

PR 4.

Capacity Building of Peers in Multiplication and Networking Strategies



**Guide on Networking and Campaigning
for the Prevention and Elimination
of Gender-Based Violence**



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Guide on Networking and Campaigning for the Prevention and Elimination of Gender-Based Violence



The MARIPOSA project aims at delivering tools and approaches to support women affected by gender-based violence and at developing new perspectives to avoid the risk of social exclusion and poverty. The MARIPOSA tools support these women in becoming more aware of unhealthy relations and situations, before and after seeking professional help. More information can be found at <https://mariposaproject.eu/>

The tools are to be used by themselves. They shall help them get more clearness on their emotions and thoughts, future objectives and empower them and their decision-making in the future. They shall also help to set preventative steps to avoid repetition of exposures.

It is important that they are in an emotional and socially safe situation and aware that in case they need additional support professional help to seek this help.

In this guide, we offer a comprehensive resource for those who seek to engage more actively in the struggle to combat the persistent issue of gender-based violence and to raise awareness on this phenomenon.

Objectives of this guide?

- Guide peers and supporters in encouraging the empowerment of women affected by GBV
- How to speak up, build stable networks and multiply messages against GBV
- How to plan an awareness-raising campaign for the prevention and fight against GBV

Who can use this guide?

Anyone who wants to campaign or raise awareness against gender-based violence. Either if you are thinking of starting to act individually or you belong to a small organization, here you will find everything you need to join your efforts in ending GBV!

INTRODUCTION. What is GBV?

Gender-based violence is defined as: violence directed against a person because of that person's gender or violence that affects persons of a particular gender disproportionately*.

Gender-based violence and violence against women represent a human rights violation and a form of discrimination and includes all acts that result in, or are likely to result in physical, sexual and psychological harms, and suffering to women.

Gender-based violence can take many forms:

- Domestic violence
- Economic violence
- Stalking
- Physical violence
- Sexual violence
- Sex-based harassment
- Online violence
- Forced marriage
- Female genital mutilation (FGM)

Gender violence may affect persons of all ages and genders, but it is often interrelated with situations of unequal positions and toxic relations. Many people, especially women, suffer from structural violence that manifests as poverty, weak support networks and poor social resources. This makes them more likely to face domestic and sexual violence and harder to get away from it. The sex/gender system, the emotional dependence and the normalization of violence, makes it more difficult to identify power dynamics and break the cycle of violence. Domestic and sexual violence against women has a large impact on their wellbeing and living standards, but also on their families and communities, and on the society as a whole.

*What is gender-based violence? European Commission (2023).





CHAPTER 1: Joining the Struggle.

Networking against Gender-Based Violence

1. Get involved! Strategies for Individual mobilization against GBV.

..... THINK BEFORE YOU ACT

1. Why do I want to get involved?

Understanding your motivation and why you want to dedicate your time and resources to the fight against gender-based violence, in any of its forms, is something that will guide every effort you will make and will help you make better decisions, gaining perspective, acting with empathy and being more creative.

2. What do I know about GBV?

There`s no need to be an expert on the topic, but you need to understand its complexity, in order to have a well-informed position that allows you to contribute and feel comfortable in doing it.

We suggest you to first look for information about the reality of GBV, especially in your local context. You can do it simply by searching online and reading about the topic.

At the end of this guide, we have added some suggested resources that may help you, but there are plenty of resources on the internet on which you can count. Go on and take a look!

3. At what level do I want to/can engage?

Now that you are aware about the scope of the issue, where to start? Don`t panic. Activism does not have to take over your life, and it doesn`t have to be your priority. Being involved in any way helps supporting and promoting meaningful causes.

The level of engagement that you can reach will depend on your resources and how you want to use them.



Reflect on:

- **What resources do I have?**

Time and money are the main resources you need to think of. If you have plenty of free time you may want to get more involved and be present, while if you don't count on this option, you may want to donate to some initiatives, which is also an important way of supporting efforts against GBV.

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- **How do I want to contribute?**

Once that you have a clear idea of your resources, you may want to think on how to use them. You should also think if you are looking for a long-term involvement, or if you just want to help in a specific moment.

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If you have time:

Reflect on whether you prefer to participate in person, attending demonstrations, being part of a local support group or even volunteering in an association; or if you prefer participating online. In the last years, a lot of collectives and organizations have adapted to the new technologies, and have started to organize seminars, events and conferences online, so this might be an option, too.



If you have money:

- If you still want to engage, but your free time is limited, you may think to donate to an association, collective or initiative that fights against GBV.
- We suggest that, before donating, you get informed about what this entity does, what is its position on the different aspects of GBV and who it collaborates with. Gender-based violence has become a very popular and relevant topic lately, and the internet encounters some scam risks. So be sure of the reliability of the sources you are consulting and to whom are you sending your money.

If you don't have any of those, don't worry:

→ **Personal is political.** Our personal choices affect us and others. You can try to incorporate your efforts against GBV into your every-day life, by:

- **Educating** yourself and those around you.
- **Challenging** sexism, misogyny, homophobia, transphobia, racism, classism, ableism, and other forms of oppression and discrimination whenever you encounter them. You can speak up, intervene, report, or support the victims of such acts.
- Respecting and **celebrating the diversity** of women's experiences and identities. You can listen to and learn from women who have different background and experiences, and avoid making assumptions or judgments based on stereotypes.
- **Practicing self-care and self-love** as a form of resistance against the patriarchal norms that devalue women's bodies, minds, and emotions. You can take care of your physical and mental health, express your feelings and needs, set boundaries, and pursue your passions and dreams.

→ **Sharing is caring.** Even If you cannot join the initiatives of other collectives, you can always share their efforts on your social media profiles. Like this, we contribute in giving visibility to the fight against GBV.

→ **Sign the petition.** Signing petitions is a useful way to express your opinion and support a cause that you care about. It also helps organizations in disseminating their actions and building networks of supporters who can be mobilized for further action, such as donating, volunteering, campaigning, or protesting.

- **What do I feel comfortable doing?**

How you want to contribute to the struggle also depends on what do you feel comfortable doing.

GBV is something that cuts across all people in a society, especially women, and that can have very intricate realities, in which you can see yourself or people close to you represented. Being aware of the level and faces of violence is not always easy.

If you cannot help yourself, you won't be able to help others. So, our advice is: take care of yourself, make sure you are in a stable and safe position, set your own boundaries and decide what you feel comfortable doing and in what spaces.

When joining other initiatives or organizations, it is important that you feel comfortable and aligned to their values and their way of acting.

There are some organizations that create non-mixed spaces (only women can participate) to offer safety to those women that do not feel comfortable, personally or ideologically, with men's involvement in these topics. We suggest you to reflect on this issue and take the position that you feel most comfortable with.



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TAKE ACTION

Now that you have reflected about your situation and how you want to contribute in supporting women affected by gender-based violence, you can start looking for associations or initiatives that you can join.

1. Search local

The first advice is to search in your local context. You can start by asking people around you, searching on the internet² or asking in local centers.

Acting in your local context, you will have more power to act and to change your local reality, where your efforts are really needed. Focusing on the international dimension of GBV, even if it is nurturing and helps to know the global reality of women all over the world, can be overwhelming. In addition, GBV has many faces, and they are culturally and socially diverse depending on the context.

Where?

In every country, there are some **public and private actors at local level** (Centri Antiviolenza in Italy, Centros de atención a las mujeres in Spain, etc.) to which you can go to get informed about the activities they propose and share.

- Many national and international organizations also run focused local chapters (for example Amnesty International), where you can contribute.
- The Universities of some countries also have specific associations dedicated to GBV or feminist initiatives.

Tips:

- During the last years, organizations and collectives have become more active in planning events, specifically demonstrations, during special dates like the 8th of March (International Women's Day) or the 25th of November (International Day for the Elimination of Violence against Women). You will probably find more information on the issue regarding those dates.
- If you cannot find a specific initiative or organization that works against GBV in your local context, and you feel like it, you can also create your own initiative. However, this process requires an exceptional effort, and there are many advantages in joining an existing initiative.

