation) Father Support Programme** in Turkey. The programme's aim of transforming the understanding of fatherhood and supporting fathers to evolve

outside of gender stereotypes constitutes an inspiring example of including men and boys in VAW related programming.



**Picture 30:** Text in English: First job: fatherhood. A father's first job is his children. When fathers talk with their children, children's mental, social and emotional development improves. When the father communicates, the child grows.

### The direct relationship between economic empowerment and VAW must be addressed

Very few CSOs in the region address women's economic empowerment (WEE) in their VAW-related programming. However WEE is an essential aspect programmes with a long-term perspective on decreasing VAW.

- Although economic empowerment projects for domestic violence survivors in the region exist, such as the "Women's empowerment: Building capacities to improve the access to economic opportunities with a special focus on victims of domestic Violence" programme in Albania, for the most part economic empowerment activities are not on the agenda of women CSOs working on the issue of VAW in the region.



**Picture 31:** Activities from the “Women’s empowerment: Building capacities to improve the access to economic opportunities with a special focus on victims of Domestic Violence” programme in Albania.

- This lack of attention to women’s economic status affects the long-term sustainability of the projects conducted by CSOs in the region. Indeed, without financial empowerment, there is no long-term capacity building and transformative opportunities for women, and they are left in a male-dominant network after the project ends. In addition, for the sustainability of the project itself, **entrepreneurship and financial support projects should include women** in their design and management as well as in the beneficiaries.

Here are good examples of projects targeting women’s financial empowerment:

- In Turkey, YenidenBiz is a platform that supports women to return to work after giving birth<sup>53</sup>.

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<sup>53</sup> <http://yenidenbiz.com>



Picture 32: Yenidenbiz's slogan: "I took a break, now I'm back"

- In Turkey, BinYaprak is a platform that provides support to young women on their career establishment and advancement.



Picture 33: One of the visuals of the 21<sup>st</sup> of September, Sisterhood in Working Life Day: "Let's celebrate the 21st of September, Sisterhood in Working Life Day. We're glad you're here!"

### Intersectionality is not disseminated enough in the region

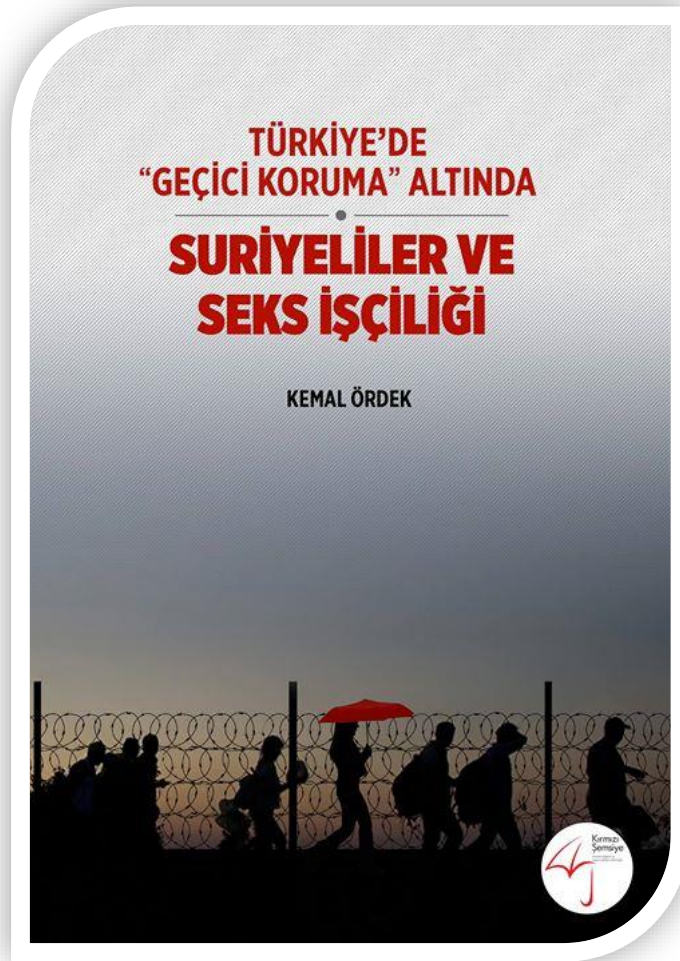
Targeting intersectionality is a very effective approach that has been implemented in only a few cases.

Intersectionality highlights the interconnecting nature of discriminations against different people's identities. Women's multiple identities, such as being a Roma woman or a refugee woman, is not sufficiently addressed in projects in the region. Moreover, projects that are sufficiently inclusive of different minority identities do not have a sufficient proportion of representatives from these groups

in design and management roles during the project. Projects targeting minority groups should be implemented with a “learning together” rather than a “teaching” approach.

The following are good examples of intersectionality being sufficiently addressed in projects in the region:

- In Turkey, Red Umbrella (Kırmızı Şemsiye) Sexual Health and Human Rights Association’s report on Syrian sex workers<sup>54</sup>.