* Annex to the suggested resources of every partner local context.

Make a list of relevant actors:

2. Get involved.

At this point you have everything you need to take action.

Call them or text them, go and meet them, get to know their work and think of how you can contribute and support their efforts in preventing and fighting against gender-based violence.

Every effort that you would make, no matter how big or small, will be another step in the right direction!

Tip:

- Be sure to select the initiative/organization that is most suitable to you, your stance, your resources and your intentions. This is why reflecting before is so important.

3. Keep yourself updated.

We never stop learning. We suggest you to keep following the latest developments on the issue: read articles, follow Instagram/Facebook pages raising awareness on the topic. Thus, you can keep learning about ways of contributing to this reality and keep reflecting on the topic and your position about it.





2. Joining Hands. Networking strategies for small organizations.

.....WHY IS IT IMPORTANT TO NETWORK?.....

Joining a pre-existing initiative or network, either if you act by yourself or you belong to a small organization, can help you to:

- Learn from the experience and expertise of others who have been working on the issue for a long time.
- Connect with other people who share your passion and commitment to end violence against women.
- Amplify your voice and impact by joining forces with a larger and more diverse group of people
- Have access to more resources and support (funding, training, information and data) that can help you achieve your goals.
- Be part of a global movement, strengthening all the efforts to end all forms of gender-based violence.

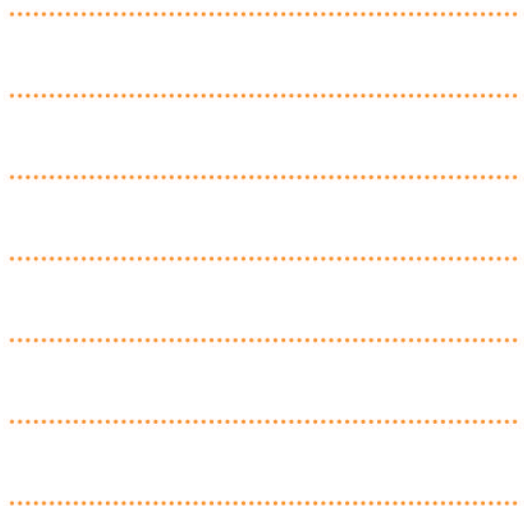
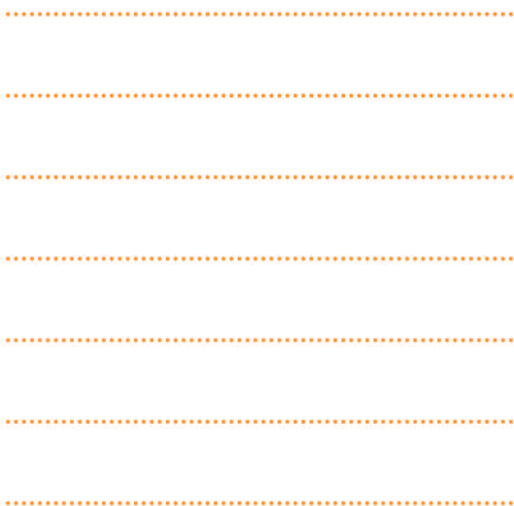
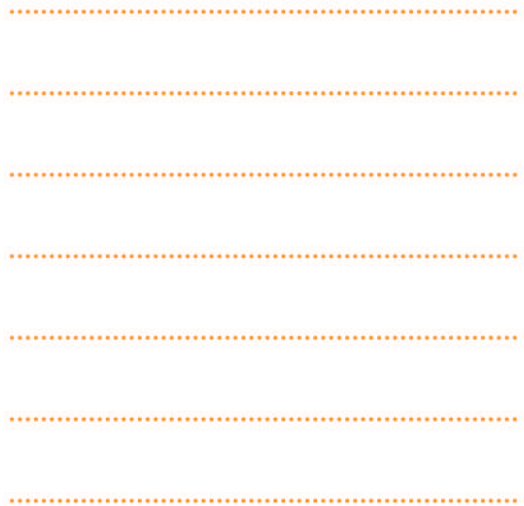
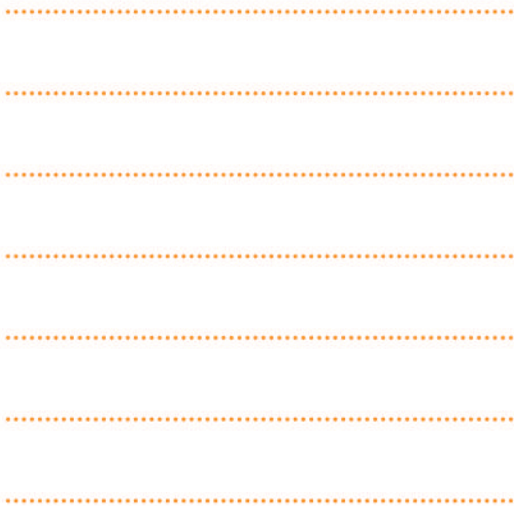
1. Organizational Self-Assessment

Just like in the individual mobilization, one of the first steps is to be aware of the values of your organization.

- *What do you stand for?*
- *What are your goals and principles?*
- *How do they align with the global and national frameworks and standards on gender-based violence?*

Another important step is to reflect collectively on the resources you have as an organization, how and how much you want to engage with other organizations, what you can bring to the table and what you need from this collaboration. Resources can include human, financial, technical, or material assets that can help you achieve your objectives.

Strenghts



2. Mapping

In order to map actors & stakeholders that are already active on GBV, we suggest the following steps:

- Identify the main actors working on GBV prevention and response in the local area, such as government public actors, civil society organizations, community groups, and women's rights movements and organizations. How? We have added some resources about every partner country local context (see [Annex A](#) below) but a quick online search can help you identifying relevant actors.
- Assess their roles, capacities, needs, interests, and relationships with other actors.
- Analyze their strengths, weaknesses, opportunities, and threats (SWOT) in addressing GBV issues. At this point is also useful to be aware of the own strengths, weaknesses, opportunities and threats of your own organization. Hence the importance of the organizational self-assessment.
- Prioritize the most relevant stakeholders/actors for your organization.

Tips:

- Try to capitalize on already existing relations with other organizations and collectives with whom you have already work, even if the relation with them is not formal. This will help you to create a stronger network for your organization.

3. Reaching Out

Here, you should reflect on how you want to reach out to organizations of interest.

- You can start by contacting them by email or phone, first presenting your organization and asking for a personal meeting with the person of reference.
- In this meeting, you need to set clear goals of what you expect from the collaboration and what can your organizations provide in the coalition.

Tips:

- You need to build trust and mutual respect in order to engage in dialogue, learn and provide and receive feedback with your potential partners or collaborators.
- Make sure you share the same values and ideas about GBV.

4. Creating Coalitions & Synergies

You can collaborate with other actors in fighting GBV in many ways:

Your organization can join an already existing network of civil society organizations that work on gender violence issues and collaborate on campaigns, events, or policy recommendations. As an alternative or in addition, you can decide to collaborate for specific events & campaigns, like the ones set for the 8th of March and the 25th of November.



CHAPTER 2: Amplify Your Voice. How to create an awareness-raising campaign on GBV

Why is it important to Raise Awareness about GBV?

- Awareness-raising is key to spreading the clear message of zero tolerance of all forms of violence against women and girls.
- It also helps at increasing general sensitivity, understanding and knowledge about gender inequality in our societies.
- It is key to mobilize communities and society as a whole to bring the necessary changes in attitudes, behaviours and beliefs.
- It can also help to publicize relevant laws and policies, and communicate a need of the society to public political actors.

The steps towards a successful campaign for the prevention of and fight against gender-based violence.

GET TO KNOW YOURSELVES

Just as in the process of networking, having a clear organizational identity is fundamental for being able to create a successful awareness raising campaign, aligned with your values and beliefs regarding GBV, Human Rights and any other aspect.

For carrying out this reflection, you can use the advices given in the previous section, and also this material developed by the Council of Europe:

[https://www.coe.int/en/web/gender-matters/gender-in-youth-work-and-youth-organisations#%7B%2263837055%22:\[0\]%7D](https://www.coe.int/en/web/gender-matters/gender-in-youth-work-and-youth-organisations#%7B%2263837055%22:[0]%7D)



1. What do you want to reach with this campaign?

It is important that you set **SMART objectives**: Specific, Measurable, Achievable, Relevant and Time-bound.

To define your objective/s, you may need to reflect first on what problems or reality of GBV you are trying to address. For doing that, you can use some tools like **The problem tree** (<https://www.coe.int/en/web/gender-matters/developing-an-initiative-or-a-strategy-addressing-gender-based-violence#50>) that will help you in having a clear and thorough idea of the issue and in selecting the “branch” that you think you can address, considering your focus, expertise and interest, as well as the aspect/s of the issue on which you think you are most likely to have an impact.

Don't: “Our objective is to end GBV in our neighborhood”

Example: “Women in our neighborhood are aware of their legal rights concerning the reporting of gender-based violence”.

Here there are some **key questions** that may help you in setting the objectives:

- *What is our general objective? What is the ultimate objective our campaign will contribute to?*



- *What are our specific objectives? What do we want to achieve through this campaign?*



Tip: It is fundamental that your organization holds a previous internal discussion to establish these goals and to make sure that they are shared and understood by all the participants of the campaign.

When you have set the objective/s, you can start thinking about a title, slogan or a short description for the campaign, that will also guide you in designing the content. If you prefer, you can also leave this task to a later point. It is possible that your campaign has several objectives. In this case, it is important to prioritize and divide them in general or specific, and also in short-term and long-term.

2. Who do you want to reach through the campaign?

Setting a clear target group or audience is equally important for your campaign. Some **key questions** to identify them may be:

- *Who do you want to reach?*



- *Among whom do you want to raise awareness?*



- *Who do you think should be targeted to achieve change?*



Example: *"Our target group is heterosexual women living in the area, of 30-50 years old".*

Tips: A wider audience does not necessarily mean a wider awareness or a wider success. Depending on your objective, you may want to address specific groups with specific needs or the general population. Either is valid, but make sure that your audience is in line with your objective, realistic, and that your original objective doesn't get lost.





3. What resources can you count on?

You need to be realistic about what resources you can use for the campaign. If you think you lack basic resources or that those you have are not enough to fulfill your objective, you can always think about collaborating with other entities (see section 2 of CHAPTER 1), or rethink the objective and modify it according to your possibilities.

Type of resources:

- **Financial resources:** It is basically the money that you can invest on your campaign. It includes the wages of the staff that is going to be involved in the campaign (if it is going to be remunerated) and/or of professional and external advisers, the expenses on campaigning materials (posters, flyers) and events, the fees for advertising on different media (as adds on newspapers or local television channels), among other things.

Tip: We suggest you to create an initial budget, simply by drawing up a list of financial and logistical needs that are deemed necessary for the campaign, together with the sources and amount of money that you can dedicate to it.

- **Human resources:** The people that is going to be involved in the creation of the campaign. You may want to think of how many people will you need and what their roles would be, and if you already count on this support or if you are going to have to recruit them.
- **Time:** You need to be aware of how much time the people involved can dedicate to the campaign and create a timeline and action plan according to it.

Tip: It may be useful to think on how much time you will need to implement all your activities on a daily-weekly basis and if there are some steps of the campaign when you will need more support, human or financial.

4. Who do you want to involve in the campaign?

For ensuring the success of your campaign, you should make sure to involve the relevant actors and stakeholders.

In order to identify them, we suggest the **next steps**:

1. Map the actors/stakeholders that may potentially be interested in being involved. They don't necessarily need to be involved in all the phases of the campaign; they can be part of the planning, development, implementation and/or dissemination of the campaign.

Tip: While looking for stakeholders, don't forget to add those organizations, collectives or actors with whom you have previously worked. This will help you, not only in terms of one specific campaign, but in creating a wider network of collaborators that your organization will be able to use for any other activity or dissemination purpose.

2. Define which actors can and should be reached according to their relevance to the topic and your resources. These stakeholders could be:

- Administrative bodies and/or decision makers, that are responsible for social development, women's rights, justice, health and education;
- Civil society organizations and NGOs that work on GBV prevention, response and advocacy;
- Media and communication professionals that can help raise awareness and report on GBV issues;
- Donors and sponsors that can provide financial and technical support for the campaign;
- Community leaders and influencers that can mobilize and engage the target audience.

As already said, the number and type of stakeholder will depend on the details of your campaign and the resources that you have to reach them.

3. Create coalitions/synergies/collaborations to develop and/or disseminate the campaign with them. In this step, it is important to have a clear division of responsibilities and roles among all the people involved in the campaign.

Make sure that the organizations, entities and actors with whom you are collaborating and your organization members have a clear idea of their responsibilities and what is expected from them.

5. What do you want to communicate to your target group?

Now is time to develop your messages, based on the objectives of your campaign.
Some questions that may help you in the process:

- *What story do I want to tell?*



- *What is that I want to communicate to raise awareness and generate some action/reaction within the target audience?*



Tips:

- Don't mistake the objective/s of the campaign with the content that you want to communicate. Be aware of the difference.
- Try to write the messages in a positive tone, focusing on everything that can be done and not so much on the negative aspects of the situation, even if those are also things that need to be made visible.
- Use an inclusive and respectful language, that takes into consideration the experience of victims and survivors of GBV, and is constructed by trauma-informed messages.
- Think intersectionally: ensure that the messages are culturally sensitive and they respect the diverse cultural perspectives and experiences, with respect for human rights always at its core.
- Focus on the empowerment of the women affected by GBV and avoid their victimization.
- Empower people to tell their stories (always respecting their consent and privacy), this would give you authentic and genuine messages.
- Let these voices choose their own style and tone, in the end it's their own story and they should choose how to tell it. However, always ensure that they match the previously identified audience/s and goal/s for the campaign.



6. How do you want to communicate your message to the target audience?

In order to choose how you communicate with your target audience, you first need to know:

- *What are the values, interests, language of your target audience?*



- *What moves your audience?*



- *What would catch your audience attention and push your audience to act?*



- *Where is your audience?*



- *How can you reach them? Online, face-to-face?*



Tips:

- ***If you are deciding to use social media for the campaign...***

You need to carefully select the platform and channels where to place your messages. Here lies the importance of knowing your audience. Depending on some sociodemographic variables as age, gender, income, occupation, religion, etc., some channels may be more appropriate in reaching a specific target group. For example: If your campaign aims to reach elderly women who may suffer from domestic violence, using certain social networks would be useless, as they themselves do not use them.

- **Choose a tone for the campaign and keep it consistent.**
- **Define which type of content to develop.** This also varies depending on the audience and the objective. There are many possible contents:
 - Reports, studies and publications;
 - Press releases and articles;
 - Public meetings and events;
 - Conferences and workshops;
 - Educational materials such as leaflets, posters, newsletters;
 - Audiovisual and artistic material such as educational videos and documentaries, art pieces, etc.;
 - Social media content such as posts, reels, videos, live sessions, etc.
- **Ensure the accessibility of the materials.** Consider the possibility of translating your materials to different languages to reach your target audience, and ensure that, both the materials and the events you may organize as part of the campaign, are accessible to people with mobility, visual, hearing and/or other types of disabilities.
- **Use multichannel marketing strategies.** If you use different platforms and channels, you will have more possibilities to reach and engage with your audience, as long as you have previously analyzed it.