**Picture 34:** Cover of the book, "Syrian Sex Workers" by Kemal Ördek, one of the founders of the Red Umbrella Foundation

- In Turkey, Kadına Şiddete Karşı Müslümanlar İnisiyatifi (Muslims Against Violence Against Women Initiative), created by Muslim women in Turkey to represent the feminist Muslim movement fighting violence against women.

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<sup>54</sup> A summary of the content of the report can be found at: <http://www.sivilsayfalar.org/2018/03/02/a-report-on-the-problems-of-sex-worker-refugees-has-been-published/>



**Picture 35:** Muslims Combatting Violence Against Women's demonstration after the death of Ozgecan, an important symbol for the Turkish struggle against VAW.



# Recommendations for Future Projects



## Combat different forms of VAW

Most projects in the region combat domestic violence. Integrating different forms of VAW into the scope of future projects will strengthen the struggle against VAW.



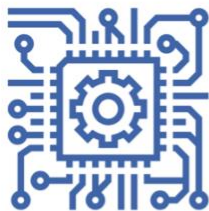
## Focus on the “positive” side of the story

The dominant focus of projects in the region is mitigating the consequences of the VAW. Empowering women in an effort to prevent VAW before it happens should be the dominant focus.



## Include economic empowerment

Economic empowerment is one of the most important aspects of VAW prevention. The direct relationship between economic empowerment and ending VAW should be emphasized and integrated into regional VAW projects.



## Leverage innovations and new technologies

Leveraging new technology in an innovative way is a critical project design element. In doing so, the dissemination process and impact capacity of projects are prominently improved.



## Target public spaces as a transformation medium

Transformation of public spaces is an important medium to combat VAW in future projects and requires inclusion of all relevant stakeholders, from citizens to the public authorities.



## Combat local issues in the region

Although VAW is a global problem, it is crucial that project designers determine the specific needs of local groups and design projects to fit the unique context on the ground.



## Monitor and plan for a sustainable outputs

Lack of monitoring prohibits improvement and limits impact for regional VAW projects. Monitoring outputs would also assist in planning for effective long-term behavior change.

# Conclusion

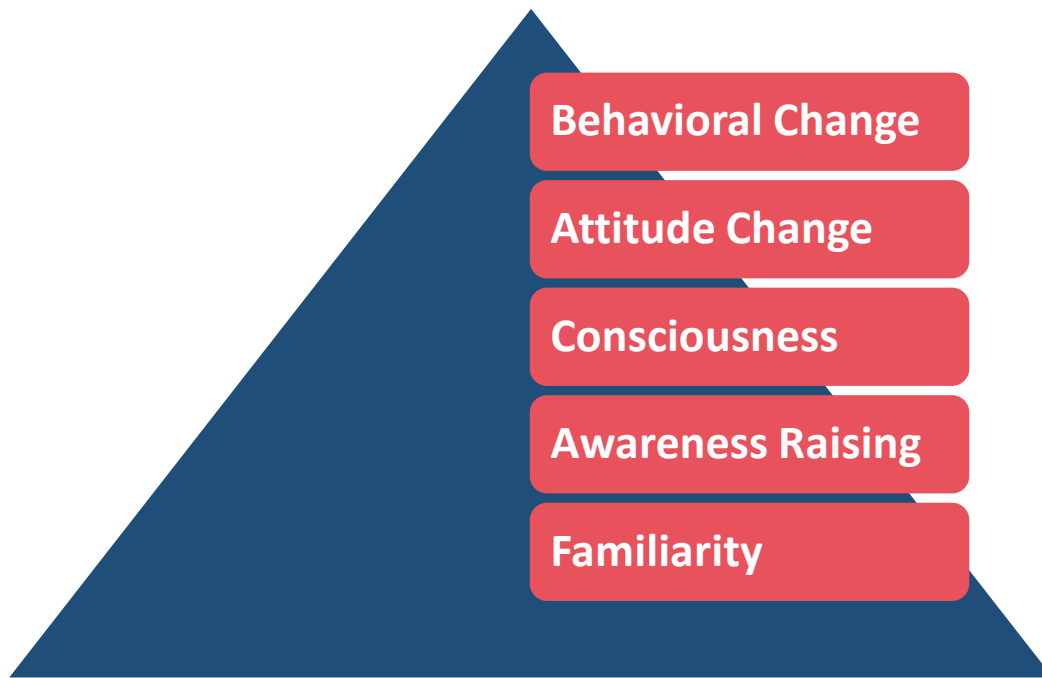
In this report a mapping study has been conducted of cases-projects, initiatives, campaigns and other related activities-that aim to end VAW in the countries of Albania, Bosnia and Herzegovina, FYR Macedonia, Kosovo, Montenegro, Serbia and Turkey. Through this study, three cases were chosen from each country of all the cases conducted within the last 5 years. The primary criteria for the cases selected were innovative and effective tools, methods, and approaches in prevention of VAW projects in the region.