From the Idea to its Realization: Creating an Action Plan

Now that you and the rest of members of your organization have reflected about each component of the campaign, you need to bring everything together into an Action Plan. An Action Plan is simply a document that lists what steps must be taken to achieve a specific goal.*

Creating an Action Plan will help you to maintain your focus, to measure the success on your campaign while making any necessary adjustments to the plan to ensure you reach your goal, to communicate with your stakeholders and show them how you plan to achieve your goal, and to clarify what resources you need and what steps you need to take to achieve it. In this Action Plan, you should include:

- **Goals & objectives:**



- **Target audience:**

- **Resources & budget:**

- **Relevant actors and stakeholders:**

- **Communication strategy, that includes the key messages, activities and the communication channels and platforms:**



- **Tasks & roles definition and division:**

- **Timeframe and timeline:**

- **Evaluation and follow up tools:**

Tips:

- To realise the full potential of your campaign, it is fundamental to define the team that is going to develop the content and the responsibilities and tasks of each team member.
- At the same time, it is essential to define deadlines for the distribution and/or dissemination of the content produced, to make sure that you follow the timeline agreed.
- One of the key factors for successful content marketing is timing. You want to reach your audience when they are most likely to engage with your content and take action. To do this, you need to monitor the news and identify the best moments to share your content. Specifically regarding GBV, there are specific dates such as the 8th of March or the 25th of November, when your actions may reach a larger audience. Also, you can think of launching content or organizing activities after an important event in your local context, for example after the approval or rejection of a law in reference to GBV, or as an answer to a violence case.

*[What is an action plan? – TechTarget Definition:](https://www.techtarget.com/whatis/definition/action-plan)
<https://www.techtarget.com/whatis/definition/action-plan>



Evaluation and Follow-up

Evaluating an awareness-raising campaign is important to measure its effectiveness and impact on changing attitudes, behaviors and beliefs that reinforce the existence of GBV. In addition, it can help you to identify good practices for future efforts or campaigns.

To evaluate a campaign, one needs to define indicators and target values that reflect the specific objectives and expected outcomes of the campaign. Indicators are measurable variables that show the progress and achievements of the campaign, while target values are the desired levels of performance for each indicator.

For example, an indicator could be the percentage of people who recognize different forms of gender-based violence after the campaign, and a target value could be 80%.

Don't leave everything to the last minute! The evaluation should be conducted at different stages of the campaign: before, during and after; so, in case something is not going right, you still have time to work on it.

To plan and evaluate a campaign effectively, three steps are essential.

1. **First, a baseline assessment** should be done before the campaign starts. This involves collecting data on the current situation and needs of the target group, such as their knowledge, attitudes and behaviors related to the campaign topic.
2. **Second, a monitoring system** should be established during the campaign. This involves tracking the implementation and feedback of the campaign activities, such as their reach, quality and satisfaction among the target group.
3. **Third, an impact assessment** should be done after the campaign ends. This involves measuring the changes and outcomes of the campaign on the target group and society, such as their awareness, opinions and actions related to the campaign topic.

With all these elements, your organization can conduct a final evaluation of the campaign.

For doing it, you can **use some of these questions:**



- *What are your feelings after the day of action? (This can be done as a brief run round the group.)*

- *What did you feel went well?*

- *Was anything more difficult than you had imagined it to be?*

- *Was there anything unexpected?*

- *Do you think there are any lessons we could learn for next time?*

- *Did we achieve what we set out to do?*

- *Did we achieve anything else that perhaps we had not foreseen?*

- *Do you feel satisfied with yourselves, and would you like to try something like this again?*

- *What shall we do next?*



ANNEX A.

INFORMATIONAL RESOURCES

Here you find a list of social media pages/profiles/websites and other useful sources of information from the partner countries of MARIPOSA, for anyone that wants to get involved on the issue on an individual level and also for small groups of people/associations that want to increase their networking with other organizations.

Name 016

Type of resource Telephone service; WhatsApp; online chat; email

Small description Service providing information, legal advice and immediate psychosocial support. Launched by the Ministry of Equality

Link <https://violenciagenero.igualdad.gob.es/informacionUtil/recursos/telefono016/home.html>

Name ATENPRO

Type of resource Telephone service of attention and protection for victims of gender violence

Small description Based on the use of mobile telephone communication and telelocation technologies. Launched by the Ministry of Equality

Link <https://violenciagenero.igualdad.gob.es/informacionUtil/recursos/servicioTecnico/home.htm>

Name Guía práctica para el asesoramiento legal a víctimas de violencia de género

Type of resource Practical guide

Small description Practical guide to legal advice for victims of gender-based violence. Launched by Fundación Fernando Pombo

Link https://violenciagenero.igualdad.gob.es/informacionUtil/recursos/Otros_Reursos/docs/Guia_Fund_Pombo.pdf

Name Centros Municipales de Información a la Mujer

Type of resource Municipal women's information centres

Small description These centres, from which a global intervention aimed at women is articulated, offer information, attention and advice on equality policies and the promotion of participation. They depend on the Andalusian Women's Institute in collaboration with the local councils.

Link <https://www.juntadeandalucia.es/iam/index.php/iam/centros-municipales>

Name Servicio de asesoramiento jurídico online

Type of resource Online legal advice

Small description Online legal advice service on violence against women, launched by the Andalusian Regional Government

Link https://www.juntadeandalucia.es/institutodelamujer/online/asesoramiento_online/faq/pregunta.jsp

Name	Servicio de asistencia a las víctimas
Type of resource	Legal Advice Centre
Small description	Victim assistance service to provide legal information and advice, dependent on the Andalusian Regional Government
Link	https://wrap.igualdad.gob.es/recursos-vgd/search/SearchDetail.action?resourceId=15690&previousPage=/recursos-vgd/search/SearchResult.action
Name	Punto Violeta
Type of resource	Guidelines and materials
Small description	An instrument promoted by the Ministry of Equality to involve society as a whole in the fight against gender violence and to massively disseminate the information necessary to know how to act in the event of violence against women.
Link	https://violenciagenero.igualdad.gob.es/informacionUtil/PuntoVioleta/home.htm
Name	Delegación del Gobierno contra la violencia de género
Type of resource	Public body: Government Delegation against Gender Violence
Small description	Management body of the Ministry of Equality, attached to the Secretary of State for Equality and against Gender Violence, which is responsible for proposing the policy of the Government of the Nation against the different forms of violence against women and for promoting, coordinating and advising on all measures carried out in this area.
Link	https://violenciagenero.igualdad.gob.es/home.html
Name	Instituto Andaluz de la Mujer
Type of resource	Public body: Andalusian Women's Institute
Small description	Agency attached to the Regional Ministry of Equality, Social Policies and Conciliation for the promotion of gender equality. It was a pioneer in developing comprehensive measures for the prevention of gender violence and care for victims. It was also a pioneer in its commitment to coeducation. The institute offers a service of attention and information to women and develops programmes to advance equality between men and women.
Link	https://www.juntadeandalucia.es/institutodelamujer/

Name	Teléfono 900
Type of resource	Women's information helpline 900 200 999
Small description	Free and permanent service, available 24 hours a day, every day of the year, day and night. It is operational for the whole of Andalusia. It is anonymous and confidential and allows for the immediate resolution of various doubts and problems
Link	https://www.juntadeandalucia.es/institutodelamujer/index.php/2013-08-08-10-31-21/servicios-especializados-en-violencia-de-genero/telefono-900-atencion
Name	Asociación Mujeres Juristas Themis
Type of resource	Association of women jurists
Small description	Non-governmental, non-profit, state-wide organisation of women lawyers, solicitors, magistrates and court clerks in Spain, which promotes proposals to change those legal norms that violate women's rights
Link	https://www.mujeresjuristasthemis.org/
Name	Federación Mujeres Progresistas
Type of resource	Federation of Progressive Women
Small description	A non-governmental, non-profit organisation made up of associations, regional and provincial federations and other progressive women's groups at national, regional, provincial and local level, with a membership of around 23,000 people. Its mission is to promote change in social, economic and cultural structures in order to achieve gender equality and equity between women and men through feminist political advocacy and empowerment
Link	https://fmujeresprogresistas.org/
Name	Fundación Mujeres
Type of resource	Women's Foundation
Small description	A non-governmental, non-profit organisation working on the implementation of intervention projects in the different areas of social, political, economic and cultural participation, with the aim of making equal opportunities real and effective
Link	https://fundacionmujeres.es/

Name	Mujeres en Igualdad
Type of resource	Association: Women in equality
Small description	Space for those who consider that equal opportunities matter for everyone, without excluding anyone; violence against women has a special section.
Link	http://www.mujeresenigualdad.com/
Name	Asociación Clara Campoamor
Type of resource	Association
Small description	Clara Campoamor Association was founded because of the imperative need to defend women's rights in the face of their continuous transgression, whether in the professional work world, health, cultural or family life, or because of the defencelessness of women victims of sexual crimes and aggressions.
Link	https://claracampoamor.eu/
Name	Comisión para la investigación de malos tratos a mujeres
Type of resource	United Nations Consultative NGO Status
Small description	The organisation is the result of the experience of professional women, psychologists, social workers, doctors, sociologists and lawyers, in contact with abused women. Its ultimate aim is to eradicate violence against women. From the beginning, the priority areas on which they have worked have been gender violence and sexual exploitation.
Link	https://malostratos.org/
Name	Fundación Ana Bella
Type of resource	Women's Survivors Network
Small description	They provide effective solutions by involving women survivors, the media, public administrations, social entities and companies to act as agents of social change in the face of gender-based violence and generate systemic changes.
Link	https://www.fundacionanabella.org/
Name	Proyectos Luz Casanova
Type of resource	Non-profit organisation
Small description	They work for a society of care and inclusion of people who are in a situation of serious lack of protection and exclusion, with special attention to homeless people and women and children who are victims of gender violence.
Link	https://proyectosluzcasanova.org/

Name Fundación ASPACIA

Type of resource Non-governmental organisation

Small description It is a non-governmental organisation that works to eliminate violence in all its expressions, protect victims and promote equality among all people. They care for victims, train professionals, investigate the reasons behind violence, raise awareness against its use and ensure that those who have perpetrated violence do not do so again.

Link <https://fundacion-aspacia.org/>

Name Asociación MUM

Type of resource Network of women united against abuse

Small description Non-profit association with the aim of helping women who are victims of abuse, whether physical, psychological, sexual, economic, etc., so that they can go from being victims to survivors, always accompanied and protected.

Link <https://asociacionmum.org/>

Name Servicio al ciudadano de la Guardia Civil

Type of resource Citizen Service of the Guardia Civil (Civil Guard)

Small description This section provides answers to questions about when and how to act in the event of gender-based violence, the care provided to victims and the support provided to them. It also provides information on how to apply for a protection order.

Link <https://www.guardiacivil.es/es/servicios/violenciadegeneroyabusoamenores/violenciagenero/index.html>

Name Ágora

Type of resource Provincial Federation of Women's Associations

Small description The aim of Ágora is to work to achieve equal opportunities between women and men, to eradicate all types of discrimination against women, claiming their rights, fighting against gender violence, working to achieve a work-life balance, as well as providing support and advice to federated women's associations

Link <https://federacionagora.org/>

Name **Plataforma Violencia Cero**

Type of resource **Platform against the abuse of women**

Small description Non-profit organisation, made up of women's associations and other groups in the province of Malaga. The aim of their work is to fight against all types of violence against women and to promote equal opportunities for men and women.

Link <https://plataformaviolenciacer0.es/>

Name **Espacio Violeta**

Type of resource Feminist readings and gender studies blog

Small description It is a fund specialised in feminisms and gender studies and, in addition, a different space for consultation, a meeting point and a place for the exchange of knowledge about women, egalitarian masculinities and the LGBTIQ+ community

Link <https://espaciovioleta.biblioteca.ulpgc.es/2020/11/19/la-violencia-contra-la-mujer-en-la-literatura-20-libros-escritos-por-mujeres/>

Name **Asociación AMUVI**

Type of resource Non-profit women's organisation

Small description AMUVI wants to be a reference in the fight against violence from a gender perspective. To be an entity considered a pillar in the fight against sexual and gender-based violence, the protection of minors who experience abuse, both directly and indirectly through the violence suffered by their mothers

Link <https://amuvi.org/>



Name	Win hellas
Type of resource	Website and social media
Small description	Local organization, lobbying for, advocating & empowering women; specializing in abuse recovery, through educational programs
Link	https://www.winhellas.gr/ https://www.instagram.com/winhellas/
Name	Diotima
Type of resource	Website and social media
Small description	Local organization, specialized on GBV and discrimination issues; for more than 30 years it has been standing by the side of GBV survivors, offering legal and psychosocial support.
Link	https://diotima.org.gr/ https://www.linkedin.com/company/crwidiotima/ https://www.facebook.com/NGOdiotima/
Name	Diotima Help Desk Chat Line & email
Type of resource	Website and contact
Small description	Help Desk Chat Line for women who experience gender-based violence, provided by Diotima.
Link	https://diotima.org.gr/en/chat-helpdesk/ https://diotima.org.gr/en/email-helpdesk/
Name	Diotima Help Desk FAQ
Type of resource	Website
Small description	Frequently asked questions & answers (FAQs) for women who experience gender-based violence, provided by Diotima
Link	https://diotima.org.gr/en/faq-helpdesk/
Name	metoogreece.gr
Type of resource	Website
Small description	A governmental platform to collect information on sexual harassment, abuse, and violence. The website includes all the helplines for immediate help and support, and information on the different forms of GBV.
Link	https://metoogreece.gr/

Name	WomenSOS.gr
Type of resource	Website & facebook page
Small description	Social networking page maintained by the General Secretariat for Demography, Family Policy and Gender Equality, available in EN and GR, AR, Farsi (some information) and provides information on the forms of violence against women, how to recognize violence and where to seek support and gives access to institutional documents that can help the professional, the victim and/or the person at risk of violence to navigate the system.
Link	https://womensos.gr/ https://www.facebook.com/WomenSOSgr-242892059153851/

Name	GBV Pocket Guide
Type of resource	App
Small description	The “GBV Pocket Guide” is an app developed on the basis of international standards in more than 12 languages in order to better deal with incidents of GBV by non-specialized professionals and the general public.
Link	https://isotita.gr/gbv-guidelines/ https://play.google.com/store/apps/details?id=com.gbvpoCKETguide&hl=el&gl=US https://apps.apple.com/gr/app/gbv-pocket-guide/id1366576273?l=el



Name	D.i.Re. – Donne in rete contro la violenza
Type of resource	Website
Small description	National network on GBV.
Link	https://www.direcontrolaviolenza.it/
Name	Differenza Donna
Type of resource	Website
Small description	Leading NGO on GBV.
Link	https://www.differenzadonna.org/
Name	Nonunadimeno
Type of resource	Website, Instagram profile, Facebook page
Small description	National political organization and wide network
Link	https://nonunadimeno.wordpress.com/ https://www.facebook.com/nonunadimeno/?locale=it_IT https://www.instagram.com/nonunadimeno/
Name	Robadadone
Type of resource	Instagram profile
Small description	Feminism outreach account
Link	https://instagram.com/robadadonne?igshid=YmMyMTA2M2Y
Name	Collecttivo SCUM
Type of resource	Instagram profile
Small description	Local political organization
Link	https://instagram.com/collettivo_scum?igshid=YmMyMTA2M2Y
Name	Casa Mediterranea delle Donne - Palermo
Type of resource	Facebook page
Small description	Women`s shelter
Link	https://www.facebook.com/CasaMediterraneadelleDonnePalermo