Specifically, cases analyzed in the report were selected according to their:

- Creativity in tools and methods
- Effect generated on target audience
- Evidence-based approach, where the problem is identified through research or clear data
- Innovation/pioneering in the project's approach to the issue
- Inclusion of women at the center of the project, as well as inclusion of men in the framework
- Place in the public agenda
- Continuity/sustainability

After initially selecting 15 possible cases from each country, three final cases per country were chosen as "Good", "Promising" and "Potentially Promising" cases. "Good" cases directly aimed at "primary prevention" of VAW, i.e. behavioral change, while "Promising" cases generally aimed at "secondary prevention" of VAW, and "Potentially Promising" cases aimed at "tertiary prevention". Each of the "Good" cases also demonstrated an innovative or unique way to approach the issue of VAW in their local community.

The most important theme that came to the fore through an examination of the cases in the region is that advocacy against VAW is a long-term process requiring strong and cumulative efforts of all the various stakeholders of the issue. Additionally, as depicted in the diagram below, this long-term process follows a series of phases. During the first phase, the activities around the issue are expected to familiarize local citizens with the issue. By the last phase, activities are expected to lead to a behavioral change that would end VAW.



**Image 2:** Expected phases of societal change as a result of action taken to end VAW

From the analysis of the cases, the authors of this report believe that the first phase of the process of ending VAW, increasing people’s familiarity of the issue, has nearly been accomplished in the region. However, outputs within the second phase, awareness raising, are difficult to ascertain in the region because of the lack of monitoring and impact analysis on projects conducted in the region. Similarly, the phases following awareness raising are even more difficult to assess-although a change in the level of consciousness of an issue can be measured through some perceptual tests and other quantitative methods, it is very difficult to be certain that the awareness raising campaigns conducted had a direct effect on that change. And for the subsequent phases, in order to have such a macro-level behavioral change in society, the messages of the advocacy campaigns must be adopted in every sector of society, from public administration to civil society organizations, different cultural groups, and private sector organizations. This is why the contribution of all concerned parties to advocacy projects is critical for maximum impact. However, regardless of the difficulty in achieving societal change above the level of “familiarity” in the above diagram, it is not known whether the regional projects examined in this report achieved such change due to the lack of monitoring outputs. Hence, in conclusion there is a concrete and apparent effort towards ending VAW in the region, however future efforts should incorporate monitoring assessments into their project activities in order to ascertain the nature and scope of the transformative effects the projects have in the region.

In order to improve future VAW-focused projects in the region and accomplish all the phases of societal change, the most important aspects to be covered are:

#### Different forms of VAW must be included

In the region, there is a clear lack of understanding on the issue of VAW regarding its scope. VAW is often understood in a limited capacity, that is to say in terms of domestic violence only. Different forms of VAW, such as peer violence, psychological violence, etc. are largely not included in the projects and

activities conducted in the region. In order to more effectively contribute towards ending VAW in all its forms, it is critical for future projects to include different forms of VAW in the formation of their project strategies and activities.

#### **“Positive” sides of the story must be shown**

In most in the region, projects focus on survivors of VAW after it has occurred, while empowering women before possible instances of VAW is not often targeted. Subsequently, the themes and attitudes employed in the projects are often “negative” rather than “positive” and empowering. Incorporating a focus on empowering women to prevent VAW before it happens is an element that must be considered for future projects in the region.

#### **The relationship between economic empowerment and ending VAW must be emphasized**

In most cases of VAW, although women know that “there is something wrong” with their negative experience, they do not have the agency and necessary resources to leave their homes or provide financially for their children or other people for whom they are responsible. Increasing the agency and resources of women through economic empowerment is an important aspect to incorporated into future projects focusing on VAW.

#### **Innovation and new technologies should be leveraged**

As new technologies and innovative approaches have come to the forefront of modern people’s lives, neglecting this element when implementing new methods, tools or applications in regional projects impedes their success. Women’s organizations and all the other concerned parties to the issue of VAW must engage with new technologies and innovative approaches if they desire to fully achieve project outputs.

#### **Public spaces should be used as mediums for behavior transformation**

A significant proportion of VAW occurrences happen in public spaces. Hence, transformation of public space is an important aspect of the struggle against VAW. In addition to technical enhancements such as effective lighting or security precautions in the public spaces, gender-sensitive transformation of public spaces would have a positive impact on ending VAW.

#### **Local issues and unique regional problems must be targeted**

Although VAW is a global problem and there are proven global tools and approaches to combat the issue, it is important for local organizations and institutions to ascertain and monitor local cultural factors that are directly related to the issue of VAW. Identifying these local factors and targeting them specifically in corresponding local projects would have more impactful outputs for regional projects.

#### **Monitoring project outputs and long-term planning towards more sustainable outputs must be done**

Although there are incredibly important VAW-related projects conducted in the region, it is not possible to ascertain the concrete outputs of these projects as monitoring activities are lacking. Therefore, one of the most critical aspects to incorporate into the design of future projects is a long-term plan toward eventual sustainability projects designed according to the outputs and impact of the project, which must be measured throughout the life of the project-from baseline study to monitoring activities to final assessment.

In conclusion, this report has mapped VAW prevention cases in the region, presented an overall analysis of regional activity on VAW, and made suggestions for future projects. Although all recommendations cannot be applied in future projects, ensuring a sustainable and effective output is the most critical outcome of this report and must be considered as a prerequisite for all projects, activities, and initiatives that will be conducted in the region in the future.