Name	Associazione Le Onde - Onlus
Type of resource	Facebook page
Small description	NGO for GBV victims
Link	https://www.facebook.com/profile.php?id=100080369562016
Name	Casa Internazionale delle Donne
Type of resource	Website
Small description	Webradio of Casa Internazionale delle Donne
Link	https://radiosa.casainternazionedelledonne.org/chi-siamo/
Name	Arcigay
Type of resource	Instagram profile
Small description	LGBTQ+ local organization
Link	https://instagram.com/arcigaypalermo?igshid=MmjiY2l4NDBkZg==
Name	The Gender Talk
Type of resource	Website
Small description	Online platform from a Erasmus+ funded project with educational resources for youngsters, educators, professionals and adults on gender roles and stereotypes, mental wellbeing, affectivity and sexuality
Link	https://thegendertalk.eu/
Name	Asociacione Millecolori onlus
Type of resource	Website
Small description	Local association against gender violence that runs an anti-violence center and a women shelter home
Link	http://www.millecolorionlus.org/
Name	Noi uomini a Palermo Contro la Violenza sulle Donne
Type of resource	Website
Small description	Local association for men against GBV
Link	http://www.noiuominiapalermo.it/chi-siamo/

Name	Supporting survivors of gender-based violence (GBV) in cases where there is no GBV actor in your region
Type of resource	PDF document
Small description	GBV Guidelines team Organization
Link	https://gbvguidelines.org/wp/wp-content/uploads/2022/07/Final-GBV-Pocket-Guide-Romanian.pdf
Name	Free phone line for specialized help 0800 500 333
Type of resource	HELPLINE
Small description	National Agency for Equal Opportunities between Women and Men
Link	https://anes.gov.ro/call-center/
Name	BRIGHT SKY RO App
Type of resource	Phone app
Small description	The Institute for Research and Crime Prevention, the Vodafone Foundation, the Necuvinte Association and Code for Romania.
Link	https://www.politiaromana.ro/ro/prevenire/violenta-domestica/bright-sky-ro-prevenirea-violentei-domestice
Name	A.L.E.G
Type of resource	Counselling/Psychological support
Small description	Association for Freedom and Gender Equality
Link	https://aleg-romania.eu/despre-noi/
Name	FOR SPECIALIZED ASSISTANCE SERVICES IN SITUATIONS OF DOMESTIC AND GENDER VIOLENCE
Type of resource	Phone number and Whatsapp message
Small description	Gloria - Integrated assistance for victims of gender violence and domestic violence.
Link	https://proiectulgloria.ro/contact/
Name	THE TRUST PHONE FOR WOMEN
Type of resource	Phone number
Small description	International Center for the Protection and Promotion of Women's Rights 'La Strada'
Link	https://lastrada.md/files/resources/4/2012_RO_Telefon_de_incredere.pdf

Name	Fédération France Victimes
Type of resource	Website
Small description	Organization providing help to victims of sexual and sexist violence. Main goals: <ul style="list-style-type: none"> • providing help to the victims directly • helping and supporting other organizations • providing education and awareness for people working with victims of sexual and sexist violence
Link	https://www.france-victimes.fr/index.php/nous-connaitre/2015-06-16-21-30-20/organisation
Name	Declic Violence
Type of resource	Website
Small description	Website providing information about gender based violence as well as addresses and link that might be useful (names of organisations helping victims).
Link	https://decliviolence.fr/la-carte-interactive-liste?type=2&region=10&department=
Name	Solidarité Femmes
Type of resource	Website
Small description	Website providing information on how and where to find organizations helping victims of gender based violence
Link	https://www.solidaritefemmes.org/nous-trouver
Name	Planning Familial
Type of resource	Website
Small description	Organization providing help to victims of gender base dviolence, as well as information on discrimination, abortion and birth control
Link	https://www.planning-familial.org/fr#
Name	Elles Imaginen't
Type of resource	Webiste
Small description	Organization providing support (first aid, legal assistance, education)
Link	https://ellesimaginent.fr/nos-actions/accompagnements/

Name	Arrêtons les violences
Type of resource	Website
Small description	Governmental website providing information on how to find an organization for victims of GBV, according to the region/area, the kind of need (assault, rape, forced marriage...), organization's activity (psychological support, education...) and disability (in order to find an organization able to work with people with specific needs).
Link	https://arretonslesviolences.gouv.fr/associations-de-lutte-contre-les-violences-sexistes-et-sexuelles/associations
Name	Libre terre des femmes
Type of resource	Website
Small description	Organisation providing practical (accommodation, ect.), juridical, psychological and professional support to women victims of gender based violence.
Link	http://www.ltdf.fr/
Name	Maison des femmes
Type of resource	Website
Small description	Website providing info about a structure helping victim of gender based violence (psychological support, first aid, juridical support).
Link	https://www.aphp.fr/maison-des-femmes#:~:text=Un%20lieu%20unique%20au%20nordL%27accompagnement%20est%20pluridisciplinaire
Name	CIDFF Paris (Centre d'information sur les droits des femmes et des familles)
Type of resource	Website
Small description	Organization providing legal assistance, education, professional support)
Link	https://paris.cidff.info/
Name	Centre Aubertine Auclert
Type of resource	Website
Small description	Website providing a list of contacts and addresses of organizations providing support to victims of gender based violence in the region Ile-de-France
Link	https://orientationviolences.hubertine.fr/liste-des-dispositifs-accueil

Name	Frauenhelpline
Type of resource	Helpline
Small description	<p>A free of charge helpline for women in Austria. Free initial and crisis counselling by telephone for women*, children and young people affected by violence:</p> <ul style="list-style-type: none"> • Women* of all origins, sexual orientation, religion and in all life situations • Anonymous and confidential counselling • Mother-tongue counselling in Arabic, Bosnian-Croatian-Serbian, English, Romanian, Spanish, Turkish and Dari-Farsi • Availability from 0 - 24 hrs 365 days a year, free of charge • Rapid help in acute situations • Clarification of the current situation, relief and guidance • Psychosocial crisis counselling • Information on legal and social issues related to violence against women* and children • Targeted referral to regional women's protection facilities and counselling centres • Information on further counselling and support services throughout Austria

Link <https://www.frauenhelpline.at/> number: 0800 / 222 555

Name	Vienna Intervention Centre against Violence in the Family
Type of resource	NGO website
Small description	<p>Since 1999, the Vienna Intervention Centre has been carrying out the anti-violence training together with the Men's Counselling Centre Vienna. This is the only offender programme in Austria that is designed according to international standards.</p> <p>The aim of this training is to bring about a change in the behaviour of violent men in mostly open but structured groups and to learn how to behave in partnership. At the same time, those family members who are affected by violence are supported and strengthened, which in the long run leads to an improvement in the quality of life of all persons involved.</p>

Link <https://www.interventionsstelle-wien.at/anti-gewalt-training>

Name	MARACs - Protection of Particularly Vulnerable Victims of Family Violence
Type of resource	Website
Small description	MARAC stands for Multi-Agency Risk Assessment Conference and is a method developed in 2003 by the police and the Women's Safety Unit in Cardiff/Wales in the UK.

Link <https://www.interventionsstelle-wien.at/maracs-schutz-von-besonders-gefaehrdeten-opfern-von-gewalt-in-der-familie>

Name	MA 57 - Women's Service Vienna
Type of resource	network
Small description	The Women's Service <u>promotes women's associations and gender projects</u> in order to specifically counteract the discrimination of women and girls. Studies, publications and events address <u>issues relevant to women's policy</u> and communicate them to the public. Women and girls receive concrete support through the <u>counselling services of the Women's Service</u> . Helps women and girls immediately and around the clock after experiencing violence through the crisis facility <u>24-hour women's emergency hotline: + 43 1 71 71 9</u>
Link	Phone: +43 1 4000 83515 / E-mail: frauen@ma57.wien.gv.at
<hr/>	
Name	Women of Vienna*
Type of resource	Facebook community
Small description	This group is for women (including trans and intersex women) and non-binary people! This is the largest English-speaking community and resource for womxn living in or near Vienna, Austria. It hosts various events.
Link	https://www.facebook.com/groups/594392847326870
<hr/>	
Name	Women in Graz
Type of resource	Facebook community
Small description	Women in Graz is a community in Graz for Women speaking English. The goal is to help and support everyone to get the most of life in living in Graz, for both expat and local. Specially for new arrivals to Graz to settle in, and supports all cultures, religions and traditions
Link	https://www.facebook.com/groups/645277812524971/
<hr/>	
Name	Autonomous Austrian Women's Shelters
Type of resource	website / network
Small description	Umbrella organization of the autonomous women's shelters in Austria Their self-definition is: We are feminist-critical-activist-preventive-informative-non-partisan, but partisan for women and children affected by violence
Link	https://www.aoef.at/index.php



ANNEX B.

GOOD PRACTICES OF AWARENESS RAISING CAMPAIGNS AGAINST GBV



¿Entonces quién? (Then Who?)

Focus: Gender-based violence iceberg

Objectives:

1. Raising awareness on how violence against women doesn't start with physical violence, but with verbal statements disguised as compliments or jokes;
2. Showing that media or people with big number of followers can influence others and have a big responsibility in violence against women.
3. Making men aware so that they are not accomplices in this violence.

Activities/Initiatives: Launching of a spot, played on TV and social media. The voice ads are being played on the radio. #EntoncesQuién is the official hashtag of the campaign, which has become viral due to the content and its references to real events that have taken place in Spain in recent years.

Actors involved in the organization/implementation: Delegación del Gobierno contra la Violencia de Género. Ministerio de Igualdad, Gobierno de España (Government Delegation for Gender Violence. Ministry of Equality, Government of Spain).

Target Groups:

- **Main target groups:** Men who are not active in the fight against gender-based violence and act as accomplices who choose to stay silent or men who are not aware of the different kinds of violence against women.
- Media and people with influence on others, especially impressionable young men.
- **Secondary target group:** People who are not aware of the different types of violence against women.

Message/s and language used:

- **#EntoncesQuién (#ThenWho)** is the usual question asked when someone denies having done something (or, in the case of this video, not doing anything about the violence in these situations). The campaign intends to make people, especially men, aware of what happens to women in their daily lives so that they can understand the meaning behind these words and actions. If not them, then who is going to raise their voices against gender-based violence that women have been reporting for years? If you know someone who has done something like this, it needs to be reported, and you need to get involved to do the right thing.
- The language in the video is informal, uses daily life vocabulary and no specialised terms at all.

Type of material developed:

- 2 television spots: a longer one (1:08 min.) and a shorter one (0:20 min.).
- Radio ads in some official languages in Spain: Spanish, Catalan, Galician, and Basque.
- Graphic resources like posters, banners, digital signs/billboards, gifs.

Strenghts and weaknesses:**Strengths:**

- The spot went viral after a TV host felt offended by the video, denying that he has ever acted in such way, despite the fact that his name is never mentioned. This made social media users create compilation videos of this TV host making female guests feel uncomfortable. Similarly, a Twitch streamer felt alluded to, and demanded that the Government use public money responsibly.
- Moreover, the spot shows how those behaviours can be harmful and considered violence against women, even if it is not physical
- **No weaknesses were identified.**

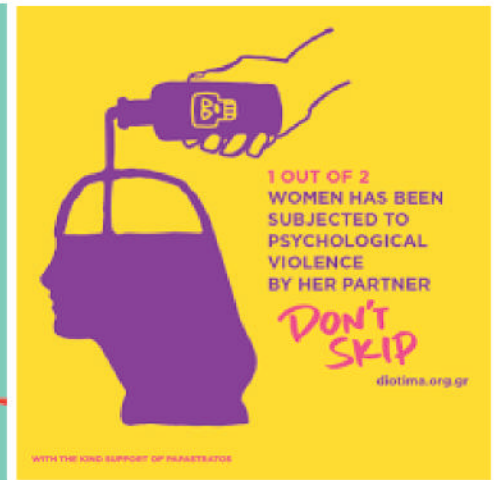
Links:

- Link to the campaign webpage:
<https://violenciagenero.igualdad.gob.es/sensibilizacionConcienciacion/campanas/violenciaGobierno/entoncesqui/vgenero.htm>
- Link to the spot (sub. spanish): <https://youtu.be/vxfR1-zqdwY>

Additional info:

This spot is the most recent campaign made by the Spanish Government for November 25th. The video refers to acts of violence against women that have occurred in recent months and years in the country.

- A Twitch streamer stated that a friend of his used to not drink alcohol when partying so that drunk women would have relations with him.
- The host of a very popular television show has been accused multiple times of making sexist, intimate, and uncomfortable jokes and questions to female guests.
- Football players who have been accused of sexual abuse or aggression and have been defended by fans, composed by men mainly.
- Young men living in a male university hall expelled for shouting misogynist and vulgar threats from their windows to the women living in the female hall located across the street.



Don't Skip

Focus: Gender based violence and Sexism

Objectives:

1. Raising awareness in society, especially to young people, so that we don't skip the daily incidents of gender based violence and sexism.
2. Offering visibility and contributing to the formation of a zero tolerance collective culture, in order to eradicate gender based violence.

Activities/Initiatives:

1. "Don't Skip" campaign has been implemented in Greece by *Diotima Centre for Research on Women's Issues*, as part of the project titled *"SPEAK: Legal Support and Raising Awareness of Gender Based Violence"*.
2. A short film competition, titled "Young women and men artists, against women's violence: Don't Skip". The pursuit was for artists (18 to 30 years old) to participate, to share their fresh cinematic look and to raise awareness among their fellow citizens. Eleven films took part in the contest;
3. Video spot, with which the phenomenon of sexual harassment in public space is made visible;
4. Video spot, which presents the stereotypes of verbal abuse that the perpetrator uses, in an everyday incident of domestic violence;
5. Video-spot, where the public is invited to not ignore signs of gender violence;
6. Posts campaign, including abstract art paintings, presenting the consequences experienced by women victims of domestic violence and rape;
7. Photographic snapshots of everyday life, even of young couples, which recorded the difficulty and fear of women to talk about the violence they experience.

Actors involved in the organization/implementation: Organisation's staff members, young artists participating in the film competition, famous actors/actresses starring in the video spots.

Target Groups: General public, young persons, female GBV survivors.

Message/s and language used:

- "Don't skip", "Don't skip gender based violence"
- Languages: Greek and English

Type of material developed:

- Videos,
- posts in social media and website

Strenghts and weaknesses:

Strengths:

- The message of the campaign was spread widely and was promoted by most of the Mass Media in Greece.
- There was also a great response by social media users, especially by women aged 25-45.
- One of the spot, starring the popular actor Errikos Litsis, has become viral with over 1 million views.
- **No weaknesses were identified.**

Link:

Link to the webpage: <https://diotima.org.gr/dontskip/en/index.html>





Call4Margherita: the most expensive pizza in the world.

Focus: The campaign focused on the inadequate support system that fails to provide an prompt response to women victims of violence, as health and social support services, law enforcement officials, and judicial authorities are not properly trained to detect and respond promptly to cases of GBV and domestic violence.

Objectives:

1. Raise awareness among the general public and institutions, so that the issue of combating violence against women becomes a concrete urgency of politics.
2. Fundraise

Activities/Initiatives:

- Launching of a fundraising campaign at national level;
- Launching of a raising awareness campaign through social media (Instagram), encouraging citizens to share its content and messages;
- Presentation of an artistic installation in the center of Rome, followed by a flashmob, and the national launching of the promotional video of the campaign.

Actors involved in the organization/implementation:

- **ActionAid Italia** (International activist organization, creator of the initiative)
- **Caffeina** (digital agency),
- **Celebrities**, such as Claudia Gerini, Michela Giraud, di Claudia Napolitano (The Jackal), Filippo Tortu, Daniele Garozzo, Miriam Sylla and Sandro Campagna; and Italian businesses as PizziKotto, Gruppo Locauto, Italo, Levi's and Lovable (for the diffusion of the campaign).

Target Groups: General population

Message/s and language used:**Messages:**

- *"Because if women call the police pretending to order it in order to get away from their violent partners, it means that a pizza is a tool to save their lives and is worth the funds that the world's governments should be providing to combat gender-based violence. Protest for this pizza to be a simple pizza again. Donate (qr code) #Call4Margherita."* **Original message (IT):** *Se la pizza oggi non è più solo uno dei cibi preferiti al mondo, ma uno strumento per salvarsi la vita, significa che vale molto di più: vale i fondi che i Governi di tutto il mondo dovrebbero erogare per combattere la violenza sulle donne. Così nasce la pizza più costosa al mondo: #Call4MArgherita.*
- *"A life without violence cannot be a luxury".*
- Hashtag *"#Call4Margherita"*

Language:

- The campaign takes the language used in a luxury commercial to address a reality of domestic violence and how some women, because of the fear of the consequences of reporting a violent partner, need to use ordering a pizza as an excuse or trick to try to avoid their partners to "punish" them for it.

Type of material developed:

- Video <https://www.youtube.com/watch?v=JrChsR8TTak>
- and dissemination posters

Language: The campaign takes the language used in a luxury commercial to address a reality of domestic violence and how some women, because of the fear of the consequences of reporting a violent partner, need to use ordering a pizza as an excuse or trick to try to avoid their partners to "punish" them for it.

Strengths and weaknesses

Strengths:

- The channels used and the creativity in using the language of a luxury commercial are very efficient tools and ways of raising awareness among the public opinion and institutions, as they present the violence as something concrete, which can be seen to materialize in a pizza.
- Involving businesses, specifically pizza shops, offers a direct and powerful channel of communication with the audience, as the message was printed in the pizza boxes, together with the link to donate to the campaign.
- Presenting the campaign with an in-person event creates expectation and offers a more direct communication with press media.
- Involving celebrities from diverse backgrounds helps reaching different audiences.

Weaknesses:

- Materializing gender based violence in some way on a “fancy pizza”, while creative, runs the risk of seeming a bit superficial, and the message of the video can be a bit confusing.
- Besides the fundraising and the awareness raising, there is not a direct action involving political institutions or authorities for asking to dedicate more money to initiatives against GBV, so it may only reach the general population and not the institutions.

Link:

- Link to the webpage: <https://www.actionaid.it/call4margherita>
- Link to the Instagram campaign: [@Call4Margherita](#)





BROKEN WINGS

Focus: Domestic violence prevention campaign

Objectives: Informing the general public about the serious consequences of abusive behavior in couples.

Activities/Initiatives:

- **Documentary film "Broken Wings":** It is the central point of the campaign and presents the situation of victims of domestic violence in Romania who did not ask for help from anyone, through several cases of prisoners in the Târgșor Women's Penitentiary. The documentary is built around the stories of women who lived a life of abuse and fear, which motivated them to endure years of cruel suffering, not to ask for help from anyone, reaching at one point to cry and he becomes an aggressor from a victim, doing justice to himself", the organizers say.
- **Safety Guide for Victims of Family Violence**, created and distributed to all police stations nationwide. This Guide is addressed to people who understand that they are in an abusive situation and are taking the first steps to get out of that environment. The guide is accompanied by posters that will be pasted in the block stairs at the notice boards. The posters target the "black figure" of violence, those people not included in any statistics, who have never spoken about what they live.
- **Event** organized with the support of Oradea City Hall.



Actors involved in the organization/implementation:

ASOCIAȚIA NECUVINTE

Target Groups:

- People in Universities & High Schools,
- General public (the materials were placed in heavily trafficked public spaces and all police stations, nationwide),
- Victims of GBV.

Message/s and language used: Say "NO" to family violence

Type of material developed:

- TV spots;
- Documentary movie ;
- Safety Guide;
- Posters.

Strengths and weaknesses:**Strengths:**

- The campaign created the documentary film "BROKEN WINGS", which conveys a strong message about domestic violence.

Weaknesses:

- The campaign does not have an official website and the name of the campaign can easily be confused with a Turkish series, so there is not a clear official identity of the initiative.

Link

- Link to webpage: <https://www.politiaromana.ro/ro/prevenire/campanii-proiecte/campania-de-prevenire-a-violentei-domestice-aripi-frante>
- Link to the TV spot: <https://www.youtube.com/watch?v=tMdlC2V2fEs>
- Link to the documentary: <https://www.youtube.com/watch?v=MSlevNsnvtE>



Partir/ Leaving

Focus: Financial support of actions against gender-based violence

Objectives: Fundraising of 1 million euros.

Activities/Initiatives:

- Support helplines and chats;
- Support the creation of place of refuge 17/05/2023;
- Raise awareness about gender equality among young generations;
- Legal support to the victims;
- Development of activities oriented to the psychological and physical reconstruction of the victims.

Actors involved in the organization/implementation: Maison des Femmes

Target Groups: General public, everyone that is willing to donate.

Message/s and language used: The language used is informative, there are percentages about gender-based violence and helpcenters.

Type of material developed: Short video

**Strenghts and weaknesses:****Strenghts:**

The campaign uses Informative language, sets a clear goal, operates in a full-scale oriented way and incorporates transparency into its activities.

No weaknesses were identified.

Links:

- Link to the webpage: <https://fondationdesfemmes.org/actualites/campagne-violences-conjugales/>
- Link to the video: https://www.youtube.com/watch?v=EstaEbK5XpA&embeds_referring_euri=https%3A%2F%2Ffondationdesfemmes.org%2F&embeds_referring_origin=https%3A%2F%2Ffondationdesfemmes.org&source_ve_path=Mjg2NjY&feature=emb_logo



STOP - Stadtteile Ohne Partnergewalt

Focus: Intimate Partner Violence

Objectives: Activating neighbours to step up against partner violence

Activities/Initiatives:

The campaign is divided in 8 steps:

1. Initiation comes from a neighbourhood institution;
2. Activating survey - by questioning local people, they are already activated;
3. Neighbourhood action groups set up;
4. Discussions initiated by the groups, local people mobilized;
5. District level action groups set up;
6. Individual support network developed
7. Maintaining contacts and network:
8. Political networking.

Actors involved in the organization/implementation: A neighborhood facility (e.g. neighborhood center, community center, parents' school) makes the decision to take up the topic and make staff, premises and funds available for it.

Target Groups: Local citizens & residents of the area

Message/s and language used: Don't look away if you spot partnership violence in your neighbourhood.

Type of material developed: Videos, flags & posters



Strenghts and weaknesses:

Strenghts:

- This initiative can be undertaken by local social workers and their respective institutions. Consequently, its implementation transcends the duration of funding and hinges heavily upon the level of dedication they are able to invest.
- A significant advantage lies in its capacity to establish direct connections with individuals, employing not only media platforms such as Facebook but also through community-based social work.
- Working at local level helps mobilizing neighbours and has a very powerfull message.

Weaknesses:

- The coordination of involving the local community needs continuous support, and it seems to be financed exclusively through project funding, which can be an issue for its sustainability.
- It is an initiative that requires a lot of efforts and requires high level of commitment from participating organizations.
- The campaign video can evoke deep emotional responses which can be helpful in engaging the audience, although it can be triggering for some people.

Link:

- Link to the webpage: <https://stop-partnergewalt.at/>
- Link to the video:

https://www.youtube.com/watch?v=Ut1GneqKGas&t=57s&ab_channel=A%C3%96F-VereinAutonome%C3%96sterreichischeFrauenh%C3%A4user